

Leederville Sporting Club Inc.

# Strategic Plan 2026-2030

Building on our success. Protecting what matters.
Creating a sustainable future

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# About the Bowlo

**The Leederville Sporting Club Inc. (the 'Bowlo') is one of Perth's longest-standing community clubs. Established in 1905, it has evolved from a traditional bowling and sporting club into a vibrant social and recreational hub that brings together members, families, neighbours, local organisations and guests.**

The Bowlo provides a welcoming, affordable and inclusive space where people can connect, celebrate milestones, enjoy recreational activities and participate in community life. Its unique combination of open green space, family-friendly facilities, affordable hospitality and community spirit makes it a valued local asset.

Today, the Bowlo is recognised as much more than a sporting club. It is a place of belonging, connection and community, where affordability, inclusiveness and a relaxed atmosphere continue to distinguish it from other hospitality venues.

**"The challenge was to make the Bowlo again relevant to the local community, with a broader appeal, whilst putting it on a more sustainable financial and operational footing."**



Members as at October 2026, up from around 100 in 2021

**1,300+**

Established

**1905**

First strategic plan

**2021**

Location

**West Leederville**

# About the Bowlo (CONTINUED)

**The Bowlo's renewal journey began with the launch of its inaugural strategic plan in 2021. At the time, membership was around 100, few families or locals were coming through the doors, and there were real questions about the future of the Bowlo and its location.**

The challenge was to make the Bowlo again relevant to the local community, with a broader appeal, whilst putting it on a more sustainable financial and operational footing. The inaugural Strategic Plan recognised that the Bowlo's future depended on improving community access to, and the experience at, the Bowlo. Rather than simply trying to preserve the Bowlo as it then was, the focus shifted to opening it up, making it welcoming for families and locals, accessible to everyone and giving more people more reasons to become part of it. The existing membership were engaged on this and supported the vision.

The inaugural strategic plan delivered a transformation, driving membership growth and facility improvements early in the Bowlo's renewal journey. This new Strategic Plan, developed with extensive feedback from the Bowlo's members and community, reflects the same principles as that inaugural plan and focuses on the Bowlo community, increasing member amenity and accessibility, creating more reasons for people to visit, preserving open access and inclusion and building a sustainable future. Practically, that means continuing to improve our food offering, facilities and operational systems and increasing family-friendly events and member and community engagement, whilst making sure the Bowlo protects its unique, relaxed and authentic vibe.





# Membership Growth

**Membership growth significantly exceeded expectations, sitting above 1,300 members as at October 2026. Through active promotion, community engagement and investment in member experience, the Bowlo grew from a largely under-utilised sporting club into a thriving gathering place for thousands of community visits each year.**

## Delivering the inaugural Strategic Plan

The inaugural Strategic Plan was developed when membership was low and the Bowlo faced questions about its future sustainability and relevance within the local community. The plan set out to transform the Bowlo into a social and recreational hub of the community through a series of strategic initiatives focused on atmosphere, facilities, events, governance and community connection. With significant support from the Town of Cambridge, the WA Government and our staff and volunteers, the plan was delivered.

# Facility Improvements

**Upgrades to bowling greens and enhancement of outdoor areas.**

**Improved sound and hospitality infrastructure and equipment.**

**Improved accessibility to the Bowlo premises and installation of a universally accessible toilet facility.**

**Creation of improved family and children's areas.**

**Upgraded kitchen facilities.**



# Events and Activation

The Bowlo introduced a broader calendar of community events and social activities. Regular community events helped establish attendance habits and increased utilisation of the club by members, guests and local organisations.



# Community Impact

Most importantly, the Bowlo strengthened its role as a community asset. It became a place where families gather, community groups connect, local events are hosted and people feel a genuine sense of belonging. This outcome represents the most significant achievement of the inaugural Strategic Plan.



