

Full Plans will be  
available ASAP

# Strategic Plan 2022-23

## Overview

Our MISSION keeps us focused

To promote intergenerational connection and wellbeing by providing entertainment, lawn bowls, experiences, good food and meeting facilities to our members, guests and visitors.

## Our Initiatives

1. Establish our club as the local club of choice
2. Provide a welcoming and fun experience for families
3. Develop multi purpose spaces for corporate, social, club and family events
4. Increase casual bowling opportunities through social, event and barefoot bowls
5. Create a supportive team culture guided by strong and kind leadership



We are guided by our PURPOSE

**Your club, your place**

Presenter: Chris Oxley

15 October 2022

# Putting the Plan into Action

Extract from the Bowlo's approved Strategic Plan 2022-23

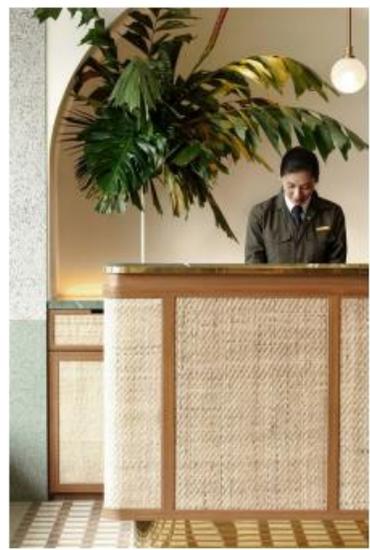
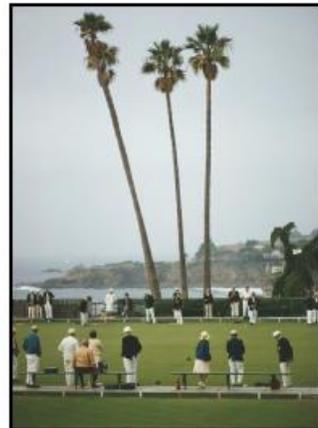
We have a clear OBJECTIVE

**Building on our grassroots traditions we will create a welcoming, family friendly environment that embraces bowls, social connection and good food**

## Our Actions

1. Build a family friendly outdoor area that provides the space to eat and connect
2. Engage staff by creating a trusting and rewarding place to work with improved communication, development and staff recognition
3. Deliver a diverse entertainment program to engage our two primary markets
4. Re-brand to reflect the changing nature of our members
5. Develop an active social media presence
6. Invest in our leadership capability through individual development plans
7. Renovate the upstairs conference room to provide a multi purpose function area
8. Provide a restaurant that offers our two target markets fresh, contemporary food

# Concept Design – melding our club purpose with Council’s “harbour theme”



warm & inviting,  
family friendly,  
soft coastal,  
with a nod to club history

## Actions to date in 2022

- Consolidated our commercial foundations through operational efficiency and debt reduction
  - Establishes our financial capacity for future changes
- Enhanced kitchen / dining capability
  - Establishes a catering partner to support our strategic direction
- Funded a new Bowls Coordinator role
  - Establishes a dedicated resource to support bowls at our club
- Engaged architect to commence design process for Bowlo
  - Establishes concept drawings as a starting point communication with members

# Actions now in progress - Concept Designs

The Concept Design is an early phase of the comprehensive design and build process.

Design Phase	Jun-Oct 22	Oct 22 - Dec 23	Jan-Mar23	Apr-Jun23
Discovery and Investigation	Master Plan			
Design Development - Endorsed concept design - Detailed design (DA level of detail)		Master Plan Stage 1 Stage 2		
Design documentation for tenders			Stage 1 Stage 2	

