



TOWNSVILLE YACHT CLUB STRATEGIC PLAN 2024 - 2030



USE PICTURES
FROM BACK COVER



TOWNSVILLE YACHT CLUB

- The Townsville Yacht Club has been serving the boating community in Townsville, North Queensland, for over 70 years.
- The Club has its genesis in the 1950's as a dinghy and fixed keel sailing club. The Townsville Motor Boat Club Limited was formed in 1968 and in 1984 they combined with the Townsville Cruising Yacht Club. The Club changed its company name to Townsville Motor Boat & Yacht Club Limited in 1998, trading as The Townsville Yacht Club.
- The Club holds freehold title to its land in Plume St and has constructed a stylish, modern facility with a deck overlooking the 150 berth world class marina.
- The Club has over 1,200 members and offers facilities for members to be involved in on-water activities, social and entertainment activities, with dining, bar and function facilities.

MISSION

To enhance Townsville's participation in boating, cruising and yacht racing

OBJECTIVE

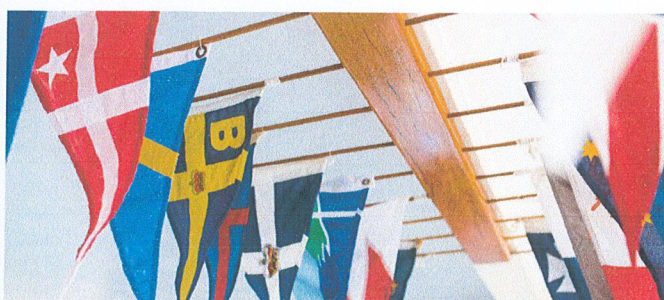
For our members we will provide quality facilities and operate a cost effective and sustainable boating and entertainment venue.

PRIORITIES

Financial sustainability

To facilitate and promote boating, cruising and yacht racing

To provide excellent and safe infrastructure, facilities and amenities for our members and the Townsville community





*Concrete
Pierres*

CORE BUSINESS

SAILING &
BOATING

MARINE
INFRASTRUCTURE



MEMBER
AMENITY

*Yacht
Racing pit*





SAILING & BOATING

- The Townsville Yacht Club promotes sailing and boating, in all its forms, which includes cruising, yacht racing, motor boating and other water-based activities
- Sailing and boating is our raison d'être and the focus of all our activities, which differentiates us from other Clubs
- We encourage participation in on-water activities through a coordinated program of events, sail training, and provision of vessels and facilities
- The Yacht Club hosts two regattas, Magnetic Island Race Week and the GaLS Regatta
- The Yacht Club is an accredited Discover Sailing training school
- The Sailing Committee manages the yacht racing and related social activities

AIM

To facilitate and promote ^{safe} boating, cruising and yacht racing

STRATEGIES

Foster greater participation in the sport and social interaction

Support sailing and boating by holding events and creating an innovative sailing program that encourages our members and boats to get on the water

Provide vessels, equipment and facilities to support yachting and boating

~~Provide or facilitate training to develop competent boat owners and their crew~~

Through training, workshops and effective oversight, enhance the safety of our boating community

Ensure Magnetic Island Race week remains a "must do" regatta in the region

Support Townsville sailors to attend national and international racing events

Develop and maintain engagement with the Townsville Sailing Club to create synergies and pathways for dinghy sailors





MARINE INFRASTRUCTURE

- The Townsville Yacht Club offers a first class, secure, 150 berth marina and associated amenities for members, their guests and Club visitors
- The Club holds a head lease over the marina sea bed which expires in 2030
- The Club has invested in a new start boat "Tangaroa" for club racing and regattas
- The Club currently owns ⁵⁰~~150~~ marina berths 

AIM

To provide well maintained facilities and infrastructure to enable easy, secure and safe access to boats for owners and their crew

STRATEGIES

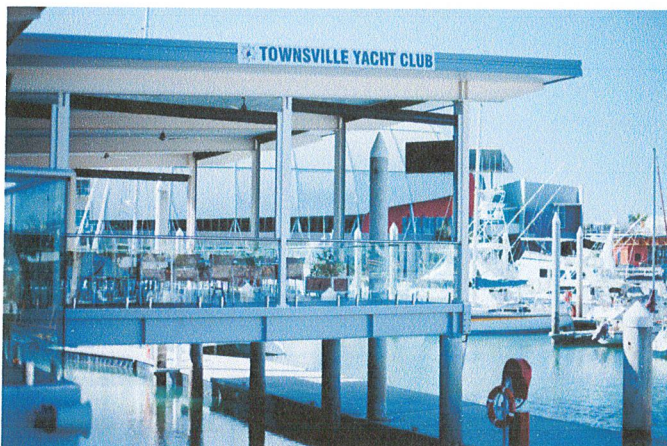
Look for opportunities to expand existing, or to develop new facilities, with a focus on: fuel facilities; small keelboat hardstand; boat storage; waste disposal; and facilities that provide community benefit

