



# **R.A.N. Ski Club**

## **Strategic Plan**

### **2018 - 23**

Dated 5 Nov 2017

## VISION

*The Vision is what the membership wants the Club to achieve:*

**To foster skiing and other alpine activities among members of the Royal Australian Navy, their families and supporters.**

## MISSION

*The Mission is how the membership wants the club to achieve the Vision:*

**By providing an attractive, affordable and friendly environment the RAN Ski Club will serve the alpine leisure needs of its members and their guests.**

## VALUES

*The Club particularly values members and guests whom are willing to co-operate in a communal environment.*

**While supportive of the RAN's values of courage, honour, loyalty, integrity, honesty, the RAN Ski Club seeks in its members and guests:**

- **Friendliness**
- **Good Humour**
- **Co-operation**
- **Camaraderie**
- **Contribution**
- **Participation**
- **Resourcefulness, and**
- **Selflessness**

**These values are core to our 'self help' operating methodology for lodge management.**

# OPERATING PRINCIPLES

*These Operating Principles support the Mission and Vision of the Club:*

- 1. We are first of all a club, but must conduct our activities according to business principles.**
- 2. We treat our members, their families and guests as the key to the present and future health of the Club.**
- 3. We seek to provide affordable attractive alpine accommodation for members and their guests.**
- 4. We employ efficient and effective governance and management practices to achieve the Club business strategy.**
- 5. We manage our financial position to facilitate exploitation of opportunities to the ongoing benefit of members.**

# CRITICAL SUCCESS FACTORS

*To successfully undertake the Club's Mission the following governance factors are critical:*

- **An efficient and effective management (Board and Sub-committee) structure**
- **An efficient and effective lodge management system**
- **An efficient and effective lodge maintenance system**
- **An efficient and effective Club administration system**
- **Good financial management**
- **Effective risk management**
- **Providing the product/s the membership is willing to pay for**
- **Compliance with the Corporations laws /statutory requirements etc**
- **Compliance with OH&S requirements / fire regulations etc**
- **Effective insurance cover**
- **Ability to grow “valued” membership**
- **Maintain the “self-help” culture of the Club**
- **Ability to attract volunteers to manage, advise, and maintain**
- **Build good strategic and working relations with the RAN**

# **BUSINESS STRATEGY**

**Achieve the Club Mission by:**

**undertaking progressive redevelopment of the Club's accommodation;**

**careful management of costs and revenue:**

**increasing occupancy rates; and,**

**expanding club membership.**

## **OBJECTIVES and TASKS**

*The following Governance, Financial, Marketing/Membership and Facilities Objectives and Tasks support our Mission and Vision:*

### **GOVERNANCE**

**Objective:**

**Ensure the Club's governance, management, and operational practices are consistent with its agreed strategic direction and comply with the relevant requirements of the Corporations Law and other appropriate regulations.**

**Tasks:**

**Gov1. Undertake a 3 yearly review and update of the Strategic Plan.**

**Gov2. Undertake a five yearly review of the Constitution and progressive review of By Laws.**

**Gov3. Develop and maintain a succession plan for potential Board / Sub-committee by encouraging participation of members in Club Committees.**

**Gov4. Maintain strategic alliances to assist in constraining costs and enhancing revenue: (ADCU, Navy Health, RANCCF, RAN Sports Council, SLOPES, RAN Skiing Association etc)**

**Gov5. Identify and implement an efficient and effective, integrated accommodation enquiry, booking and payment system with interfaces to Club financial and membership records.**

**Gov6. Maintain a complete record of formal correspondence with members and external entities.**

**Gov7. Maintain cyber protection of Club systems through suppliers.**

## **FINANCIAL**

### **Objective:**

**Ensure the Club remains solvent and is able to achieve its business strategy.**

### **Tasks:**

**Fin1. Manage Club debt to facilitate redevelopment of the Thredbo Lodge by 2022.**

**Fin2. Monitor the financial performance of the Club and adjust budgets as necessary.**

**Fin3. Conduct an annual review of subscription, membership fees and accommodation rates, ensuring consistency with the Operating Principles of the Club.**

