

## Mission and Vision of Auckland Bridge Club to 2023

### Mission

To present the Auckland Bridge Club as the most highly regarded bridge club in Auckland.

This will be achieved by providing an environment that gathers together a community of bridge players from the social to the competitive, from the beginner to the grand master, offering a range of lessons, sessions and tournaments that suit players of all abilities, in an attractive and functional premises, with excellent services and support.

### The Vision

To provide an environment that gathers together bridge players' playing and social aspirations by:

- Providing a congenial and welcoming club atmosphere
- Providing a variety of lessons, sessions and tournaments that suits players of all abilities
- Attracting and encouraging new members, and actively encouraging the development of beginners, novice and improving players, and session directors
- Providing excellent facilities for members and guests
- Ensuring quality in all we do
- Engaging with members through a range of communication and events
- Achieving strong financial position through prudent governance and strong club management

### We will measure our success:

- Growth in playing numbers (75% of membership) and increasing membership year on year
- Strong follow-through from lessons to membership (40%)
- Our members are proud to be part of Auckland Bridge Club (they come to social events, refresher courses, and bring their friends to play)
- Range of social and competitive options, all well attended (attendance measures are same or better year on year)
- Modern, pleasant premises that are adaptable to changing needs of the club (upgrades and renovations on going)
- Strong balance sheet and skilled governance committee (competencies and skills of Committee members and office holders)