

CANBERRA BRIDGE CLUB STRATEGIC PLAN

Mission Statement

“We are a friendly, diverse, inclusive and well managed bridge community. We aim to foster the uptake of bridge and provide a place where bridge may be enjoyed, and its benefits gained for members of all levels of ability and skill.”

Key Result Areas

Premises and Environment	Governance, Administration & Culture	Program	Member Satisfaction	Marketing and Communication
<p>Maintain and develop the interior and exterior of the Deakin premises.</p> <p>Develop the facilities to improve member comfort and ambiance for socialisation.</p> <p>Improve facilities for people with disabilities.</p> <p>Examine the potential to extend the range of venues from one central location to decentralised locations.</p> <p>Ensure the club atmosphere is supportive and friendly and offerings to members are considered value for money.</p>	<p>Develop efficient and effective governance to administer the club for the benefit of members.</p> <p>Further develop policies and systems that ensure the highest ethical behaviour in all forms of bridge and to ensure there is a supportive environment for members.</p> <p>Examine staffing level and infrastructure needed to support members.</p> <p>Investigate and implement appropriate use of technology to support CBC operations.</p> <p>Develop strategies to ensure membership and governance profile reflects the multicultural profile of the Canberra community.</p> <p>Ensure cost to members is cost effective/value for money.</p> <p>Continue to develop a friendly supportive culture</p>	<p>Sessions</p> <p>Develop the program for the majority of members.</p> <p>In collaboration with BFACT work towards offering decentralised sessions.</p> <p>Develop the session program to develop competition experience for all.</p> <p>Ensure our ABF-licensed Gold Point events are excellent to attend and play.</p> <p>Develop online sessions and support for online play.</p> <p>Develop strategies to increase the average number of sessions played.</p> <p>Skills development</p> <p>Accelerate the teacher development program.</p> <p>Develop supportive skill development pathways to assist our members improve throughout their bridge career.</p> <p>Continue to extend our training programs for beginners, intermediates and advanced players.</p> <p>Develop strategies to improve the retention rate of new players.</p> <p>Directors</p> <p>In collaboration with BFACT. support and develop the next generation of Directors at Club, Congress and National Level.</p> <p>Develop processes to quality assure how sessions</p>	<p>Further develop bridge offerings and incentives that encourage members to increase the number of sessions they play, increase their level of satisfaction with the Canberra Bridge Club and increase the member retention rate.</p> <p>Conduct further research regarding the reasons players don't continue playing bridge following introductory courses.</p> <p>Explore strategies to support older members play more often (for example online or face-to-face sessions held at a location close to where they live).</p> <p>Increase they opportunities for social interaction.</p>	<p>Further develop bridge offerings and incentives that attract new members to join and former players to return. This includes exploring the potential to attract new members from multicultural communities, aged care facilities, pre-retirees and young people.</p> <p>Develop marketing strategies including ways to attract new members and increase the public profile of bridge.</p> <p>Further develop member communication including electronic newsletter, website and social media.</p> <p>Develop a member benefits package designed to attract and retain members and to encourage skill development.</p>