**Fin4 Prepare, audit and promulgate the Annual Accounts.**

**Fin5. Maintain adequate insurance cover against asset loss, damage and public liability.**

## **MEMBERSHIP/MARKETING**

### **Objective:**

**Increase membership and occupancy**

### **Tasks:**

**MM1. Analyse current membership trends and implement initiatives to encourage increased Club membership.**

**MM2. Maximise bed occupancy rates through efficient use of club resources, consistent with the Club's Mission.**

**MM3. Ensure the Club's membership terms and conditions are consistent with the Club's Vision.**

**MM4. Maintain a Website as a medium for communication with members.**

**MM5. Encourage Summer use of Club Lodges.**

## **FACILITIES**

### **Objective:**

**Preserve and enhance Lodge Accommodation.**

### **Tasks:**

**Fac1. Operate the lodges to meet members' accommodation expectations and manage business costs.**

**Fac2. Maintain lodge facilities in good order and condition.**

**Fac3. Develop concepts for future development of Buller and Thredbo.**

**Fac4. Progressively enhance the Buller Lodge commensurate with the Club's financial position.**

**Fac5. Undertake redevelopment of the Thredbo Lodge commensurate with the Club's financial position.**

## Strategic Business Risks and Treatments

Strategic Risks (those which would result in failure of the club)	Treatment (refers to management tasks)
Failure to control business costs results in insolvency	Fin 1,2,4. Gov 1,4,6.
Failure to generate sufficient revenue results in insolvency	Fac 1,3,4,5. MM 1,2,3,4. Fin3. Gov 1,2,4
Destruction, degradation or loss of lodges results in insolvency	Fac 2. Fin5. Gov 2,
Resignation of Directors results in degradation of governance leading to insolvency	Gov 3.
Injury of volunteer workers, members, contractors or public arising from Club activity results in compensation claims leading to insolvency	Fin 5.
Failure of administrative support contract or inadequate governance results in insolvency.	Fin 4. Gov 1,5,6. Fac 1,2
Fraud that results in large scale resignation by Club members or embezzlement of funds, causing insolvency.	Fin 4. Gov 2, 6.

Successive poor seasons result in large scale resignation of members or inadequate winter accommodation revenue causing insolvency	MM2, 5
Destruction of Club facility due natural disaster equipment failure or accident.	Fin 5, Fac 2
Cyber-attack on club booking system results in breach of member's privacy protection	Gov 7, Fin 5
<b>NB. An event that credibly results in club failure</b>	



# SWOT ANALYSIS

## Strengths

*These are the Club's prominent internal strength:*

- **Proud club history**
- **Sizeable membership base**
- **Ethical and valued members**
- **Enthusiastic and capable volunteers, regional sub-committee members and board**
- **Current workable organisational structure**
- **Sound financial position**
- **Three well located lodges, and**
- **Proven contract outsourcing of the booking operations.**
- **Reputation as a 'good citizen' by Resort community and authorities.**

## Weaknesses

*These are the Club's prominent internal weaknesses that need addressing:*

- **Reluctance of RAN personnel to join**
- **Moderate membership turnover**
- **Paucity of serving members on sub-committees**
- **Lack of specialist advisers and practitioners - IT, insurance, legal, building maintenance etc, leading to additional cost when needed**
- **Lower than desirable bed occupancy rate**
- **Unfavourable demographics of the membership base, and**
- **Lack of an integrated administration system**

## Opportunities

*These are some opportunities the Club can leverage:*

- **Making board and committee membership and volunteer work attractive**
- **Retaining and expanding the membership base within Navy**
- **Broadening the associate membership base**
- **Year round operations of Thredbo and possibly Buller**
- **Redevelopment of Thredbo**
- **Increase revenue by providing complementary services to Lodge accommodation.**

## Threats

*These are some threats the Club may endure or need to counter:*

- **Poor snow during season**
- **Global warming**
- **Bushfires**
- **Unfavourable weather**
- **Competition from rival lodge operators**
- **Possible changes to National Park / Government regulations**
- **Distortion of the membership base such that it fails to achieve the Club's founders' original aim as expressed in the Vision**
- **Loss of revenue from some of the above**
- **Increasing business costs.**