

# Whangamata Club Incorporated

## Strategic Plan summary for members – June 2020

As you will be aware, the Committee commissioned work last year to develop our ten-year strategic plan for the Club.

The process to do this included:

- research undertaken with existing members (survey with over 500 responses and focus groups with selected groups)
- demographic projections
- comparisons with other similar Clubs
- interviews with members and staff.

Due to Covid we have only recently received the recommendations and are keen to share the directions we think are important for us to focus on for the next ten years, before we formally adopt them at our AGM in August.

### **Our overall ambition for the Club will be:**

*to provide a welcoming and successful community and commercial space supporting social, sporting and recreational activities for its members, residents and visitors to Whangamata*

The six areas we will focus on are:

1. taking care of you - our existing members
2. progressively developing our building and site – to meet a wider range of community and commercial needs
3. strengthening our relationships and partnerships with the Whangamata community
4. long term financial sustainability
5. ensuring our Club's governance and management are match-fit to address change and progression
6. having the best skilled, loyal and friendliest staff team in Whangamata

## **Some of the things we are planning to do...**

### **1. Taking care of you**

- *purchasing a CRM/contact database for communication and marketing purposes and populate this to be ready for the summer*
- *making plans to widen the food and refreshment offering so that there can be a café that uses the restaurant facilities during the day, and family-orientated menu for the evenings*
- *setting up an advisory committee to develop ideas that will improve the entertainment offerings*
- *making specific plans to create an outside space for dining and relaxing*

### **2. Progressive development of our building and site – to meet a wider range of community and commercial needs**

- *creating ‘community’ spaces within the existing footprint and invite members to use these for other recreational activities eg mahjong, book clubs etc*

### **3. Strengthening our relationships and partnerships with the Whangamata community**

- *connecting with the Whangamata Residents and Ratepayers Association and key sporting and recreational clubs and inviting discussion on opportunities for working together more closely*
- *developing a sponsorship strategy for local sports and recreational groups for 2021*

### **4. Focusing on long term financial sustainability**

- *establishing a sub-committee to develop an asset and property portfolio*
- *commissioning assistance to development of a financial strategy focusing on the longer term*
- *creating a strategy for development and growth of property*

## **5. Ensuring our Club's governance and management are match-fit to address change and progression**

- *completing an audit of current policies to determine gaps and those that are out of date*
- *creating a process that will allow sub-clubs [adjuncts] voices to be heard by the Committee*
- *identifying future risks and mitigations*

## **6. Having the best skilled, loyal and friendliest staff team in Whangamata**

- *Providing staff learning and training opportunities*
- *Introducing a staff recognition programme for success*
- *Provision of staff discounts and benefits*

### **What next?**

The actions in the strategic plan will be mapped out and costed by the Committee and management team of the Club. This will ensure they are staged appropriately for funding and implementation.

The Committee welcomes any feedback on this draft and asks that you email your thoughts to [eliz@elizabethhughes.co.nz](mailto:eliz@elizabethhughes.co.nz) by Wednesday 8 July.