Ashburton Golf Club Incorporated ('Brandon')

OUR WHY

Why are you there? What is your reason for being? Is it defendable?

An inter-generational sustainable club where everyone enjoys their golf experience.

OUR WHAT

What does your club look like in your core areas of operation-your pillars for success? What values and culture are required to achieve your why?

Sustainability

The club is financially secure now and in the future.

В **Diversity**

Has a diverse member base that reflects our community.

C Culture

A club that happily welcomes everyone in our community.

D **Facilities**

Has a year round course and clubhouse that is fit for purpose.

OUR HOW

How do you measure the things you want to achieve? What does success look like?

Α Measurable outcomes

Meets its annual budget. Returns annual surplus. \$150k contingency fund in place.

Has an achievable capital works plan.

Measurable outcomes

Users of the club reflect the diversity of our community.

C Measurable outcomes

Welcoming. Affordable. Respecting all. Strong focus on well-being.

D Measurable outcomes A course that is playable all

year round. Suitable for all levels of players. Greens and fairways are a priority.

Clubrooms are modern.

Ashburton Golf Club

OUR CLUB TODAY

<u>You may want to do a SWOT analysis at this point</u>

The difference is your gap.

Sustainability

Meeting budget.

Has capital works plan.

Has reserves of \$150K.

Plans for the future.

Diversity

We have a member base that is predominantly male and older.

We lack women, and under 50 yrs down to iuniors.

Culture

We are increasingly welcoming as a club, but outside perception may not reflect this.

We are moving to gender neutral with more work needed as to how that 'looks' and reflects in the actions of the club ie. practical and playing level.

Facilities

Exceptional greens, fairways and layout.

Challenge to maintain quality and improve.

Challenge is the in removal of old man pine trees and replanting programme.

Clubhouse and Bar need major renovation.

Ashburton Golf Club

OUR 12 MONTH PLAN

3 to 5 strategic actions – big ticket things the club is aiming to do in the next 12 months. You may not have an action in each pillar in year one Make these measurable actions.

Sustainability KEY ACTIONS:

Do annual budget to run surplus.

Build reserves for capital expenditure plan.

DiversityKEY ACTIONS:

Engage with Community groups to see how they would use our course.

- target 2 groups per year
- offer packages of enjoyment.

She loves golf

Support Matts juniors golf or form junior committee.

Culture

KEY ACTIONS:

Beef up buddy system and feed feedback survey.

More general social events such as the rugby and netball. Focus is not on fundraising eg. speakers/health and wellbeing etc.

- lawyer for Wills etc
- accountant
- rest home
- financial planning

Facilities

KEY ACTIONS:

Upgrade our bar area.

Ashburton Golf Club

OUR FIVE YEAR PLAN

What are the outcomes you aim to achieve each year towards your five-year goals?

Not everything can be achieved in year one.

| | Sustainability | Diversity | Culture | Facilities | |
|---|--|--------------------------------------|--|-------------------------------|------|
| Year 1- These are to go into your 12 month plan | Do annual budget to run surplus. Build reserves for capital expenditure. | She loves golf. Community groups | Beef up buddy system and feedback survey. More general social events. | Windows | 2022 |
| Year 2 | Do annual budget to run surplus. Build reserves for capital expenditure. | She loves golf. Community groups. | More general social events. | Bar | 2023 |
| Year 3 | Do annual budget to run surplus. Build reserves for capital expenditure. | She loves golf. Community groups. | More general social events. | Internal Club Rooms | 2024 |
| Year 4 | Do annual budget to run surplus. Build reserves for capital expenditure. | She loves golf. Community groups. | More general social events. | Capital Expenditure Course | 2025 |
| Year 5 | Do annual budget to run surplus. Build reserves for capital expenditure. | She loves golf. Community groups. | More general social events. | Capital Expenditure Course | 2026 |