**STRATEGIC PLAN 2024/25 to 2028/29– IMPROVEMENT ACTIONS FOR 2024/25 – RESPONSIBILITIES, RESOURCES AND TIMELINES**

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| **OPERATIONAL ASPECT** | **IMPROVEMENT ACTION** | **RESPONSIBILITY** | **RESOURCES** | **BY** |
| Membership | Appoint a Membership Director  Develop a Membership Recruitment and Retention Strategy | COM  Jill Anderson | Working Group | Feb 2025  Feb 2025 |
| Bowls | Develop a Plan to revitalise social bowls and expand opportunities for casual bowls | Bruce Bennett | Working Group | June 2025 |
| Facilities | Prepare a Development Plan for the East Green | David Rae | Working Group | June 2025 |
| Community | Increase volunteering for community events and all other Club operations | David Beard | Working Group | March 2025 |
| Financial | Install a new accounting system  Prepare and report against an Operating Budget and 5-Year Capital Plan in 2025/26 | Michael Patterson  Michael Patterson |  | Feb 2025  June 2025 |
| Marketing and Communications | Update the website for content and improve its functionality  Improve our social media presence | Shirley Melissas  Jill Anderson | Working Group  Working Group in consultation with Holmesglen TAFE | June 2025  June 2025 |