



Willetton Bowling Club Strategic Plan

2023 – 2028



History Of Willetton Bowling Club Inc

In 1984 a Steering Committee of six men was formed to ascertain if a bowling club in Willetton was viable and after almost a year the Willetton Men's Bowling Club was formed on 23 April 1985.

The "Road Runner" was chosen as the Club logo in 1986 and in 1988 the Willetton Ladies' Bowling Club was formed.

The men worked extremely hard in building the greens and maintaining them. A & B Grass Greens were completed in May 1989 and were named after Ray Mansfield and Frank Rennie. C Grass Green was completed in 1992 and named after Chris l'Anson. There is now a plaque at the Club entrance to acknowledge these three men.

The Men's and Ladies' Clubs each had their own President and Committee and were responsible for their own finances and competitions. Social activities were combined and held at the Willetton Sports Club with all profits going to that Club. The Bowling Clubs only raised funds from games and Gala Days.

In 1992 a transportable building was acquired and located on site for storage of grounds and bowls equipment.

On 10 September 1995 the Club flag with the "Road Runner" logo was first raised.

On 27 April 2006 the Men's and Ladies' Clubs amalgamated to become the Willetton Bowling Club, a mixed committee being formed.

In 2008 the Willetton Sports Club closed their doors and the Willetton Bowling Club used two transportable buildings onsite as club rooms.

On 18 October 2011 the Club was incorporated and now operates as the Willetton Bowling Club Inc. A Club Restricted Liquor Licence was granted.

Members worked tirelessly to fundraise and to work with the City of Canning and the Federal Government to obtain Grants to build a new clubhouse which was officially opened on 21 November 2014.

In early 2016 submissions for grants were made to convert the grass on A green to Synthetic surface and after much hard work by members the new synthetic green was officially opened on 13 May 2017.



At a Special Meeting of members in October 2018 the members endorsed the decision of the Management Committee on the 25th September 2018 to accept the finance proposal, and the modification of the leased area from the City of Canning for the sole purpose of installing a 12-rink synthetic surfaced green plus additional shade facilities, in place of the two remaining grass greens. B Green was officially opened on 12 October 2019.

A Club Full Liquor Licence was granted in December 2019.

During 2020 members were asked to submit designs for a new Club Logo and at the Annual General Meeting held in August 2020, members voted in favour to replace the “Road Runner” logo to the new “Swan” logo. One of the reasons this logo was chosen was the Bowling Club is situated on Burrendah Park and the meaning of the word “Burrendah” in the local Noongar language means “Place of the Swan.” Members also voted in favour to adopt the current new design pennant shirt and changes came into effect at the beginning of the 2021-2022 season.

In February 2023 the club has 201 members, enjoys outstanding facilities, and is one of the few bowling clubs in WA that is solely run by volunteers.



Vision:

The club of choice for the sport of bowls in the City of Canning.

Mission Statement:

- Provide first class bowling and social club facilities for the benefit of all members and our guests.
- To operate in a family friendly and community focussed manner to create an atmosphere of enjoyment, harmony, transparency and belonging.
- To actively promote the Sport of Bowls.

Values:

Integrity – provides a moral compass - trust, honesty and fairness.

Inclusion – achieves a feeling of belonging – ‘a club for everyone’.

Commitment – the Club commits to its members and the members commit to the club.

Sharing – both the work load and the benefits of membership.



The Plan

The Plan is intended to carry the Willetton Bowling Club into the next 5 years and address the key issues as identified by the Management Committee and Members.

The Plan has been developed by the Strategic Planning Committee, focussing on:

- the analysis of strengths, weaknesses, opportunities and threats (SWOT) formed in part from information received from club members, and
- discussion, input, consideration and agreement of the Management Committee of the Willetton Bowling Club, and
- recognising that whilst there are, and will always be, individual needs within the Club, there is the need to have shared common goals.

Four major objectives have been identified including the strategies and actions that need to be implemented in an attempt to achieve our Vision and Mission:

1. Good Governance
2. Operational Efficiency
3. Pleasant Club Experience
4. Successful Promotion and Development.

The Plan serves as a tool to assist the club achieve its goals and is supported by key objectives, strategies, responsibility, status, action, timeframe and measures.



Objective 1

Good Governance – maintain Good Financial Management and Governance to ensure legislative requirements are met and the Club remains viable.

