



Strategic Plan 2025-2028

Introduction

Belmont Services Bowls Club (BSBC) has been an active part of the local districts sporting club community since 1963. Both the club and the ladies' clubs are known for their warm, friendly and caring environments while providing high standards of competitive bowling, sportsmanship and support for their members and visitors.

Mission

To provide affordable and accessible participation to lawn bowls for everyone in the community by offering pathways, competition and opportunities at all levels of the sport.

Vision

To be the club of choice for lawn bowls in the Belmont, Carindale and Carina suburbs of Brisbane for bowlers of all ages and competencies.

This strategic plan has been developed by a forum representing members of BSBC and its Committee to define and guide the club's direction for the period 2025-2028. It recognises that whilst there will always be a requirement to satisfy individual needs within the club, there is an over-riding need to share common goals. These are our strategic goals.

Strategic goals

Promotion: Promote and attract new bowling members of men's and ladies' clubs

Participation: Provide a quality bowls program in relation to the competitions conducted by the club and dynamic coaching programs

Sustainability: Maintain the club's current building, grounds and facilities to support growth

Community: Build and maintain relationships with like-minded community groups and maintain an effective communications strategy amongst members

Funding: To be financially viable and sustainable

Details of each strategy, the desired outcome and the related action plan associated with each of these strategic goals are set out in the Tables below.

Promotion: Promote and attract new bowling members of men's and ladies' clubs

Strategies	Actions	Year
1. Develop opportunities for bowling memberships	• Prepare a marketing program aimed at increasing the awareness of the club via social media	2025
	• Prepare a marketing program aimed at increasing the number of females participating in Gateway District competitions	2025
	• Promote new opportunities for participation such as "Sunday Singles" competition	2025/26
	• Establish a junior bowls program	2025/26
	• Maintain a list of currently qualified coaches and	2025
	• Encourage members to become qualified coaches and umpires	2025-28
	• Conduct First Aid and CPR courses annually for volunteer members	2025/26
2. Promote Barefoot Bowls	• Advertise Barefoot Bowls on social media and community billboards	2025
	• Conduct a regular Barefoot bowls evenings (monthly)	2025/26
	• Create a periodic barefoot bowls local business and community organisation competition	2026
	• Offer barefoot bowls to Mr Bill's Customers, particularly on Sundays	2025
	• Upgrade the barefoot bowls – stock of bowls and carry cases	2025
1. Increase Community Awareness of the club	• Conduct "Bring a friend Day"	2027
	• Run a Sunday Fun Day – open to the Carindale public	Annually
2. Rebranding of the Club	• organise a sub-committee to investigate rebranding / renaming the Club to bring it closer to Carindale community rather than being a "Services Club"	2025
	• Produce a rebranding options submission to the Executive Committee to present a recommendation for a club name change to club members	2025/26
	• Take the necessary action to rename the club if agreed by the members	2026
	• Produce updated club clothing and merchandise using the new club Name and Logo	2026/27

Participation: Provide a quality bowls program in relation to the competitions conducted by the club and dynamic coaching programs

Strategies	Actions	Year
1. Maintain an induction program for new bowling members	• Maintain processes and procedures to properly induct new bowling members into the club	2025
	• Maintain club policy to continue to offer affordable membership of BSBC	2026
	• provide information <i>about the club</i> through a club brochure and posters	2025/26
	• organise a classified page on club website for members to sell and buy bowls and bowls equipment	2026
2. increase the skill level of club bowlers	• organise and promote club training days for members	2026
	• Create a new player induction program that has at least 6 month objective and annual skills target	2026
	• utilise club coaches on a regular ongoing program and not just induction of new players	2026
3. provide equipment to run and record club bowls competitions	• reorganise the bowls office in which bowls competitions are run	2025/26
	• upgrade club computer including internet access for competition results. Consider access to club database managed by Bowls Australia, club website and social media	2025/26
	• Utilise Bowls Australia and use https://www.bowlsqld.org/bowlslink/ for assistance	
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Sustainability: Maintain the club's current building, grounds and facilities to support growth

