

Otago Yacht Club - 2020- 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 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 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	More 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 Crowsnest.
	Caretaker Manager/ Venue Co-Ordinator	Continue and grow especially week day activities.	Review annually, ensure continued networking.	
Web-site	Web-Site and weekly Crowsnest newsheet.	Continual improvement		
		Members Only page activated	continue to encourage Members to use this.	OYC Committee Minutes appear in abbreviated form

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Strengths contd.	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 have access to a non-editable membership list.	
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 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.	

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Social Contd.		Increase younger Member participation	encourage a younger member to join the Committee.	
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	to 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 & Sailing Committee to liaise
	Lack of race management	increase Membership	Train more Race Officers	Ongoing and awaiting action by YNZ such as an 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	

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Opportunities contd.	Member monitoring	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 still being actively explored, planned and designed for implementation		Ongoing	
Threats							
	Club venue hire competition	Stay competitive regarding the total package.		Maintain and improve facilities		Clubhouse has been re-painted and new carpet laid. Electrics and heating to be upgraded - ongoing.	
	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.	