



## **VCC BUSINESS PLAN WORKING GROUP**

### **TERMS OF REFERENCE**

#### **AUTHORITY**

- 1 These terms of reference are issued under the authority of the Croquet Victoria Appointees, Sub-Committees and Working Groups policy 17 June 2014, as amended 14 December 2015 and 23 April 2018.

#### **MEMBERSHIP**

- 2 The VCC Business Plan Working Group is to consist of at least 3 and up to 5 members, at least one of whom should be a member of Council. These numbers do not include the President or Treasurer, who will be ex officio members.
- 3 Members of the WG are appointed by Council and may be members or non-members of Croquet Victoria. The WG may propose additional members for co-option, to be endorsed by Council.
- 4 Clubs and regions will be invited to provide nominations for membership of the WG. Nominees are to provide a statement of their relevant experience and capability.
- 5 The WG will appoint its own convenor and secretary.

#### **DURATION**

- 6 The Working Group is asked to develop a draft document by February 2025 to be considered in conjunction with the 2026 VCA Budget at the February Council meeting. If more time is needed the WG should alert Council. Its term of office expires when the document has been endorsed by Council.

#### **OBJECTIVE**

- 7 This short-term project aims to develop five-year Business Plan for the Victorian Croquet Centre with the aim of diversifying revenue and increasing usage in accordance with the resolution taken at the 2024 AGM on 17 June.

The intention is to develop a business plan which includes targets, resources needed, reporting frequency.

#### **CONTENTS**

- 8 To be determined in consultation with:

- VCC Sub committee
- Tournaments and Fixtures sub committee
- Brimbank Croquet Club
- Investment Advisory Group
- Croquet Australia (and World Croquet Federation)
- Members or others with specialist skills in areas such as property management, catering, business management to the extent skills not present on the working group

Indicative areas to be included

- Key objectives
- Assessment of potential revenue streams and actions required to realise
- Potential events and tournaments to appeal to broader membership and increase usage

- Publicity and marketing
- Court management requirements
- Building management requirements
- Re-investment decisions from VCC revenue
- Financial targets
- Resources required to implement
- Timeline with milestones
- Reporting formats and frequency
- Risk analysis

## **REPORTS**

9 The Working Group is to provide progress reports to the Committee of Management.

Minutes of Working Group meetings are to be provided to the Secretary of Croquet Victoria within a week of the meeting.

## **AUTHORISATION**

Victorian Croquet Association Inc

**DRAFT**