

# Canberra Yacht Club Strategy: 2022-27

2023 Update

The Canberra Yacht Club is about fair, safe and inclusive sailing, as an activity for life, for people of all abilities, contributing to healthy communities and a positive lifestyle for all involved.



### Our Vision for 2022 - 27 and Beyond

Our vision for the CYC is for a club which offers our community an activity for life for all involved, which contributes to a healthy environment and which:

- Delivers sailing activities that are safe, inclusive and fair through all levels of training and competition, characterised by its broad range of sailing classes, racing divisions and high performance at local, state and international levels
- Provides valued, enjoyed and enhanced participation in, and support for, all aspects of sailing including related non-competitive sailing, support and social activities, both ashore and afloat
- Continues to improve our provision of the highest quality sail training programs, attracting high levels of initial and return participation, as one of the largest club-based sailing schools in Australia
- Has achieved assured, secure tenure of facilities, infrastructure, boats and equipment all of which safely and cost-effectively support delivery of our mission and our strategic priorities and are environmentally friendly
- Is recognised by sailing participants and our stakeholders as a leading sailing club of its type and size, structurally and financially sustainable with sound governance, supportive stakeholders and supported by high quality member services, a vibrant membership, a strong volunteer culture and high standards of officiating.
- Retains an eye to our past and a focus on building our future

## Our Mission for 2022 - 27 and Beyond

Our mission, to achieve our vision for 2022-27 and beyond, is to implement specific, achievable and measurable actions across the following areas

- Sailing: covering competitive, non-competitive, training and sailing-related activities
- Members: particularly covering participation, providing activities, services and social activities in a safe, fair and inclusive environment
- Building Great People: including staff and volunteers, officials, coaches, instructors, volunteer, office holders, managers
- Enablers: facilities, infrastructure, boats, equipment
- Sustainability: structural, financial, governance, stakeholders

<u>Sailing:</u> covering competitive, non- competitive, training and sailing-related activities	<u>Members:</u> particularly covering participation, providing activities, services and social activities in a safe, fair and inclusive environment	<u>Building Great People:</u> including staff and volunteers, officials, coaches, instructors, volunteer, office holders, managers	<u>Enablers:</u> facilities, infrastructure, boats, equipment,	<u>Sustainability:</u> structural, financial, governance, stakeholders
		<b>Outcomes / Attributes</b>		
Safe, inclusive and fair from entry level, through all levels of training and competition Characterised by its broad range of sailing classes, racing divisions and high performance at local, state and international levels Highest quality sail training programs, attracting high levels of initial and return participation, as one of the largest club-based sailing schools in Australia	Strong member recruitment, retention and engagement Valued, enjoyed and enhanced member participation in, and support for, all aspects of sailing including related non- competitive sailing, support and social activities, both ashore and afloat High quality member services, a vibrant membership, a strong volunteer culture A safe, fair and inclusive club and sailing school environment	A strong volunteer culture and high standards of officiating capabilities Skills and qualifications of Instructors, coaches Skills and accreditation of officials: race management, judging, umpiring, technical and measurement	Assured, secure tenure of facilities Infrastructure, boats and equipment, all of which cost- effectively support delivery of our mission and our strategic priorities Fit for purpose, effective, safe, affordable, reliable, maintained, durable – with provision for upgrade/replacement, up to date, attractive	Recognised as a leading sailing club of its type and size Structurally and financially sustainable with a sound governance Supported by our stakeholders: sailing, community, supporters, sponsors, providers, government

#### 2022-27 CYC Strategy – Outcomes and Priorities<sup>1</sup>

<sup>&</sup>lt;sup>1</sup> Notes:

This part of the Strategy is primarily to articulate our higher level, outcomes and priorities more than our plans and actions to achieve them (which it should inform)

<sup>-</sup> Priorities: Simple score attribution Priority 1 - 3.

