

Peninsula Bridge Club Strategy Meeting

21st Jan 2018

(Attendees: Sarah Young, David Farmer, Bill Fitzsimons, Trish Berry, Greg Hay, Bob Whiddon, Cassandra Mitchell, Viv Eldridge, Alan Davies, (part of the time) Cath Whiddon)

Reason for the Meeting: To think about the future of the Club and identify decisions that need to be made and issues that need to be managed

3 key questions:

- **Reason For being: Why are we here as a Club?**
- **Future Vision: Where do we want to be in five years?**
- **Issues to manage: What do we need to manage well to get there?**

1. Reason For being: Why are we here as a Club?

The themes that emerged reflect the Aims and Objectives of the Club as outlined in the Constitution, namely:

- To play bridge
- To have the use of good premises:
 - *"We want to play bridge in a clean bright and friendly environment"*
- Social and community aspects of the Club
 - Friendly community; run happy and harmonious bridge events
- Education and promotion of bridge
- Provide bridge for ALL standards- social, ambitious, learners

2. Future Vision: Where do we want to be in five years?

The key themes were:

- To have the security of suitable new premises
- Providing bridge for all levels of player in a friendly environment
 - Discussion identified 2 areas of member needs that could be developed
 - More social and competitive options for those under 50 Masterpoints
 - Development of the competitive side of the Club
- Discussion around managing growth and membership numbers focussed on:
 - Growth is not the aim but rather a consequence of the values of the club
 - New members are the lifeblood of the club. Without a policy of renewal, the club will decline due to natural attrition
 - Continuing the current policy of renewing the membership base and promoting bridge will lead to stable or more likely, growing numbers
 - Club membership has grown by 10-15% per annum for 5- 6 years.
- Well managed club
 - Financially secure, low cost provider
 - All sessions run by competent, professional, well trained directors
 - Up to date with bridge technological developments
- Centre of Teaching Excellence

3. Issues to manage: What do we need to manage well to get there?

- The dominant issue to emerge was that the future of the Club's premises is the major challenge facing the Club.
 - The Premises Working Group is developing contacts with the Council and with Councillors to raise the profile of the Club's future need. Lease discussions will commence April 2019 i.e. 2 years prior to lease end. Whilst the Mayor has pledged to look after the Club, it seems prudent to explore other options in case they do not deliver on that promise. Key criteria would include size of venue, parking, level access and permanent use of the space.
 - The Club has for many years built up a contingency fund for the time that new premises are required. A choice exists to increase the annual surplus if this is deemed prudent.
- Well managed Club
 - Develop succession planning and clear systems
 - Handle changing technology and growing numbers well
 - Discussion noted the successful employment of our administration assistant, Robin Ho, and the need to plan for a future scenario whereby a manager or additional staff is employed.
- Managing larger numbers to ensure well run sessions
 - More daylight sessions- growing numbers create increased demands on space and upon directors.
 - Options discussed included trialling a morning and afternoon session
 - Larger sessions place demands upon directors- consider revising rostering in response
 - Larger numbers also have flow-on demands for cards, boards, dealers and storage space.
- Meet the needs of members
 - Educational resources; increase competition skills and standard of players; mentoring of new members; survey of new member needs; system to facilitate walk- ins

NEXT STEPS

- Communicate findings with Members via presentations and session, website, newsletter and noticeboard
- Schedule follow up meetings/initiatives on key topics
 - Premises Working Group
 - Summarise Club house criteria (area, facilities); explore Commercial, State Government and local government options; evaluate the need to create a contingency fund target
 - Discussions with TSC, Directors and members re:
 - Possible trial of morning and afternoon sessions
 - Implications of increasing numbers for director role and rostering
 - Ideas for Walk in player management
 - Club management
 - Explore ways to increase efficiency