



Forster Tuncurry Golf Club Ltd.

Strategic Plan

Mission: To be known as the premier golf club on the North Coast.

Culture: To provide the best possible family friendly experience, with absolute respect for members, guests and staff.

Strategies			
Board	Finance	Marketing	Membership
<p>Professionally manage club business meeting all statutory requirements.</p> <p>Review and Workshop</p> <ul style="list-style-type: none"> • Strategic Plan • SWOT Analysis • Constitution and By-Laws • Policies and Procedures • Director Training • Staff - management performance, staffing levels, recruitment and training • WHS Policy compliance • Director succession plan 	<p>Manage club finances to ensure the future viability of the club.</p> <p>Review and Workshop</p> <ul style="list-style-type: none"> • Monthly finance reports and budget • Monitor accounts for accuracy and potential fraud • Funding for Strategic Objectives • Contracts Register • Fundraising • Other potential income streams • Government Grants 	<p>Promote membership, club facilities, golf and activities and events to gain the best outcome for the expense incurred.</p> <p>Review and workshop</p> <ul style="list-style-type: none"> • Sponsors and value for sponsor • Corporate membership and events • Benevolent donations and naming rights • Advertising promotions – membership, clubhouse facilities, and golf • Publicity • Website and social media • Calendar of events 	<p>Increase membership through active recruitment and retain existing members by providing value, first class service and effective communication.</p> <p>Review and Workshop</p> <ul style="list-style-type: none"> • Member Classifications • Under 45 years golfing participation • Junior golfing participation • Constitution and By-Laws • Marketing opportunities
House	Greens	Match	Juniors
<p>Provide a first-class and enjoyable club experience including bar, gaming, dining and entertainment facilities.</p> <p>Review and Workshop</p> <ul style="list-style-type: none"> • Condition of Buildings • Equipment and furnishings, • Signage standards • Service standards, • Safety concerns • Calendar of events • Marketing opportunities 	<p>Maintain both golf courses in first class condition and provide course improvements as required.</p> <p>Review and workshop</p> <ul style="list-style-type: none"> • Course Audits • Irrigation and course condition • Machinery requirements and condition • Ambience – including signage, gardens and clubhouse surrounds • Perimeter fencing • Roads and carpark • Safety concerns 	<p>Provide high quality golfing experience for all golf participants.</p> <p>Review and Workshop</p> <ul style="list-style-type: none"> • Golf competitions and social golf • Rules and speed of play • Visitor rights and access • Tournaments • Golf cart use and availability • Member online communication, access and benefits • Safety concerns • Marketing opportunities 	<p>Encourage junior participation by providing affordable skill-based programs, by supporting them to obtain handicaps and participate in club competitions.</p> <p>Review and Workshop</p> <ul style="list-style-type: none"> • Tournaments • School term clinics • School holiday clinics • Schools programs and alliances • “Working With Children” compliance • Safety concerns



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Strategic Objectives 2020 - 2025

Forster

Tuncurry

Clubhouse

		Cost
1	Construct a deck off the Function Room to improve opportunities for hire and provide additional Bistro space over holiday periods	50k
3	Reseal Carpark/ Install drainage.	120k
4	Provide alternate hard standing parking for cars with trailers to increase capacity for cars in the existing carpark.	20k
5	Provide kids play area and other attractions for families.	25k
6	Downstairs renovations	40k
7	Seek development opportunities for clubhouse site.	

Course

		Cost
1	Extend existing irrigation to fairways	
	1. Holes 13, 12, 15,16.	180k
	2. Holes 9, 7, 10, 18.	90k
	3. Holes 2,3,5.	60k
2	Provide additional water storage areas. Extending the irrigation will require increased water availability.	60k
3	Provide additional drainage to aid return of golf after rain. This could assist the water storage by evacuating water into additional storage areas.	
4	Provide a driving range	40k
5	Construct concrete cart paths in strategic areas	180k

Clubhouse

		Cost
1	Provide alternate hard standing parking for cars with trailers to increase capacity for cars in the existing carpark.	20k
2	Reseal driveway and carpark	135k
3	Replace the existing clubhouse	2.5m
4	Provide kids play area and other attractions for families.	16k

Course

		Cost
1	Renovate all paths throughout the course.	50k
2	Compost Toilet near the 13 th tee	20k
3	Engage Craig Parry for a course review	20k
4	Course renovations to Craig Parry review	
	• Tee realignment and levelling	60k
	• Green Remediation	40k
5	Purchase Fairway Sweeper	20k
6	Upgrade Practice Facilities	50k
7	Replace greenkeeper's Shed	90k



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Strategic Objectives – Timeline

	2020			2021			2022			2023			2024			2025		
Forster																		
Deck off Bistro																		
Alternate Parking for Trailers																		
Reseal Carpark																		
Provide Kids play area																		
Downstairs renovations																		
Seek development opportunities for clubhouse site																		
Extend Irrigation to fairways																		
Additional Water Storage																		
Additional Drainage work																		
Provide a Driving Range																		
Construct Concrete Cart Paths in strategic areas																		
Seek Development opportunities for clubhouse site																		
Tuncurry																		
Alternate Parking for Trailers																		
Reseal driveway and Carpark																		
New Museum/Golf Facility																		
• Construction																		
• Clubhouse Fit-out																		
Provide Kids Play Area																		
Renovate Course Paths																		
Compost Toilet on Course																		
Craig Parry - Course review.																		
Course renovations to Craig Parry review																		
Purchase Fairway Sweeper																		
Upgrade Practice Facilities																		
Replace Greenkeeper's Shed																		