

Guilderton Golf Club Strategic Plan

2024 – 2029



Guilderton Golf Course 2021



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1. Acknowledge

Guilderton Golf Club (GGC) would like to acknowledge Guilderton Country Club whose help and support over the years has allowed the golf club to grow and develop into what it has become today.

We would also like to thank all the past and present members and sponsors of the GGC for the hard work they put in when creating and developing the course and club and, to the cohort of current members, whose help and support ensures we present the course to members and visitor at a high standard.

GGC would also like to thank the Shire of Gingin and the Yued Nyoongar People who are the traditional owners of the land.

2. Introduction – Guilderton Golf Club

Situated in the beautiful, picturesque seaside town of Guilderton (approx. 100km for Perth), the club was officially opened in September 1987 and has over the years transformed into an outstanding, well maintained and challenging 9 - hole sand green golf course.

The course suits both novice and experienced golfers and with a solid community-based membership the club continues to grow in strength, with club members meeting on both Wednesdays to play scroungers and Saturdays to play club competitions.

GGC not only presents a wide variety and type of competition to suit everyone needs, but also has a strong social network that includes AGM, presentation dinners and barbeques throughout the year.

Membership of GGC gives members and dependent children full use of the course which includes access to the footgolf.

3. Clubs Core Value

Guilderton Golf Club aims to foster a welcoming, friendly, and inclusive environment for members, families, guests, and visitors.

- Recognition and support for the traditions of the Club and the game of golf.
- Foster communication between members, staff, and stakeholders; and
- Responsible governance to ensure ongoing sustainability of the committee, facilities, and club

GGC has developed and promoted a Code of Conduct for all members. This code of conduct helps promote etiquette on and off the course ensure GGC members treat each other courtesy, and respect as become the rules of golf.

