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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. |
| **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. |