



Strategic Plan 2021 – 2024



Foreword

The Dinah Beach Cruising Yacht Association (DBCYA) is a not-for-profit membership organisation based in Darwin, Australia. The organisation was founded in 1982 and has grown from humble beginnings to a vibrant and active part of Darwin's community. DBCYA boasts a healthy membership and offers excellent yachting facilities for local and visiting yachts people.

Situated on the banks of Sadgroves Creek, DBCYA is a unique community club located just two kilometres from Darwin CBD. The venue offers great social facilities, attracting hundreds of visitors and locals to come and enjoy the laid-back ambience in the bar, listen to live music and enjoy a bite to eat by the sea.

DBCYA prides itself on being a rare and rustic old-Darwin style venue and provides no gambling facilities, just a great open-air atmosphere to encourage connection with like-minded peers, family and friends.

Boat chandlery stores are within walking distance of DBCYA and private arrangements may be made with the many Club members who have professional skills to assist with repairs and maintenance. The Club does not itself offer boat-building, chandlery, repair or maintenance services – the use of our practical facilities is on a DIY basis only.

DBCYA's wet season races series (November – March) has four divisions to satisfy an increasing number of skippers and yachts who take part in the excitement of racing on Darwin Harbour during a wet season tropical storm season. , The annual Spice Islands Darwin Ambon Yacht Race is an important event which has nurtured strong ties with the Ambon community and attracts participants from across Australia. While the Club's international calendar was curtailed in 2020, the Club is looking forward to resuming this event as soon as possible.

Throughout the year the Club offers a wide range of land based entertainment. Live music three nights per week, pop-up quiz nights, theme occasions and feature performances are a few of the social activities members enjoy. The Mega Annual Viking Funeral and New Years Eve party have become institutions on the Darwin social calendar.

Based on feedback from our Members, the DBCYA Strategic Plan (2021-2024) sets out the strategic direction of the Club for the next three years. Given the challenges with COVID-19 since 2020, our community and the economy is expected to remain challenged. This Strategic Plan will be reviewed and adapted regularly to ensure it has ongoing relevance to the members of DBCYA.

Our Vision

Deliver practical cruising, yacht racing and repair facilities in a supportive social setting.

Our Mission

To promote inclusive sailing and cruising with the provision of affordable yachting services and social facilities with 'old Darwin' atmosphere.

Primary Objectives of DBCYA



To encourage the sailing, development and building of cruising yachts and small craft in Darwin and the surrounding waters.



To provide facilities for members.



To promote the social life of the Association.

Goal 1:	Continue the provision of facilities and services to local and visiting yacht owners by acquiring and maintaining required infrastructure.			
	2021	2022	2023	2024
Key Actions	Form Infrastructure Improvements / Development Sub-Committee and develop an annual infrastructure renewal and maintenance program and budget	Deliver the renewal and maintenance program leveraging grant opportunities.		
	Research and submit applications for relevant infrastructure grants.			
	Minimise deterioration of existing infrastructure and equipment with preventative maintenance works to meet operational and WHS requirements.			
	Seek alternative income streams outside of grants to finance new projects or repair existing infrastructure.			
Outcomes	<ul style="list-style-type: none">• Increased satisfaction of members.• Increase in the number of users of facilities.• Increased year-on-year (YOY) revenue.• Greater than 50% success rate with grant applications.• Decrease in R & M expenditure• Increased life span of existing facilities• Development of new facilities for the benefit of members			

Goal 2	Continually review the annual program of DBCYA local and international sailing events and other sailing events.			
	2021	2022	2023	2024
Key Actions	Race Sub-Committee develops and markets an annual calendar of sailing events.			
	Maintain close collaboration and foster relationships with stakeholders, sponsors, volunteers, and the community to support sailing activities and events.			
	Seek opportunities to increase the number of DBCYA sailing events across each calendar year.			
	Provide continuous support and training for existing and new volunteers to ensure races are delivered effectively and safely.			
	Promote and deliver the Spice Islands Darwin Ambon Yacht Race as soon as global conditions allow.			
Outcomes	<ul style="list-style-type: none"> • Increased participant numbers in sailing events. • Increased volunteer involvement in sailing events. • Increased YOY revenue. • Zero WHS incidents. • Increased satisfaction of members. • Increased ability to attract sponsorship income 			