*Design is an iterative process – we want your feedback and comments.*

**Your club, your place.**

# Staging of Concept Designs

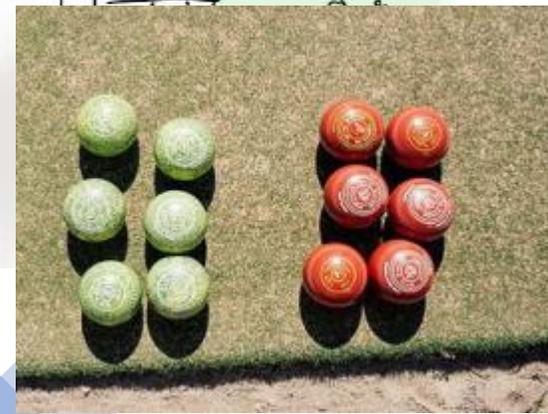
The concept designs, and subsequent physical changes to the Club, will be progressed in stages to focus on our strategic objectives and minimise operational disruption.

Major design elements (and indicative work packages) are:

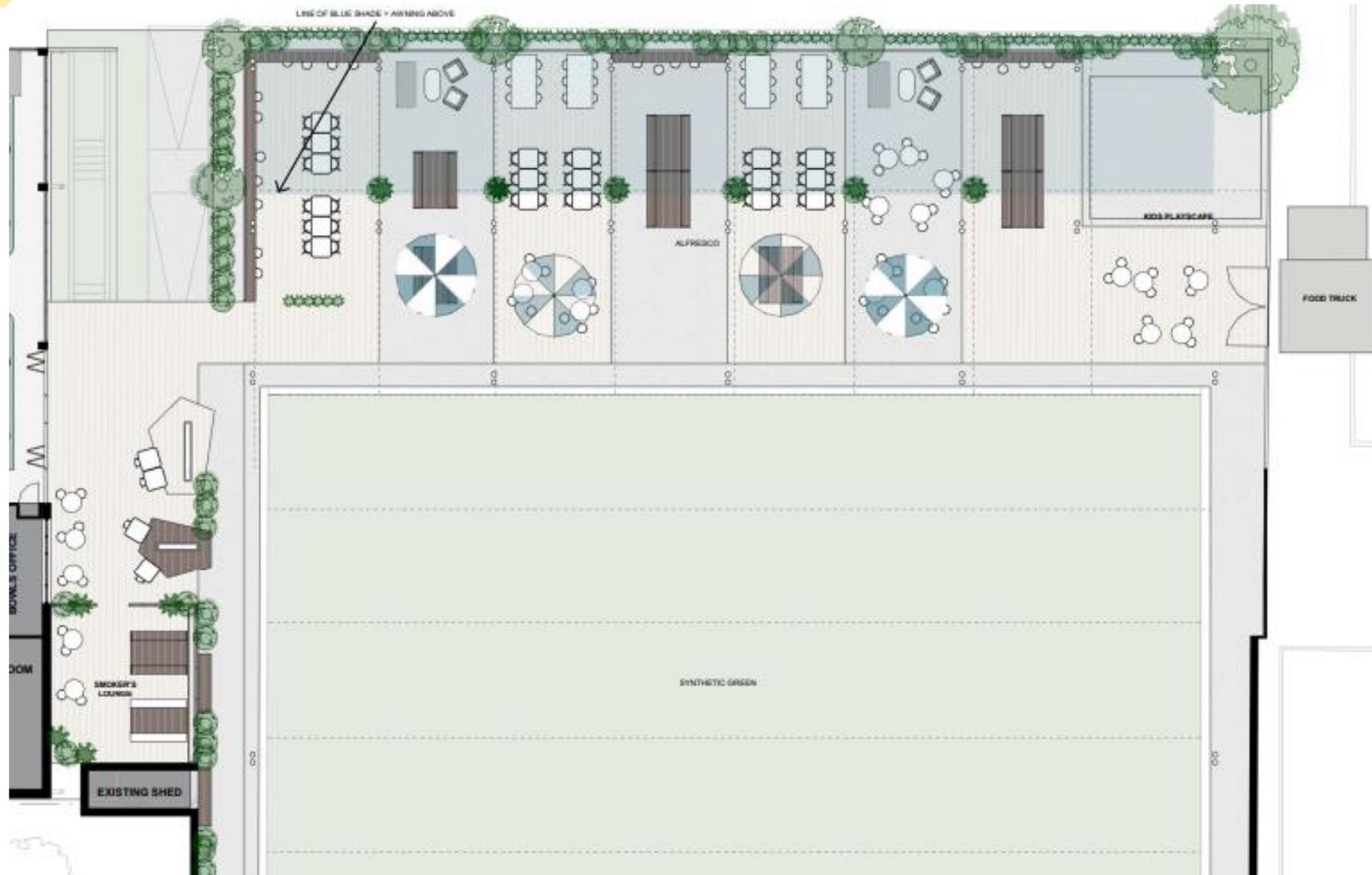
- |            |   |
|------------|---|
| Stage 1    | 1. Outdoor “al fresco dining” area with kids’ play zone<br>2. Re-surface top green (artificial grass) and provision for roof/lights |
| Stage 2    | 3. Level 1 function area (relocate office/decanting space)<br>4. Reception area   |
| Stage 3 ?? | 5. Dining and Bar areas   |
| Stage 4 ?? | 6. Roof and lights to “all weather” top green<br>7. Bowlers’ lounge   |

