


CRANBROOK GOLF CLUB – STRATEGIC PLAN 2018-2022

Our Vision:

To grow golf in Cranbrook in our family friendly and social club atmosphere

KEY AREA:	1. PARTICIPATION & MEMBERSHIP Grow and diversify our membership base to ensure a successful and sustainable Club for the next generation.	2. FINANCIAL MANAGEMENT & GOVERNANCE Maximise resources available for ongoing investment in our Golf Course, Clubhouse and Game Development in a professionally managed Club.	3. COURSE Upgrade, develop and maintain the Cranbrook Golf Course as a district attraction and challenge for golfers of all abilities.	4. CLUB HOUSE / FACILITIES Maintain and promote present Clubhouse facilities and develop new facilities where ever possible.
PERFORMANCE TARGETS	<ul style="list-style-type: none"> • Create a structured Female competition; • Create a structured Junior competition; • Grow to thirty (30) members and active weekly golfers by 2022; 	<ul style="list-style-type: none"> • Annual budget developed and adopted each year; • Maximise available grant opportunities; • Forward Planning of major asset renewals and upgrades; • Growth in revenue each year; • Establish 'Future Fund' for major assets; and • Review Constitution in line with legislation changes. 	<ul style="list-style-type: none"> • Maintain par rating of 71 and ACR value. • Course available for play 52 weeks of the year; • Consistency in all 18 greens; • Ensure all weather access by cart and foot; • Maintenance costs and volunteer time required to be reduced or maintained; • Develop driving range; and • Improve signage for practice greens. 	<ul style="list-style-type: none"> • Minimise major operating expenses; • Forward Planning of fridges and major appliance renewals and upgrades; • Maximise usage of the Clubhouse on non-golf days to generate revenue; and • Clubhouse is appropriate and available for alternate uses.
MAIN SUPPORTING STRATEGIES	<ul style="list-style-type: none"> • Develop a 'have a go' model to encourage participation by: <ul style="list-style-type: none"> • Cranbrook Primary School; • Female/Mums; and • Juniors. • Grow Summer Golf through promotion and inviting neighbouring Clubs; • Investigate non-traditional Golf WA and Golf Australia Programs such as 'Swingfit'; • Investigate shorter game formats; and • Investigate and fixture more social and informal golf game formats. 	<ul style="list-style-type: none"> • Develop a template for budget; • Create major sponsors package for number 1 & 10 tee box and clubhouse; • Maintain an up-to-date sponsorship for all tee boxes; • Create a strong link between weekly sponsors and events; • Review Strategic Plan every second year; • Develop a Long Term Financial Plan; • Link term deposit account to asset planning; • Maintain regular communication with Golf WA & Golf Australia; • Governance items as a regular Committee agenda item; and • Maintain proactive compliance with Liquor Licensing provisions. 	<ul style="list-style-type: none"> • Invest in mechanised green sweeping equipment; • Increase vegetation in wind prone areas to reduce erosion; • Regular upgrade program for: <ul style="list-style-type: none"> • Mower; • Tractor; and • Green Sweeper; • Support regular busy bees; • Improve 'bridges' to ensure access during wet periods • Review course design annually for issues such as: <ul style="list-style-type: none"> • Length; • Tee box placement; • Trees/rough; • G.U.R. 	<ul style="list-style-type: none"> • Installation of Solar Panels to Clubhouse roof; • Develop a Long Term Financial Plan; • Link term deposit account to asset planning; • Develop Social Events to maximize usage and revenue between Clubs (e.g. Dart Competitions); and • Construction of secure storage area for storage of golf clubs, carts, BBQ, etc. <div style="text-align: right; margin-top: 20px;">  </div>