Goal 3	Determine requirements for DBCYA to secure Crown Lease tenure of Lot 7303			
	2021	2022	2023	2024
Key Actions	Present status report regarding bid to acquire a lease to members detailing next steps to enable crown lease merger with existing title, and seek consensus of Senior Members as to next steps.			
	Identify and lobby key stakeholders.	Assuming acquisition is desired: Submit application for Community Land Grant Acquisition (Crown Lease). Submit Development Permit application.		
			Crown Lease granted and land titles amalgamated. Consultation with senior members re long-term development plan for Lot 7303 land area	

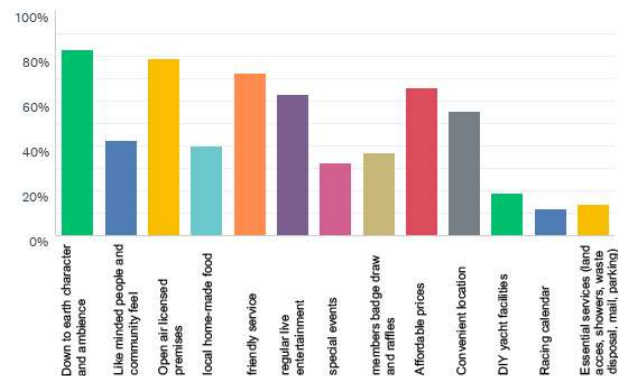
Outcomes

- Occupation License secured and renewed until no longer required.
- Action Plan endorsed by Committee.
- Increased satisfaction of members.
- Tenure over lot 7303 secured.
- DBCYA able to consider long-term development options for Lot 7303

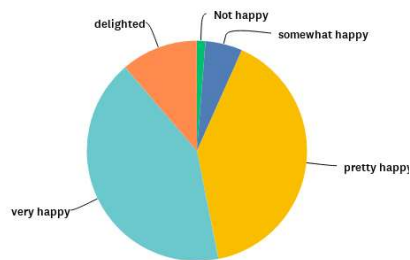
APPENDIX 1: MEMBERSHIP INSIGHTS

Excerpts from the August 2021 membership survey, with 245 completed surveys from a representative sample of members.

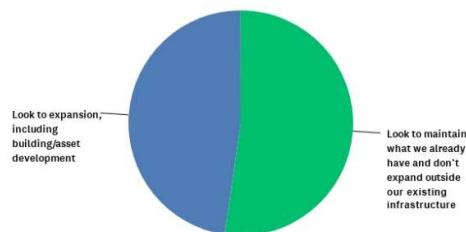
What is it about DBCYA that makes you want to be a member



Are you happy with the Club's overall direction over the past three years (with focus on compliance, facilities R&M, racing calendar, social activities, promotion & membership and securing grant funding)?

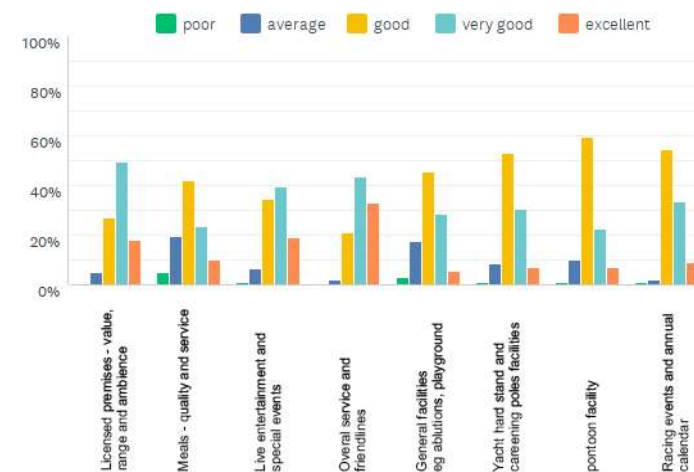


Over the next 10 years, what do you think should be the club's longer-term priorities?



October 2021

How would you rate the following facilities and services?



Over the next three years, what do you think should be the club's priorities (pending available funding)?

