

LOGO

-----CLUB - STRATEGIC BUSINESS PLAN 201-/20--

INTRODUCTION

This strategic plan begins with a clear statement of why the----- Club exists (our purpose), the values we hold in going about our business (our values) and a summary of our 6 principle activities as a business.

It then outlines the goals we have set ourselves for the next 2 years and the strategies we plan to pursue in order to realise these goals.

The business plan is supported by a specific action plan that supports our strategic goals.

OUR PURPOSE

Our purpose is to assist and support our members and the ----- Community in the pursuit of their goals and aspirations.

OUR VALUES

- The success of the Club Movement is vital to the wellbeing of people and communities throughout our region.
- Members deserve services of high quality and reliability.
- At all times the wellbeing of members are paramount.
- No member is more important than another.
- Better results will be achieved through consulting with our members.
- Transparency and accountability in the use of our resources is crucial to our integrity.

SUMMARY OF PRINCIPAL BUSINESS ACTIVITIES

1. LEADERSHIP AND VISION

We maintain a vision for the Club Members and affiliates in our region and analyse key issues as they emerge in order to provide direction for our members and assist them in their own planning.

Individually and through Clubs WA we seek to influence State and Local Government policy to ensure it is sensitive to the needs and circumstances of our club.

2. LEARNING AND BEST PRACTICE

We create opportunities for our members and affiliates to share experiences, adopt best practice and continually learn.

3. COMMUNITY RECOGNITION

We promote the role and value of our club within the local communities.

4. BUSINESS SERVICES

We facilitate the development of relevant, timely, effective and affordable business services for our members and affiliates.

5. BUSINESS ENVIRONMENT

We seek to influence suppliers and other key stakeholders in pursuit of a supportive business environment for the club.

6. GOVERNANCE AND MANAGEMENT

We sustain and enhance the Club's assets, competencies and overall performance.

We assist member in managing safety, harm minimisation, employee and industrial relations issues.

We seek guidance from templates and information provided in the members only section of the website www.clubswa.com.au

1. LEADERSHIP AND VISION

We maintain a vision for the Club Members and Affiliates and analyse key issues as they emerge in order to provide direction for our members and assist them in their own planning.

Goals 20 -20

It is our intention to:

- 1.1 Develop and articulate a clear vision for the Club Members that is shared by the community and industry stakeholders.
- 1.2 Respond to key issues as they emerge, with thorough analysis, and disseminate relevant information through affiliates and member services.

Key Strategies

We intend to pursue these goals by:

- Improving the way we analyse the key issues and communicate with members.
- Improving reporting procedures and direct communication at the club premises plus attendance at industry seminars and the like that may be conducted by Clubs WA and others.
- Improving our research capability by maintaining close contact to industry initiatives as developed for the club movement by Clubs WA and contained in the website www.clubswa.com.au

2. LEARNING AND BEST PRACTICE

We create opportunities for our members to share experiences and to assist, adopt best practice and continually learn.

Goals 201- 20

It is our intention to:

- 2.1 Establish a link to the Clubs WA website, www.clubswa.com.au
- 2.2 Implement an email address for easy access to members, suppliers and business partners.
- 2.3 Undertake successful Annual meetings
- 2.4 Produce regular club newsletters

Key Strategies

It is our intention to pursue these goals by:

- Investigating the potential for holding club awards
- Building business relationships and selecting technology and information partners for the Club
- Establishing a network through our membership to facilitate sharing ideas and developing best practices.

3. COMMUNITY RECOGNITION

We promote the role and value of our club to the ----- Community.

Goals 201 -20

It is our intention to:

- 4.1 Assist members promote the role and value of our club with their friends and associates

Key Strategies

It is our intention to pursue these goals by:

- Promoting the community role of our club with community stakeholders including local government, bureaucracy and fellow community groups.

4. BUSINESS SERVICES

We facilitate the development of relevant, timely, effective and affordable business services for members.

Goals 201 -20

It is our intention to:

- 5.1 Introduce a range of club-tailored business services
- 5.2 Develop new member services and products that suit a local roll out

Key Strategies

It is our intention to pursue these goals by:

- Identifying unmet community and member needs
- Assess our involvement in the development and delivery of services that meet these needs
- Investigate the potential roll out of policy development.

5. BUSINESS ENVIRONMENT

We seek to influence suppliers and other key stakeholders in pursuit of a supportive business environment for our club.

Goals 201 -20--

It is our intention to:

- 7.1 Minimise public liability and professional indemnity insurance costs
- 7.2 Improve club access to our local members of parliament, local government officers & councillors plus private funding that assists business development

Key Strategies

It is our intention to pursue these goals by:

- Facilitate the development of alternative (less costly) insurance arrangements for our club along with other clubs through Clubs WA.
- Improve the level of understanding among club members and affiliates of funding programs that can be accessed.
- Lobby government and local government for access to any grants program that benefit the club.

6. GOVERNANCE AND MANAGEMENT

We sustain the Club's assets and enhance our competencies and overall performance.

Goals 201 -20--

- It is our intention to:

- 6.1 Maintain the sound financial position for ----- Club.
- 6.2 Ensure that ----- Club fulfils its corporate and legal obligations

Key Strategies

It is our intention to pursue these goals by:

- Preparing financial budgets transparently and in full cooperation with members
- Improving Club financial reporting procedures
- Maintaining a membership and working knowledge of the activities of the club movement peak council, Clubs WA.