# Stage 1 Concept Design – “main deck”

light and refreshing,  
crisp and coastal



# Stage 1 Concept Design – Seaside “all weather” Greens with outdoor dining and kids’ play zone



## Members' engagement in design

The draft concept design will be made available for view from next week. A copy will be placed at the reception area.

Your comments can be submitted by email to [bowlo@mubc.com.au](mailto:bowlo@mubc.com.au) or dropped into the comments box at Reception.



Thanks for listening.

Please let me know if you would like to more actively involved in the design development.

END

# Concept Design – early “master plan”



The Bowlo is ideally placed to be the social hub of Ulladulla

**Social Establishments;** where people naturally congregate to fulfill their daily needs, whilst contributing to community identity

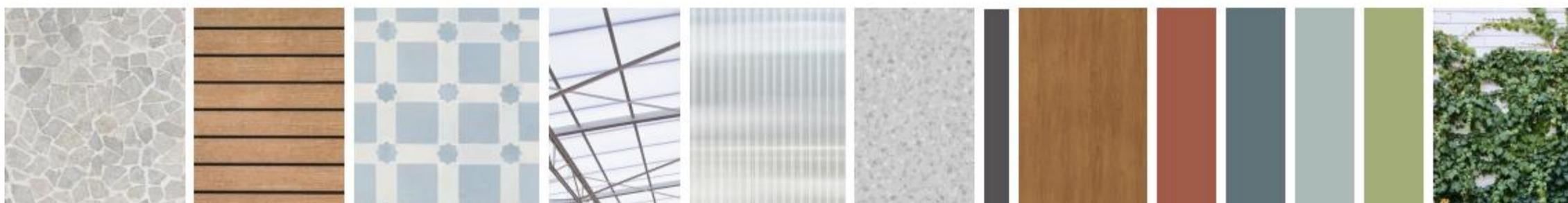
**Public Space;** provide active and passive recreational opportunities which sparks social engagement and interaction

**Community Connection;** the heart of Ulladulla. A conveniently located place that is recognised and valued in the local community as a gathering place for people, social enterprises and an access point to community activities

