

Strategic Plan / Roadmap 2017 - 2021

2017

2018

2019

2020

2021

Vision:

Entertainment, dining & social leisure venue of choice, for Members & broader community.

Goals / Objectives

- Maintain a profitable operation
- Comply with industry regulations & government legislation
- Grow membership base
- Increase patronage
- Upgrade members' facilities
- Publicise & promote awareness
- Regularly communicate with members
- Enhance mutually beneficial relationship with Sub-Branch

Focus:

Financial, Governance, People, Products & Services.

Strategies / Actions

- Understand cost of doing business in all areas & ROI
- Optimise financial management and reporting
- Execute & demonstrate good governance
- Maintain fair loyalty program & sustainable membership model
- Capture, analyse and take advantage of behavioural data
- Be aware of new products & services and implement where suitable
- Utilise all channels of communication and promotional publicity
- Maintain open two-way communication with Sub-Branch