


**CLUB VISION: DEVELOP THE PREMIER BEACH SIDE MEMBERSHIP CLUB IN THE HEART OF THE MORNINGTON PENINSULA**

**GOALS**

Grow revenue by 10% YOY	Implement a sustainable governance structure	Development of new and improved member facilities	Elevate the member offer and improve their individual experience
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**PILLARS**

NEW AND IMPROVED FACILITIES	ENGAGED AND ACTIVE MEMBERS	DIVERSIFIED FUNDING MODEL
Implementation of a long term development plan for facilities and club land.	Active and proud membership base with high utilisation across multiple facilities.	Develop new revenue streams to drive sustainability and growth.
<ul style="list-style-type: none"> <li>Redevelopment of Motor Boat Shed to improve on-land and on-water sport offerings – a lifestyle centre for all ages</li> </ul>	<ul style="list-style-type: none"> <li>Strong management and governance structure focused on member satisfaction                             <ul style="list-style-type: none"> <li>Administer a member facility usage survey</li> <li>Establish our member feedback loops including a series of lunches/events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Corporate sponsorship</li> </ul>
<ul style="list-style-type: none"> <li>Call for expressions of interest for external consultants to develop the architectural design</li> </ul>		<ul style="list-style-type: none"> <li>Philanthropy / Community &amp; Commercial Partnerships</li> </ul>
<ul style="list-style-type: none"> <li>Create, test and publish an agreed vision and staging plan including high-level costings</li> </ul>	<ul style="list-style-type: none"> <li>Support club sports and activities with high quality coaches                             <ul style="list-style-type: none"> <li>Initiate formal inductions &amp; establish clear service and delivery expectations for all club coaches, contractors and staff</li> <li>Review our Sailing coach payment and training process</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Activate Australian Sports Foundation project</li> </ul>
<ul style="list-style-type: none"> <li>Establish a special projects finance sub-committee</li> </ul>		<ul style="list-style-type: none"> <li>Re-establish Ranelagh Business Network</li> </ul>
<ul style="list-style-type: none"> <li>Completion of Ranelagh Master Plan</li> </ul>	<ul style="list-style-type: none"> <li>Seasonal review of member services</li> </ul>	
	<ul style="list-style-type: none"> <li>Re-clarify our membership offer and build our sense of belonging.                             <ul style="list-style-type: none"> <li>Review of family offer &amp; opportunities</li> </ul> </li> </ul>	



MT ELIZA  
RANELAGH CLUB