

Keppel Bay Sailing Club - Sailing Strategic Plan 2017-19

KBSC's Sailing Strategic Plan 2017-19 provides a pathway towards the realisation of KBSC Sailing Vision.

It articulates the Key Initiatives required to deliver our Sailing Mission Statement.

The Sailing Values will shape the way we deliver the Key Initiatives.

KBSC Sailing Vision - By 2025, KBSC will be the leading sailing club in regional Queensland.

KBSC Sailing Mission Statement - KBSC offers an inclusive, safe and stimulating environment in which current and future sailing members are provided with excellent opportunities to train, race, volunteer, be coached and entertained.

KBSC Sailing Values

1. KBSC is first and foremost a sailing club. We are proud of our 60+ years of heritage as a sailing club, and our current and future Sailing Members will always be a prime consideration in all that we do.
2. KBSC is forward-looking, ambitious and innovative. We aspire to grow and develop, are prepared to seize opportunities and take calculated risks to achieve our objectives.
3. KBSC is inclusive and friendly, welcoming new Sailing Members, volunteers and staff regardless of their background and endeavour to engage with Sailing Members to ensure sailing operations meet their expectations.
4. KBSC is rigorous with our funds, professional in how we operate and transparent in the way the sailing operations are managed.

| Strategic Objectives | Key Initiatives | Alignment with Australian Sailing 2016-20 Strategic Plan | Alignment with KBSC 2016 Strategic Plan |
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| Build our governance, advocacy and finance expertise and capacity | <ol style="list-style-type: none"> 1. Clarify roles and responsibilities of Sailing and Regatta Committees, support its Members and review effectiveness. 2. Review, maintain and create as required sailing related policies and procedures. 3. Identify and engage with key sailing stakeholders to ensure KBSC's high reputation. 4. Improve planning, forecasting and reviewing of sailing budget. 5. Increase fundraising income. | <p>Strategic Imperative One – Build capability and capacity.</p> <p>Strategic Imperative Four - Significantly increase revenue.</p> | <p>Strategy Seven: Develop a sailing strategic plan.</p> |
| Increase participation in sailing | <ol style="list-style-type: none"> 1. Improve Members retention. 2. Promote and provide sailing opportunities for all demographics of the community. 3. Increase engagement with primary and secondary schools across Livingstone Shire. 4. Continue to increase participation in Tackers and other learn to sail programs. | <p>Strategic Imperative One – Build capability and capacity.</p> | <p>Strategy Four: Improving overall communication between all aspects of the business and sport.</p> |

| Strategic Objectives | Key Initiatives | Alignment with Australian Sailing 2016-20 Strategic Plan | Alignment with KBSC 2016 Strategic Plan |
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| Be recognised as a centre of excellence for training | <ol style="list-style-type: none"> 1. Provide coaching opportunities for current and future Members. 2. Provide leadership and support to the coordination of coaching camps for the region. | Strategic Imperative Two - Significantly improve services and service delivery. | |
| Provide great racing opportunities for Members | <ol style="list-style-type: none"> 1. Develop in a timely manner and maintain a relevant calendar of events. 2. Embed and continuously improve new race management system. 3. Increase participation in club racing series. 4. Encourage more volunteers to run club racing. 5. Implement and foster social activities and member interaction in conjunction with club racing. | Strategic Imperative Two – Significantly improve services and service delivery. | Strategy Six: Have an integrated system to produce accurate and timely data. |
| Be recognised as a premier host of major regattas | <ol style="list-style-type: none"> 1. Further develop resources to attract and manage large events. 2. Host Regional, States, Nationals and World regattas. | | |
| Provide equipment to support planned growth | <ol style="list-style-type: none"> 1. Provide a suitable fleet of training boats at all times to cater for Members. 2. Improve boats and equipment maintenance and storage. 3. Provide a suitable and adequate fleet of powerboats. | Strategic Imperative One – Build capability and capacity. | |
| Improve volunteers' opportunities and staff support | <ol style="list-style-type: none"> 1. Develop and implement an intentional volunteer recruitment strategy. 2. Implement a structured volunteer training program. 3. Improve processes and systems to support, manage and reward volunteers. 4. Ensure the sailing department is suitably staffed and supported by skilled individuals. | Strategic Imperative One – Build capability and capacity. | <p>Strategy Four: Improving overall communication between all aspects of the business and sport.</p> <p>Strategy Nine: Create and implement new constitution and staff development.</p> |
| Promote sailing in our community | <ol style="list-style-type: none"> 1. Develop and implement a sailing marketing and communication plan. 2. Organise Discover Sailing Days. | <p>Strategic Imperative One – Build capability and capacity.</p> <p>Strategic Imperative Two – Significantly improve services and service delivery.</p> | Strategy Four: Improving overall communication between all aspects of the business and sport. |