

The Briars Golf Club: Strategic Plan 2025-2029



Message to Members

As we look ahead to the next five years, we are proud to present the Briars Golf Club Strategic Plan for 2025-2029. This plan provides clear direction for sustaining and enhancing the club you know and love. Developed with extensive member input and Board oversight, it builds on our proud history and aligns with our vision for the future. We are committed to keeping you informed, engaged, and proud to be a part of this vibrant golf community.

Our Vision

To be one of the most desirable private golf clubs in Southern Ontario, recognized for our outstanding course, service, and welcoming culture.

Our Mission

To deliver exceptional golf and clubhouse experiences to members, families, and guests, with professionalism, friendliness, and fiscal responsibility.

Core Values

- Integrity and honesty
 - Professionalism throughout the organization
 - Loyalty to the Club's best interests
 - Transparency in all decisions
 - Financial stewardship
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Guiding Principles

- **Member Focus:** Prioritize member needs and satisfaction in all decisions
 - **Technology:** Use digital tools to enhance member experience and club operations
 - **Tradition & Legacy:** Honor our past while evolving for future generations
 - **Financial Responsibility:** Ensure strong, sustainable finances
 - **Collaboration & Inclusivity:** Foster open dialogue across all committees and member groups
 - **Sustainability:** Commit to environmental stewardship and community leadership
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Strategic Priorities: 7 Pillars

1. Member Experience

We will continue to invest in what matters to members:

- Enhance the clubhouse and event offerings with new patio furniture, windows, sliding doors and refreshed locker rooms
- Upgrade the pro shop and practice facilities with new technology to support instruction, practice and club fitting
- Implement new programming and feedback channels to shape services

2. Membership Stability

We will attract and retain members through:

- Flexible membership options and promotions
- Strategic marketing and referral incentives
- Community-building programs and communication

3. Financial Sustainability

We will protect the Club's future by:

- Maintaining strong financial oversight
- Diversifying revenue sources
- Balancing capital improvements with operating needs

4. Course Maintenance & Improvement

We will maintain top-tier course conditions through:

- Ongoing investment in the course and equipment, with fairway drainage and tee-block enhancements, irrigation system upgrades, and continuous bunker sand renewal
- Environmental best practices and sustainability efforts
- Member-informed upgrades for better playability

5. Governance & Management

We will support strong leadership by:

- Ensuring ONCA compliance
- Strengthening Board and committee succession
- Encouraging transparency, accountability, and performance reviews

6. Community Engagement & Social Responsibility

We will expand our impact by:

- Supporting local charities, schools, and green initiatives
- Offering junior golf and public outreach programs

7. Partnership with Briars Resort

We will strengthen our strategic relationship by:

- Collaborating on shared goals and member benefits
 - Ensuring alignment and mutual support between the Club and the Resort
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Accountability & Annual Scorecards

Each year, we will review progress through measurable scorecards tied to these strategic pillars. Committees will align their tactical plans with this strategy to ensure coordinated implementation and shared progress.

Thank You

This plan reflects the ideas, insights, and aspirations of our members. Thank you to everyone who contributed to its development. Together, we will ensure that Briars Golf Club continues to thrive for generations to come.

Other Resources

[Club Committee's 5-Year Plan](#)