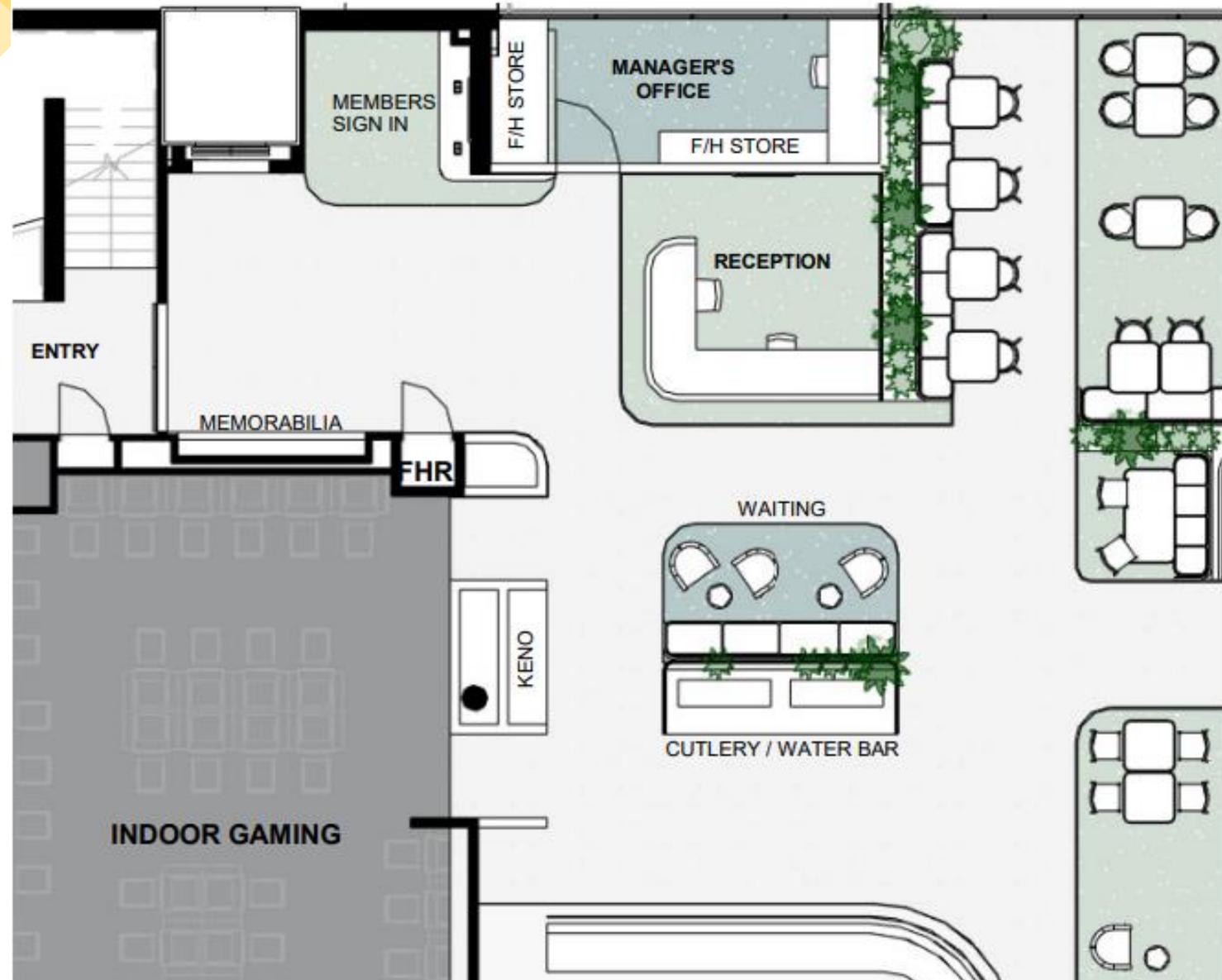
# Concept Design – early “master plan”



