













*Social and competitive sailing in a pristine environment*

<u>No</u>	<u>Vision Item</u>	<u>Status End 19</u>	<u>Comments</u>	<u>Status End 20</u>	<u>Comments</u>	<u>Initiatives for improvements</u>
1.	<u>Club</u>					
	400 members, Greater than 25% females, Greater than 25% aged less than 25	1	About 200 in 99/20, very poor on females and young members	2	Held ground despite COVID and increase Female and younger members	Club history story Joint events with other clubs and associations
	High community profile (acknowledgement/awareness)	1	Some actions but work to be done	2	Increased visibility, Radio station mentions, increased inquiries around membership. Facebook increase, donations to Museum, shop drops done Communications implementation Plan established	Marketing coordinator Synchronise communications Yacht register on website Collaborate with other clubs and Australian Sailing Active promotion campaign (identify media streams) Active community alignment and involvement program Open days
	Club facilities attractive and welcoming	1	Good club but room for improvement, proactive welcome of visitors	2	Working bees and some minor upgrades completed	Lease renewal finalised Club subcommittee to consider potential improvements Commercial use of club facilities/bar promotion
	12 Club based social events	1	Some historical activities but room for further refinement	1	No real change, constrained COVID and no Social Member	Establish a social coordinator Improved Bar offerings
	Links to related local clubs (PSAAC, TBSC and NCYC, SPS)	1	Reasonably well progressed but room for further refinement	3	Organised events with NCYC, also Sydney clubs re Breakout regatta	Joint events with other clubs and associations ie Breakout SPs, NCYC etc

	Active Volunteers program	1	Dependant on volunteers good stuff happening but managing and developing	3	Active efforts to increase volunteers and org structure	Identify a coordinator Advertise and identify new volunteers and skill sets Identify needs for volunteers Establish intake induction Volunteer visibility method Support training ie RSA
	Active Sponsorship support program		Limited but no program	1	Effort to identify past sponsors, obtained one sponsor, and still need a coordinator	Identify club/members needs Identify a coordinator Qualify exposure offering Sponsors to show products at club events
	4 Working bees a year		Not done at this time	1	Some conducted, but in need of setting up a program	Establish calendar (schedule and identify needs) Advertise
	Value based membership fee structure	1	We have a structure but not hitting the mark	2	Some efforts to tidy up membership register and proration, and 2 new categories. Awaiting overall review	Review of budget and membership structure
	Effective communications plan (website, Facebook, What'sApp etc	1	Method and tools being used but a Comms strategy required to improve	3	Some good steps forward around Web, WhatsApp, Comms implementation plan Bilge editor established	
2.	Sailing and Racing					
	Greater than 30 boats racing across 3 Divisions, (Performance O/IRC PHS, Performance Cruising IRC PHS, Cruising PHS)	2	Structure and program in place but dependent on membership	2	Improvements in race documentation and programming but is a measure rather than action Involvement with other clubs as seen some joint races etc	Measure rather than an action, aspirational Organise a special event and advertise, ie boat drop Implement a new HCP system

	2 scheduled races per week, strong variety (extras plus, no extras)		Complete and process in place		Conduct meetings to develop program. Reviewing handicap system for upgrade	Consider other race/event options
	4 major sailing events/year		Partially done		Got close with Breakout, Jack Holman, NCYC combined, COVID	Consider other race/event options
	2 Major Social cruising events		Not done at this time		Did the poorly attended Aust Day sail	Active cruising program, ie Australia Day, Easter? Cruising coordinator Cruiser training
	Formal training program and boats		Establish a program of training, some training conducted		Foundation work done expecting great results	Implement training program
	Tender Service Safety start boat		Not done at this time		Was established but undermined, potential to revisit	Revisit options for a club support boat
	2 Open Days & Australian Sailing Try Sailing		Not done at this time		Need identified but no action to date	Liaise with Aust Sailing and community events, implement