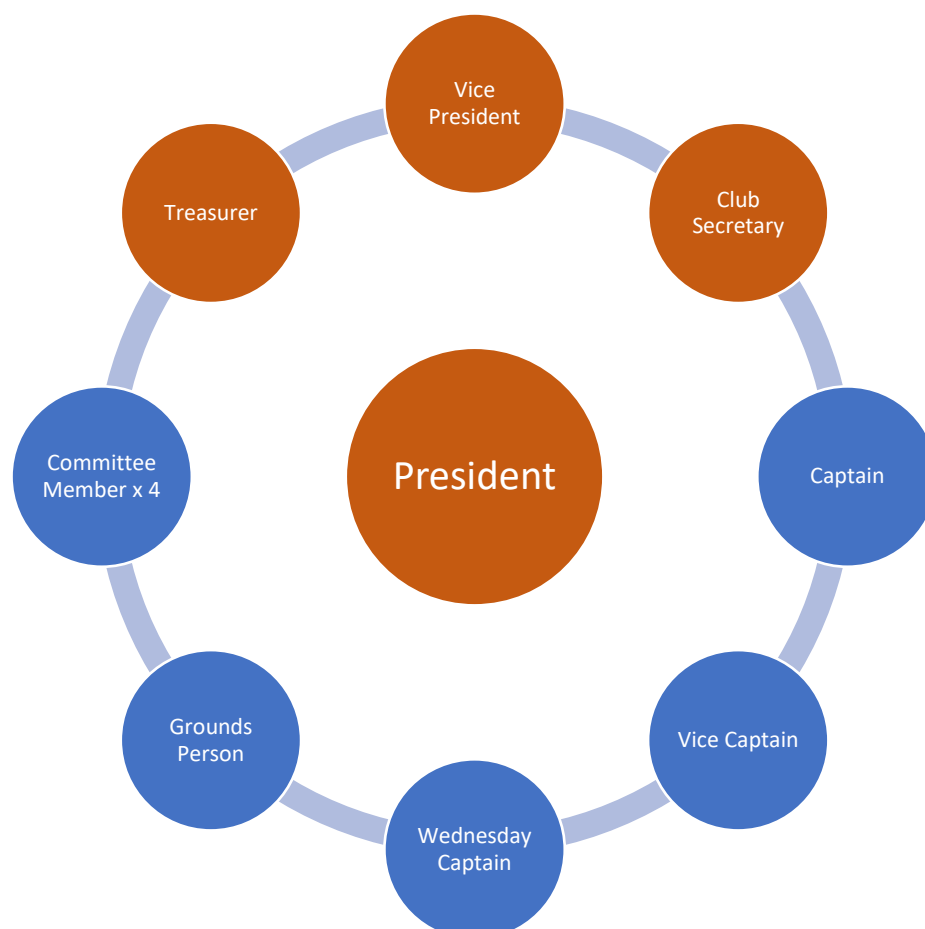
4. Guilderton Golf Club - Committee

Guilderton Golf Club Committee is structured in accordance with the Constitution and Rules 2017 (C&R).

GGC committee members is made up of members who volunteer their time to help and support the effective management and running of the club and course.

The GGC committee is nominated and elected in accordance with the C&R and this task take place at the Annual General Meeting (AGM).

The committee consist of 12 nominated and elected representatives made up of 4 x Office Holders and 8 x ordinary Committee members positions:



Sub-committees are formed to undertake tasks and projects throughout the year which reports to GGC committee.

4.1 Succession Plan

A succession plan will be developed to ensure the success of the Guilderton Golf Club. Members need to be encouraged to take on active participation within the committee and where possible volunteers need to be identified to take on the roles currently being undertaken by a predominantly ageing committee.

Once new committee members (volunteers) have been identified, a succession program needs to be developed to allow the new committee member to understand the role of the committee and where applicable take on a specific role within the committee.

For new committee members wishing to take on a role of Officer Holder (i.e. President, Vice President, Secretary or Treasurer) it would be recommended they undertake a period of training before commencing a role consider officer holder under the C&R.

The GGC committee has the authority to increase the number of committee members for a limited period of time, to allow training to be provided for new members to take on a role as part of a succession plan.

5. Strategic Plan

The strategic plan consists of 6 elements:



5.1 Vision

'It is Guilderton Golf Clubs vision to promote golf to its members and the local community. To help and promote fitness and wellbeing to all club members, local residents and visitors while they enjoy our beautiful, picturesque golf course'.

5.2 Funding

Guilderton Golf Club is a self-funded golf club that needs to raise revenue to ensure its ongoing success. GGC currently raises revenue to run, maintain the course and equipment to a high standard by:

- Membership Fees.
- Golf and Footgolf Fees.
- Sponsorship of Tee boxes and events.
- Golf Open Day Event.
- Grants.
- Easter Functions; and
- Raffles.

Note: May 2023 the GGC committee took the decision not to raise its members fees which will remain frozen until June 2024.

Any increased revenue from functions and events will reduce the likelihood of any major increases, however the committee will review the need to increase fee before 01 July 2024.

5.3 Community

Guilderton Golf Club will strive to be a well-managed community golf club by:

- Attracting new members and visitors to the Club by providing an inclusive and welcoming experience to all.
- Maintaining the integrity of the course through the enhancement and presentation of the facilities to the highest possible standards.
- Ensuring that the Club's core values are upheld.
- Sustainable financial performance underpinned by stable governance and staff, whilst operating the Club in a transparent, compliant manner; and
- Utilising technology to promote, communicate, save costs, manage business information, and derive revenue wherever possible.

5.4 Members

Guilderton Golf Club members are predominately from the local surrounding areas, but it does have traveling members from outside the Shire.

Currently in January 2024, the club has approx. 80 members of which over 41% reside in the local area.

The breakdown of the current membership includes:

- 23% pensioners/retirees: and.
- 67% ordinary members (male or female - not eligible for the pensioner/concession holder membership status).

The gender demographics of the club membership shows:

- 23% female; and
- 67% male.

Note: A minimal numbers are youth members (normally included in family membership).

