

## Otago Yacht Club - 2021 - 2023 Strategic Plan SWOT Analysis

		Targets	Actions
<b>Strengths</b>			
<b>Club as a whole</b>	Strong leadership - Commodore	Continue and ensure succession is catered for	Maintain support with active Committee. Take part in Commodore's conference etc Maintain contact with our landlord - DCC and ORC
	Welcoming to visitors and members	Continue	Provide information to new members and visitors via web-site. Promote comradeship.
		Encourage more persons to enjoy sailing	Operate a Club Open "Try Sailing" Day. Promote Tuesday night sailing
	Membership	Increase active membership	Encourage competition at the AGM for positions and participation
		Link sailing school members and their families to Club	Encourage sailing school members and their families to take part in Club activities.
	Core of active members	Increase	Recognition of these members on Club website and in weekly Crowsnest.
	Caretaker Manager/Venue Co-Ordinator	Continue and grow especially weekday activities.	Review annually, ensure continued networking.
<b>Communication</b>	Website and weekly Crowsnest newsheet.	Continual improvement	
	Website	A members only page activated	Continue to encourage members to use this. OYC Committee Minutes appear in abbreviated form
	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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<b>Strengths contd.</b>			
<b>Club facilities</b>	Club facilities	Attractive, safe environment for members, visitors and potential hirers.	Actively promote the clubrooms.
<b>Boat Harbour</b>	Well used, piles and pontoons fully occupied	Maintain a dredging programme	Operational plan for maintaining and refurbishing mooring and harbour facilities.
<b>Equipment</b>	Equipment	Maintain and improve yachts, safety boats, facilities and buildings.	Identify, document and carry out maintenance and improvement plan
<b>Sailing</b>	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
	Dinghies	Increase activity	Further encourage participation
	Keelers & trailer yachts	Increase activity	Increase participation with more weekend sailing
		Promote a keeler and trailer boat coordinator	Ensure good communication for cruising and racing events
<b>Sailing School</b>	Junior sailors	Provide structured, qualified instruction, supported by active training seminars	Promote and supporting junior sailors to race and attend national events
<b>Social</b>	Good core of regular participants	Continue to offer events appealing to a wide range of members	Encourage more volunteers/speakers/events.
		Increase younger member participation	Encourage a younger member to join the Social Committee.
		Continue to support community groups	

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<b>Weaknesses</b>			
<b>Membership</b>	Not enough membership participation in all areas	Encourage and increase opportunities to participate	Increase communication, through email, website and Facebook.
	Small number of young members	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
<b>Boat Harbour</b>	Continuing need to dredge and upgrade ageing marina	Produce a plan for future maintenance and development	Apply for resource consents when necessary
<b>Sailing</b>	Club boats	Maintenance	Ensure maintenance to all equipment is carried out in a timely manner. Allocation of responsibilities within Sailing Committee
	Lack of race management	Increase number of Race Officers	Encourage members to train as Race Officers
<b>Opportunities</b>			
	Clubhouse	Outside venue hire	Increase daytime use
	Member mentoring	ID suitably experienced willing members	Produce skills and contact list, for example, one-to-one sailing tuition, practical boat building skills, drop in sessions
	On the harbour	Clubs working together	Support the OYA
	Contained wash down facility	Provide a boat wash down facility meeting environmental regulations	This is still being actively explored, planned and designed

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<b>Threats</b>			
	Club venue hire competition	Stay competitive regarding the total package.	Maintain and improve facilities
	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.