



# STRATEGIC PLAN 2022- 2025



# OUR MISSION

**We are a unique cruising and sailing destination with an inclusive community who foster volunteerism and camaraderie**

# OUR VISION

**To enhance, maintain and protect our Club, its assets and environment.**

**To share our knowledge, experience and passion with our Members in an enriching way**



# OUR VALUES

- Integrity
- Respectful
- Welcoming & inclusive
- Loyal
- Communal
- Resourceful
- Fun loving
- Adventurous



# OUR GOALS 2022– 2025

- **Safety** - zero accidents requiring treatment
- **Lease renewal** - secure Parks Victoria lease
- **Cash reserve** - maintain balance of \$150K
- **Revenue increase** - up to \$165k by 2025
- **Community** - develop close relationships
- **Sailing**- increase activity for all cohorts
- **Master Plan** - develop, plan and cost
- **Sustainability** - audit, plan and implement

# PUT YOURSELF IN THE PICTURE



Express your interest: [secretary@qcyc.org.au](mailto:secretary@qcyc.org.au)

# OUR ACTION PLAN - SNAPSHOT



**By the end of each financial year we aim to achieve:**

June 2022

June 2023

June 2024

June 2025

- Increased community relationship
- Club Master Plan
- Infrastructure and Clubhouse Improvements
- Membership Retention Plan
- Member Communication Plan
- Member Survey
- Lady Skipper Event
- Secure grants
- Increase visitation nights
- Sustainability audit
- Events calendar
- Youth training
- Strengthen Inter-Club activity
- Registered Boats at 300
- Members at 500



*Education Events*

# LEADERS & TARGETS



## 1. SAFETY & SECURITY

- Develop a safety audit calendar

**Richard Lowe, May 2022**

- Develop a wharf management strategy

**Stephen Comben, June 2022**

- Education events: Radio licence, Navigation, Man overboard (Coastguard), RSA, OOD

**Events Sub Committee with Sam Davis and Mike Phelan**

## 2. COMMUNITY RELATIONS

- Increase community engagement with strong utilisation of socials

**Vice Commodore Janet Torode, June 2022**

## 3. FINANCIAL MANAGEMENT

- Increase annual visitation nights to 2,000 nights by 2024
- Secure grants and increase revenue to \$150,000 by 2023.

**Treasurer Gary Harris, Sam Davis**

## 4. INFRASTRUCTURE & CLUBHOUSE MANAGEMENT

- Maintain ongoing lease negotiations with Vic Parks
- Upgrade North and part of South Wharf walers based on GHD Report
- Put in place a maintenance calendar to ensure all infrastructure assets have key dates for condition reports and maintenance date schedules
- Master Plan - Prepare plan based on Club needs, Members wishes and annual upkeep budget of \$60,000 for period 2022 – 2037
- Grants to be sought to assist with maintenance to Cygnet Bridge, causeway and wharves, specifically the replacement of the north wharf

**Commodore Lee Renfree, Vice Commodore Janet Torode, Stephen Comben, Richard Lowe and Alan Farman, June 2022**

## 5. ENVIRONMENT STEWARDSHIP

- Conduct a Sustainability Audit: recycling, solar panels

**Stephen Comben, August 2022**

## 6. MEMBERSHIP

- Increase membership to 500 by 2030
- Increase boats on the register to 300 by 2024
- Create an events/functions calendar by August 2022
- Develop a Membership Retention Plan by June 2022
- Develop a Communication Plan: Members, Facebook, website by May 2022
- Write and distribute Members' survey to determine needs and wishes by May 2022
- Interclub activity: strengthen affiliations with other clubs by encouraging visitation and promoting cruises to QCYC from the Northern Clubs, nearby and offshore Clubs by September 2022
- Lady Skipper Events: work with She sails, Victorian Sailing and ORCV to hold a QCYC Lady Skippers Cup by April 2022
- Youth Sailing Training Days: prepare a series of events by October 2022.

**Commodore Lee Renfree, Vice Commodore Janet Torode, Secretary Jane Cooper, Linda Carr and Events Sub Committee**