#### 2022-27 CYC Strategy – Outcomes and Priorities<sup>2</sup>

<u>Sailing:</u> sailing activities that are safe, inclusive and fair from entry level, through all levels of training and competition, characterised by its broad range of sailing classes, racing divisions and high performance at local, state and international levels: covering competitive, non-competitive, training and sailing-related activities afloat and ashore

Outcome	Measures of Success / KPI	Action areas
Safe, inclusive and fair sailing <u>Priority</u> : 1	Safety culture evident and in practice across all our activities Implementation of member protection policies in practice RRS applied consistently and fairly Nil or minimised adverse incidents	Sailing Committee CYC Committee CYC Management Sailing School Race officials
Sailing participation supported across the CYC's full range of racing divisions and boat classes <i>Priority</i> : 1	Lessons learned Levels of participation in club racing and regattas, recreational sailing Member recruitment and return business from Sailing School Range of classes racing and supported racing divisions Level and quality of handicap rating administration and assistance provided to sailors <sup>3</sup> RRS Compliance Level of non-competitive sailing and sailing related activities CYC Organisation for shore based sailing related activities - possible Member Activities Sub- Committee established	Sailing Committee CYC Committee, possible sub-Committee CYC Management Sailing School Division Reps Sailability Reps Buoyed Up Reps

<sup>&</sup>lt;sup>2</sup> Notes:

<sup>-</sup> This part of the Strategy is primarily to articulate our higher level, outcomes and priorities more than our plans and actions to achieve them (which it should inform) but topped by the non-discretionary ongoing business and operations and the needed contingency capacity, after supporting which we can pursue our discretionary strategic priorities.

<sup>-</sup> As an outcome focused strategy document, this probably doesn't need to be as granular as the 'Shapers' spreadsheet or the 2020 document and does not, therefore, seek to include detailed business / action plans, but we should be cross-checking against the shapers to ensure that we haven't ignored important issues or opportunities

<sup>&</sup>lt;sup>3</sup> Noting that CYC does not generally calculate or allocate its own handicap ratings, but has needed to work with AS to resolve anomalies

<u>Sailing:</u> sailing activities that are safe, inclusive and fair from entry level, through all levels of training and competition, characterised by its broad range of sailing classes, racing divisions and high performance at local, state and international levels: covering competitive, non-competitive, training and sailing-related activities afloat and ashore

Outcome	Measures of Success / KPI	Action areas
Successfully conducted club racing and regattas	Achievement of planned club racing program	CYC Sailing Committee
<u>Priority</u> : 1	Regattas hosted	CYC Management
	RRS compliance	CYC Committee - planning
Building diversity in sailing and club participation: Strong and sustainable delivery of, and participation in, CYC inclusion programs: Sailability and Buoyed Up <u>Priority</u> : 1	Sailability participation levels Sailability club and regatta competition levels Buoyed Up participation levels Buoyed Up outcomes evaluations (eg: UC) Achieved levels of diversity in sailing and club participation	CYC Management CYC Committee - planning, possible Sub- Committee Sailability Board, Reps Buoyed Up Reps
	Achievement of specific initiatives to increase wider social and gender diverse participation	
All levels of competitive and non-competitive sailing supported <u><i>Priority</i></u> : 2	Levels of sailing participation in both competitive and non-competitive activities	Sailing School, CYC Committee, possible Sub-Committee Sailing Committee Division Reps
High quality race management maintained	Safe, competitive, fair racing	RC-S,
<u>Priority</u> : 2	Nil or minimised race management failures	Sailing Committee Officiating courses and accreditation
CYC sailors' participation in high-performance competition supported <u><i>Priority</i></u> : 2	Competitive results at club, state, national and international levels Policy and resourcing program in place to support member participation in regattas both in and away from the ACT including coaching and targeted sponsorship.	CYC Committee CYC Management RC - Sailing Sailing School - Coaching
Benefits delivered from innovation <u><i>Priority</i></u> : 3	New and improved racing formats trialled and/or implemented	CYC Committee - planning, approvals CYC Management

