



STRATEGIC PLAN

24-27



**BYFORD
& DISTRICTS**
COUNTRY CLUB

Vision

A sustainable club defined by quality, fostering a vibrant community focused on social, cultural and sporting needs.

Mission

Our club will strive to enhance our brand that will be recognised throughout the community for the quality of our facilities, member experience and friendly, inclusive culture.

History

Our award winning, Byford and Districts Country Club (BDCC), has been an integral part of the Serpentine Jarrahdale community since 1957. The BDCC is a not-for-profit organisation, having experienced significant growth due to the dedication of passionate community members.

The BDCC provides a welcoming and inclusive space for members and community groups, hosts a restaurant and bar, alfresco dining area, undercover bowling green, free meeting facilities, and an outdoor playground in a natural bush setting.

BDCC has three major roles:

- 1. To provide a community facility for the benefit of members;**
- 2. To create a space for connection, promoting sports and entertainment; and**
- 3. To support local community groups.**

Introduction

The 2024 – 2027 BDCC Strategic Plan plays a central role in guiding the organisation, its volunteer board members and Management Team towards achieving its goals. The Plan was developed through Board consultation and is a road map for the BDCC.

The Plan captures the importance of the BDCC's ongoing vision of fostering a vibrant community through a sustainable club defined by quality.

The BDCC membership includes social members and has established partnerships with affiliate clubs; the Byford Bowling Club, Byford Pool Club, Byford Classic Car Club, Byford Exercise Group and the Byford Walking Group.

The Board has identified several key strategic initiatives over the term of this plan:

- Workforce attraction and retention;
- Succession planning of the Board and senior management positions; and
- Infrastructure planning.

The Board has also identified areas for development:

- Governance;
- Risk management; and
- Financial planning.

The Strategic Plan will be supported by four plans:



STRATEGIC PLAN 2024 - 2027

Pillars			
MEMBERSHIP	COMMUNITY	FACILITIES	GOVERNANCE
Outcomes			
Attractive and affordable membership that is tailored to the needs of our community.	Open and accessible club for the local community.	Members and visitors enjoy family friendly, safe and modern facilities.	Strong, transparent leadership for the financial sustainability and longevity of the club.
Strategies			
1. Provide inclusive and diverse events and activities for members. 2. Review and improve our membership classes and benefits. 3. Promote our club and community funding; communicate regularly to our members.	1. Implement a Community Facility Use policy and set of principles. 2. Continue to provide affordable and high quality, food and beverage. 3. Continue to provide community sponsorships and space for community groups to meet. 4. Continue to support affiliate sporting groups.	1. Develop a masterplan for the club facilities, inclusive of affiliate club needs. 2. Develop and implement a forward capital works plan and accompanying funding strategy. 3. Engage with our key stakeholders for leverage and support of our plans. 4. Continue to provide fit-for-purpose sporting facilities.	1. Succession planning for Board and Management. 2. Review and improve budgeting and financial management practices. 3. Review the organisational structure. 4. Provide attractive employment conditions and training opportunities. 5. Develop policies and procedures for the Board and Management. 6. Provide professional development opportunities for board members. 7. Formally assess BDCC's risks and develop plans to mitigate and control.