

Williamstown Sailing Club - Strategic Plan 2018-2021

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 opportunities to Cooperate with HBYC and RVYC in sailing activities. Provide group activities for non-racing sailing members such as cruises.	<ul style="list-style-type: none"> • 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 - offer Saturday morning access to Pacers, Saturday morning trial races in clearway. Continue to utilise James Pearl for new sailor participation in Club racing. • Development of JUNIOR fleet activities and coaching as progression for TACKERS graduates. • Ensure those LTS graduates who become new members are supported into club activities- Green Fleet racing, free use of Pacers on Saturday mornings.
	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 45 as at July 2018 by 1 new ramp user per year until we reach a maximum of 50 power boat users. • Run several social based fishing activities and also competitions – internally and with other clubs. • Encourage fishing members to participate in broader social events and working bees.
	Membership.	To retain 90% of members each year. Steadily grow renewal and new members.	<ul style="list-style-type: none"> • Undertake a membership survey to get feedback and ideas. • Appoint dedicated new member guides to welcome potential members and help new members.
	Social activities.	Organise a variety of social events at the club.	<ul style="list-style-type: none"> • Consider semi-regular Sunday sailing and bar opening. • Continue to present active social committee inclusive events.
	Communication (website, newsletters).	Keep website updated with news and stories. Keep Facebook updated with news and stories. Regular e-newsletter.	<ul style="list-style-type: none"> • Use noticeboards on front door to promote club and activities. • Arrange for a variety of members to contribute content for the Club online presence. • Produce regular e-newsletters, make printed copy available on noticeboard at club. • Maintain Facebook presence, listing events and activities.
	Community use of club rooms.	Increase use of club rooms by 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. • Add notice to website to promote use by community and education not for profit groups.
2. Training	Learn to sail	Run one fully subscribed	<ul style="list-style-type: none"> • Continue to offer LTS Dinghy (Step 1) Start Sailing 1 & 2 training courses for members.

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To preserve the traditions and develop the skills, knowledge and practices of boating, sailing and fishing activities.	courses – for over 12 years of age.	Learn to Sail (LTS) course a season – 14 participants. Aim to convert at least 70% of LTS graduates to members.	<ul style="list-style-type: none"> Develop programs and resources to offer LTS Dinghy (Step 2) Better Sailing within 1-2 seasons. Develop programs and resources to offer LTS Dinghy (Step 3) Start Racing and Better Racing within 2-3 seasons.
	TACKERS program.	Maintain and develop Tackers programs.	<ul style="list-style-type: none"> Develop skills and qualifications of relevant & motivated teenagers or young adult members to become Assistant Instructors or full TACKERS Instructors. Continue to offer TACKERS Fleet programs on Saturday mornings – emphasis on both social activity as well as sailing skills. Continue to Offer school holiday T1, T2 and T3 programs. Develop skills of TACKERS parents to assist with TACKERS Fleet.
	Training evenings.	Provide sailing or skills training sessions for members.	<ul style="list-style-type: none"> Sailing Committee to organise at least 2 sessions and place in Calendar. Plan and develop a coordinated series of talks on key topics. Deliver talks/workshops on sailing rules on a regular basis.
	External training.	Expand skills base of instructors, officials and volunteers.	<ul style="list-style-type: none"> 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"> Maintain a yearly planner for the COM to ensure all necessary legal, compliance and Committee business is undertaken at the correct times. Update and develop procedures and management of all WSC documentation to cover all administration tasks as required - including membership database, security system, all sailing activity documentation, training programs, social bookings, etc. Investigate the feasibility of spreading management responsibilities in discrete areas of responsibility to appointed members.
	Improvement and maintenance of facilities.	Develop long term infrastructure management plan regards buildings and jetties.	<ul style="list-style-type: none"> Form an infrastructure Sub-committee of key Officers of Club to develop and infrastructure plan for next 5 years and 10 years. Continue work of Capex committee to feed information into Infrastructure Subcommittee.
		Review options on possible improvements to club facilities.	<ul style="list-style-type: none"> After development of infrastructure plan Investigate the viability of renovating/redeveloping club facilities, e.g. bathrooms, bar and kitchens. Parks Victoria must approve any redevelopment. Draw up specific proposals and plans for such projects and have plans costed. Put fan in kitchen. Investigate installation of a dumb waiter or goods Lift for delivery of bar stock.

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		Review jetty and deck condition. Investigate options for small floating pontoon.	<ul style="list-style-type: none"> • After development of infrastructure plan, 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 club member as compliance officer. • Ensure Member and Child Protection Policy is well understood amongst members and officers of Club.

4. Community and inter-club activities To encourage and facilitate participation by members in boating, fishing and sailing activities through interaction with other yachting and boating organisations.	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. • Explore options for group insurance to encourage participation in sailing events. • Communicate through all channels to club members regarding participation in sailing events. • Aim to integrate outside class events into the WSC racing schedule. • Review participation in organising and hosting of Lipton Cup Regatta in November each year -OTB division. • Contact relevant class organisations each year and offer club facilities for events.
	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 at least once a year - invite sailing and fishing members to participate.
	Inter-club fishing	Participate in and host fishing competitions.	<ul style="list-style-type: none"> • Organise an internal annual WSC fishing competition. • Organise an inter-club fishing competition annually. • Use noticeboards to promote fishing activities.