

# Orewa Bridge Club Strategy

## VISION

A vibrant, prosperous, appealing competitive bridge facility for the people of Orewa and nearby suburbs.

## MISSION

Raise the profile of bridge, improve player engagement and participation, and maintain standards of the game at Orewa Bridge Club.

## 3-YEAR GOAL

To reach ? club members playing at least once a week by July 2028

*[Goal to be set once data from new system is established]*

## PRIORITIES FOR THE COMMITTEE

1. Support and Resource the Club to build engagement and participation.
2. Raise the profile of the game to capture anybody and everybody playing the game no matter where and when.
3. Improve systems and resources.
4. Promote the perception that the game is cool for all ages.

# Orewa Bridge Strategic Plan

## OBJECTIVES

1. Develop plans and initiatives to retain existing members (**stem the tide**)
2. Develop plans and initiatives to attract new members (**increase player base**)
3. Develop plans and initiatives to reattract members that are not playing regularly (**increase player base**)
4. Provide opportunities for continued learning at all levels (**improving the breath of lessons**)
5. Broaden the network and connect with more people (**visibility**)
6. Activate players at all levels and develop player pathways (**retention and new players**)
7. Develop trainers, mentors and directors at all levels (**knowledge management**)
8. Develop existing and establish new revenue streams and services within Not For Profit Goals (**revenue streams**)

LEARNING/ENGAGEMENT	PARTICIPATION	RAISING THE PROFILE
<ul style="list-style-type: none"><li>• Raise the number of active (play at least once a week) players <b>[NOT YET MEASURED]</b></li><li>• Establish engagement with social players and offer range of services Develop strategies to retain players/beginners</li><li>• Provide opportunities to learn more and improve ability e.g lessons / on line / book lending / digital materials</li></ul>	<ul style="list-style-type: none"><li>• Identify player type (social, club, tournament)</li><li>• Reactivate those who have left the game</li><li>• Develop clear pathways from beginners to improvers</li><li>• Increase devotion to the game</li></ul>	<ul style="list-style-type: none"><li>• Develop strategies to show the game is fun and can contribute intellectually and socially</li><li>• Increase visibility of the game using social and mainstream media</li><li>• Develop sponsorship opportunities</li></ul>