



DARLING POINT SAILING SQUADRON

Strategic Plan 2016-2021

Introduction

Darling Point Sailing Squadron (DPSS) has been a part of the Wynnum-Manly sailing scene since the early 1900s. The club enjoys a convenient and spectacular location at the northern end of and near the entrance to Manly Boat Harbour.

Mission

To provide affordable, fun, friendly off-the-beach dinghy and skiff sailing on Waterloo Bay.

Vision

To be the club of choice in the south-east of Brisbane for sailors of reasonably priced dinghies and skiffs.

This strategic plan has been developed by a forum representing members of DPSS and its Committee to define and guide the club's direction for the period 2016-2021. It recognises that whilst there will always be a requirement to satisfy individual needs within the club, there is an over-riding need to share common goals. These are our strategic goals.

Strategic goals

Promotion: Promote and cultivate junior sailing

Participation: To attract and increase participation in club sailing pathway

Sustainability: Maintain and improve existing facilities to support growth

Community: Build and maintain relationships with like-minded community groups

Funding: To be financially viable and sustainable





Darling Point Sailing Squadron Inc

STRATEGIC PLAN 2016-2021

Promotion: Promote and cultivate junior sailing

Strategies	Actions
1. Deliver nationally approved sailing courses and certification for children and teenagers through Australian Sailing Start Sailing 1 and 2 and Tackers programs	<ul style="list-style-type: none"> prepare a marketing program aimed at increasing the number of children participating in our Tackers courses and teenagers participating in our Start Sailing 1 and 2 courses
	<ul style="list-style-type: none"> promote courses through club website and club social media
	<ul style="list-style-type: none"> upload course registration from Yachting Australia My Centre to club website
	<ul style="list-style-type: none"> maintain a list of currently qualified principal, instructors and assistant instructors
	<ul style="list-style-type: none"> train junior club members to become assistant instructors and instructors
	<ul style="list-style-type: none"> run First Aid and CPR courses annually for instructors and members
	<ul style="list-style-type: none"> run and increase number of Tackers 1, Tackers 2 and Start Sailing courses annually
2. Provide sailing dinghies in which students learn to sail	<ul style="list-style-type: none"> maintain current OziOpti and Vagabond dinghies and equipment
	<ul style="list-style-type: none"> build an easily accessible, weatherproof and safe storage rack for OziOptis
	<ul style="list-style-type: none"> provide a suitable sailing dinghy in which to teach teenagers and maintain their interest (for example, RS Feva)
	<ul style="list-style-type: none"> provide well-maintained and standard personal flotation devices for students on a mobile stainless steel rack
3. Provide a program in which children and teenagers learn racing skills after participating in learn-to-sail courses	<ul style="list-style-type: none"> run a 'Dolphins' program for junior members run by a qualified and experienced instructor
	<ul style="list-style-type: none"> maintain club Sabots in which children learn racing skills
	<ul style="list-style-type: none"> purchase new Sabots for the Dolphins program
	<ul style="list-style-type: none"> purchase suitable dinghies for teenagers to be used in racing program (for example, RS Feva)
4. Provide training and coaching for juniors who participate in races	<ul style="list-style-type: none"> organise training days for Junior sailors
	<ul style="list-style-type: none"> organise older members to coach and mentor juniors
	<ul style="list-style-type: none"> employ a club coach on Sundays for all classes



Darling Point Sailing Squadron Inc

STRATEGIC PLAN 2016-2021

Participation: To attract and increase participation in club sailing pathway

Strategies	Actions
1. encourage juniors to sail club Sabots in the racing program	<ul style="list-style-type: none"> provide four club Sabots for hire for a half season provide assistance to families wishing to purchase Sabots
2. increase the number of participants competing in classes identified in club's sailing pathway	<ul style="list-style-type: none"> promote classes through marketing program offer affordable membership of DPSS provide information about each class through club brochure and posters maintain working relationships with class associations organise a classified page on club website for members to sell and buy boats engage a club representative of each class to promote their class and to liaise with class associations and other clubs
3. increase the skill level of sailors	<ul style="list-style-type: none"> organise club training days for members who sail the identified classes employ a club coach
4. provide equipment to run and record races	<ul style="list-style-type: none"> build a race office in which races can be run, results recorded, radio transmission maintained and race equipment stored upgrade club computer including internet access for race results, access to club database managed by SportsPulse, weather channels, club website and social media provide a laptop for recording and updating results maintain and upgrade VHF radios (annually)
5. offer a venue for State and Nationals titles in classes supported by DPSS	<ul style="list-style-type: none"> provide AS qualified and experienced people to organise and run State and national titles organise training for volunteers through Australian Sailing Club Officers (Queensland) to run State and National events provide maintained safety boats and relevant equipment required to run titles



