

LSC Strategic Plan 2022-27



Approved by Committee on 18 April 2023

Background

The issues around the clubhouse structural integrity provide an opportunity to reassess where we would like the club to be in 5 years' time. Based on the JMG structural integrity report, we only have 1 or 2 years for which the clubhouse can continue to be used in its current form.

The central issue is sustainability, not just in terms of the club's assets – its buildings, boats, ramps etc – but in terms of people and volunteer commitment. Currently, the club needs a very large volunteer commitment to enable a relatively small number of people to enjoy dinghy sailing. This has been the case for quite a number of years, and it has been underlined by the difficulty in recent times of persuading people to take up official roles.

We also have a one-off opportunity with the proposal to expand the River Derwent ferry service into Lindisfarne. It is quite possible that if this proceeds it will need to use some of our lease.

What's important to us

In developing this plan, we have been guided by the following factors:

1. The future sustainability of LSC - including our fixed assets, boats, and volunteers
2. Maintaining the established LSC character as a family-friendly, fun-focused sailing club, that provides good sailing, racing and social experiences for both dinghy and keelboat sailors
3. Maintaining our traditional sailing activity north of the bridge
4. Maintaining our broader community support function, currently achieved largely through leasing out the clubroom to others.

Our current strengths and weaknesses

We have several factors in our favour, including:

1. Since the 1960's, we have a very strong history as a contributor to the Lindisfarne and broader sailing communities.

2. Lindisfarne Bay is a good place for sailing, particularly training, and we are the only club using it for that purpose.
3. Our 10-year Crown lease is in a very desirable location, from several perspectives.
4. We are the predominant Sabre club in the State.

On the other hand:

1. As a sporting club, we have a small number of members, who are largely older (135 with an average age of 43).
2. We have an almost total reliance on volunteer commitment in all aspects of the club's operations.
3. Others are better than us at catering for some specific groups e.g., those with disabilities, women.
4. We have ageing and deteriorating assets that require a lot of maintenance and upkeep.
5. Other sailing clubs have larger junior involvement.

Our strategic plan 2022-25

Against this background, we have developed the following plan:

Strategic priority	Actions	Measures of success
1. Get the club on a sustainable basis	1.1 Seek funding to remediate the clubhouse structural issues	Obtaining funding
	1.2 Explore options to manage the club differently e.g., use of paid staff, greater member involvement	Implementation of new management arrangements
	1.3 Rationalise and upgrade our assets e.g., rescue boats, ramps	Development and implementation of an asset register and maintenance plan
	1.4 Seek to build our membership base	Numbers of members
	1.5 Communicate effectively with members	Implementation of a range of effective communication methods

		Numbers of views on social media
2. Enhance our role in the Lindisfarne community, and in the Tasmanian sailing community	2.1 Maximise the use of the clubhouse by other community groups	Number of other groups using the clubhouse
	2.2 Partner with other organisations e.g., BYC, MYCT to deliver sailing activities	Number of joint activities
	2.3 Recover our Australian Sailing Discover Sailing Centre status	Satisfaction of criteria for DSC status
	2.4 Continue to provide good club racing for dinghies and keelboats	Number of races
	2.5 Continue to provide opportunities for people to learn to sail, particularly young people and women	Numbers of people participating in programs
3. Support the reintroduction of a ferry service to Lindisfarne, and maximise any benefits to the club arising from it	3.1 Engage with the State Government and Clarence City Council as proposals for a Lindisfarne ferry service develop	Number of meetings and communication with government representatives
	3.2 Consider making club assets available to assist in developing a ferry service	