Strategy	Responsibility	Status	Action	Timeframe	Measures
Good Governance					
Committee Meetings: <ul style="list-style-type: none">• Monthly• Special	Secretary President	Up to date Up to date			
Comply with Associations Requirements: Record meeting minutes	Secretary	Up to date			
Comply with financial requirements	Treasurer	Up to date	Prepare annual submissions		
Constitution	Vice President	Update required at 2023 AGM	Prepare Special Resolution	By 2023 AGM Last updated: May 2022	Review every 3 years or as required
By-laws	Vice President	Review required	Identify any changes	2023 May meeting Last updated: 2020	Review every 3 years or as required

Strategy	Responsibility	Status	Action	Timeframe	Measures
Code of Conduct	Management Committee	Review required	Identify any changes	2023 Last updated: 2018	Review every 5 years
Occupational Health & Safety	Management Committee	Not required at this time		Review this Strategy 2024 with committee	Review annually or as required
Additional sources of revenue:	Management Committee				
Council & Government Grants	Management Committee	Good communication With both Council and Local Government	Apply for suitable grants as they become available	Ongoing	Review as required

Objective 2

Operational Efficiency – implement strategies with the aim of generating future business and income for the Club to remain viable

Strategy	Responsibility	Status	Action	Timeframe	Measure
Alternative use of facility:	Management Committee				
Increased hire of facility by community	Events Committee			Ongoing	
Develop Job Descriptions (JD) for volunteer roles	Management Committee	in progress	Key members draft/update JDs: Kitchen; Bar; Grounds; Events; Match Committees	2023	Review as required

Objective 3

Pleasant Experience – provide a welcoming member and visitor experience; one that is welcoming, caring supportive, friendly and inclusive

Strategy	Responsibility	Status	Action	Timeframe	Measure
Develop 'Welcome Pack' for new members	Management Committee	In current procedures	Secretary to compile and distribute	2023	Review annually or as required
Develop new social opportunities	Management Committee	In progress	Events & Match Committee to apply and host competitions, functions, etc	Ongoing	Review annually or as required
Develop a Calendar of Club Events	Management Committee	In club's procedures	Regular updating of website, What's Happening/Upcoming	Ongoing	Monthly review
Pre-pennant structured coaching sessions for all pennant players	Qualified Club Coaches/Umpires	Coaches have sessions when required by the member		Ongoing or on request	Improved Pennant performance
New/refresher coaching sessions	Qualified Club Coaches	Bowls WA hold sessions frequently	Advise our members when notification of sessions from Bowls WA is received	Ongoing or on request	Improved confidence of players
Trial new competition formats	Match Committee		Encourage members to assist with competition formats	2025	Increased participation of members

Strategy	Responsibility	Status	Action	Timeframe	Measure
Trial new social formats	Events Committee		Encourage members to assist with social formats	Ongoing	Increased use of facility by community Annual review

Objective 4

Successful Promotion and Development –

- provide club information to members, stakeholders & community groups
- attract new & retain existing stakeholders, members & visitors; and increase venue usage

Strategy	Responsibility	Status	Action	Timeframe	Measure
Capital Investment:					
All weather green cover	Management Committee	Not the time for the club to investigate the possibility	Investigate options, cost, grants, etc	2028	Review as required
Replacement greens	Management Committee	Finances for green managed by Treasurer	Treasurer's Report to Management Committee	Ongoing	Report monthly
Establish a Communication Officer role	Management Committee			2023	
Increase use of digital marketing tools	Communication Officer	Officer to be appointed 2024 season	Website Facebook Willetton Chat; Canning Vale Chat; Rossmoyne Chat	2023 - Ongoing	Review annually or as required

Strategy	Responsibility	Status	Action	Timeframe	Measure
Investigate programs for electronic presentation of pennant results, draws, etc	Management Committee			2023	Review annually or as required
Market Club	Management Committee	New position for club	Appoint a Marketing Officer	2023	Review annually or as required
Club Sponsorship	Management Committee / Sponsorship Manager	In progress	Sponsorship manager on current committee	2023	Review annually or as required
		Looking at different options suitable for our club	Develop Sponsorship information packs, advising levels of sponsorship, benefits, entitlements, etc	2023	Review annually or as required
			Implement regular communications with sponsors	Ongoing	Review annually or as required

Strategy	Responsibility	Status	Action	Timeframe	Measure
			Regular sponsor evenings	Annually	Review annually or as required
			Increase promotion of sponsors	Ongoing	2023
Engage with representatives from the City of Canning and other organisations to gain advice and assistance on developing better community engagement	Management Committee	In progress	More communication with development officers	Ongoing	Review annually or as required