FITZROY-VICTORIA

155 years of bowls in fitzroy

VISION

Be the most innovative and culturally attractive community club in Australia

MISSION

Provide a positive experience for members, guests and community partners through quality facilities, services and events.

VALUES

Innovation
Collaboration
Inclusiveness
Professionalism
Community

STRATEGIC GOALS | INITIATIVES | MEASURES

GROWING OUR PROFILE

Define and develop our national reputation as a sports club, community hub and social destination

Initiatives

Establish 3 working groups along 3 key areas

Social

- Calendar of social events for all tiers of members and non members
- Social member events
- Foxtel live events
- Australia Country Music Assoc
- Social media, digital marketing & PR

Community

- Disability bowls program
- Social membership
- Calendar of social events for all tiers of members and non members
- QR code for instant membership

Sports

- Connections with other sports
- AFLW club days
- Bowls Aus / Vic programs and relationship
- On green tournaments
- Local business club days
- Ambassadorial program
- Sponsorships
- Precinct involvement – tournament etc

Measures

- Established operational working groups to define and develop our national reputation
- Increased social membership
- Implemented a disability bowls coaching program
- Created connections with external sporting clubs
- Published a calendar of social events
- Launched a local business network

STRENGTHENING OUR GOVERNANCE & OPERATIONS

Guarantee that our policies, procedures and structures are compliant, transparent and support our goals associated with Profile, Performance and Participation.

Initiatives

- Develop an Induction process, including such things as:
  - Child safety policy
  - Working with children etc
- Integrate key club messages into current events ie Thu pm training - 'etiquette'
- Review management structure
- Ensure appropriate auditing
- Review current policies and procedures
- Set up a Risk Register

Measures

- Implemented a new induction process for staff and members
- Completed risk audit for club amenities
- Prioritised and actioned risk register

LIFTING OUR PERFORMANCE

Ensure that our facilitates, communications, technology, coaching and services deliver sustained sporting and business success

Initiatives

- Place a focus on Customer Service
  - Staff behaviour
  - Presentation
  - Standards
  - Staff as potential salespeople
  - Feedback sheets from guests
- Staged facilities upgrade including
  - Outdoor
  - Storage
  - Women's area
  - Facilities for women
  - Revitalised floor plan
- On green performance focused along 3 key areas:
  - Develop
    - Expand junior program
    - Schools program
    - After school Programs and parent involvement
    - Development of existing bowlers
  - Retention
    - Nurturing existing members
    - Strong leadership groups
  - Recruitment
    - Communicate the value proposition to potential new members
- Systems and processes
  - IT, digital and systems audit
  - Database development
  - Digital and social development
  - Internal communications Text, Email, Website, Instagram

Measures

- Increased customer satisfaction
- Conducted regular staff performance and development meetings
- Delivered on amenity enhancements
- Upgraded IT and communication tools increasing operational efficiencies
- Increased on green performance

ENHANCING OUR COMMUNITY PARTNERSHIPS

Valued for our clubs' inclusivity, membership growth, productive community partnerships and strong business connections

Initiatives

- Utilisation during quieter months
  - Food festivals – food stalls in outdoor areas
  - Fortnightly post training bistro nights for FFC
  - Hosting comedy festival gigs
  - Regular darts competition
  - Regular pool competition
  - Book readings
  - Film festivals
  - Regular live music
  - Renting of upstairs facilities
  - Local business networks tournament
  - Corporate bowls
  - Non sport related eg yoga
- Adding value to the community
  - Multicultural programs
  - Disability coaching NDIS, games and competitions
  - Youth officers programs
  - Community police programs
  - Hungarian church community

Measures

- Increased mutual benefit across key areas:
  - Arts
  - Sports
  - Business
  - Education
  - Environment
  - Wellbeing