

Williamstown Sailing Club - Strategic Plan 2015-17

AIMS	ACTIVITY	GOALS	STRATEGIES FOR IMPLEMENTATION
1. Participation and involvement To promote, organise, facilitate and encourage participation in recreational sailing, yacht racing and other boating activities.	Summer and winter sailing	Regular participation by at least 30 boats each week in summer racing. Provide group activities for non-racing sailing members such as cruises.	<ul style="list-style-type: none"> • Provide weekly communication before each Saturday race regarding opportunities for crew, times, weather forecast etc. Use website for this. • Ensure prompt posting of race results on the website. • Provide video cam on RIB to capture footage of starts, rounding of marks, rescues, etc, for later de-briefings. • Develop a Social sailing event on Sundays every 4-6 weeks over sailing season for sailing members who do not race. • Support new members into racing - Introduce Saturday morning access to Pacers, Saturday morning trial races in clearway. • Add Green Fleet races to race program for new members • Introduce TACKERS races for Saturday mornings in 2015-16
	Fishing	Increase use of power boat ramp to attract new fishing members. Increase participation of fishing members in the club	<ul style="list-style-type: none"> • Increase ramp permits from 37 as at January 2015 by 2 new ramp users each July for 4 years until we reach 45 power boat users. • Run more social based fishing activities and also competitions – internally and with other clubs.
	General	Increase membership to 300 by end of 2017	<ul style="list-style-type: none"> • Maintain focus on converting Learn to Sail (LTS) graduates to membership. • Ensure those LTS graduates who become new members are supported into club activities- Green Fleet racing, free use of Pacers on Saturday mornings. • Promote profile of WSC and specific events more directly in local newspapers. • Use noticeboards on front door to promote club and activities. • Use Discover Sailing Days to take public for a sail or ride in a fishing boat and promote club membership • Promote fishing memberships through local media and other angling bodies. • Investigate increasing maximum boat length in future – focus on issues re capability of boat ramp and jetties.
	Membership renewal	To retain 90% of members each year.	<ul style="list-style-type: none"> • Undertake a membership survey to get feedback and ideas. • Encourage non-sailing members to join in after race BBQ's • Increase social activities at club – one event every 2-3 months.

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			<ul style="list-style-type: none"> Develop a category of 'social members'.
	Occasional social activities	Organise more variety of social events at the club.	<ul style="list-style-type: none"> Form a 'social committee' to oversee non-sailing activities Consider semi - regular Sunday sailing and bar opening Expand use of photos and news of events on news boards and front door
	Communication (website, newsletters)	New website being launched early 2015 Keep website updated weekly with news and stories. Regular e-newsletter	<ul style="list-style-type: none"> Seek more input from club members for website and e-newsletters Arrange for a number of members who can regularly contribute to website. Monthly e-newsletters, printed copies available at club. Two to three times a year mail out e-newsletters to non email members.
	Community use of club rooms	Increase use of club rooms by more community organisations.	<ul style="list-style-type: none"> Promote use of club rooms and facilities for meetings and training days to other local community organisations, including boating and fishing associations. Promote using club member networks, ads in local papers and information on website.

2. Training To preserve the traditions and develop the skills, knowledge and practices of boating, sailing and fishing activities.	Learn to sail courses – for over 12 years of age	Run one fully subscribed Learn to Sail (LTS) course a season – 14 participants. Convert 80% of LTS graduates to club.	<ul style="list-style-type: none"> Advertise LTS in local papers Ask members to encourage friends to take LTS courses Use the Discover Sailing Day to promote LTS and TACKERS programs Provide LTS graduates with discounted membership and a follow up integration program
	TACKERS program	For WSC to become a registered TACKERS Training Centre for 2015-16.	<ul style="list-style-type: none"> For 2014-15 season, learn from experience of the TACKERS program delivered by Royals Training School. Develop skills and qualifications of relevant & motivated teenagers or young adult members during winter 2015 to allow them to become Assistant Instructors or full TACKERS Instructors. Develop systems to manage TACKERS program and apply for registration as TACKERS Training Centre. Allocate some key experienced members to mentor young instructors Plan for the purchase of initial 6 Ozi Optis to run TACKERS programs. Offer a variety of TACKERS 1, 2 & 3 programs for 2015-16 and 2016-17 to attract and retain participants and hopefully convert them to club membership.

