



Strategic

Plan

2025-2030





Introduction and Overview

As we present the 2025-2030 Strategic Plan, we extend our deepest gratitude to everyone who has contributed to its creation.

This document is the product of collective insight, dedication, and collaboration from individuals across our organisation and community. Your commitment, expertise, and vision have shaped a plan that aspires to meet the needs of today while proactively preparing for the challenges of tomorrow.

It is important to recognise that this Strategic Plan is not a static blueprint, but a living document. The landscape in which we operate is ever evolving and our strategies must

adapt to new opportunities, emerging trends, and unforeseen challenges. We invite ongoing feedback, reflection, and participation from all stakeholders as we work together to refine and enhance our shared vision. Together, we will ensure that this plan remains relevant, resilient, and responsive to the needs of our community now and into the future.

Cornerstones of our Strategy

01 Course



02 Clubhouse and Hospitality



03 Membership,
Communications,
People and Culture

04 Finance and Governance



05 Golf Operations



Whilst each cornerstone plays a vital role in shaping our collective progress, there is a shared recognition that Cornerstone OneCourse—stands foremost among them. The course is the foundation upon which all other elements are built it is both our stage and our inspiration, setting the standard for excellence that resonates throughout every facet of our organisation. By investing in and prioritising the course, we ensure that the heart of our mission remains strong, enabling the success of all other strategic pillars. Nevertheless, it is through the interplay of all five cornerstones that we will achieve lasting impact and truly realise our vision for the future.

Board of Directors
Gosford Golf Club Limited



Purpose Of the Strategic Plan



Roadmap for future

The strategic plan serves as a roadmap guiding the future Gosford Golf Club.



Aligning goals with member needs

It's essential to align our goals with the needs and expectations of our club members for effective planning.



Sustainable growth and development

The strategic plan emphasises sustainable growth and development, ensuring the club's longevity and success.

In 2024, we had

65,000+

rounds for the year, and

34,000+

competition rounds for the year.

Strategic Goals

01. Course Enhancement

To achieve these objectives, we will implement a phased redevelopment of the course, focusing on enhancing both the quality of play and the visual appeal for all users.

A key part of this strategy includes exploring the optimal selection of grasses for greens, tees, and fairways to ensure resilience and playability throughout the year.

We are also committed to maintaining top-tier course management practices, including the regular assessment and upgrading of maintenance equipment and the ongoing repair or construction of all course pathways.

Additionally, continued professional development for our green staff—through seminars and industry events—will ensure that our team remains equipped with the latest knowledge and skills to uphold these standards.

These combined efforts will reinforce the course as the centrepiece of our offerings and deliver a golfing experience that sets a benchmark for excellence.

02. Clubhouse and Hospitality

Gosford Golf Club's commitment to hospitality is demonstrated in its investment in people, facilities, and the community.

By pursuing a holistic strategy—combining modern infrastructure, service excellence, vibrant entertainment, and collaborative partnerships—the Club is poised to deliver on its vision of a truly outstanding hospitality experience.

Whether for members, staff, or guests, the Club aims to be a place where everyone feels welcome, valued, and inspired to return.

Through these efforts, Gosford Golf Club not only strengthens its own future, but also enhances the fabric of the local community.



Strategic Goals

03. Membership, Communications, People and Culture

Goals:

- To maintain a quality service culture that promotes a friendly and enjoyable experience for our Members and community.
- Have membership categories that meet the needs of members
- Continue to provide an environment that is friendly and welcoming to all members of the community.
- Be a club that is inclusive to all irrespective of people's diversity

Initiatives

- Have a membership marketing plan, that attracts new members into the club.
- Communicate with members to provide information of matters occurring at the club as well as allowing feedback to be provided
- Maintain a social calendar that list events both golf and non golf related

Strategic Goals

05. Golf Operations

Goals

- Provide golf programs that appeal to golfers of all levels
- Operate a pro-shop with inventory that meets golfers' needs
- Offer professional advice, recommendations, and tutoring at the highest level
- Provide modern practice facilities

Key Initiatives

- Offer variety in competitions for all
- Enhance practice facilities with training aids and simulators
- Integrate pro-shop and simulation technology
- Deliver inclusive clinics for all golfers
- Strengthen partnerships with golf suppliers
- Invest in professional development for pro-shop staff



04. Finance and Governance

Finance and Governance are the twin pillars upon which sustainable, responsible, and customer-focused clubs are built. Through clearly defined goals and actionable initiatives, the Club can ensure its operations are efficient, profitable, and future-ready.

- By maintaining a serviceable debt, monitoring financial performance across all departments
- Seeking diverse income streams, and updating plans and policies regularly, the Club not only secures its financial future but also sets the standard for excellence in governance and administration.
- Ensure that all plans and policies are reviewed on annual basis
- By fostering an environment of professionalism, transparency, and accountability, the Club remains a trusted institution for its community, ready to meet the challenges and embrace the opportunities of the future.

Dedication, Pride, Innovation and Community

Dedicated Membership

Gosford Golf Club boasts a dedicated membership that actively participates in all club golfing activities. This strategic plans aims for the social aspect to improve by better clubhouse facilities



Golf Course of which we all can be proud

If we had to point to a weakness, it must be the golf course. This plan aims to improve all aspects and create a club we all can be proud of



Innovation

Gosford Golf Club has, because of its geographical location, been the first in NSW to successfully trial Zoysia grass on the greens.



