



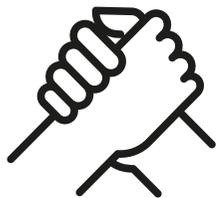
# Strategic Plan

## OUR VISION

Gippsland Lakes Yacht Club will be the premier members' club in the East Gippsland and surrounding regions, in a modern, purpose-built complex, offering outstanding facilities, programs, and services.

### Support

Stakeholders



### Grow

Participation

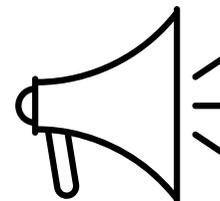


### Purpose

To encourage and promote the sport of sailing.

### Promote

Our club.



### Community

To be an integral part of the Paynesville and wider East Gippsland Region, we aim to engage broadly with the community.

## OUR MISSION

*In order to attain our vision and fulfill our purpose we will:*

- Provide sailing program that will maximise member participation and encourage new members.
- Continually improve GLYC facilities, resources, and capabilities.

In doing so we will provide a safe environment that facilitates inclusivity, good sportsmanship, and friendship through sailing.



# Strategic Plan

## Support Our Stakeholders

*Present, and Emerging*

- Australian Sailing
- Yachting Victoria
- GLYC Committee
- Sailors
- Volunteers
- Community members
- Sponsors
- Local businesses
- East Gippsland Shire
- Gippsland Ports



# Strategic Plan

## Grow Our Participation

- Pathway to Sailing For Fun
- Pathway to Social Sailing and Cruising
- Pathway to Crewing
- Pathway to Racing
- Pathway to Volunteering
- Pathway to Race Management
- Pathway to Instructing
- Pathway to Discover Sailing Centre (incl. Sailability)



# Strategic Plan

## Our Purpose

### To Encourage and Promote the Sport of Sailing

- Provide sailing programs that are designed to maximise member engagement and participation.
- Provide a safe environment that facilitates inclusivity, good sportsmanship, and friendship through sailing, regardless of age, gender, ability, or ethnicity.
- Highlight achievements of our sailors and club, both big and small, in our local community and on their travels.
- Continually improve GLYC facilities, resources, and capabilities.
- Establish an engaging social sailing calendar.



# Strategic Plan

## Promote Our Club

- Raise awareness of Gippsland Lakes and GLYC as a premier destination for sailors.
- Encourage new membership.
- Promote the achievements of our club and members.
- Encourage the use of GLYC as a premier location for events hire.
- "Sailing is more than just a sport, it is a lifelong lifestyle". Convey this message to members, new members, the community.



# Strategic Plan

## COMMUNITY

**To be an integral part of the Painesville and wider East Gippsland Region, we aim to engage broadly with the community**

- Be a recognised venue for water and land based events.
- Develop and maintain mutually beneficial relationships with local government organisations, businesses, service providers, volunteer organisations and sailing clubs
- Continue a close relationship with local print and online media.
- Present a positive image on social media.
- Display a genuine interest in activities sponsored by the local and regional the community.
- Be environmentally aware and responsible.