

Strategic Golf Plan

Mollymook Golf Club 2022 - 2025

Key Golf Pillars	Membership Experience	Golf Operations	Golf Courses	Clubhouse Amenity & Hospitality Services
<p>Goal</p>	<p><i>Create a membership experience that enriches and fosters an inclusive Membership culture</i></p>	<p><i>Deliver professional golf operations and services</i></p>	<p><i>Offer a premier on-course experience</i></p>	<p><i>Provide premium facilities that enrich the membership experience, and attract visitors and tourism to our region</i></p>
<p>What we will do</p>	<ol style="list-style-type: none"> 1. Optimise the value of membership through the delivery of well-maintained assets and ancillary golf services. 2. Offer a membership value proposition that is desirable to club members of different generations. 3. Operate with a membership structure that optimizes course availability for members, guests and visitors across all days of the week. 4. Actively communicate to members to foster an inclusive golf membership that is informed and engaged. 	<ol style="list-style-type: none"> 1. Provide modern, consistent, and inclusive, customer focused golf services. 2. Attract and retain commercially astute and professional golf executives. 3. Invest in the development of the Golf Service team. 4. Offer an attractive golf program that will appeal to all segments of membership. 5. Maintain opportunities for member guest, visitor and corporate day bookings to support the Club's overall financial strategies. 	<ol style="list-style-type: none"> 1. Provide a challenging Hilltop golf course with playability and characteristics that can be enjoyed by golfers of all levels. 2. Provide a fun, short form Beachside golf course that can be enjoyed and played by golfers of all levels. 3. Present Beachside and Hilltop courses to the highest possible standard year-round. 4. Continue to invest in and progress the Hilltop Masterplan. 5. Continuity of sufficient supply of quality water to irrigate the golf courses. 6. Invest in both course, and off-course practice facilities for performance development and enjoyment. 	<ol style="list-style-type: none"> 1. Provide Clubhouse facilities that are enjoyable, sustainable and well maintained. 2. Investigate refurbishment of amenities, and food & beverage operations. 3. Foster a welcoming atmosphere within the clubhouse. 4. Deliver food & beverage operations with a hospitality focus to optimise revenue opportunities.

Our Vision
The South Coast's premier and inclusive golfing destination, providing exceptional golf experiences for our members and visitors.