

WHITBY BOWLING CLUB

STRATEGIC PLAN 2025 – 2028

AGM UPDATE JUNE 2026

Our report on actions and outcomes that is aimed at delivering the goals as outlined in the Board agreed priorities for 2025/26 from the strategic plan is summarised below. The Board is very happy with overall progress and momentum one year into the plan – the Club of the year award while unexpected is external validation that we are on the right track.

As such no major changes to the plan previously presented are envisaged at this point. The reporting is directional and will be spoken to at the AGM.

Membership Growth	Bowling & Player Development	Volunteerism & Member Engagement
Actioned Some growth with targeted activity and opportunities continue to present themselves. Trialled Bowls plus with Twilight Bowls. Membership plan agreed and new member survey commenced. Branding & identity review and website presence to be a focus for 2026/27. Whitby Collegiate relationship is developing and the success of junior players, although in small numbers is a green shoot.	Actioned • Interclub selection process well undertaken and proved very useful • Skills sessions commenced and positive feedback • Challenge ladder trialled. Recognition of major events needs some effort to cover agreed priorities and some changes made in presentation formats. Player presence at Centre events was noticed by all. The club support for those players is also very noticeable.	Actioned Jubilee event was a major highlight. Member information gathering started and some progress with volunteering roles. Green management learnings were steep and now being embedded for the future. Bar and licensing requirements continue to be improved as expected by our regulator.

Membership Growth	Bowling & Player Development	Volunteerism & Member Engagement
Outcomes Bowling membership growth YTD – currently 38 members, compared to 2025 - 32. Growth in women bowlers was a welcome highlight.	Outcomes Interclub and Pennants teams held their respective division positions and the Selector process was embedded in a positive way. The Board has approved the concept of a training development that will be trialled this year ahead of the Interclub season, with more detail to come.	Outcomes New faces actively involved in roles. Succession is now becoming a Board discussion and it is hoped our success to date will bring more interest to Board support. Emerging Issues Licensing rules continue to deepen and create challenges to our traditional approaches to both the Bar and hospitality generally.