

Otago Yacht Club - 2019 - 3 Year Plan SWOT Analysis

		Targets	Actions	Outcomes
Strengths				
Club as a whole	Strong Leadership - Commodore	Continue	Maintain support with active Committee. Take part in Commodore's conference etc Maintain contact with DCC, ORC, Port Authority and other important relationships	Ensure succession is catered for Ensure relationships are regularly maintained
	Welcoming to visitors and members	Continue	Get information to new Members and visitors via web-site Promote comradeship	
		Encourage more persons to enjoy sailing	Operate a Club Open Day "Try Sailing Day" Promote Tuesday night sailing	Along the lines of the Club/YNZ Have a Go day
	Membership	Increase active Membership	Greater impetus at the AGM to get more competition for positions and encourage participation	
	Core of active Members	Increase	Recognition of these Members	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.	Continual improvement	Add a sailing programme page Promote members achievements Invite contributions from members	
		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 Committee members to do more and have a non-editable membership list	

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Strengths contd.				
Club facilities	Club facilities	Attractive, safe environment for members, visitors and potential hirers	Actively promote the clubrooms	
	Boat harbour	Establish and maintain an ongoing dredging programme	Operational plan for maintenance and refurbishing mooring and harbour facilities	
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 and the need for more 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 Coordinator	Coordinator 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 attenders	Encourage more volunteers/speakers/events	
		Increase younger Member participation	Try to get a younger member on the Committee or as club officer of some kind	

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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 Make better and formal arrangements with School members	
Sailing School	Demand continues	Introduce a more structured programme.	Qualified instructors to be located along with volunteers.	Refer to Sailing Committee
Sailing	Club boats	Maintenance	Ensure maintenance to all equipment is carried out in a timely manner.	Allocation of responsibilities within Sailing Committee for maintenance of boats
	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 and awaiting action by YNZ such as on-line qualification
	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	
	Member mentoring	ID suitably experienced willing Members	Produce skills and contact list	One to one sailing tuition, practical boat building skills Drop in sessions
	On the harbour	Clubs working together	Explore opportunities through the OYA	
	Contained wash down facility	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	Ongoing

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Threats				
	Club venue hire competition	Stay competitive regarding the total package	Maintain and improve facilities	Major overhaul of Clubhouse interior required
	Ageing facilities	Identify update and maintain	Budget and plan refurbishment and/or replacement	Maintenance plan to cover all floating and land based plant and equipment