



DARLINGFORD WATERS

BOAT CLUB – LAKE EILDON

Strategic Plan 2021-2025

“The club where everyone feels at home.”

Background

The DWBC Board of Directors undertook a Strategic Planning process throughout 2020, aimed at creating a plan to help guide the board's decision making, ensuring decisions are informed by the voice of the members.

The process was completed by external consultants Hatrick Communications, and involved:

- Member engagement survey
- Board workshop
- Member workshop
- Review of external environment

The club's values of Family, Environment, Safety and Community were explored with values statements developed to help 'bring the values to life' and connect their meaning to the existing and aspirational experiences of the members.

Three priority areas for the club were identified; Our Place, Our Community, and Our Base, and these three focus areas have an aspirational statement of what the future under these areas will look like, with a series of major projects or High Level Actions (HLAs) sitting underneath each of the areas.

The Board acknowledges and welcomes the fact that whilst the Board is the driving force of the Plan, there are HLAs that will require the establishment of working parties and the involvement of internal and external stakeholders to achieve success.

The DWBC Strategic Plan is a 5-year plan spanning 2021-2025.



OUR VISION: Enjoying boating; our club, our way

"The club where everyone feels at home."

OUR PRIORITIES



Our Place

Our facilities, infrastructure and spaces support great experiences for members.

Our Community

Our culture supports us to enjoy a sense of connection, belonging and care.

Our Base

Our investments are valued and our club is well run.

OUR VALUES



Family; *we belong*

Darlingford is where people from all walks of life come together, respect and show compassion for one another, and belong to a place of joy - a home away from home.



Environment; *we care*

We express our gratitude for the tranquil land and waters that Darlingford exists within, by actively caring for our environment, now and for the future.



Safety; *we act*

As we boat alongside each other, we share a strong belief that every person has the right to feel and be safe, and we look out for each other, always.



Community; *we connect*

Our inclusive club, diverse membership and commitment to collaborating with our broader community, creates a sense of connection for everyone.



Strategic Plan 2021-2025

Our Priorities

1. Our Place

Our facilities, infrastructure and spaces support great experiences for members.

Family;
we belong



Our Values



Environment;
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2. Our Community

Our culture supports us to enjoy a sense of connection, belonging and care.

Safety;
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Our Values



Community;
we connect

3. Our Base

Our investments are valued and our club is well run.

Our Vision: Enjoying boating; our club, our way

- 1.1 Create Social Club Facility*
- 1.2 Explore more sheds / storage / parking
- 1.3 Maintain and enhance marina's and equipment
- 1.4 Create a plan to demonstrate our care for the environment*

- 1.5 Improve external access / road sealing
- 1.6 Improve WiFi phone access
- 1.7 Continue to maintain and enhance marina's and equipment
- 1.8 Continue to focus on safety of people and property

- 2.1 Support our members through training and education, including:
 - a. Member induction
 - b. Annual safety training
 - c. Other training (drawing on knowledge and willingness of existing members)
- 2.2 Build member engagement through a diverse range of activities

- 2.3 Focus on Member Communications
 - a. Formalise Annual Calendar – promote
 - b. Board – Member Comms
 - c. Continually review best channels for communications
- 2.4 Continue to grow awareness and membership of Activities Committee

- 3.1 Continue to improve processes to meet Good Governance best practice
 - a. Succession planning, HR, Community Engagement, Board Calendar etc
- 3.2 Adopt a values-based and equitable approach to upholding club rules to ensure safety and enjoyment

- 3.3 Improve perception and increase understanding of Board functions
- 3.4 Explore opportunities for sustainable and strategic growth through
 - a. Regular review of strategy
 - b. Biennial Member Survey