Strategies	Actions	Season
1. Repair, replace internal facilities	• Repair evaporator in keg room	2025
	• Repaint Bar	2025
	• Review Current Storage facilities and reprioritise	2025
	• Repair or replace solar panels	2025
	• Replace air Conditioners	2025
	• Review storage area behind Bar	2025
	• Review needs of Club Office behind the bar	2025
	• Rearrange and reassign space in Secretary's Office	2025
	• Repair / Replace Carpet	2025
	• Repair Dance Floor	2025
	• Construct a Kitchenette next to main kitchen for preparation of food for functions and Ladies Bowls days	2025/26
	• Replace flooring behind bar	2026
2. Repurpose Board Room	• Sub-lease board room	2025
3. Repair/ Upgrade external facilities	• Repaint Boundaries around Greens	2025
	• Repaint / Upgrade Signage	2025
	• Review "Mr Bill's" impact on current facility and adapt space and facility usage	2025
	• Relocate Barefoot Bowls access and storage from outside men's locker room to groundsman's building	2025
4. Provision of an Asset Management program that allows the work to be updated annually in-house	• Ensure that the asset management register is kept up to date	2025
	• Update every year before the March AGM	2026
5. Plan facilities upgrade	• organise a committee to design a masterplan	2026/27
	• employ an architect to draw site plan and master plan	2026/27
	• identify stages for development and redevelopment	2026/27
	• apply for permission from BCC to upgrade amenities	2026/27
6. Provide a first aid rest and recovery space	• Identify and adapt an area in the club to cater for first aid needs	2025/26
7. Upgrade the men's and ladies' shower and toilets	• design and cost first stage to add new amenities	2026
	• secure funding to upgrade amenities	2026
	• manage construction of new amenities	2026

Community: Build and maintain relationships with like-minded community groups and maintain an effective communications strategy amongst members

Strategies	Actions	Season
1. Continue relationships with current users of the club facilities	• continue working relationship with Probus, Stamp and Coin,	2025/26
	• review written agreements between club users	2025/26
2. Continue and maintain relationships with Revenue Generating Groups	• Review Trivia revenue generation	2026
	• continue to liaise with other community organisations	2025/26
	• continue to share resources and volunteers with other clubs for the purpose of increasing participation in the sport of lawn bowls	2025/26
	• build and maintain relationship with other Lawn Bowls Clubs in Southeast Brisbane	2025/26
3. Advertise Facilities	• Create new advertisements of the club facilities now that Restaurant Facility as extended previous opening hours	2025/26
	• Provision of suitable methods of electronic communication to inform both members and the wider community of events and happenings within the club	2025
	• Leverage Hall Hire availability due to extended club opening hours	2025/26
4. Promote use of the club facilities with club members	• Birthday and Anniversary celebrations using restaurant opening hours	2025/26
	• Provision of an effective induction program into the club for new bowlers as well as experienced bowlers transferring from another bowls club	2025/26
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Funding: To be financially viable and sustainable

Strategies	Actions	Season
1. Achieve an annual net income growth above the 2023 levels from the business of operating the club's facilities	• Develop action plans for individual club operations, targeting income growth initiatives	2025/26
	• Review the ongoing operations to address profitability opportunities for the bar and function room	2025
	• Review the ongoing operations to address income opportunities fundraising, raffles and sponsorship	2025
	• Continue to develop and promote function room activities	2025
2. Garner sponsorship from businesses	• design sponsorship package with levels of support	2026
	• approach businesses to become sponsors for major bowls events (King's Birthday Tripples"	2025
	• host one sponsor day a year to promote sponsorship and benefits for the club	2026
	• Re-organise signage to promote sponsors	2025
	• promote sponsors on club website and in club brochure	2025
3. Secure funding for projects	• employ a grant writer to apply for grants to fund identified projects	2025
	• secure funding to support growth in participation including for equipment, training and upgrade to facilities	2026
	• secure funding to support growth of target groups such as girls/women and bowlers with disabilities	2026