



The Bowentown Boating and Sport Fishing Club Inc

3 Year Strategic Plan 2024 and Beyond

1. Introduction
2. Backdrop
3. Participation
4. Membership
5. Quality Business Management
6. Maintain Financial Viability
7. People Management
8. Facility Management



1. Introduction

The aim of this strategic plan is to provide an information update to members on the future plans of the Club.

- Identifying those areas that need particular attention during the planning period to help ensure continued success
- Guiding management and operational planning activities including priority setting, resource allocation and performance monitoring processes
- Setting achievable goals and targets against which we can report to the members and other stakeholders

2. Backdrop

It is important to revisit the objects of the Club:

- The encouragement and practice of boating, fishing and such other aquatic sports as members shall from time to time deem expedient for the welfare, enjoyment and recreation of members and the ongoing development of the Club.

It is also an opportunity to reflect on the successes of the last few years namely but not limited to:

- Significant increase in membership
- Completion of the deck project with tables and umbrellas
- Resealing of the carpark area
- Increased patronage of the restaurant
- Air conditioning units in the main bar area
- Live entertainment most weekends

None of which would have been achievable without the great support of the staff, membership and sponsors.

3. Participation



To offer well organised social and competitive fishing activities for all members including our junior members

4. Membership

To retain current membership and encourage new members by creating a positive awareness in the local community of the Club's activities through marketing, promotion and publicity initiatives.

5. Quality Business Management

To manage the Club, including managing the risks of conducting the Club's activities in a competent and accountable manner

6. Maintain Financial Viability

To competently and accountably manage the Club's finances including seeking further opportunities for sponsorship, fundraising and grants and ensuring the long-term financial viability of the Club

7. People Management

To effectively recruit, train and recognise Club employees, committee members and Club volunteers

8. Facility Management

To effectively manage, maintain and upgrade facilities.

Three Year Strategic Plan:

October to September each year



Year 1:

- **Maintain Financial Viability:**

The Club to ensure that as at the 1st day of July each year that the following bank accounts are update with the following payments:

Courtesy Van Account: \$ 3,000 deposited

Building Account: \$ 10,000 deposited

Pontoon Account \$ 10.00 (including gst) deposited from every key holder member based on the number of key holder members taken from the previous year's membership records. These accounts are to be recorded for Income and Expenditure in year-end accounts.

- **Facility Management**

- 1) New downstairs chiller purchased. Cost \$ 40,000 by December '24
- 2) Icemaker for the bar. Cost \$ 4,500 by December '24
- 3) Additional plastic stools purchased. \$ 7,000 by May '25
- 4) Purchase integrated till system (urgent this quarter)

- **People Management**

Completion of a document setting out the tasks and responsibilities of each committee member including subcommittee duties:

- a) Fishing committee
- b) Organisation of raffles
- c) Social media posts
- d) Website

Year 2:

- **Maintain Financial Viability**



Continue with the maintenance of financial viability arrangement as above

- **Facility Management**

- 1) Permanent shade over the deck outside the kitchen. Cost circa \$ 75,000 to be completed prior to year 2025
- 2) Upgrade TVs (larger version) Cost \$ 5,000 by December 2025
- 3) New Sound P/A system. Cost to be determined year end 2025

Year 3:

- **Maintain Financial Viability**

Continue with maintenance of financial viability arrangement as above. Review effectiveness of the arrangement

- **Facility Management**

- 1) Upgrade pay ramp. Cost \$ 17,000 by year end 2026
- 2) New furniture for restaurant. Cost \$ 15,000 by November 2026
- 3) Complete double glazing in restaurant. Cost \$ 15,000 by beginning of 2027

Long Term Initiatives:

Replace courtesy van

Reseal carpark

Repaint Club building

Remove both pontoons, waterblast and repaint

Upgrade and extensions to the toilets and the kitchen (major initiative)