<u>Sailing:</u> sailing activities that are safe, inclusive and fair from entry level, through all levels of training and competition, characterised by its broad range of sailing classes, racing divisions and high performance at local, state and international levels: covering competitive, non-competitive, training and sailing-related activities afloat and ashore

Outcome	Measures of Success / KPI	Action areas	
	Improvements in regatta planning, costing and delivery New technologies successfully harnessed: (eg: Sail Pass, Electronic sign-on / sign-off, scoring systems, communications, etc.)	Sailing Committee Regatta Committees when established	
2023 - Achievements and Changes:			

Implementation of the new Lakes Ordnance and development of workable arrangements for seaplane operations

Improvements to Sprint racing format and operations

Race Officer mentoring and development

Need to: build and replace sponsorship support

<u>Members:</u> Strong member recruitment, retention and engagement characterised by valued, enjoyed and enhanced participation in, and support for, all aspects of sailing including related non-competitive sailing, support and social activities, both ashore and afloat: A community of members and friends - particularly covering participation, providing activities, member services and social activities in a safe, fair and inclusive environment

Outcome	Measures of Success / KPI	Action Areas
Strong member recruitment, retention and	Membership numbers	CYC Committee - planning
engagement	New member entries	RC - Member Services
<u>Priority</u> : 1	Membership renewals	Possible Sub-Committee
	Members' participation – all activities	CYC Management
	CYC Organisation for shore based, sailing related member engagement activities - possible Member Activities Sub-Committee established	Sailing School
Engaged, vibrant membership, a strong volunteer	Level of meeting volunteer and officiating needs	CYC Committee - planning
culture	CYC Organisation for shore based, sailing related	RC - Member Services
<u>Priority</u> : 1	member engagement activities - possible Member Activities Sub-Committee established:	Possible Sub-Committee
	- strong member / volunteer input to	CYC Management
	delivery of services, minimised, sustainable staff workload	Sailing Committee
A safe, fair and inclusive club, sailing school and	Observed quality of participation, interactions,	CYC Committee - planning
sailing environment	engagement	Possible Sub-Committee
<u>Priority</u> : 1	Safety culture in practice	CYC Management
	Implementation of member protection policies in practice	Sailing School
	Nil or minimised adverse incidents	
	Sailability, Buoyed Up and wider social and gender diverse participation levels across all sailing and non-sailing CYC activities, roles and functions	
	External evaluation results, eg: Buoyed Up	
	CYC Organisation for shore based, sailing related member engagement activities - possible Member Activities Sub-Committee established	
High level of member communications using the most effective means available	Quality of content – relevance, takeup	CYC Committee - planning

<u>Members:</u> Strong member recruitment, retention and engagement characterised by valued, enjoyed and enhanced participation in, and support for, all aspects of sailing including related non-competitive sailing, support and social activities, both ashore and afloat: A community of members and friends - particularly covering participation, providing activities, member services and social activities in a safe, fair and inclusive environment

Outcome	Measures of Success / KPI	Action Areas
Priority: 2	Website quality and member utilisation	RC - Communications
	Weekly email - relevance, takeup, responses	RC - Member Services
		Possible Sub-Committee
		CYC Management
Valued, enjoyed and enhanced member	Range and number of activities offered:	CYC Committee - planning
participation in, and support for, all aspects of	- on-water,	RC - Member Services
sailing including related non-competitive sailing, support and social activities, both ashore and	- ashore,	Possible Sub-Committee
afloat	- social,	CYC Management
<u>Priority</u> : 2	Members' participation – all activities	
<b>**</b> * 1 1. 1	Qualitative member feedback on activities	
High quality member services	Range of Services offered:	CYC Committee - planning
<u>Priority</u> : 2	Member utilisation of services	RC - Member Services
	Quality, reliability, timeliness of services	Possible Sub-Committee
	CYC Organisation for shore based, sailing related member engagement activities - possible Member Activities Sub-Committee established:	CYC Management – boat storage, hoist, Boat shop, Sailing school
	- strong member / volunteer input to delivery of services, minimised, sustainable staff workload	
A CYC 'listening' culture with management	Member feedback	CYC Committee - planning
attuned and responsive to member expectations and issues	Actions in response	RC - Member Services
	Takeup of membership options, member services	Possible Sub-Committee
<u>Priority</u> : 2		RC - Communications
		CYC Management
CYC and CYCSS service offerings: attuned and	Assessment of service offerings adaptation to	CYC Committee - planning
attractive to market demand and expectations	emerging and changing market demand	RC - Member Services
<u>Priority</u> : 3	Member and customer feedback	Possible Sub-Committee
	Trading: financial performance and profitability	RC - Communications
	New services - social, catering, etc. introduced - level of member takeup	CYC Management

