



# Hilton Park Bowling and Recreation Club

2025 to 2027 Strategic Plan

And December 2024 Members' feedback

Hilton Park Bowling And Recreation Club | 64 Shepherd St, Beaconsfield WA 6162 | (08) 9337 2897

WHERE COMMUNITY, FUN, AND FRIENDSHIP THRIVES

# HPBC

To achieve our 2030 Vision we have three strategic phases.

## Phase 1 Two Years (2023–2024)

- Community events
- Stakeholder Relationships
- Year-round competitions

**Key Achievement:**  
Synthetic turf funding and installation

## Phase 2 Three Years (2025–2027)

- Culture Enhancement
- Membership and Bowling Performance Improvement
- Facility Upgrades  
(2<sup>nd</sup> synthetic, automated reticulation and lighting upgrades)
- Community awareness

**Key Achievement:**  
50% increase in membership

## Phase 3 Two Years + (2028-2030) *formed December 2027*

- Facility use maximisation
- Diverse and sustainable income streams

**Key Achievement:**  
Full utilisation of all greens

*2030 Vision*  
To be known as the leading  
community,  
sporting and social club in Fremantle





# HPBC Vision 2030

To be known as the leading community sporting and social club in Fremantle

## HPBC Purpose

To provide an environment that enables social connection and healthy competition for all community members

## HPBC Values

### Community

The HPBC is more than a Bowling Club. We take pride in our role of providing opportunities for community activities that improve social connection.

### Friendship

The HPBC plays a significant role in reducing social isolation. We take time to build lasting friendships, have a 'One Club' mentality and avoid creating 'cliques'.

### Inclusion

The HPBC is a respectful environment. We understand that we are custodians of the Club. We behave according to our club and community standards, and we do not walk past unacceptable behaviour.

### Respect

The HPBC values all elements of diversity. We embrace new people to our Club and appreciate every person's uniqueness.

Strategic Plan-on-a-page  
January 2025 to December 2027



Pillar One Bowls Performance	Pillar Two Community Connection	Pillar Three Club Operations
<b>1. Balanced Competitions</b> 1.1 Pennants pathways (Inc selection) 1.2 Club Tournaments 1.3 Social competitions (scroungers etc)	<b>4. Live Music</b> 4.1 Music Calendar 4.2 Music Promotion 4.3 Special Music Events	<b>7. Quality People</b> 7.1 Employed staff 7.2 Volunteer appreciation 7.3 Members
<b>2. Player Development</b> 2.1 Coaching program 2.2 Talent ID and recruiting 2.3 Training program	<b>5. Social Events</b> 5.1 Corporate bowls 5.2 External group hire 5.3 Club social events (100 Club etc)	<b>8. Finance and Facilities</b> 8.1 Marketing and promotion 8.2 Fundraising program 8.3 Buildings maintenance and upgrade program 8.4 Grounds maintenance and upgrade program
<b>3. Training and Competition Environment</b> 3.1 Synthetic green 3.2 Grass green 3.3 Lighting	<b>6. Bowls events</b> 6.1 HP Classic 6.2 Winter competition calendar 6.3 Hosting State events	<b>9. Culture Enhancement</b> 9.1 Health and Safety 9.2 Communication 9.3 Values and Behaviours



Pillar One Bowls Performance	Description
<b>1. Competition</b> 1.1 Pennants pathways  1.2 Club Tournaments  1.3 Social competitions	Development of squads, clear selection criteria, clear communication process  Development and communication of the annual calendar of club championship tournaments  Establishing and communicating the regular scroungers events, new events for corporate bowlers and others who may not be club members
<b>2. Development</b> 2.1 Coaching program  2.2 Talent ID and recruiting  2.3 Training program	Establishing a coaching panel, systemised coaching structure for members (Male and Female) and new/corporate bowlers who may be interested At all levels. In particular, a targeted approach towards increasing female bowlers  Implementing structured training nights in-season
<b>3. Training and Competition Environment</b> 3.1 Synthetic greens  3.2 Grass greens  3.3 Lighting	Maintenance, budgeting for replacement of the existing synthetic green and investigating (business case) funding for a potential 2 <sup>nd</sup> synthetic Communicating with green-keeper regarding standards and annual maintenance works  Working group to access Night Lights funding to upgrade all lights to LED competition standard





