



Strategy House

Purpose

“What success looks like”

We are a fun, family friendly and competitive off the beach sailing club

Performance Measures

“How we measure success”

Drivers (leading indicators)

- Increased membership enquiries
- Increased function enquiries
- Increased sailing training program participation
- Increased volunteer participation

Outcomes (lagging indicators)

- Growing membership (600-800)
- High facility utilisation
- Increased profit
- Large regular fleet racing (> 70 total)
- State, National and World champions
- Large volunteer participation

Strategic Imperatives

“What we must do”

MEMBERSHIP

- Attract new members
- Retain existing members
- Maintain a strong volunteer participation
- Increase family participation (fun and friendly)

PROCESS

- Well run sailing days / events
- Well run sail training events
- Well run function coordination
- Successful grants and sponsorship
- Efficient and effective Committees
- Efficient and effective Operations

FACILITIES

- Increase club facility utilisation
- Maintain well presented club facilities
- Maintain safe sail training assets
- Maintain safe racing equipment (start boat, rescue boats, markers, etc.)

COMPLIANCE

- Maintain compliance with Nedlands Council requirements
- Maintain compliance with State Regulations (Clubs WA)
- Demonstrate financial compliance through annual audits
- To align with Australian Sailing policies

Enablers & Capabilities

“What we must get right”

- Sailing competency (rules of racing, tuning, etc.)
- Quality and engaging training personnel
- Quality volunteering to run sailing events safely and efficiently
- Convert enquiries into members
- Convert event requests into bookings
- Cooperation with neighbouring sailing clubs
- Maintaining a modern digital presence
- Health, Safety and Compliance