



VISION

"To provide quality service and a dynamic entertainment experience for our customers and the local community"



MISSION

- **Our Members** - They are reason for operation. We will provide excellent service and quality products that encourages and promotes loyalty.
- **Our Employees** - They are our most valuable asset. We will provide a positive working environment that supports employee development and recognises their achievements.
- **Our Community** - They are our true owners. We will continue to support and work with community members to ensure the Club is relevant to their needs.



STRATEGIC COMMITMENTS

- Sound Governance
- Employee Success
- Customer Engagement
- Maintaining Relevance



VALUES

Service

Maintain seamless service delivery to all our patrons.

Opportunity

Embrace opportunities to improve services for our patrons and the community.

Cohesion

Coming together to build on the strengths of strategies, structures, staff and systems.

Engagement

Inform and involve patrons, staff and other partners, in planning and implementing change.

Integrity

Ensure ethical, open and accountable governance and administration.

Respect

Value the knowledge and contributions of staff, communities and other parties.



MEASUREMENTS

- Achievement of pillar objectives
- Capital reinvestment
- Cashflow increase and EBITDARD Level
- Revenue increases
- Customer satisfaction
- Financial performance to budget
- Membership growth
- Community support



STRATEGIC PILLARS

- Asset Management
- People and Culture
- Marketing and Entertainment
- Governance
- Leadership and Cultural Shift
- IT Systems and Processes
- Financial Management
- Customer Service
- Bowls