# Strategic Planning Objectives

01

**Assess performance against the 2021-2025 Strategic Plan.**

02

**Understand member, guest and stakeholder expectations.**

03

**Define the Bowlo's desired future state.**

04

**Identify strategic priorities for the next five years.**

05

**Support long-term sustainability and alignment with future Town of Cambridge planning initiatives.**



## Developing the new Strategic Plan

The Bowlo's Committee commenced planning for the new Strategic Plan in early 2025. Recognising the success of the inaugural plan and the growing maturity of the organisation, the Committee sought to undertake a comprehensive engagement process to identify the Bowlo's future direction.



# Consultation Activities

## Member and community survey

- Online member and community survey.
- Opportunity for direct feedback and written submissions.
- Face-to-face engagement with members and guests.

## Stakeholder engagement

- Town of Cambridge Mayor and State and Federal Local Members.
- Neighbours and volunteers.
- Local organisations.

## Staff engagement

- Consultation with the Club Manager and staff.
- Consideration of operational experiences and opportunities for improvement.

## External benchmarking

The Committee also considered approaches adopted by comparable community and sporting organisations to identify lessons, opportunities and best practice.

**The result was a Strategic Plan grounded in member feedback, community expectations and the Bowlo's enduring purpose as a community asset.**

# What People Value Most

01 **The relaxed atmosphere and family-friendly environment.**

02 **Authentic community feel and strong sense of belonging.**

03 **Affordable drinks and good value.**

04 **Open green spaces.**

05 **Friendly staff and volunteers.**

## Member and Community Feedback

Key themes of the feedback received from our members and community, informing the new Strategic Plan, were:

- Most members attend the Bowlo at least once a fortnight to once a month. Nearly all consider that membership offers value for money.
- Members value the relaxed and family-friendly atmosphere, authentic vibe, cheap drinks and sense of community at the Bowlo.
- People requested a broader food offering (more than 70% preferring a broader food offering over a bring-your-own-food model).
- Members also want to see facility improvements including enhanced outdoor spaces, better crowd control and more neighbour and community engagement on our activities.
- People identified the important balance between improving Bowlo facilities and the customer experience, whilst maintaining the unique and authentic vibe that differentiates the Bowlo from other venues.



# Membership and Usage

01

Most members attend between once a fortnight and once a month.

02

Nearly all members consider membership to represent value for money.

03

Members continue to regard the Bowlo as an important community asset.

# Areas for Improvement



01

Additional family-friendly events and activities.

02

Greater engagement with neighbours and the wider community.

03

Broader and more consistent food offerings.

04

Better crowd management during busy events.

05

Improvements to facilities and outdoor spaces and utilisation of space.

06

Improved communication with members.

# Key Strategic Insights



**The strongest message arising from consultation was the need to balance improvement and growth with preservation of the Bowlo's distinctive character.**

Members want better facilities and services, but not at the expense of the relaxed, affordable and authentic culture that makes the Bowlo special.

# The New Strategic Plan

## Building on our success. Protecting what matters. Creating a sustainable future

Our new Strategic Plan maintains focus on the people and the feeling they have when they walk in to the Bowlo. Facilities, events and revenue all matter, but a successful club is ultimately built on atmosphere, belonging, accessibility, affordability and community. Those are the things members repeatedly say they value most about the Bowlo, and they are the things we will protect as we continue our journey, driven by this new Strategic Plan.

Vision to 2030

### Widely recognised as the social and recreational hub of the community

Measured by

- **Maintain our membership**
- **Increase amenity**
- **Create more reasons to visit**
- **Open access**
- **Inclusion and diversity**
- **Enable professional operations**
- **Develop sustainable future**
- **Enhance reputation within community**

## Enabled by the below strategic imperatives and supporting initiatives:

### Upgrade food experience, facilities and systems

- Broaden food offering to members
- Develop and implement long-term facilities upgrade plan
- Systemise operations

### Strengthen family and community vibe

- Enhance outdoor environment and activate new spaces
- Host more family-friendly events
- Create family member benefits

### Activate more revenue streams

- Market club facilities for weekday events
- Pursue sponsorship for key club facilities / activities
- Identify partnership opportunities

### Deeper member and community engagement

- More communication to members on events and benefits
- Enhanced neighbour / community engagement
- Pursue opportunities to host community events

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