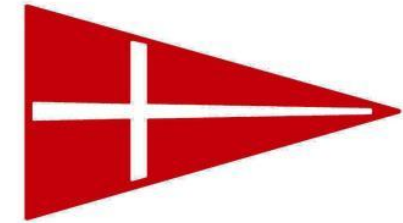


2023-2027

STRATEGIC PLAN



MHYC

MIDDLE HARBOUR YACHT CLUB

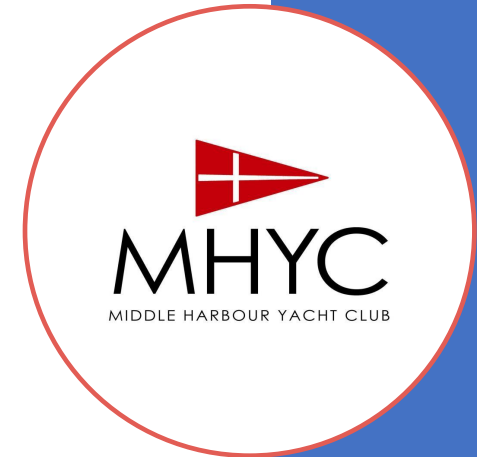
Strategic Plan

2023-2027

VISION

(describes the desired state of the Club in the future)

“To create a Club that has a sustainable future, is financially strong and is the destination of choice for members and guests both on and off the water.”



Strategic Plan

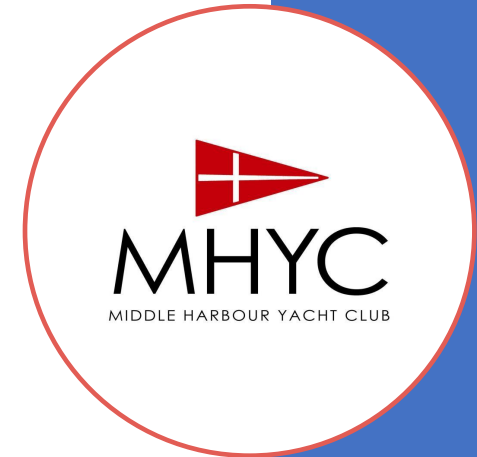
2023-2027

MISSION

(what the Club wants to do now– its purpose and direction)

"Capitalise on the Club's unique location and its core commitment to sailing and boating to encourage greater member and guest patronage.

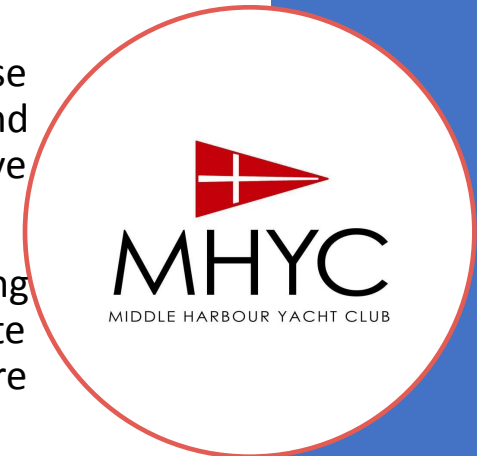
Continue to provide and improve the marina and clubhouse facilities and associated hospitality and community-based services to promote an inclusive environment and increase the participation of members and guests in all facets of the Club's activities."



Strategic Plan 2023-2027

STRATEGY and OBJECTIVES

- Further develop plans and action in a drive to achieve a larger and broader based membership.
- Provide well maintained, secure marina facilities and infrastructure to support the diverse needs of our members. Implement a regular maintenance programme for the marina and clubhouse assets and properties to provide a safe working environment and effective equipment and infrastructure.
- Continue to provide a well organised regular sailing calendar in support of our core sailing and racing events with a focus on inshore sailing events. Aim to increase and re-invigorate member and guest's participation through greater intra club sailing events and more inclusive and fun activities.
- Maintain and support a strong and active cruising division and provide facilities and support for our youth sailing development programs.
- Provide the majority of the Club's food & beverage services utilising the Sandbar & Quarterdeck now under lease to a commercial F&B operator and leverage off their expertise.
- Retain and upgrade the Harbourview bar and balcony for members and guests to support Club functions , post sailing and special events.



Strategic Plan 2023-2027

STRATEGY and OBJECTIVES (cont)

- Implement the next stage of the Club Master Plan involving the relocation of administration offices and development of the existing office space to create a special beachfront area and facilities for members and guests.
- Work with the board of trustees of the MHYC Foundation to encourage donations from members and receive financial grants from governments in support of the primary aims of the Club.
- Carefully and responsibly manage and preserve the assets and funding sources of the Club to ensure the resulting cash flows support a sustainable financially viable business with the aim to reduce debt and achieve our short and long term goals.
- Engage and support our local community, comply with the various government legislative requirements and regulations and be aware, support and respect our natural environment.
- Improve our communication with and information to members and the broader community through email, upgraded social media facilities and our website.

