

SSGAC Strategic Plan 2024-2028

Our Vision:

To be the community destination of choice.

Our Mission:

Excellence in customer service and communications to ensure an enjoyable and safe experience at the club.

Our Values:

- Community – we share common values and collaborate to achieve success.
- Integrity – we act honestly and ethically in everything that we do.
- Caring - we cultivate mutual respect between staff, members and community.
- Innovation – we create opportunity for our team and community to maximise the potential of innovation.
- Reliability – we focus on excellence to provide quality service, product and facilities.

OBJECTIVES

Club Profile

- Promote the facilities and acknowledge the history of the club.
- Provide a safe, friendly environment.
- Promote our Community Support including Grants Program.

Members

- Increase the number of members.
- Increase attendance by members.
- Track use of club by members.
- Understand the expectations of members.

Premises and facilities

- Monitor and act to ensure club meets its safety obligations to the highest standard.
- Become a destination of choice for food and beverage.
- Increase staff performance and retention and succession planning.
- Continue to foster positive relationships with key government stakeholders.
- Continue to improve the premises and facilities.

Finance and Governance

- Ensure all directors undergo training and education as per regulations and standards set by board.
- Set and meet all financial KPIs.
- Determine a plan that enables the club to trade profitably now and in the future.

To achieve its stated objectives, the club has adopted the following strategies:

- Maintain stringent controls over the club finances to ensure the Club remains viable.
- Continue to manage costs in order to maintain efficient and effective operations without compromising the quality of the services provided to members and guests.
- Respond to the needs of existing members to increase visitation and spend in the club.
- Identify additional target markets to attract new members and diversify income streams.
- Attract and retain quality management and staff with the knowledge and skills required to operate a successful club and provide a high level of services.
- Maintain commitment to consistent standards of governance and best practice; being aware of statutory and legislative changes and ensuring compliance at all times with these laws and regulations.