aspects of sailing including related non-competiti	n and engagement characterised by valued, enjoyed an ive sailing, support and social activities, both ashore an ivities, member services and social activities in a safe, fo	nd afloat: A community of members and friends -
Outcome	Measures of Success / KPI	Action Areas
2023 - Achievements and Changes:		
Need to: proactively seek and develop wider and in	ncreased social and gender diverse community participation	ation
<b>U</b> 1	of covid, new club facilities, lease and licence arrange g 'new normal' member engagement services and activ	<b>U 1 1</b>
Winter 2023 program of ashore evening /	social / training activities	
Restoration of winter race day soup		

**Building Great People:** High level and improving capacity and capabilities, expertise, commitment and formal accreditation of people supporting events, sailing, training and the full range CYC activities and management: including staff and volunteers, officials, coaches, instructors, volunteer, office holders, managers

Outcome	Measures of Success / KPI	Action Areas
Strong volunteer culture: officials and general volunteers	Recruitment, development and retention levels for officials and volunteers	CYC Committee - planning RC - Member Services
<u>Priority</u> : 1	Officials and volunteers' feedback	RC-Sailing
	Levels of CYC recognition of officials and volunteers CYC Organisation for shore based, sailing related member engagement activities - possible Member Activities Sub-Committee established:	Possible Sub-Committee Sailing Committee CYC Management
	- strong member / volunteer input to delivery of services, minimised, sustainable staff workload	
High quality coaching, sailing instruction and training capabilities	Range, levels and numbers of qualified and accredited sailing coaches and instructors	CYC Committee - planning RC-Sailing
<u>Priority</u> : 1	Range levels and numbers of qualified instructors for associated courses (eg: rescue boat, mark laying, race officials' courses) Level of capture, development and rostering of	Sailing School Possible Sub-Committee Sailing Committee
	accreditation course graduates Recruitment, development and retention levels for coaches and instructors	CYC Management
High standards of officiating capabilities	Range, levels and numbers of accredited officials	RC-Sailing
<u>Priority</u> : 1	Recruitment, development and retention levels for officials and volunteers	Sailing Committee, Division reps CYC Management Sailing School
CYC an employer of choice: Management and staff supported and provided with appropriate and relevant training and professional development	Relevant qualifications held Proactive CYC planned professional development program in place for emerging and senior staff	CYC Management CYC Committee - planning, resourcing VC - in support

**Building Great People:** High level and improving capacity and capabilities, expertise, commitment and formal accreditation of people supporting events, sailing, training and the full range CYC activities and management: including staff and volunteers, officials, coaches, instructors, volunteer, office holders, managers

Outcome	Measures of Success / KPI	Action Areas
<u>Priority</u> : 1	Courses and professional development undertaken	RC - Finance
	Staff recruitment, development and retention levels	
	Achieved levels of attrition and succession planning and management	
	Staff feedback on employment conditions	
2023 - Achievements and Changes:		
Need to: develop and implement improved staff dev	velopment, training and succession management	
Race Officer mentoring commenced		
Need to: proactively seek and develop wider and increased social and gender diverse community participation		

