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| **Purpose** | **To ensure that Echunga Golf Club remains the best value golf club in the Adelaide Hills** |
| **Strategies** | Remain a Friendly and Welcoming Club | Intelligently Manage the Course and Facilities | Continue it Improve the Course and Facilities | Stay Financially Strong | Grow EGC |
| **Values** | * We minimise costs for members and visitors
* We are tolerant and welcoming to all golfers and other visitors
* The course is set up for the enjoyment of the “average golfer”
 | * We maintain strong relationships with Council
* We recognise past successes
* We employ the best available staff to manage the various paid functions of EGC
 | * We continuously improve the club’s assets on a cost benefit of our members, visitors and surrounding community
 | * We ensure all expenditure is budgeted, planned and approved.
* We understand and monitor all income streams.
 | * We promote and market EGC to increase revenue and or membership base.
* We ensure any growth is for the long-term benefit of the club and it’s members.
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| **Actions** | * Encourage our members to get involved and volunteer
* Develop basic rules education for members
 | * Maintain native vegetation on the course
* Continue the relationship with Recreation Ground
* Review resourcing of administration & management
* Ensure ongoing tenure of the land
* Ensure ongoing secure source of water
* Compliance with legislation including WH&S
* Maintain and upgrade our buildings
 | * Waterproof the course
* Consider developing practice facilities
* Progressively plan and implement course improvements
* Ensure proper planning and design of all upgrade’s
* Undergrowth is cleared and hazards clearly identified to speed up play.
 | * Develop forward budget reports
* Develop a machinery management strategy.
* Develop long term financial plan.
 | * Agree a marketing theme and strategy.
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| **Tasks** | * Develop a volunteer works program.
* Run a series of regular events for volunteers.
* Consider volunteer shirts/badges (at cost)
 | * Develop a biodiversity plan.
* Maintain a course vegetation management plan.
* Work within the terms of the agreement with the recreation ground.
* Ensure clear reporting arrangements for all staff.
 | * Investigate drainage of the 1st hole.
* Drain the front of the 18th green.
* Consider drainage on the 12th, 13th and 14th.
* Investigate practice area on the farm.
* Develop design for the new green o 11th hole.
* Consider green upgrades on 17th 18th green.
 |  | * Develop a marketing strategy which may include
	+ Value for money
	+ The eco friend experience
	+ Picturesque nature of the course
	+ Unique nature of the course.
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