

East Fremantle Yacht Club

Strategic Plan

2023-27





About the Strategic Plan

The East Fremantle Yacht Club (EFYC) was established on the 21st October 1933 as the Melville Yacht Club and was incorporated as the EFYC in 1961.

As the Club reaches its ninety-year milestone, it has embraced many transformations in becoming a pre-eminent boutique sailing club at one of the best locations on the Swan River. Since its inception the Club has evolved and adapted to the changing needs of the members and the local community as new on-water activities have evolved and social interaction has changed.

The last few years has been especially challenging due to the COVID pandemic which has impacted all aspects of the running of the Club. The Strategic Plan presented here has been developed by EFYC Executive Committee in response to the changing economic, social, and activities-based focus that has always been at the forefront of what the Club has sought to deliver to its members. This is a vision into how we might ensure the ongoing future success of the Club and grow its value to its extended community of users.

This strategic plan is designed to provide for the long-term sustainability of the club and ensure our existing and potential members, that the Club is in good hands and will deliver on their expectations. The Club will take an approach that is both flexible and agile to capitalise on opportunities and manage any challenging external pressures.

In this strategic plan the EFYC seeks to ensure the growth and viability of the Club in ways that reflect the core values of our Club as well as meeting our members, staff and volunteers' expectations through quality delivered activities and practices. The Club aims to achieve this by embracing new opportunities, utilising the expertise in our membership, and by taking a responsive approach in its organisational structure. This, it is hoped, will deliver a sound, responsive and inclusive culture of practice in all aspects of the running of the Club and Club events.

Our Vision

To be the yacht club of choice and hub for community water-based activities embracing youth sailing development, the delivery of family focussed boating activities, social events, and quality dining experiences for members and their guests.

Our Mission

- ◆ To promote and facilitate the running of activities that provide members with opportunities to interact socially and to participate in water-based events in ways that encourage engagement in the Club and its outreach into the local community.
- ◆ To provide a setting in which boating and social activities can be undertaken in a safe manner through the provision of infrastructure, equipment, services and supporting personnel with the participation of the Club's volunteer network.
- ◆ To encourage and support collaborative interaction between EFYC staff and the Club volunteer network to facilitate the everyday running of the Club and effective communication between members and Club personnel.
- ◆ To encourage a culture of member engagement across boating categories and classes through shared activities and responsibilities for the support and running of events.
- ◆ To encourage interaction with other sporting clubs in the local area through the provision of invitation boating, social, and dining events at EFYC to showcase our activities and services with a view to encouraging new memberships.
- ◆ To attract new young members by embracing contemporary water sports.

Our Core Values

The East Fremantle Yacht Club's future endeavours will be predicated on the following core values:

Inclusiveness

We strive to ensure an inclusive, diverse, family oriented, friendly and relaxed environment.

Respect

We respect our members, staff, volunteers, and the local wider community.

Quality

We strive for quality standards of delivery and service in all areas of the Club.

Culture

We acknowledge that communication, teamwork, honesty, innovation, openness, integrity, and enthusiasm are the foundations of a successful Club.

Environment

We recognise and appreciate our stunning, unique location, and value the natural environment upon which we seek to minimise our impact through practices that mitigate climate change factors.

Strategic Goals

1

Assets & Infrastructure

Seek to improve assets and infrastructure and maintain these to meet safety standards, with new infrastructure initiatives designed to meet the needs and approval of the Club membership.

2

Financial Viability

Ensure financial viability through efficient practices, managing costs, and sound investment in club infrastructure and activities.

3

Expand Membership

Expand membership to enhance our focus on family, youth and diversity.

4

Communication

Employ communication strategies to ensure engagement with internal and external stakeholders and use social media platforms to expand reach and connectedness to local and global communities.

5

Branding

To consolidate the unique characteristics of the Club through its branding and promotion to a wider audience.

6

Climate Change

To shape future Club activities in response to the impact of climate change.

7

Governance & Accountability

Ensure sound governance and accountability practices compliant with contemporary legal requirements.

8

Engagement

To develop the Club's organisational culture and external reach to promote engagement and a sense of belonging by all members.



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