

Strategy 2023-2027



Vision Statement

To be one of the world's premier Yacht Clubs where boating, friendship, family and community come together.

Mission Statement

Where members feel valued and benefit from the friendships they make through boating, both on and off the water. A community hub providing social or competitive activities that foster a harmonious, pleasant, and fun atmosphere within a safe and sustainable environment.

Boating

- On water
- Regattas
- Social engagement
- Coaching
- Sailing on Matilda Bay

Membership

- Recruit, retain, recognise
- Activity value proposition
- F&B as an amenity / value add
- Functions & Events
- Service Excellence proposition

Safe & Impeccable Facilities

- On water assets
- Pens & Marina(s)
- Hardstand
- Clubhouse
- Capable assets

Community & Environment

- Active involvement in Yachting associations, Clubs, governing bodies
- Engagement
- Sustainable culture
- Provide education & opportunities

Team

- Skilled & Trained
- Volunteers
- GC & Committees
- High performing employees

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RESPONSIBLE FINANCIAL STEWARDSHIP

- Operations break even within plan horizon
- Entrance fees to Support Replace Capex & annual upgrades, & replenish reserves for next redevelopment ~ 2050
- Membership subs to rise by 10% then annually by inflation
- Reduce debt to \$3M by 2027

EFFECTIVE GOVERNANCE & MANAGEMENT

- Constitution & By-Laws fit for purpose
- GC & Committees properly structured, with qualified members, operating efficiently
- Efficient and effective strategic planning
- Identify critical success factors
- Professional & Empowered Management Team

HUMAN RESOURCES

- Recruitment
- Training
- Evaluation
- Compensation
- Retention
- Safety Focused
- Member First Attitude

TECHNOLOGY

- Data driven decisions
- Cyber Security Safe
- Integrated Software Solutions
- CRM Programs
- Mobile App
- Improved Website

MARKETING & COMMUNICATIONS

- Membership communications
 - Media and content greatly increased frequency
- Depth and breadth of qualitative and quantitative insights
- Easy for members to access & use
- Member Feedback through focus groups and office hours

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Core Values



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SAFETY

FRIENDSHIP & FAMILY

COMMUNITY

RESPECT & INTEGRITY

ENVIRONMENTAL STEWARDSHIP

- Priority on and off the water
- Compliant, best practice
- Constantly improving governance
- Risk assessment and hazard identification mindset
- Dependable

- Where Members become friends.
- Camaraderie flourishes
- Generations of Members
- Passionate & considerate

- First nations engagement and recognition
- Neighbourly approach to collaboration in the Bay
- Outward looking
- Approachable

- Focus on diversity and inclusion
- Focus on females
- Adaptive activities for all
- Welcoming and non-judgmental culture

- Sustainable practices and conservation mindset
- Renewable energy initiatives
- Protecting and preserving natural environment
- Clean Marinas certified