



GRACEVILLE CROQUET CLUB STRATEGIC PLAN: 2026–2029

Vision: To be a leading club in the promotion and enjoyment of recreational and competitive croquet.

Mission: 1. To build on the legacy of the past with a progressive orientation towards the future.
2. To be a strong and friendly club that attracts and supports players of all ages and abilities.

PRIORITY	STRATEGY	PERFORMANCE MEASURES
1. Marketing, Promotions and Membership		
Promoting a positive image of Croquet and the Club.	• Use webpage, social media and other means to advertise the Club, report Club events, show images of Club activities, and invite new members. • Place news wherever possible in community channels of communication. • Encourage and participate in district, state and national promotional activities for Croquet.	• Promotional activities designed and in place. • Positive outside feedback obtained. • Sustained number of contacts and enquiries about Croquet and the Club. • Participation in promotional activities.
Attracting new members.	• Organise <i>Beginners</i> events with follow-up. • Advertise <i>Come Anytime</i> for three free trial sessions. • Offer three-month <i>Trial Membership</i>.	• Two <i>Beginners</i> events run per year. • Convert at least 50% of <i>Come Anytime</i> and <i>Trial Members</i> to full members. • Enrol 10 new members per year.
Developing a marketing plan.	• Devise different messages to appeal to different kinds of potential members. • Design and update brochures and forms (print and digital) for enquiries and arrivals.	• Messages devised and disseminated. • Brochures designed and made available. • Messages and brochures are appealing and lead to enquiries and try-outs.
2. Member Participation and Development		
Developing and sustaining an active membership.	• Provide appropriate playing days and times. • Encourage spirit of collaboration to support the club. • Encourage members to volunteer for official positions.	• Members satisfied with playing options. • Most members are committed to the welfare of the Club and willing to help. • All official positions filled and active.

	• Encourage members to volunteer for functions, special events, working bees and small jobs. • Recognise volunteers for their contributions.	• Members volunteer for various tasks. • Volunteers thanked in appropriate ways.
Promoting and supporting excellence in Croquet play.	• Nurture new members in play and socially. • Organise individual and group coaching. • Organise club championship events. • Enter teams in pennants competitions. • Encourage members to train for coaching. • Develop skill base to manage and referee events.	• New members feel welcome and involved. • Coaching offered, producing improved play. • Championship events held each year. • Pennants teams entered each year. • At least one new qualified coach per year. • Managing and refereeing skills developed.
Promoting inter-club engagement.	• Sustain the Patron's Cup (with Stephens). • Encourage member entries in open and other-club competitions.	• Patron's Cup held each year. • Member entries in open and other-club competitions encouraged and recognised.
Encouraging member engagement, wellbeing and safety.	• Organise regular social events for members. • Keep a watching brief on member needs and welfare. • Adopt exemplary practices for member safety. • Adopt and distribute Risk and Emergency Plan.	• Social events held and successful. • Member needs identified and followed up. • Safe practices followed and issues reviewed. • Plan updated and available to members.
3. Management		
Maintaining effective decision processes.	• Maintain effective committee structures and procedures and review these annually. • Maintain proper records of members and meetings. • Maintain effective communication and consultation with members. • Ensure future perspective as well as management. • Review all policy and procedure documents annually. • Plan for succession of office bearers.	• Management processes and committees work well and effectively. • Membership and meeting records kept. • Members feel informed and consulted. • Planning documents developed and used. • Policies and procedures reviewed and updated each year • Succession plans in place.
Sound financial management	• Maintain sound accounting records. • Manage reporting requirements to OFT, BCC, ATO. • Review income and expenditure monthly. • Review fees and set budget annually. • Collect membership fees.	• Financial records kept and audited. • All reporting requirements met. • Income and expenditure monitored. • Fees and budget set and approved annually. • Members invoiced and payments recorded.
Managing facilities and assets	• Fulfill requirements of BCC lease.	• Requirements of BCC lease followed.

	• Maintain rolling Five-year Facilities Development Plan. • Maintain Assets Register and update regularly.	• Facilities Development Plan updated. • Assess Register kept updated.
Managing lawns and premises	• Review and negotiate lawns contract annually. • Maintain vigilance regarding lawns contract.	• Annual Lawns contract agreed and signed. • Lawns are kept to high standard for play.
Maintaining premises	• Ensure there is a regular cleaning program. • Maintain and improve quality and presentation of buildings and grounds. • Ensure all electrical, fire safety, plumbing and pest control requirements are met.	• Cleaning contract in place and reviewed. • Buildings and grounds look excellent. • Annual electricity, fire safety and plumbing requirements met.
Insurance of buildings and effects	• Buildings and effects insurance reviewed annually.	• Appropriate insurance taken.
4. Support		
Patrons	• Maintain regular connection with Patrons. • Make use of Patron newsletters and media. • Invite Patrons to relevant Club events. • Recognise the contribution of Patrons appropriately.	• Regular contact is maintained. • News items offered to Patrons. • Patrons invited to Club events. • Patrons thanked for their contribution.
Sponsors	• Seek sponsorships of various kinds. • Invite sponsors to relevant Club events. • Agree with sponsors on appropriate recognition.	• Range of sponsorships developed. • Sponsors invited to relevant events. • Sponsors recognised in agreed ways.
Functions	• Advertise Club facilities for private functions. • Manage functions with member volunteers. • Review success of functions program annually.	• At least six functions booked per year. • Functions managed successfully. • Advertising and processes updated.
Grants	• Grants Committee encouraged to seek funding for projects and facilities. • Enlist patrons, sponsors and others in supporting grant applications. • Ensure appropriate implementation and acquittal of successful grants.	• Applications for grants submitted with at least 80 per cent success. • Appropriate support obtained for submitting grant applications. • Grants successfully implemented and acquitted.
Probus	• Continue to support monthly visits by Probus Club. • Manage the Annual Probus Challenge.	• Volunteers obtained for Probus visits. • Annual Probus Challenge held successfully.