

The Motor Yacht Club of
Tasmania
STRATEGIC PLAN
2023 - 2026



A PROUD HISTORY AND A BRIGHT FUTURE

The Motor Yacht Club of Tasmania was formed in 1924 and enjoys a proud 99-year history. We look forward to a celebration in 2024 of our 100-year journey and evolution.

Located on the waterfront of the River Derwent in Southern Tasmania's Eastern Shore suburb of Lindisfarne, the MYCT is home to one of the State's oldest vessel's 'The M.L. Egeria', a classic antique vessel built from Huon Pine and Teak in 1941.

The Club has a long history of supporting and encouraging water sports and leisure activities. Powerboats were the Club's founding sport which is still going strong, followed then by Cruisers and Sailing. We are now home to the Derwent Storm Dragon Boats, the Lindisfarne RSL Sub-Branch and have over 800 members and 140 berths. With an active social calendar, quality restaurant and bar, it makes the Club an easy place to relax and socialise.

This Strategic Plan sets out our roadmap and priorities for the next three years. The plan will be delivered through actions to meet the strategic priorities.

We will manage the business through five strategic pillars being; **Our Members, Customers, People, Business and Governance**. In delivering on our Plan, we are strongly committed to Innovation, Safety, Protection of the Environment, being diverse and inclusive, focused on the future and being responsive.

This plan is a commitment to our members and the long-term prosperity of the Club.

Brian Edmonds
Commodore MYCT



VISION:	<i>The Club will support on-water activities and will provide value for its membership. The Club will be family oriented and will strive to be the “preferred community” for its members.</i>
MISSION:	<i>To encourage and support a broad range of boating activities, and to provide and maintain a vibrant clubhouse and associated facilities for the recreational and social use of its members and the wider local community.</i>

VALUES	
People	We care about people – our members, customers, and colleagues
Teamwork	We collaborate both within the organisation and with external stakeholders drawing on skills and expertise for the benefit of the Club
Focus and Direction	We have clear goals and plans to achieve the best outcomes for the Club and its members
Creativity and Innovation	We embrace innovative approaches and continuously improve to achieve better outcomes for our members and patrons
Accountability	We are transparent, work to high ethical and professional standards and are accountable for delivering the best value for our members and patrons

Pillar One

OUR MEMBERS

We recognise our MEMBERS as the lifeblood of the Motor Yacht Club of Tasmania. We are proud that our Club is one of the most sought after Marinas in Tasmania. Through our offerings of Restaurant, Bar, Gaming, Powerboat Racing and Marina we are able to offer our members and guests a full range of experiences.

We pride ourselves on having a Clubhouse where people are welcome, feel safe and comfortable with first class quality service.

We will proactively engage and encourage the level of participation of our youth.



Pillar Two

OUR CUSTOMERS

As a business we must do our best to acquire and retain CUSTOMERS. Our customers generate income, spread the word, and provide insightful feedback to us.

Customers along with members are, first and foremost, the lifeblood our business. We appreciate that we must use every effort to attract and retain customers since they are the source of the income required for sustainability and expansion.

Customers are essential because they can help promote our brand and businesses. Customers can influence the decisions of other prospective customers by using word-of-mouth and internet reviews. Customers will spread the word about our goods or services, allowing us to grow and increase value for our membership.



Pillar Three

OUR PEOPLE

We recognise employees are important to our success as they are the ones who are directly responsible for carrying out our mission and are our brand ambassadors. All levels of the MYCT are run by our employees. Our staff must understand their roles, deliver high level customer service and be accountable. Our management must understand and manage costs and help drive revenue. We will ensure the staff are given the proper guidance and tools, so they can help reduce costs whilst also boosting sales and revenue.

We understand employees can influence our customers and will invest in and nurture service into our desired culture.

Safety is non-negotiable and the staff will be provided tools and systems to ensure zero harm in the workplace.



Pillar Four

OUR BUSINESS

We will preserve and protect the current Marina assets and will implement a robust long term infrastructure management plan. We will deliver quality hospitality and Marina services and be financially responsible in doing so.

We will introduce new streams of revenue to bolster member value. Our balance sheet will remain strong and we will only introduce debt where it is supported by a sound business case.

We recognise that parts of the business may not be as profitable or sustainable as other's however, we will make balanced decisions on the basis of our Vision and Mission.



