



Townsville Sailing Club 2024 Strategic Plan

townsville  sailing

Townsville Sailing Club's Strategic Plan

OUR VISION

For Sailing to be an iconic endeavor that is welcoming, sociable and exciting in the Townsville region and sustainability of Townsville Sailing Club

OUR PURPOSE

Through the promotion of sailing on The Strand we will grow, advance and advocate off the beach sailing as a sport and recreational activity.

We strive to deliver dynamic, time efficient and exciting activities.

We are committed to leveraging technology to ensure sailing is a contemporary, inclusive and competitive sport that engages many Australians

OUR GOALS

Ensuring Townsville Sailing Club's Sustainability (Club development)

Growing Participation (Sport Development)

Enhancing our People, Structure and Culture (Member Development)

Build Sailing's Profile (Community Development)

PRINCIPLES

The Townsville Sailing Club is all about sailing in the community. It is inclusive of sailing for school children, women, youth and adults, culturally and linguistically diverse groups and people of all abilities. It supports sailing and sailing related activities on and off the water.

Townsville Sailing Club is also inclusive of other water sports with whom we share the Strand.

This Strategic Plan is developed to provide guidelines for the Board of the Townsville Sailing Club to allow continue improvement. With a regular review process, the ability to update to current circumstances will ensure the success of the Townsville Sailing Club.



GOALS



Townsville Sailing Club Is Committed to Achieving Our Goals

Goal 1 - Ensuring Townsville Sailing Club's Sustainability (Club Development)

- To increase the profile of the Club to maintain a viable Club on the Strand.
- To have transparent and accountable governance and risk management in place.
- To have a succession plan that develops member's proficiencies to take on higher roles.
- To manage the finances of the club to ensure the club prospers as a sporting organisation on the Strand.
- To maintain and upgrade Club's assets.
- To develop relationships with stakeholders within and outside the sailing community.

Goal 2 - Growing Participation (Sport Development)

To develop the sport of sailing by

- Increasing participation in sailing
- Providing a learn to sail and sailing development pathway
- Providing training and coaching opportunities for members.
- Deliver a safe and enjoyable program of regular club racing and sailing activities throughout the year

GOALS



Townsville Sailing Club Is Committed to Achieving Our Goals

Goal 3 - Enhancing our People, Structure and Culture (Member Development)

To provide opportunities for our members to be the best they can be by

- Providing training opportunities as sailors, officials, instructors and coaches
- Providing a vibrant volunteer program
- Providing a youth development program
- Providing a women's development program
- Supporting sailor participation in higher level competition

It's the set of the sails, not the direction of the wind that determines which way we shall go

Goal 4 - Build Sailing's Profile (Community Development)

- To increase the standing of the Townsville Sailing Club within the Townsville Community.
- To provide a welcoming and inviting environment for community members.
- To promote Townsville not only as an attractive tourist destination but also a world class sailing arena via opportunities at TSC.

Townsville Sailing Club – *Achieving our goals*

Club Development

1. Be involved with the development of a multipurpose facility on The Strand that caters to off the beach sailing along with other water-based activities and local community groups
2. Implement a transparent governance and risk structure
3. Implement a succession plan that develops member's proficiencies to take on higher roles.
4. Optimised existing revenue streams and develop new revenue opportunities
5. To maintain and upgrade Club's assets
6. Creating positive partnerships with stakeholders

Sport Development

1. Increase sailing participation
2. Promote DS sailing pathways
3. Provide development opportunities for coaches/officials, instructors, young instructors
4. Plan to host sailing events: club, regional, national and international levels
5. Develop a regional fleet to support Recognised Training Organisation operations

Member Development

1. Providing training opportunities for officials, instructors and coaches
2. Provide a vibrant volunteer program to engage and retain an efficient team of volunteers
3. Youth development program
4. Women's development program
5. Member retention

Community Development

1. Increase community awareness and membership to continue Club viability
2. Develop and implement sponsorship program
3. Creating partnerships with other sporting organisations

through

1. Nominate key person that will liaise with TAP
2. Continual review and update governance structure
3. Developing structure for Junior Flag Officers to foster confidence, management skills and teamwork experience
4. Reviewing revenue opportunities
5. Carry out regular maintenance, identify opportunities for upgrade of existing equipment, identify opportunities for the purchase
6. Identify key stakeholders and nominate key contact to relationship building

through

1. Develop and implement program to recruit schools, increase number of open days, corporate days, social sailing
2. Tackers, Discover Sailing 1 -5, Women on Water, Competition, green fleet, She-Sails
3. Collaborate with YQ to run courses and coaching programs
4. Conduct regular Club events, host regional/ state/national/internal events

through

1. Conducting regular programs to train board members, instructors, coaches and Race Officials
2. Define volunteer roles, providing training and education programs to up skill volunteers, incorporating incentives for people to volunteer and recognising the valuable contributions of all club volunteers.
3. Define youth development program
4. Identify members requirements, find out what will keep them at the Club, and bring previous members back

through

1. Create links with other sporting clubs, schools, businesses and events that take place on The Strand
2. Nominate key person to champion development and implementation of sponsorship program
3. Discussions with various water sports to assist their activities

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that determines which way we shall go.*