










Social and competitive sailing in a pristine environment

No	Vision Item	Status End 19	Comments	Status End 20	Comments	Initiatives for improvements	Status End 21	Comments
1.	Club							
	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	3	Great progress with increased numbers 225 verified and diversity. On the journey.
	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	3	Good progress with increased awareness through radio, newspaper, facebook, website. Acknowledged greatly increased positive public presence. 50 th Ann event huge success here.
	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	2	Step forward and positioned for progress through working group and working bees.
	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	2	Increased and successful events, needing a proactive coordinator to

								drive future growth.
	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	3	Continued association with NCYC, hosting sports boats, Lagoon catamarans etc. Some good progress.
	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	3	Made good progress with Director 1 and Bar coord proactive efforts.
	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	1	Some minor progress but needing a proactive volunteer champion to improve.
	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	4	Good progress, planning, support and outcomes.
	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	3	Fee review conducted, further review in Jun 22 for next membership year.

	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		3	Some good progress with Bilge, Comms person Dir 3, Web support etc. Some minor efforts to refine being pursued.
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	3	New boats and membership, new HCP system implemented, still ways to get there. Major impediment is lack of local club moorings and tender service.
	2 scheduled races per week, strong variety (extras plus, no extras)	4	Complete and process in place	4	Conduct meetings to develop program. Reviewing handicap system for upgrade	Consider other race/event options	4	Offshore series, twilight. Reasonable attendance in most events.
	4 major sailing events/year	2	Partially done	2	Got close with Breakout, Jack Holman, NCYC combined, COVID	Consider other race/event options	3	Working towards, and some success despite Covid and tough weather season.
	2 Major Social cruising events		Not done at this time	1	Did the poorly attended Aust Day sail	Active cruising program, ie Australia Day, Easter? Cruising coordinator Cruiser training	2	Working towards, and some success, established Aust Day cruise and looking to Easter. 50 th Ann a big success. Cruising coord established.

	Formal training program and boats		Establish a program of training, some training conducted		Foundation work done expecting great results	Implement training program		Good success with Sunday sessions, and some formal sessions. More planned.
	Tender Service Safety start boat		Not done at this time		Was established but undermined, potential to revisit	Revisit options for a club support boat		Some success with Nelson Bay Marine boat support.
	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		No success due other priorities to date.
Score		<u>16</u>		<u>30</u>			<u>43</u>	