# Stage 1 Concept Design – “main deck”



# Concept Design – refreshed entry experience



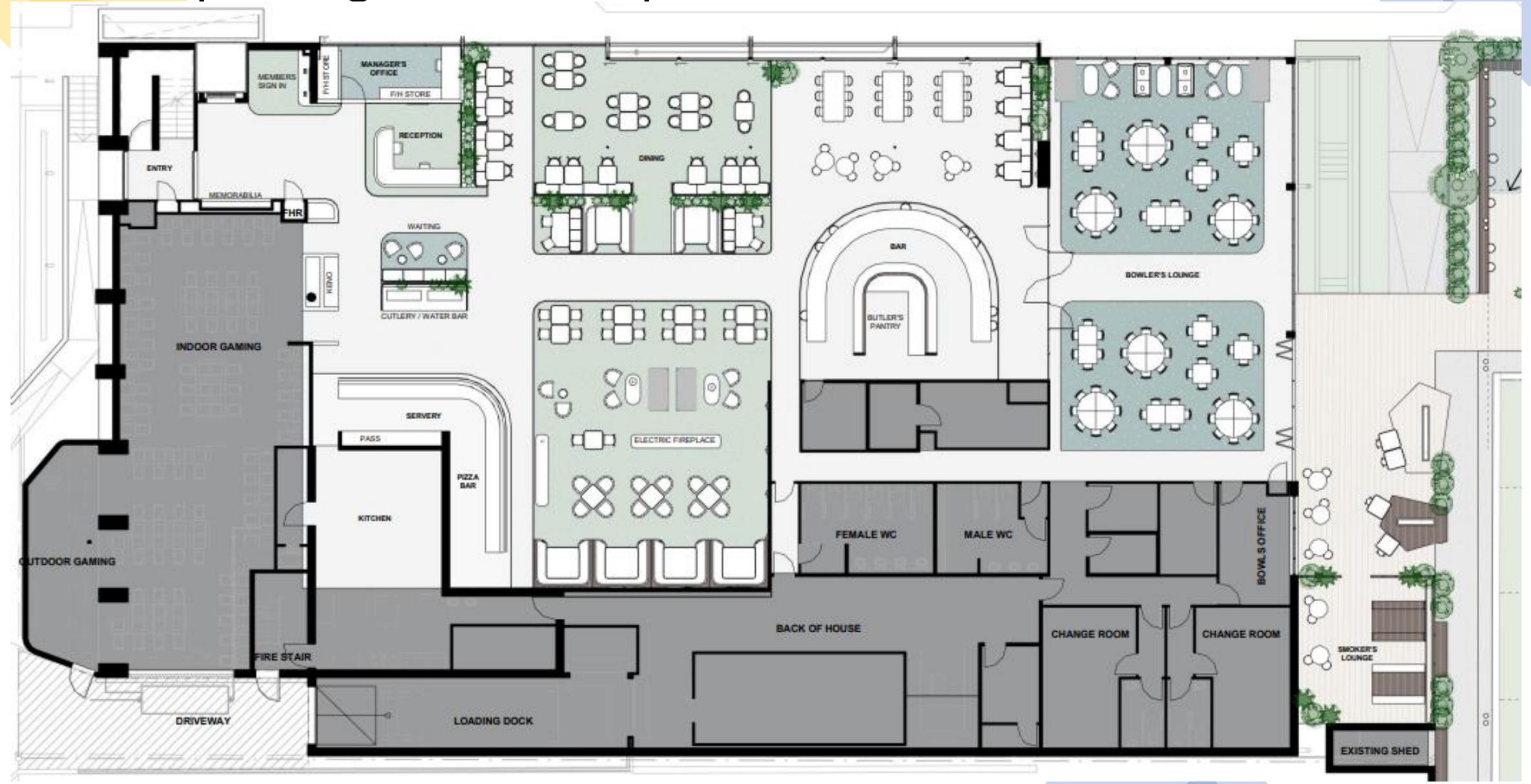
# Concept Design – refreshed entry experience



# Concept Design – through to smaller “discovery” spaces



# Concept Design – smaller spaces with choice



# Your club, your place

Please don't hesitate to reach out directly to me in person when I am in the Club. I am more than happy to hear to views and suggestions.

