

Ashburton Golf Club Incorporated ('Brandon')

OUR WHY

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

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

OUR WHAT

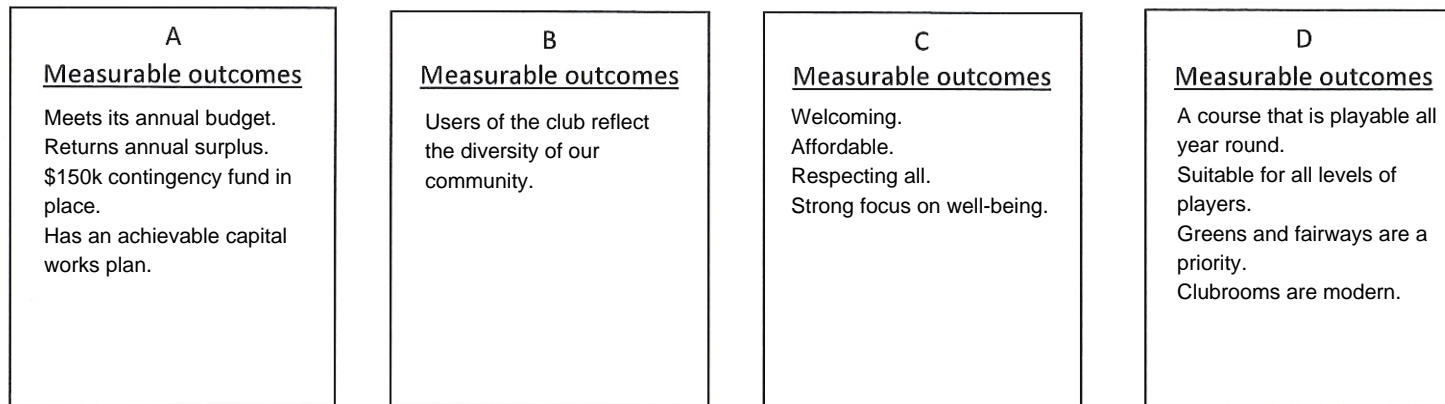
What does your club look like in your core areas of operation- your pillars for success?

What values and culture are required to achieve your why?



OUR HOW

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



Ashburton Golf Club

OUR CLUB TODAY

Today what does your club look like in your core areas of operation?

You may want to do a SWOT analysis at this point

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 juniors.

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.

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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.

Diversity

KEY 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.

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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- <u>These are to go into your 12 month plan</u>	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