



SBSC 2034

The Strategic Plan for SBSC 2023-2034

SBSC 2032 is the platform from which SBSC and our Members will make exciting changes to what we do, when we do it, how we do it, where we do it, and who we do it with.

Our Purpose

To empower young sailors to achieve their full potential both on and off the water and to learn the love of sailing.

Our People

The future of SBSC lies in our people. We will proactively attract, train, support and retain people who love sailing and are committed to achieving our purpose.

Our Culture

Our values define our character and guide how we behave as we collectively do what is right for SBSC – as defined within the SBSC General Code of Conduct.

R **Respect**
We value each other's experience and knowledge

I **Integrity**
We act honestly and take responsibility

T **Teamwork**
We work as one crew to help each other perform

E **Excellence**
We exceed expectations and strive for the best

Our Strategic Focus Areas

Our drive to deliver on our strategic plan and achieve our purpose will be focused on three key strategic pillars and six strategic foundations.

OUR STRATEGIC PILLARS



SUPPORT

A Club structure to deliver positive and rewarding Sailing experiences.

OUR GOAL

- » Establish high quality sailing programs and support processes to help Members achieve their goals



GROW

More people on the water, in more ways, more often.

OUR GOALS

- » Sailing is safer, more visible, accessible, relevant and rewarding for all
- » Retention and progression of younger sailors into other classes



COMPETITION

Facilitate and deliver high standard racing for Members and visitors

OUR GOALS

- » Support Members participating in major events as much as possible
- » Facilitating a pipeline of athlete and coaching talent
- » Use racing success to positively influence Member retention and grow our Membership

OUR STRATEGIC FOUNDATIONS



FUTURE FOCUS

Our cultural, governance and integrity, operating and financial frameworks are best practice and perfectly placed to support our Members and Club delivery system into the future.



ENVIRONMENTAL SUSTAINABILITY

With the ocean, rivers and waterways as our playground, sailing and the environment are intrinsically connected. We play an active role in ensuring all Australians have clean and safe waterways on which to sail.



DIVERSITY AND INCLUSION

Sailing is a great way to show how diverse and inclusive we can be as a nation. We want to see sailing reflecting our communities. Inclusive sport = inclusive communities, and sailing is part of this.



INNOVATION

We are open to new ideas and will continually challenge our assumptions to improve the way we operate.



SAFETY

We promote a sailing safety culture.



PARTNERSHIPS

We positively partner with all elements of the SBSC community for the benefit of Sailing.