

Mount Ellen Golf Club

Future Planning Group Developed Stage 1 to 3 Strategies

Stage 1 Strategy – By End of Year 1

- Golf Club financially debt free
- Golf Club increases membership by 40+ full members
- Increase junior membership to 20+
- Establish junior academy
- Improve sponsorship of Golf Club
- Improve the Golf Club Offering
- Improve condition of golf course
- Complete members skill / experience and expertise survey
- Get ordinary members to help Improve condition of club
- Open the Golf Club to Social members and the Public
- Improve the Social side of the Golf Club (Social Events)
- Improve Communication with members in all media
- Establish a positive attitude and improved feel at the club

Stage 2 Strategy – By End of Year 3

- Golf Club delivering an annual operating surplus of £50k
- Golf Club increases membership to 360+ full members
- Increase lady membership to 22+
- Increase junior membership to 30+
- Continue to improve golf club offering
- Improve quality of course to extend playing season
- Provide practice facility at club
- Improve the Quality of the Club House Environment
- Continue to improve Social side of club and Social calendar
- Continue to improve communication with members in all media
- Sponsorship providing £50k income annually

Stage 3 Strategy – By End of Year 5

- Golf Club delivering an annual operating surplus of £100
- Golf Club Increases membership to 400+ full members
- Increase lady membership to 30+
- Increase junior membership to 40+
- Continue to improve course – additional holes / resting greens
- Increase income from Public and Social Membership
- Further improve social events calendar – reciprocal events with other clubs
- Sponsorship providing £75k income annually
- Commence Planning for the Future of the Club – Stage 4 Strategy