**Enablers:** Assured, secure tenure of facilities, infrastructure, boats and equipment all of which safely and cost-effectively support delivery of our mission and our strategic priorities and are environmentally friendly: covering facilities, infrastructure, boats, equipment as well as community, Government and sponsors support

Outcome	Measures of Success / KPI	Action Areas
Infrastructure, CYC boats and equipment, all of	Fitness for purpose of CYC facilities	CYC Committee - planning
which safely and cost-effectively support delivery of our mission and our strategic priorities and are	Fitness for purpose of infrastructure, CYC boats and equipment	CYC Management - planning and implementation Sailing School
environmentally friendly <u>Priority</u> : 1	Sustainable facilities, infrastructure, capital equipment and CYC boats' maintenance and development program	VC RC - Member Services
	Sustainable sailing school fleet maintenance and development program	
	Level of alignment with CYC Sustainability and Environmental Plan.	
	Levels of maintenance of safety and environmental conditions and compliance for all infrastructure, CYC boats and equipment	
	Condition quality, durability of infrastructure, capital equipment and CYC boats	
	Sustainable and cost-effective balance in place between investment in proactive, deeper maintenance and capital replacement	
	Member feedback in relation to infrastructure, CYC boats and equipment	

**Enablers:** Assured, secure tenure of facilities, infrastructure, boats and equipment all of which safely and cost-effectively support delivery of our mission and our strategic priorities and are environmentally friendly: covering facilities, infrastructure, boats, equipment as well as community, Government and sponsors support

Outcome	Measures of Success / KPI	Action Areas
Contingency: Longer terms options for CYC home	Level of preparedness and resourcing for options which may emerge or be needed	
<u>Priority</u> : 2		
Support: Ongoing program delivering sustainable community, government and sponsorship support <i><u>Priority</u></i> : 2	Changing government requirements, charges successfully managed Ongoing, new and replacement sponsorships in place and assured	CYC Committee CYC Management VC Sponsorship sourcing: All CYC Committee and Management (RC - Communications to coordinate)
2023 - Achievements and Changes:		
CYC CSSCC Lease finalisation,		
Boat Hoist and associated services relocated		
Need to: Secure fairer land licence fees & arrangen	nents: actively pursued	
Planning for 2024 lowering of lake water level		

governance, stakeholders Outcome Measures of Success / KPI Comments / Priority Financial sustainability achieved and maintained Historical and projected trends: CYC Committee - planning Priority: 1 **Balance** sheet CYC Management Cashflow **RC-Finance** Trading profitability and performance Sponsorship sourcing: All CYC Committee and Achieved levels of sufficiency of financial Management (RC - Communications to provision for future plans and demands: coordinate) Capital Operating Support, grants and sponsorship levels achieved Supportive, sustainable and mutually trusting Levels and quality of mutual and sustained CYC Committee - planning stakeholder and sponsor engagement and agreements between CYC and Stakeholders CYC Management relationships established and maintained Levels of mutual trust, confidence and **RC** - Finance Priority: 1 transparency VC Levels of CYC ready access to stakeholder Sponsorship sourcing: All CYC Committee and decision makers Management (RC - Communications to Achieved mutual benefits coordinate) Levels of support, including grants, sponsorship, etc provided to CYC Levels of community and wider benefits contributed by CYC Adverse external outcomes mitigated (eg: seaplane operations) A strong, constructive and mutually beneficial Extent to which both CYC and CSCC see strong CYC Committee - planning long-term relationship with the CSCC benefits in the relationship Commodore - lead Level of trust and positive interaction Priority: 1 VC - support Levels of alignment of interests and priorities GM - support, implementation Shared transparent approach to planning RC - Member Services - support RC - Finance - support Tenure of CYC essential infrastructure and Lease finalised: level of security of tenure CYC Committee - planning & negotiation facilities sustainably assured

Structurally and financially sustainable with sound governance and supportive stakeholders: covering structural. financial.

