
Hutt Bridge Club Inc.
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12 September 2022

Dear Members

OUR PLAN FOR OUR FUTURE

As you know our club is in challenging times – the most challenging time in our club’s nearly sixty-year history. Omicron in 2022 has made our situation much tougher. We are projecting a \$15,000 deficit for the year – on top of last year’s deficit. Whilst we have some reserves, we need to act now.

Together with the Planning Committee, our committee spent a day looking at the issues. We now have a plan to ensure a thriving Hutt Bridge Club into the future. This letter tells you about our plan and seeks your support.

In early July we sent you a survey to help us with planning. Our thanks go to the 97 people who answered the survey.

WHAT YOU TOLD US

- you generally like playing bridge at the club
- you feel well informed
- you like the programme we offer and think you get reasonable value for money
- you enjoy both the social and the competitive nature of bridge

Looking to the future:

- most of you feel we could do better at attracting and supporting new members
- you want to improve your game
- most of you see online bridge as part of our future; about 75% are keen to play online more, though not at the expense of playing face-to-face. About 25% of you don’t think you would use online bridge.

The survey results, combined with historical information and research about what other bridge clubs are doing, gave us some good ideas.

OUR PLAN

- 1. Attract 50 new members in 2023**
- 2. Revitalise our programme and participation in 2023**
- 3. Increase our other revenue**
- 4. Streamline our manager’s workload**
- 5. Keep exploring longer term options**

1. ATTRACT 50 NEW MEMBERS IN 2023

Target Additional Income +\$3200

We will run at least two sets of beginner lessons next year and promote them widely. Although the revenue impact of more learners will be modest in 2023, as you know strong intakes of beginners are essential to our future.

2. REVITALISE OUR PROGRAMME AND PARTICIPATION

Target Additional Income +\$15,000

We are looking to providing more variety in the 2023 programme. We are considering some handicapped sessions; and looking at ways of integrating coaching and mentoring into the programme. We will retain special events such as Mix 'n Mingle, the Upper Hutt Challenge and host the NZ wide Pairs. We will include some regular online sessions.

We will talk individually with all those members who have not played much this year to ask what would encourage them to be more active.

We are aiming for an increase of 30% in playing revenue in 2023.

3. INCREASE OUR OTHER REVENUE IN 2023

Target Additional Income +\$5000

We will increase our already significant rental income, rebuild our sponsorship support, run an additional fundraiser, and consider increasing the cost of subscription in line with inflation.

4. STREAMLINE OUR MANAGER'S WORKLOAD

We have decided to phase out prepaid tickets and cash payment of table money from 2023. This will streamline the management, banking and accounting for table money.

We will seek and train volunteers to assist our manager to devote 25% of her time to support the plan. Our committee is already doing some tasks.

5. KEEP EXPLORING LONGER TERM OPTIONS

Our venue is purpose built and it generates significant rental income. But it is too big for our current needs. In the past we have explored sharing premises with other clubs such as the Hutt Bowling Club and Boulcott Farm Golf Club or joining the Ricoh Sports Centre at Fraser Park. We've also looked at selling the building and renting space elsewhere. However, none of these options ended up being practical and/or financially attractive.

We will continue to actively explore opportunities, including the possibility of sharing premises with another bridge club.

IMPACT

Delivery of these outcomes will ensure we run closer to break even in 2023. And we will be well placed to run sustainably from 2024. We will report on progress via Finesse.

OUR PLAN – HOW YOU CAN HELP

1. ATTRACT 50 NEW MEMBERS IN 2023

- Invite your family and friends to learn to play
- Welcome and support new members

2. REVITALISE OUR PROGRAMME AND PARTICIPATION

- Come and play
- Ask someone you have not seen for a while to play
- Try RealBridge

3. INCREASE OUR OTHER REVENUE IN 2023

- Sponsor a series
- Support our fundraisers
- Support Special Events

4. STREAMLINE OUR MANAGER'S WORKLOAD

- Help regularly with shopping or laundry
- Take charge of our library
- Manage our trophies
- Do you have IT skills? We need someone to upskill on the bridge software

5. KEEP EXPLORING LONGER TERM OPTIONS

- Let Jill Herman know of any opportunities

YOUR FEEDBACK

Thanks for reading! We welcome your thoughts and comments on the plan, including how you can help. Please talk to a committee member or send your comments to manager@huttbridgeclub.nz before the end of September.

Yours sincerely
HBC Committee

Madeleine Askew, Kathryn Badcock, Margaret Carter, Joan Finley, Steve Graves, Lesley Haines, Jill Herman and Ria Janssen