

Weiti Boating Club: Strategic Plan 2019 – 2024

Mission: To provide a friendly, family based club to promote affordable boating & social activities

Vision: Promoting & enhancing the facilities & activities for members

Summary:

Strategic drivers: Ageing membership; affordability; Financial stability; Risk management;



Strategic pillars

Our People



Growth: Proactively market the services offered to attract new members

- Provide open days and introductions to yacht racing/cruising.
- Advertising open events for non-member crews & neighbours.
- Running courses open to all.
- Alternate membership options for Crew and supporters.
- Produce flyers to distribute to visitors.

Participation: encourage existing members to get more involved.

- Increase social events, weekend drinks.
- Encourage racing crews to join 'after event' functions.
- Create events for retirees, youth & families. Vary the social program to include guest speakers.

Our Structure



Structure: Review of current governance model and structure to ensure ongoing effectiveness

- Enlist progressive committee members
- Seek membership assistance by better defining required skills & roles required
- Define content for operating manual; prioritise content; create timeline for individual manual component completion

Financial: Maintain growth through prudent financial management.

- Promote day time use of facilities,
- advertise to other community groups
- Create a plan to further utilise club house/bar facilities & shed

Staff & Volunteers: Ensure support of both paid staff and volunteers.

- Schedule regular training for employees - Health & Safety, other management training
- volunteer recruitment & support plan, including training & feedback survey.

Our Assets



Facilities: Develop plan to ensure adequate maintenance of facilities

- compile maintenance program of all facilities/assets with time line
- Forecast & plan for future facilities
- Investigate insurance cover on assets (including piles)
- Improve security of Clubrooms

Environment: Maintain & enhance the environment

- Complete EMP - filtration system - yard recontour/bunding,
- compile hardstand handbook;
- Create mangrove management plan in conjunction with other interested river users. Present to Council.
- Improve membership understanding of environmental compliance requirements.
- Create plan for tree planting & gardens on grounds.

Our Community



Relationships:

- Investigate avenues for media utilisation/releases to local community
- Invite neighbours to functions
- Develop sponsors pack.
- Council
- Other clubs – combined Social/racing events
- Approach other water based clubs with a view to event participation / socialising or use of Club facilities.
- AYBA & YNZ affiliation

Communication:

- Provide survey feedback reports to members
- Revisit guidelines for Communication working group

Underpinning Principles

Affordable boating
Community involvement

Family based
Environmental awareness

Volunteer driven
Sponsor friendly

Social