Darling Point Sailing Squadron Inc

STRATEGIC PLAN 2016-2021

Sustainability: Maintain and improve existing facilities to support growth

Strategies	Actions
1. Plan facilities upgrade	<ul style="list-style-type: none"> organise a committee to design a masterplan employ an architect to draw site plan and master plan indicate stages for development stages apply for permission from TMR to upgrade amenities
2. Upgrade and increase the number of showers and toilets and provide change areas for all abilities, particularly female amenities	<ul style="list-style-type: none"> design and cost first stage to add new amenities in current school boat storage area secure funding to upgrade amenities manage construction of new amenities remove existing temporary toilet for people with disabilities which sits on rigging lawn
3. Upgrade and increase secure storage for club's boats	<ul style="list-style-type: none"> design and cost second stage to build boat storage secure funding to build boat storage and concrete paths manage construction of boat storage facilities
4. Provide additional PWD cubicles, upgrade Sailability office, storage and kitchen	<ul style="list-style-type: none"> design and cost third stage to upgrade existing amenities to include two PWD cubicles with toilets/showers/change area, office, kitchen, storage secure funding to upgrade amenities and replace kitchen, storage and office manage construction of new amenities, kitchen, office and storage upgrade hot water system with sustainable system
5. Upgrade fence, driveway and ramp	<ul style="list-style-type: none"> determine cost to replace ramp and driveway replace boundary fence and gate apply for funding to upgrade ramp and driveway replace bitumen driveway from fence to ramp replace concrete ramp replace gate with sliding gate
6. Provide a safe and inviting entrance to club	<ul style="list-style-type: none"> design and cost pedestrian entrance to club from street to allow safe and inviting access as opposed to pedestrians using driveway secure funding to upgrade entrance manage construction of new entrance including extension with new staircase, roof, meeting room and verandah provide a visitor's information area install a trophy cabinet
7. Upgrade the interior of the first floor of the clubhouse to allow for multi-use	<ul style="list-style-type: none"> paint interior of clubhouse remodel bar area, install new cabinetry replace commercial glass dishwasher install a stainless steel commercial kitchen and benchtops, screens, exhaust fans build a kitchen pantry storeroom replace flooring with commercial flooring upgrade lights and power points install a rated fire exit door at the rear of the club install new window coverings eg timber blinds build a meeting room for meetings and race protests
8. Replace existing furniture and create storage area	<ul style="list-style-type: none"> build a dedicated storage area for furniture replace existing furniture with commercial stackable furniture - tables and chairs for functions; bar tables and stools



Darling Point Sailing Squadron Inc STRATEGIC PLAN 2016-2021

Community: Build and maintain relationships with like-minded community groups

Strategies	Actions
1. continue relationships with current users of the club facilities	<ul style="list-style-type: none"> continue working relationship with Sailability Bayside, MYCQ, OMTA, schools provide written agreements between DPSS and each user (Sailability Bayside, MYCQ, OMTA, BBC) provide clubhouse free of charge for class associations to hold meetings
2. continue and maintain relationships with other sailing clubs	<ul style="list-style-type: none"> continue working relationships and sharing of knowledge with other volunteer-run sailing clubs (eg BSS, HYC, OSC) with the aid of AS (Qld club officer) continue to liaise with and run events with RQYS, who share Waterloo Bay continue to share resources and volunteers with other clubs for the purpose of increasing participation in the sport of sailing with the aid of AS (Qld club officer) build and maintain relationship with other 16 foot skiff clubs in NSW
3. maintain and build relationships with sailing associations	<ul style="list-style-type: none"> continue to work with QSSA, SQSA and Qld 125 Association for the purpose of increasing participation and skill levels of sailors in the Sabot, 125 and 13/16ft skiff classes liaise with class associations when state or National titles are run at DPSS maintain a good working relationship with Qld Club Officers from Australian Sailing
4. build relationships and support community and school groups	<ul style="list-style-type: none"> continue to support community groups, who provide for those at most risk, to use the facilities (for example, the Wynnum Men's Groups, SAILS of Bayside) support youth groups such as Scouts to access sailing activities through DPSS attract school groups to conduct sailing during term time



Darling Point Sailing Squadron Inc

STRATEGIC PLAN 2016-2021

Funding: To be financially viable and sustainable

Strategies	Actions
1. promote investment opportunities	• produce a club promotional video
	• produce a club brochure with funds from advertisers
	• design an investment package
	• promote opportunities through video and brochure
	• approach businesses to invest in club upgrades
2. garner sponsorship from businesses	• design sponsorship package with levels of support
	• approach businesses to become sponsors
	• host two sponsor days a year to promote sponsorship and benefits for the club
	• organise signage to promote sponsors
	• promote sponsors on club website and in club brochure
3. secure funding for projects	• employ a grant writer to apply for grants to fund identified projects
	• secure funding to support growth in participation including for equipment, training and upgrade to facilities
	• secure funding to support growth of target groups such as girls/women and sailors with disabilities
	• liaise with AS (Qld Club officer) for funding opportunities (eg, grants, sponsors)
	• investigate funding opportunities from club hire