

# Swan Yacht Club Strategic Planning 2023 – 2027



swan  
yacht  
CLUB INC

ESTABLISHED 1964

Tuesday 22 February 2022



# Purpose

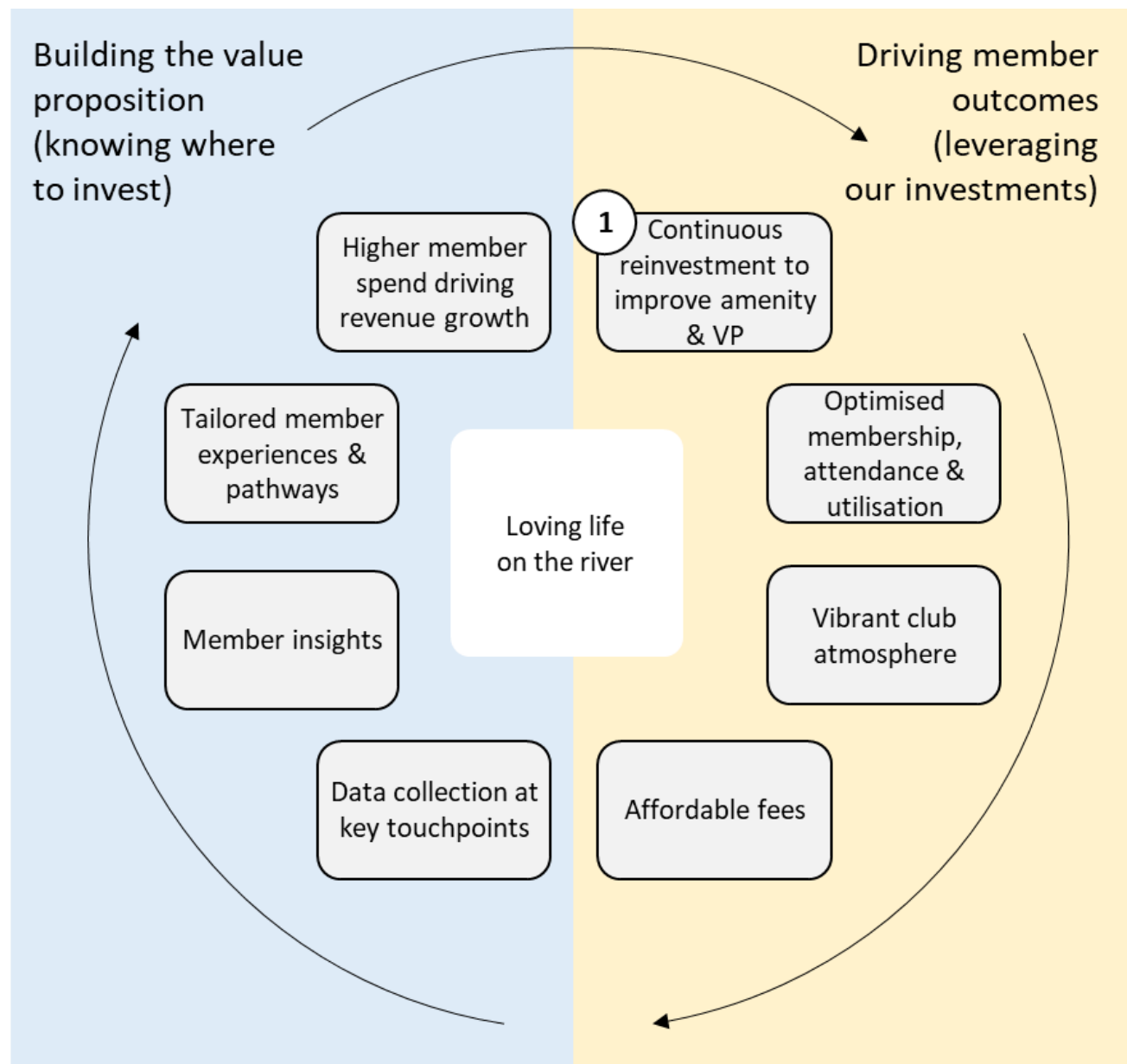


*Helping members  
love life on the river*

# Vision



*Our members feel  
like the luckiest in  
the world*



# HELPING MEMBERS LOVE LIFE ON THE RIVER

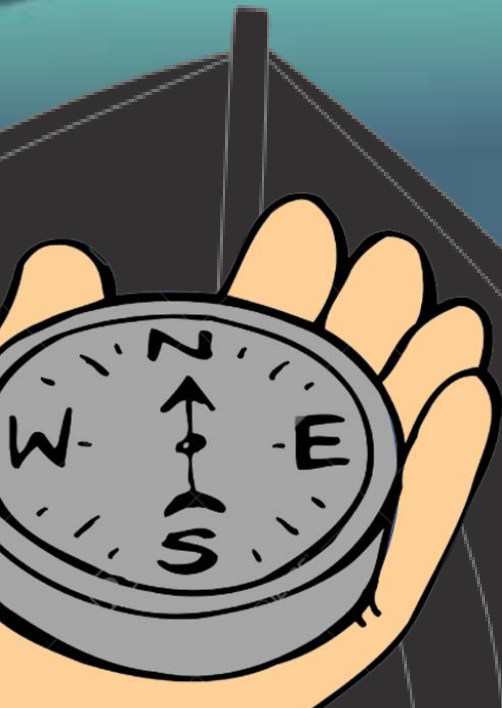
*Our members feel like the luckiest in the world*



swan  
yacht  
CLUB INC  
ESTABLISHED 1904

By focusing our effort on **Member Centricity**, delivering **World-Class Amenities**, **Growing Sustainably** and being a **Contributing Club**, the Swan Yacht Club is **helping our members love life on the river.**

Our vision is to do these things so well, that **our members feel like the luckiest in the world.**



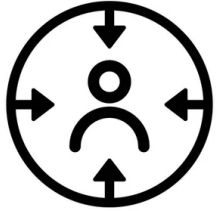
CONTRIBUTING CLUB

GROWING SUSTAINABLY

WORLD-CLASS AMENITIES

MEMBER CENTRICITY

# Pillars



## Member-centricity

- Know our members
- Member lifecycle strategy
- Excellent staff in key positions



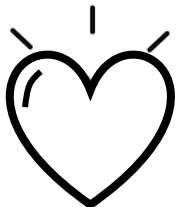
## World-class amenities

- World-class surroundings & infrastructure that make the most of the river and beach
- Quality, affordable food & drink menu



## Growing sustainably

- Optimise the member experience
- Grow utilisation



## Contributing Club

- Bring our members together
- Contribute to our local community
- Appreciate, protect & invest in the river

# SYC Strategy



Member- centricity	Know our members	Develop & implement means of continuously gathering member data & insights
	Member lifecycle strategy	Develop & implement member lifecycle strategies for key segments to optimise numbers, revenue and pipeline. Ensure services portfolio is tailored to member needs along lifecycle
	Excellent staff in key positions	Develop and implement Employee Value Proposition for recruitment & retention of positions that drive the strategy
World-class amenities	World-class surroundings & infrastructure	Develop & implement Facilities Masterplan that is based on market research, is aligned to member needs along lifecycle and makes the most of the river and beach
	Quality, affordable food & drink menu	Invest in food & drinks menu design to align to setting, maximise kitchen efficiencies, and deliver a consistently high-quality product, informed by research
Growing sustainably	Optimise the member experience	Plan for optimisation by creating spill-over capacity and implementing processes to ensure access to all services is quick and seamless
	Grow utilisation	Clearly communicate Member Value Proposition by segment ensuring alignment to member lifecycle strategy
Contributing Club	Bring our members together	Develop and implement a plan for member integration: “old & new friends”
	Contribute to our local community	Develop and implement a portfolio of community partnerships that offer synergistic benefits to the club
	Appreciate, protect & invest in the river	Develop and implement a river investment plan