Pillar Five

GOVERNANCE

Our Board of Directors will act with the highest integrity in overseeing the Motor Yacht Club of Tasmania. Our Governance oversight encompasses the systems by which the Club is controlled and operates, and the mechanisms by which it and our staff are held accountable.

Ethics, risk management, compliance, controls and administration are all areas which will be continually improved and reviewed to ensure responsible governance.

We will promote a diverse and skills-based Board and have appropriate committees in place to bolster skills such as our Finance Committees.





STRATEGIC PLAN ON A PAGE

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The Club will be family oriented and will strive to be the “preferred community” for its members.*

Mission: *To encourage and support a broad range of boating activities, and to provide and maintain a vibrant clubhouse and associated facilities for the recreational and social use of its members and the wider local community.*

Our Strategic Pillars

Our Members	Our Customers	Our People	Our Business	Governance
<ul style="list-style-type: none"> Provide value Create strong membership Collaboration and be responsive Build a sense of pride and belonging Strong member confidence Provide opportunities for mateship 	<ul style="list-style-type: none"> Provide value Promote diversity and inclusion Deliver quality Seek and welcome feedback Provide a diverse suite of offerings 	<ul style="list-style-type: none"> Provide a safe and harmonious environment to work Skilled and capable workforce A culture inclusive of trust and accountability Celebrate success and reward achievement 	<ul style="list-style-type: none"> Provide evidence-based decision making Be environmentally responsible Are sustainable and resilient Be agile and responsive Strive for Continuous Improvement Develop and retain strong partnerships 	<ul style="list-style-type: none"> Have robust policies and oversight Attract diversity and knowledgeable members to the Board Ensure our Assets are maintained and managed effectively Have fiscal responsibility and oversight The organisations roles are clearly documented and understood

Our Commitment

Care for our People	Teamwork	Focus and Direction	Creativity and Innovation	Accountability
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The Motor Yacht Club Tasmania 2023-2026 Business Plan

Vision: The Club will support on-water activities and will provide value for its membership. The Club will be family oriented and will strive to be the “preferred community” for its members.
Mission: To encourage and support a broad range of boating activities, and to provide and maintain a vibrant clubhouse and associated facilities for the recreational and social use of its members and the wider local community.

	Our Members	Our Customers	Our People	Our Business	Governance
Aspiration	Value their association	Quality experience	Safe, valued and connected	High performing	Risk free
Initiatives and Actions	<ul style="list-style-type: none"> • Membership drive • Members Survey • Functions events and music • Centenary celebrations 2024 • Introduce member pricing for meals • Investigate security options for Car Park and Marina • Construct a Centenary Garden 	<ul style="list-style-type: none"> • Undertake a biannual Restaurant Survey • Utilise new deck space for small intimate functions • Weekend trading for Christmas 	<ul style="list-style-type: none"> • Training and development plan • Contracts for all new staff • PDRs undertaken for all staff • Develop a succession plan for staff 	<ul style="list-style-type: none"> • MYCT events compendium inclusive of conferences • Invest in technology for conferences • Five-year maintenance and investment plan including marina piles • Marina operations plan • Operate a positive cash flow and budget • Develop a new profit and loss to better reflect the business 	<ul style="list-style-type: none"> • Develop next suite of Governance Policies • Develop and implement a Risk Register • Develop relationships with other Marinas . <ul style="list-style-type: none"> • Host a Commodores luncheon • Participate in the Wooden Boat Festival • Comply with all licences and legislation through regular audit and timely action
Targets / Measurement	<ul style="list-style-type: none"> • Increase membership by 5% 	<ul style="list-style-type: none"> • > 90% satisfaction rating 	<ul style="list-style-type: none"> • All safety matters closed out and preventative actions in place 	<ul style="list-style-type: none"> • Decrease cost to revenue ratio of restaurant by 5 points • Complete Marina Operations Plan • Deliver projects within budget and on time 	<ul style="list-style-type: none"> • Six new policies adopted • Risk plan adopted

Our Strategic Priorities for 2023-26

Asset Integrity and Maintenance Plan for Marina

Implementation of Asset Integrity and Maintenance Plan

Centenary celebrations

Granton facility improvements

Stage One service towers for Marina

Risk Management Plan

Long term Maintenance and Asset Replacement Plan

Training and Development of staff

- Our Power boaters
- Our Trailer boaters
- Our Cruisers
- Our Yachties
- Our Clubs
- Our Partners (RSL)
- Our Patrons
- Our Volunteers

