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Flinders Yacht Club – Strategic Plan 2017-2021 (5 year outlook)

VISION:

- To grow Flinders Yacht Club on a platform built on social engagement and active boating interest with a high level of participation.

OBJECTIVES:

- Build on the club's history and tradition
- Bolster membership and participation levels in core activities
- Grow on the water programme activities including cruise sailing
- Promote inclusive social activities throughout the year
- Maintain and enhance the ambience of the club
- Ensure financial sustainability with cash reserves
- Embrace the local community (both permanent and 'weekenders')

STRATEGIC PILLARS:

1. MEMBERSHIP

INTENDED OUTCOMES	KEY INITIATIVES (2017-21) actions, resources & timing
<ul style="list-style-type: none">• Bolster membership old and new• Satisfied members• Attract families• Enriched club experience• Grow membership by 10% p.a.• Achieve x 5 new sailors p.a.• Ensure membership value for money	<ul style="list-style-type: none">• Promote FYC to new local and wider Mornington Peninsula residents• Specifically target families with children of sailing age• FYC offers sailing and non-sailing activities that whole families want to get involved in• Improved functionality and social amenity of clubhouse to attract members• Develop specific "welcome pack" targeting new members and residents• Encourage ancillary recreational boating interests e.g. Kayak and SUP use and storage

2. SAILING

INTENDED OUTCOMES	KEY INITIATIVES (2017-21) actions, resources & timing
<ul style="list-style-type: none"> • Increased participation OTB and KB • Increased Keel boat participation • Increased inter-club participation • Sailing activities compliant with YA sailing guidelines 	<ul style="list-style-type: none"> • Young sailor events to follow sailing school in January. • Cruise rallies and sailing Westernport • Engage current sailors to take on non-sailor crew to do social sailing • Offer formal and informal sailing training orientations – building confidence in sailing • More Westernport club engagement – regattas and events • Port Philip keel clubs / Flinders keel boat event – engaging e.g. QYC, MYC, RMYS • Maintain ongoing compliance with YA / ORCV sailing and safety guidelines in all things FYC does • Improve boat launch and retrieval functionality • Build attraction to young and older by offering some non-sailing events (e.g. paddle boards, fishing, tinnies, etc).

3. SOCIAL

INTENDED OUTCOMES	KEY INITIATIVES (2017-21) actions, resources & timing
<ul style="list-style-type: none"> • Bolster social engagement with members • Build relaxed informal socialising opportunities • More social activities – on and off water 	<ul style="list-style-type: none"> • FYC host social activities year around calendar • Build on momentum for relaxed after sailing BBQ / socialising • Improve social pull with planned clubhouse activities • School holiday events • Promote events drawing in Flinders and surrounding district residents • Outsource catering for main events - recognising value for family member money • Investigate extend liquor licence to broaden FYC offering

4. FACILITIES

INTENDED OUTCOMES	KEY INITIATIVES (2017-21) actions, resources & timing
<ul style="list-style-type: none"> • Continued upgrade of club house – improving clubhouse functionality and amenity • Upgrade boating storage facilities • Buildings and infrastructure is all safe • Maintenance up to date 	<ul style="list-style-type: none"> • Extend deck as required and relocate BBQ facilities • Extend club house to deck areas – wide glass door openings to deck areas (ref: GEM Builders concept) • Enclose the west deck area to improve clubhouse amenity • Portable heaters for outside deck areas • AC split system for club house – winter warming; also an amenity supporting attractive club hire off season • Extend compound storage capacity for the longer term • Tower and access steps to be made safe at all times • Maintenance – encourage wider member support for working bees

5. FINANCE

INTENDED OUTCOMES	KEY INITIATIVES (2017-21) actions, resources & timing
<ul style="list-style-type: none"> • Sustainable funding platform with cash reserve • Grow current income streams and develop new income streams • Positive cash flow from club membership and funds raising activities • FYC membership value for money 	<ul style="list-style-type: none"> • Develop 5 year forecast finance plan addressing Subscriptions and Boat storage, Social functions, Club hire, Sponsorship, and other income generating initiatives (e.g. kiosk, club bar) • Maintain healthy and club competitive membership subscriptions • Promote member discounts / incentives to join • Hire club house – promote club hire (external & member hire) without inconvenience to FYC programme • Income generating events that target Flinders and surrounding district residents • Promote income generating events drawing in Flinders and surrounding district residents

6. COMMUNITY

INTENDED OUTCOMES	KEY INITIATIVES (2017-21) actions, resources & timing
<ul style="list-style-type: none"> • Lift profile of FYC across community • Active engagement with local resident community • Build working relationships with key local organisations • FYC represented on Bass Trust 	<ul style="list-style-type: none"> • Encourage use of clubhouse by community groups • Build links with key important local organisations – Bass Property Trust; FCA; CFA; Lions, etc. • Promote FYC awareness through welcoming fun engagement activities • Program community events hosted by FYC e.g. Fishing challenge; Photo competition “Weedy Sea Dragon”; etc.

7. POSSIBILITIES LONGER TERM

INTENDED OUTCOMES	KEY INITIATIVES (2017-21 and beyond) actions, resources & timing
<ul style="list-style-type: none"> • Assess range of possible FYC transformation opportunities. • Build member vision for FYC on all matters for possible consideration and that likely require project investigation 	<ul style="list-style-type: none"> • Extend clubhouse • Build new club house nearer jetty boundary • Keel boat slips – storage and mooring capabilities including potential for safe a berth facility • Explore (with ORCV) potential for Flinders as a premier ocean sailing & racing facility. •