



BLAIRGOWRIE YACHT SQUADRON

FAMILY | FRIENDSHIP | SAILING

CONTINUE THE VOYAGE

Blairgowrie Yacht Squadron's mission is to be a progressive, friendly club that brings together families, friends and community to promote yachting and associated activities.

BYS CORE VALUES

FAMILY & FRIENDSHIP

We are a community of people who enjoy participating on and around the water and being involved in club life.

SAFETY

We will provide a safe environment for everyone involved in club activities.

ENVIRONMENT

We respect and care for our environment.

PROGRESSIVE WHILST PRESERVING OUR HISTORY & TRADITIONS

We continue to be progressive in our approach, to ensure we prosper and grow, while respecting our heritage.

ACTIVE PARTICIPATION & VOLUNTEERISM

We encourage active participation and promote volunteerism for club activities.

RESPECT & CONSIDERATE

We respect people from all walks of life and are considerate of the needs of members, guests, staff and the community.

BYS GOALS

- Foster a positive member experience across all activities at BYS.
- To be the employer of choice on the Mornington Peninsula.
- Develop and foster a safety culture for all staff, members, guests, and contractors.
- Ensure long term strong financial viability of BYS through generation of cash surpluses and effective fiscal management.
- We aim to reduce our impact on the environment through all the activities conducted by BYS.
- Update and maintain an 'Enterprise Risk' register.



SAILING GOALS

RACING

- Develop and promote an annual sailing programme that is highly patronised, enjoyable and well executed.
- Have the capability to deliver National level regatta management in order to fulfil our aspiration to host 2 to 5 regatta events per annum.
- Ensure all sailors and craft are fully compliant with all elements of safety protocols, requirements, regulations and rules of boating and racing.
- Deliver year on year growth in fleet numbers for all categories of craft.
- Increase female participation through supporting and promoting the SheSails program and other targeted activities.

TRAINING & RECREATION

- Provide and promote training opportunities to all members to ensure they have the skills to participate in all on the water activities.
- Maintain the club's position as a leading provider of sail training activities.
- Provide sufficient skills and compliance training to support on-going operations.

MARINA GOALS

- Maximise utilisation of the marina facility.
- Achieve operational excellence in maintenance and compliance.
- Ensure adherence to all safety requirements and regulations.
- Adopt an initiative-taking approach to caring for our marina environment.
- Develop and deliver a marina occupant communication that is consistent, informative, and engaging.

MEMBERSHIP GOALS

- Maintain a membership pipeline by targeting potential members aligned to the membership strategy through an effective marketing program.
- Ensure an effective on-boarding program for new members.
- Increase active participation of new and existing members.
- Proactively utilise a database which contains information on members, skills, experience and participation.
- Develop and deliver member communication that is consistent, informative and engaging.
- Create an environment that supports a culture where volunteering is willingly adopted by the broader membership.



CLUB HOUSE & OPERATIONS GOALS

- Provide a food and beverage service offering to BYS members and guests that enhances the yachting and associated activities.
- Continue and improve a best practice assets management plan (BAMP) to ensure club property assets and related facilities are fit for purpose and continually available.
- Continually assess the suitability of the facilities to meet the members needs and implement changes as required.
- Actively pursue ways of decreasing clubhouse carbon footprint and impact on local environment.
- To be the employer of choice on the Mornington Peninsula.

