

Otago Yacht Club - 2018 - 3 Year Plan SWOT Analysis

	Targets	Actions	Notes	
Strengths				
Club as a whole	Strong Leadership - Commodore	Continue	Maintain support with active Committee. Take part in Commodore's conference etc Maintain contact with our landlord, DCC and ORC	Ensure succession is catered for.
	Welcoming to visitors and members	Continue	Get information to new Members and visitors via web-site	
		to encourage more persons to enjoy sailing	operate a Club Open Day "Try Sailing Day"	along the lines of the Club/YNZ Try-a-boat day
	Membership	Increase active Membership	Any changes to be put to the Membership as a remit at the next AGM.	
	Core of active Members	Increase	Recognition of these Members	these Volunteers to be acknowledged on Club web-site and in weekly Crows Nest.
	Caretaker Manager/ Venue Co-Ordinator	Continue and grow especially week day activities.	Review annually, ensure continued networking.	
Web-site	Web-Site and weekly Crows Nest newsheet.	Has replaced the old Cable magazine	Add a sailing programme page, news sheet	
		Members Only page activated	add summarised Minutes	
	Direct communication	Ensure regular contact	Improve and ensure regular personal/ social media/telephone/web-site contact. Also maintain working relationship with other clubs.	

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Strengths contd.				
Club facilities	Club facilities	Feel good, safe environment	Committee to maintain overall control. Actively promote and maintain a H&S register for the Club.	
	Boat harbour	Establish and maintain an ongoing dredging programme	dredging underway.	
Equipment	Equipment	Maintenance & improvement plan for yachts, coach boats and building.	Identify, document and carry out maintenance and improvement plan	Ensure maintenance to all equipment is carried out in a timely manner.
Sailing	Active Tuesday night social sailing	Support increased sailing on harbour. Target dinghies and trailer yachts.	Promote social and informal racing on harbour	need more active helpers.
	Dinghy & trailer yachts	Continue to grow	Further encourage participation	
	Keeler yachts	increase activity	participation increased with more weekend sailing	
		promote a Keeler & Trailer Boat Co-Ordinator	Co-Ordinator to ensure good communication for cruising and racing events	
Social	Good core of regular participants	Continue to offer events appealing to a wide range of attendees	Encourage more volunteers/ Speakers/events. Send out a survey questionnaire to our membership.	
		Increase younger Member participation	Find out what they want.	

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Weaknesses				
Membership	Not enough Membership participation in all areas	Encourage and increase opportunities to participate	Increase communication, through email, web-site and Facebook.	
	Membership	Increase and encourage younger Member participation	Plan events to encourage. Target school members for events and regular Club sailing	
Sailing School	demand continues	to introduce a more structured programme.	qualified instructors to be located along with volunteers.	refer to Sailing Committee
Sailing	Lack of Training Courses	Offer courses/ rescue boat/first aid/race officer/bar manager	Liaise with OYA and YNZ for possible courses.	
	Ageing pontoons and hardstand equipment	Update/replace/maintain	Regular scheduled maintenance.this is a continuing W.I.P.	Fund raising for replacement.
	Club boats	maintenance	Ensure maintenance to all equipment is carried out in a timely manner.	
	Operational areas (rescue boat location)	Make more practical	Re-organise, produce operational plan	Works and Sailing Committee to liaise.
	Lack of race management	Increase Membership	Train more Race Officers	ongoing
	Fund raising	Set target for grant applications either through amount or project	Find someone to identify and complete grant applications	
Opportunities				
	Clubhouse	Outside venue hire	Increase daytime use	
	Clubhouse	Facilities	Review equipment and facility	Plan upgrade

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Opportunities contd.				
	Member mentoring	ID suitably experienced willing Members	Produce skills and contact list	eg: one to one sailing tuition, practical boat building skills
	On the harbour	Clubs working together	Explore opportunities through the OYA	
	Contained Wash Down Facility	to facilitate environmental concerns and regulations. Provide a totally enclosed wash down facility for yacht scrub down.	This is being actively explored, planned and designed for implementation.	still a W.I.P.
Threats				
	Club venue hire competition	Stay competitive regarding the total package.	Maintain and improve facilities	Major overhaul of Clubhouse interior required.
	Other Clubs	Maintain facilities, sailing and social opportunities so that we have plenty to offer.	Survey existing members and sailing school students	Need to appoint someone to design and implement a meaningful survey.
	Ageing facilities	Identify update and maintain	Budget and plan refurbishment and/or replacement.	Maintenance plan to cover all floating and land base plant and equipment.