Community Presence

Gosford Golf Club has a strong community presence, hosting events and activities that engage residents and promote golf. Our Junior program is one all members can be proud of.



Current Challenges and Weaknesses

Turning Weaknesses into Strengths

Once weaknesses are recognised, the club can respond proactively.

For example, if feedback indicates that communication channels are insufficient, new platforms or practices can be introduced.

If participation in club events is low, incentives and more inclusive programming may be developed.

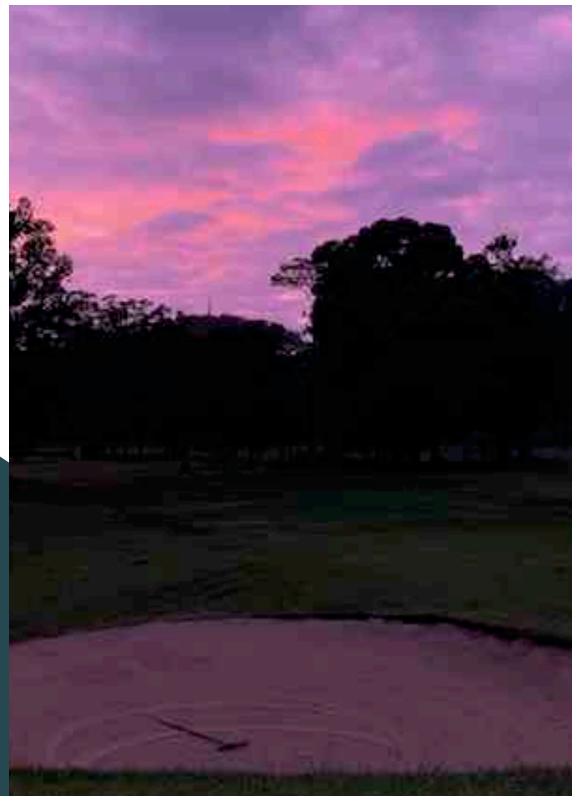
By viewing every challenge as an opportunity, we unleash our collective creativity.

The journey toward course improvement, increased member engagement, and organisational resilience is ongoing.

By embracing change, investing in our facilities, and cultivating a culture of support and self-awareness, we position ourselves for enduring success.

The next five years will require dedication, teamwork, and a willingness to adapt.

If we move forward together—each member contributing both within and beyond the boundaries of the course—we can overcome any obstacle, realise our vision, and ensure that our club remains a cherished destination for generations to come.



Member Engagement And Retention Strategies



Surveys for feedback

Conducting surveys helps gather valuable feedback from members, allowing us to understand their needs and preferences.



Feedback Sessions

Organising feedback sessions encourages open communication and helps build trust with members by valuing their opinions.



Member-focused Events

Creating events tailored to members fosters a sense of community, encouraging participation and long-term engagement.

Marketing and Outreach Programs

Targetted Marketing Strategy

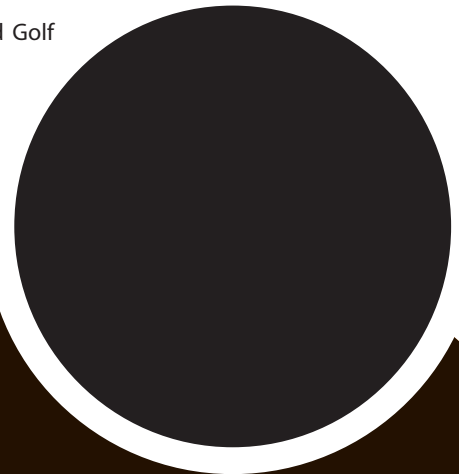
We will create focused marketing strategies that specifically target potential new members to increase club membership.

Promote Club Facilities

Our outreach programs will highlight the state-of-the-art facilities available at Gosford Golf Club, attracting more visitors.

Showcase Member Benefits

We will emphasise the benefits of membership, such as exclusive events, discounts, and access to premium services.



Conclusion

We will be celebrating our 100th Birthday in 2028, on this day we will remember a small group of passionate individuals came together with a shared vision: to create a club that would bring people together, foster connections, and promote shared interests and values. Their determination laid the foundation for what would become a thriving centre of activity and friendship. Over the decades, our Club has grown in both size and scope, adapting to the changing times while remaining true to its core principles.

Throughout the years, the Club has served as a beacon for the community. From its earliest days, it provided a sanctuary where members could learn from one another, support local causes, and celebrate milestones both big and small. The founders may not have imagined the scale of what their idea would become, but their spirit of perseverance and togetherness lives on in every event, every gathering, and every new member who walks through our doors.



Strategic Vision

The Strategic Plan 2025-2030 outlines a clear vision to guide the golf club into the future.

Assess Current State

Assessing our current state is crucial for identifying strengths and areas for improvement.

Set Strategic Goals

Setting clear strategic goals is essential to ensure alignment and focus within the club.

Implement Action Plans

Implementing action plans will enable us to enhance the member experience and achieve sustainable growth.

Thank
You