Pillar Two Community Connection	Description
<b>4. Live Music</b> 4.1 Calendar  4.2 Promotion  4.3 Special Music Events	Include Friday nights and Sunday sessions, new bands, battle of the bands etc etc Including an increased social media presence  e.g. New Year's Eve, High profile bands etc
<b>5. Social Events</b> 5.1 Corporate bowls  5.2 External group hire  5.3 Club social events (100 Club etc)	Promotion to maximise numbers, targeted competitions etc  Promotion and scheduling (all facilities including green)  Development of a calendar, raffles etc
<b>6. Bowls events</b> 6.1 HP Classic  6.2 Winter competition calendar  6.3 Hosting State events	Ensuring this event is planned and executed. Sponsors attracted to support the event. Looking to create a few more winter competitions that attract bowlers from other clubs Capitalising on opportunities to host the variety of State Competitions



Pillar Three Club Operations	Description
<b>7. People</b> 7.1 Paid staff  7.2 Volunteers   7.3 Members	Including job descriptions, contracts and performance management.  Includes working groups, recognition and specific tactics to reduce the burden on volunteers (e.g. grants to assist with workload reduction such as automatic reticulation system) as well as safety issues.  Includes a review of all membership types and the benefits/privileges. Implementing contemporary membership categories.
<b>8. Finance and Facilities</b> 8.1 Marketing and promotion  8.2 Fundraising and expenses  8.3 Buildings maintenance and upgrade program  8.4 Grounds maintenance and upgrade program	Ensuring there is a structured approach towards all forms of marketing and promotion of the club  Maximising bar operations, sponsorship etc while minimising expenditure. Creating a more diverse revenue stream that may include rental return from Padel courts as well as food vans utilising the existing kitchen area for food preparation Establishing a working group to prioritise upgrade works, establish costings and funding options.  Includes developing a grounds master plan that may include things like reticulation upgrades, lighting upgrades, a children's playground, BBQ area, Padel courts etc
<b>9. Culture</b> 9.1 Health and Safety  9.2 Communication  9.3 Values and Behaviours	Ensuring that the club is complaint with all OHS issues, including finding a solution regarding smoking and vaping within 5m of the club's entrance  Implementing systems that ensure up to date and accurate communication at all levels, including social media Constantly reinforcing the club values

# December 2024 Member Feedback:

*We appreciate that we must continually challenge ourselves to grow and achieve our 2030 Vision.*



## We appreciate our special traits December 2024.

- Relaxed environment
- Live music
- Dog friendly
- Members
- The Bands
- Laid back environment
- Club rooms and bar
- The setting
- Casual
- The people and community spirit
- The grass greens
- Strong women
- Our green keeper
- Blue collar area
- Friendly members
- Our open grounds and surrounds
- Combination of grass and synthetic greens
- Laughter and support of each other
- The facilities and décor are retro
- Community hub
- Friendly inclusive community
- Community spirit
- Friendly and welcoming

## We appreciate that we have areas of improvement from December 2024.

- Wearing ordinary trainers on the synthetic surface
- Upgraded facilities
- Improve governance around bar services with transparent clarification of roles and responsibilities
- Advance communication to correct misinformation
- Correct any bad language
- Eliminate the gossip
- Solve the smoking/vaping matter with dignity.

## We are looking forward to the future from January 2025.

- The club to grow and prosper as it has in the last decade.
- Maybe another synthetic green
- This is dependent on the outcomes of the Freo Council for the Hilton Precinct, however unless the club is better promoted and we actively recruit more young members, we will not achieve our Vision. Hopefully some renos to the men's toilets, removal of security mesh from the windows.
- B Green to be synthetic (huge yearly cost saving going forward)
- Two synthetic greens - planned new green for C Green half life
- LED lights. Two x Competition standard A green Social standard
- Refurbish men's toilets to cater for ladies and gents
- Refurbish locker room
- Commercial kitchen to supply meals
- Hopefully more women
- Hopefully still grass green

- Update the building - possibly solar power
- A second synthetic
- Two grass greens. Keep them
- Solar panels
- Community Hub
- More members, and improved facilities
- More social events that fund the club
- BBQ facilities and outdoor settings involving our community
- Hope whatever it is, benefits the Club
- Modernized: toilets, changing rooms, function hall
- Second synthetic green
- Better than ever with the great president and secretary and the wonderful volunteers we have, particularly Macca opening the bar for Sundays with Michelle
- Larger group of female bowlers
- Bowling events during off-season for non-bowlers
- 'Jack Attack'.
- Winter bowls with other clubs visiting
- Engagement with schools and disability groups through bowling
- Simple children's play area near Bocca
- Toilet upgrades
- Kitchen upgrade to commercial standard
- Need to embrace inclusivity, diversify from a private 'white mans drinking venue'.
- Food availability.
- Upgraded facilities
- I'd like to have access to lockers, mats and jacks beyond facility opening hours. Particularly in summer for a pre-heat practice