

STRATEGIC PLAN 2020-2025

OUR VISION

Blackwood Golf Club will continue to provide a high quality golfing experience and be a place of welcome, friendliness and hospitality for members and visitors.

OUR MISSION

Blackwood Golf Club will achieve this Vision by;

- Maintaining and continuing to develop a high-quality golf course.
- Catering for golfers of all abilities.
- Developing a sustainable junior golf program.
- Encouraging a golf club environment that values and respects inclusion and diversity.
- Fostering a culture of pride in the Club, the course and its history.
- Improving the standard of Club facilities.
- Offering high standard hospitality and service to members and visitors.
- Caring for the environment connected to the Club and its course.
- Pursuing relationships and engagement with the local community.
- Providing stable governance.
- Ensuring the long-term financial sustainability of the Club.

OUR VALUES

- We want members and visitors to feel welcome, respected and included and our staff to feel valued and appreciated.
- We encourage fellowship and camaraderie amongst members and promote family participation.
- We respect the rules and etiquette of golf and care about being good stewards of our beautiful course.
- We are progressive and forward thinking and proud of our Club and its history.

KEY PILLARS

What the Club will focus on in the next 5 years

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| <p>▶ 1. The Course
Plan for realistic course maintenance and development.</p> | <p>▶ 4. Membership
Build membership numbers and loyalty.</p> | <p>▶ 7. Community Engagement
Connect the Club with the broader community.</p> |
| <p>▶ 2. Clubhouse & Hospitality
Provide a well maintained and presented Clubhouse with excellent customer service.</p> | <p>▶ 5. Marketing & Communication
Develop new marketing initiatives, increase the profile of the Club and communicate clearly with Club members.</p> | <p>▶ 8. Finance & Administration
Ensure the Club is financially sustainable long term.</p> |
| <p>▶ 3. Golf Operations
Provide a comprehensive golf program and experience.</p> | <p>▶ 6. Volunteer Management
Increase participation, recognise and acknowledge volunteers at the Club.</p> | <p>▶ 9. Corporate Governance
Build a strong and effective governance system.</p> |

