



EVANS BAY YACHT AND MOTOR BOAT CLUB

STRATEGY AND THREE YEAR ACTION PLAN

AUGUST 2014

MISSION AND VISION

To encourage and grow yacht racing, cruising, sailing, motor boating and club social activities.

To be a vibrant family club for members, affiliate clubs and the local community.



STRATEGY OUTLINE

The strategy covers five key areas, each area has a set of strategic objectives to ensure that:

1. Governance is effective
2. Assets are managed
3. Club activities delivered
4. Staff and volunteers engaged
5. Membership, affiliations and relationships sustained

The three year plan for each of these areas has been drawn from the work of the previous committee and the outline provided at the 2013 AGM.



1. GOVERNANCE IS EFFECTIVE

Strategic objectives	3 year plan (*this year)
<ul style="list-style-type: none">• Ensure compliance with legislation and regulations• Identify and manage risks to the club now and into the future• Manage and invest club funds responsibly• Operate inclusively and transparently• Plan for the short and long term to ensure sustainability of the club• Maintain up to date policies and procedures in line with the constitution• Use available YNZ resources and other relevant templates	<ol style="list-style-type: none">1. *Continue to gather feedback to contribute to the three year plan2. Identify all external compliance and reporting requirements and assign responsibility to flag officers.3. *Appoint a three year plan lead.

2. ASSETS ARE MANAGED

Strategic objectives	3 year plan (*this year)
<ul style="list-style-type: none">• Maintain a long term asset management plan and programmed maintenance plan• Respond to breakages and wear and tear promptly• Understand the value of our services and facilities, and set revenue expectations in line with valuation• Maximise utilisation of assets to generate revenue• Promote services and facilities consistently to members and wider users• Secure revenue and manage debts appropriately• Maintain security of club and members assets	<ol style="list-style-type: none">1. *Review all services and pricing schedules.2. Develop marketing plan for club services, e.g. slipway, black shed, trailer park, club house.3. *Upgrade camera surveillance.4. *Re-model front entrance and relocate upper deck stairs.5. *Move smoking area.6. Run an event for affiliates and others to share information about club services on offer.7. *Hold annual working bee and mini project specific working bees.

3. CLUB ACTIVITIES DELIVERED

Strategic objectives	3 year plan (*this year)
<ul style="list-style-type: none">• Promote high quality competitive racing from club to national/international regattas.• Deliver a wide range of activities that provide for participation from the full range of club members.• Coordinate activity planning with other Wellington boat clubs, the wider community and Wellington events.• Maintain an up to date calendar of events.• Plan events well to ensure management, resources, participation, publicity and revenue generation.• Undertake post activity reviews.	<ol style="list-style-type: none">1. Promote interactions within and between fleets to maximise sailing opportunities and fleet growth.2. Target three national level regattas and at least one international regatta and campaign to hold them at EB.3. Provide at least one family and community orientated event annually.4. *Develop an event planning template.

4. STAFF AND VOLUNTEERS ENGAGED

Strategic objectives	3 year plan (*this year)
<ul style="list-style-type: none">• Be organised, respect volunteer skills and time.• Provide training, keep training records and maintain a succession plan.• Report on activities and recognise organisers, volunteers and participants.• Support volunteer activity with motivated, skilled staff.• Ensure the safety of all staff, volunteers and other people.	<ol style="list-style-type: none">1. Identify leadership opportunities for younger members.2. Identify externally required training/qualifications, current status and ensure full compliance3. *Review/develop role descriptions for key staff and volunteer roles.4. *Combine all operational documents into a club manual5. Sponsor the training of 5 new race officers and 5 new sailing instructors over three years.6. *Hold an annual volunteer event.

5. MEMBERSHIP, AFFILIATIONS AND RELATIONSHIPS SUSTAINED

Strategic objectives	3 year plan (*this year)
<ul style="list-style-type: none">• Regularly seek feedback and respond to issues• Build relationships with Wellington City Council and Greater Wellington Regional Council to enhance the understanding and reputation of the club• Promote opportunities for sponsors, funders and wider business community to engage with the club• Use the support provided by WYA and YNZ, and collaborate with other regional clubs• Share information and stories to build club identity• Have an up to date and engaging online presence• Be inclusive, innovative, vibrant and relevant• 100th anniversary celebrations	<ol style="list-style-type: none">1. *Purchase 6 new optimists and launch junior sailing programme.2. *Develop optimist fleet to attract junior and youth sailors.3. Organise combined water safety, try a boat, harbour explore events with GWRC.4. Use the information in the membership database to better understand membership.5. *Appoint a suitable club member to be the liaison with WCC, GWRC, local community and sponsors.6. Engage with the local community to attract other user groups and Social Members.7. *Appoint a centenary committee to lead the planning for 100th anniversary.

Achievements 13/14

- Funding for 4 Optimist dinghies
- YNZ club WOF
- Start box repairs
 - new roof
 - repainted building
- Successful regattas
 - 3 Nationals, secondary schools, and EBYMBC
- Quality food
- Improved social environment
- Upgraded security cameras
- Upgraded security lighting

Planned 14/15

- Launch junior sailing program
- Upgrade entrance and move stairs
- Move smoking area
- Upgrade men's toilets
- Improve trailer park security
- Replace northerly launching ramp (WCC)

SUMMARY

Foundation 13/14	Implement 14/15	Grow 15/16
<ul style="list-style-type: none">• Feedback from members• Club WOF with YNZ• Identified 5 key areas• Established draft plan	<ul style="list-style-type: none">• Start Optimist junior sailing program with target of 10 active members.• Continue to gather feedback to evolve plan.• Implement identified improvements to facilities and maintenance program.• Increase club events to 4 per annum• Raise \$20,000 in sponsorship• Include at least 2 more local community groups• Increase senior net membership by 10 members• Increase social membership to 50 members	<ul style="list-style-type: none">• Grow Junior membership to 30 members• Continue to develop 3 year rolling plan• 6 club events per annum• Raise \$30,000 in sponsorship• Add 2 more local community groups• Increase senior net membership by 20 members• Increase social membership to 100 members

FEEDBACK AND INVOLVEMENT

- Just come and talk to us
- Members take ownership and help drive events and activities