As the course is located with a small community, it is hard to recruit new members within a small community.

GGC committee will be looking at applying for funding in an effort to recruit new additional members for the club and increase the diversity of the club by increasing its female, youth and indigenous members ensuring there is also programs for people with disabilities and minority groups.

This was previously investigated, and a funding application for Golf WA was created in 2021, but not completed due to a lack of eligible volunteers to be a sponsor to new or youth members.

GGC will also look at plans to extend existing facilities, providing additional storage facilities for golf carts which will help and support members with injuries or disabilities to extend their golfing careers.

5.5 Course

The course is maintained by a dedicated grounds person and volunteers (club members).

The role of the ground's person includes:

- Maintaining the course to a high standard.
- Planning and scheduling tasks throughout the year.
- Coordinate the team of volunteers/helpers; and
- Liaise with the Match Committee on improvements to the course.

Working with the team of volunteers, the duties of the ground person include (but not be limited to):

- General mowing (fairways, tee boxes and rough areas).
- Sand green maintenance (weeding, raking, and maintaining levels of sand).
- Managing the reticulation (monitoring its efficiency, repairing faults, and managing water usage).
- Ensuring an effective weed control process is in place.
- Establishing a regeneration and planting program (within the nature reserve).
- Empty rubbish bins (normally before Wednesday or Saturday comp).
- Maintenance of tee boxes (move markers, cutting, and trimming grass).
- General maintenance of walkways (removal dead tree limbs etc).
- Management of the equipment shed (cleanliness, maintenance of vehicle and equipment); and
- Alternate tasks (as requested by the match committee).

With the exception of minor changes, the design of the Guilderton Golf Course has remained unchanged for many years. The effect of this can be seen in the aging tee boxes, the build-up of waste materials within the bushland and the deterioration of some of the fairways and greens.

In conjunction with the regeneration project the GGC committee will look at including small changes to the course and facilities to improve and develop:

- Tee Boxes.
- Size and dimension of sand greens.
- Pathways and cart paths.
- Areas that may affect fauna or flora within the reserve.
- General access and safety to golfer and community members that utilise the reserve; and
- Storage and layout of the machinery shed .

Funding or budgetary requirements for changes to the course must be approved by the Guilderton Golf Club committee.

Authority or permission to amend or make changes to the Guilderton golf course will be raised with the Guilderton Country Club Committee as or when required. Changes and improvement to the course will be reported as action items at the Annual General Meeting (AGM).

5.6 Regeneration Project

As Guilderton Golf Club looks towards the future, it recognises that it must develop and maintain a bush regeneration program to restore health to natural habitats by controlling threats and allowing native plants to flourish.

Maintaining a healthy nature reserve not only includes replacing plants and shrubs within the nature reserves but includes controlling threats to the natural habitat and management of trees and plants.

GGC Club committee will explore external funding grants for these projects.

The GGC committee will ensure a tree rejuvenation management plan will be created and all trees within the nature reserve which have dead or unsafe branches be removed to ensure the tree:

- Has a chance to rejuvenate itself.
- Can direct the nutrients to healthy branches.
- Makes it less vulnerable to pests and diseases.
- Ensure the safety of all golfer and community members that utilise the reserve; and
- Not pose a fire risk to the local area and townsite.

GGC committee will also ensure that any trees within the nature reserve that are inhabited with native bees will be identified with a visible warning sign and be labelled as Ground Under Repair (GUR).

5.7 Technology and moving forward

As Guilderton Golf Club evolves and moves forward in the technological era, it will look at identify a change to it score card system and look at moving towards a digital scoring system.

This system may include digitally printing cards as required or digital scoring application.

This move toward technology needs to be:

- Efficient.
- Cognisant of older member who may not be as technologically savvy
Cost effective; and
- Easy to use.

As the club still has a large number of visitors playing the course it will continue to maintain a stock of printed cards and a process for card- based entry by members unable to access technology.

This document has been created and approved by the 2023/24 committee and will be reviewed annually.