Keep marine infrastructure well maintained and provide for future maintenance and dredging costs

Continue to invest in the acquisition of marina assets, where there is demonstrated benefit to the Club

Successfully negotiate a new head lease with the Queensland Government and implement new sub lease arrangements

Assess the state of marina assets prior to expiry of the head lease and formulate a plan to ensure facilities remain safe and fit for purpose for the period of the new head lease





MEMBER AMENITY

- The Townsville Yacht Club provides dining, conference and bar facilities and associated amenities, fronting on to the waters of Ross Creek
- ✕ • Townsville Yacht Club ~~has a goal~~ ^{aims to grow} our membership base to encourage use of the Club facilities and to ensure our operations are financially viable
- The Club aims to be a social hub for all people interested in being on and around the water, and encourages links with other related clubs
- We are focused on offering members an engaging, family friendly, quality facility for dining, socialising and functions

AIM

To create a unique experience for our members and guests through our linkage to sailing and boating
Be a great place to go with a friendly atmosphere

STRATEGIES

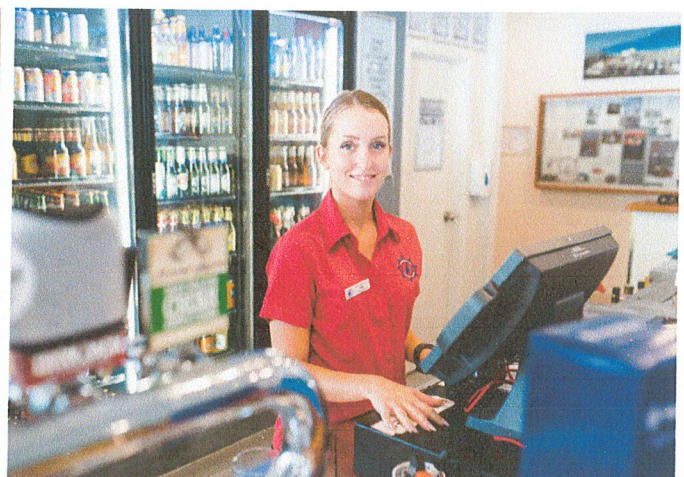
Consider future needs of our members in managing club assets

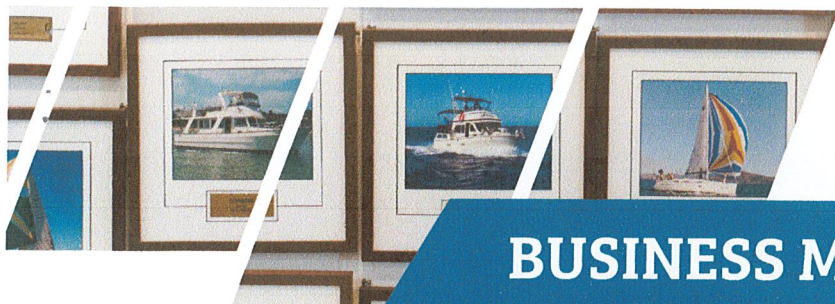
Progress redevelopment of the existing site and/or developing a new site

Exploit our linkage to sailing and boating to differentiate us as a Club

- ✕ Undertake activities to increase sailing membership, to enhance the benefit of full membership, ~~and~~ grow social membership

Undertake activities and provide facilities to enhance our community engagement and to benefit the Townsville community





BUSINESS MODEL, GOVERNANCE, MANAGEMENT & PEOPLE

- The Townsville Yacht Club is a not for profit community based Club
- The Club has a well functioning Board and Flag Officers (Commodore, Vice Commodore, Secretary, and Treasurer) made up of committed and involved volunteer members that provide the direction and vision needed for the Club to remain relevant to our members' needs and to remain commercially viable and sustainable.
- The Sailing Committee is a sub-committee of the Board made up of committed and involved volunteers.
- The Club has a full-time Manager and dedicated, friendly staff with a strong customer service focus

BUSINESS MODEL

AIM: To be financially viable, profitable and sustainable so we can support investment in sailing and boating

- Carefully and responsibly manage the assets of the Club to ensure long term sustainability
- Focus investment to deliver on our core business and to improve the effectiveness of our operation

GOVERNANCE & MANAGEMENT

AIM: To have effective governance and strong management to deliver on the strategic and operational goals of the Club

- Implement a succession plan for the Club Manager and Flag Officers
- Make transparent the Club's governance arrangements, and improve visibility and alignment to the activities of the Club
- Ensure the Club has effective governance and management practices
- Develop and maintain relationships and engagement with associated entities (e.g. Townsville City Council, Port of Townsville, Marine Rescue Queensland, and the Townsville Sailing Club)

X • Provide storage to enable efficient business activities

OUR PEOPLE

AIM: To attract, engage, develop and retain quality people with the skills, experience, and values required to deliver on our promise

- To train and develop our staff to provide an excellent and unique experience for our members and their guests



MANAGER - MARK CRUICKSHANK

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