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	Power Boat Training	For WSC to become a registered provider of Powerboat training	<ul style="list-style-type: none"> Seek support and registration through Yachting Victoria to set up power boat training. Develop relevant skills amongst members to operate program. Have some initial trial program in place for 2015-16 season.
	Post-race deck gatherings	Provide semi regular briefings after Saturday sailing.	<ul style="list-style-type: none"> Sailing Committee to manage and co-ordinate Use video footage and observations to deliver an evaluation and give advice.
	Training evenings	Provide Coaching or skills training sessions for members on some Saturday mornings or on some Sundays, or evening sessions.	<ul style="list-style-type: none"> Sailing Committee to organise Plan and develop a coordinated series of talks on key topics. Deliver talks/workshops on a regular basis.
	External training	Expand skills base of instructors and officials	Ensure relevant club members have up to date qualifications e.g. sailing instructors, rescue boat operators, first aid, race officers, and TACKERS Instructors and Assistant Instructors.

3. Management and infrastructure To secure, maintain and develop Club resources and facilities for boating, fishing, sailing and related activities for the benefit of the Members	Management and administration by committees of volunteers	Implement a more professional and efficient model for the management and administration of club activities	<ul style="list-style-type: none"> Develop a yearly planner for the COM to ensure all necessary legal, compliance and Committee business is undertaken at the correct times. Finalise development of procedures and management of all WSC documentation to cover all administration tasks- including membership database management, security system, all sailing activity documentation, training programs, social bookings etc. Review practicalities of part-time club administrator with responsibility for routine tasks in club activities – including hours required, costs, supervision, reporting, position duties and responsibilities.
	Improvement and maintenance of facilities	Develop long term infrastructure management plan regards buildings and jetties.	<ul style="list-style-type: none"> Form sub-committee, that includes members with professional knowledge and skills to develop infrastructure management plan. Seek clarity from Parks Victoria about their obligations under Lease re structure and jetties.
		Review options on possible relocation of bar Investigate need to update upstairs and downstairs kitchens	<ul style="list-style-type: none"> Identify requirements for relocation/upgrade of bar and possible update of kitchens. Draw up specific proposals and plans Have plans costed Where needed, provide reverse cycle air conditioning systems for members and

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			volunteers comfort
		Review jetty and deck condition – including floating ramps for OTB access. Investigate options for small floating pontoon	<ul style="list-style-type: none"> Review jetty requirements and investigate design options and costs. Investigate possible funding sources for jetty and deck improvements. Seek technical and engineering advice and relevant quotes, and investigate sources of Government funding.
	Compliance	Institute regular compliance checks	<ul style="list-style-type: none"> Designate COM member as compliance officer

<p>4. Community and inter-club activities</p> <p>To encourage and facilitate participation by members in boating, fishing and sailing activities through interaction with other yachting and boating organisations.</p>	Inter-club racing State and national class racing Hosting championships	Actively encourage and support participation by club in inter-club racing, state and national championships. Actively seek out hosting opportunities	<ul style="list-style-type: none"> Obtain and share information about forthcoming events, via noticeboards, emails, the webpage, etc. Provide assistance to individual members with forms, fees, and other arrangements. Report back to the club on all events Aim to host one major regatta a season - outside Lipton Cup Participate in organising and hosting of Lipton Cup Regatta in November each year -OTB division. Contact relevant organisations each year by letter and offer club facilities for known events.
	Inter-club visitors	Encourage visitors on an ongoing basis, especially with regard to summer racing.	<ul style="list-style-type: none"> Contact other clubs and class organisations by letter and extend open invitations to visitors. Have specific class invitation races
	River cruises	Have 1-2 social river cruises a season for fishing boats and trailables.	<ul style="list-style-type: none"> Organise social river boat cruises twice a year - invite sailing and fishing members to participate. Organise an internal annual WSC fishing competition
	Inter-club fishing	Participate in and host fishing competitions	<ul style="list-style-type: none"> Organise an inter-club fishing competition annually Inform members of other competitions Use noticeboards to promote fishing activities