

Executive Summary – October 2020

October 2020 will be long remembered as the month Merthyr Bowls Club secured a prominent leadership position in Australia!

1. Starting with winning the **“Best Bowls Club in Australia”** and the notoriety that followed with Wotif Travel, Channel 9 News, Courier Mail and Bowls organizations throughout Australia. Look for continued acknowledgments from the media and others in our space.
2. A fresh rebranding of our Club with the introduction of a new **“Best of Class” Website** and online presence. Large gains in the continuity of look and feel for our members and guests with improved comms, single source access to information and celebrating our successes.
3. New events and programs underway with Merthyr Bowls being selected to host the successful **BPL Cup**, our **Skills and Drills** practice sessions and **Talent IDs** program to invite more players into our club.
4. A culture that takes pride in our club, building better guests, members, staff and community experiences in promoting the game of Lawn Bowls in Australia.



Guest Targets

Committee Update
10.11.2020

Legend

BAR - DINING -REVENUE TARGETS

COMMUNICATIONS / WEB

KEY INITIATIVES/EVENTS

CUSTOMER FEEDBACK



	Metric	Definition	Lead	Update
●	BAR \$ Dining Revenue \$	Overall Overall	Mark, Phil, Sue 10% improvement over 2019	Mark created new tapas menu to attract new customers Implement in January Several process issues to resolve by GM
●	IMPROVE AVG REV / WEEKDAYS	Monday-Wed, and Sunday mornings	Mark, Phil, Sue	Add a few additional Sessions 5-7:00pm
●	IMPROVE \$ per member # PEOPLE BOWLING AT CORPORATE EVENTS	<ul style="list-style-type: none"> INCREASE average spend of \$35/guest Exceed 2019 Bowlers of 18 ,860 Improve Full Memberships 	Peter L. Susan, Phil, Peter C. Achieve \$45 per guest Achieve 50 Members	Trial New Recreational Membership (Dining Only) Mail Chimp Contact to all Barefoot Participants
●	SPONSORS	Paid Advertisers (Best \$22K for 2 yrs.)	Al, Gary, (Terry Consult) Exceed previous best Rev \$)	5 Premier Plans Developed & Target list Underway Several Strong Prospects (3)
●	WEB SITE/Improved Comms & Build Customer Database	Online Refresh / Develop Social Media Plan	Al, Sue, Sudip, Brit, Sam, Kate (vendor)	Website launched 10/11/20 – “BEST IN CLASS” Facebook Refreshed / Good team involvement ✓
●				Instagram & Social Media Plan soon to follow
●	SUPPORT COMMUNITY ORGANIZATIONS	Target organization and initiate approach (schools, local sporting groups, etc)	Phil (TBD) Secure 3 Organizations	TBD
●	# OF ACTIVE PLAYERS On- Boarding	On Boarding Men (18 Now) Women (12 Now)	Ian, Anthony, Bron, Phil, Al 25 “Net” Men 18 “Net” Women	Plan Approved – Invite Business Cards to Printing First Sunday of each month (10:am-11:00)
●	SIGN SUB - LEASE	WITH RSL SED 5 years + 5 years	Phil – Approved MAR 2021	TBD
●	PENNANTS FINISH	Place finished Place Finished Women	Peter L. Anthony Sam, Ian, Al Bron, Al, Ian Finish at 3 rd position or higher	Skills and Drills Successfully Launched * Onboarding program will help
●	SITE IMPROVEMENTS	<ul style="list-style-type: none"> Confirm 2021-22 plans for garage ext Build Pizza over BBQ 	Phil - Signed Lease	Work in Process
●	HOLD FIRST APL EVENT	Secure APL commitment to hold early round at Merthyr	Phil, Sam, Al	Merthyr Bowls Selected to hold BPL CUP 28 Nov. 22020 “ 1 Year ahead of schedule”! ✓
●	MEASURE FEEDBACK	What our guests /members say about Merthyr Bowls	Al, Sue, Phil	Feedback process in place by Jan 2021 (Not Started)