Sustainability:

**Sustainability:** Structurally and financially sustainable with sound governance and supportive stakeholders: covering structural, financial, governance, stakeholders

Outcome	Measures of Success / KPI	Comments / Priority
<u>Priority</u> : 1	Duration and affordability of tenure	CYC Management
	Quality of key stakeholder relationships	
Structural sustainability achieved and maintained	Membership and participation levels and trends	CYC Committee - planning
<u>Priority</u> : 2	Quality and quantity of physical and	CYC Management
	organisational resources	RC - Finance
	Alignment of physical resources to CYC current and projected structure and operations	VC - planning
Sound, effective and compliant governance	Internal financial controls upgraded	CYC Committee - planning
arrangements implemented and maintained	Levels of delegation, transparency and	CYC Management
<u>Priority</u> : 2	accountability attributed and understood	RC - Finance
	Levels of effectiveness of support for planning, decision making, evaluation and reporting	Auditor VC
	Levels of compliance with legal, government, insurance and sporting regulations and guidelines: minimised or nil adverse incidences	
	Level of alignment with CYC Sustainability and Environmental Plan.	
	Levels of assurance and agility in decision making and execution	
	Levels of compliance with applicable government & other licence & operating conditions	
	Monitored and observed levels of sustained and consistent compliance in implementing governance functions	
Secure and effective ICT support established and	Levels and quality of CYC ICT controls, failure	CYC Management
sustained	recovery and backup up tested, validated and in place	CYC Committee
<u>Priority</u> : 2	Appropriate levels of public, member and CYC	RC - Finance
	management ICT access provided, tested, validated and in place	RC Communications
2023 - Achievements and Changes:		
CYC / CSCC Lease finalisation		

<b>Sustainability:</b> Structurally and financially sustainable with sound governance and supportive stakeholders: covering structural, financial, governance, stakeholders		
Outcome	Measures of Success / KPI	Comments / Priority
Strengthening long term relationship with CSCC		-
Need to: secure new / replacement sponsorship support		

<u>Essential Maintenance</u><sup>4</sup> – 'Must Do', Compliance, Structural/financial viability – should include recognition / provision for the priority and capacity for our ongoing essential business and operations.

Sound, effective and compliant governance arrangements implemented and maintained:

Maintenance of ongoing functions of management, maintenance and service delivery

Financial management and stock controls, replenishment and reporting

CYC an employer of choice: Management and staff supported and provided with appropriate and relevant training and professional development

Staff recruitment, development, management and supervision

Infrastructure, CYC boats and equipment, all of which safely and cost-effectively support delivery of our mission and our strategic priorities and are environmentally friendly

Maintenance and replenishment of operating equipment and boats

<u>Contingency Response</u><sup>5</sup> – (Our Capability / Capacity Reserve) – here's where we might reflect both the general need for our capabilities, capacity and resources to be able to absorb the negative impacts of adverse events and/or be able to take up valuable opportunities, as well as any specific provisions we need to ensure (eg: insurance, cash reserves, capital provisions, equipment redundancies, etc

Pandemics and similar external discontinuities - longer term:

- Financial provision
- Staffing: retention, support
- Supply and maintenance cover

Lake closures: shorter term: Weather, Algae or other health hazard, debris, safety or member protection incidents

- Financial provision
- Staffing: retention, support

*External changes*: seaplane operations, regulatory changes, supply chain disruptions, insurance limitations, inflation, changes to availability of grants or sponsorship, CYC and CYCSS market base and customer demand

- Adapting operations
- Adapting and improving service offerings
- Financial provision

<sup>&</sup>lt;sup>4</sup> This is about ensuring we retain capability, capacity and the right level of priority for sustaining our ongoing business and, also, for any 'must do' items from the Shapers scan

<sup>&</sup>lt;sup>5</sup> To ensure we also include provision against things like our disruptive experiences of recent years - Covid, weather, seaplanes, Ordnances etc.