

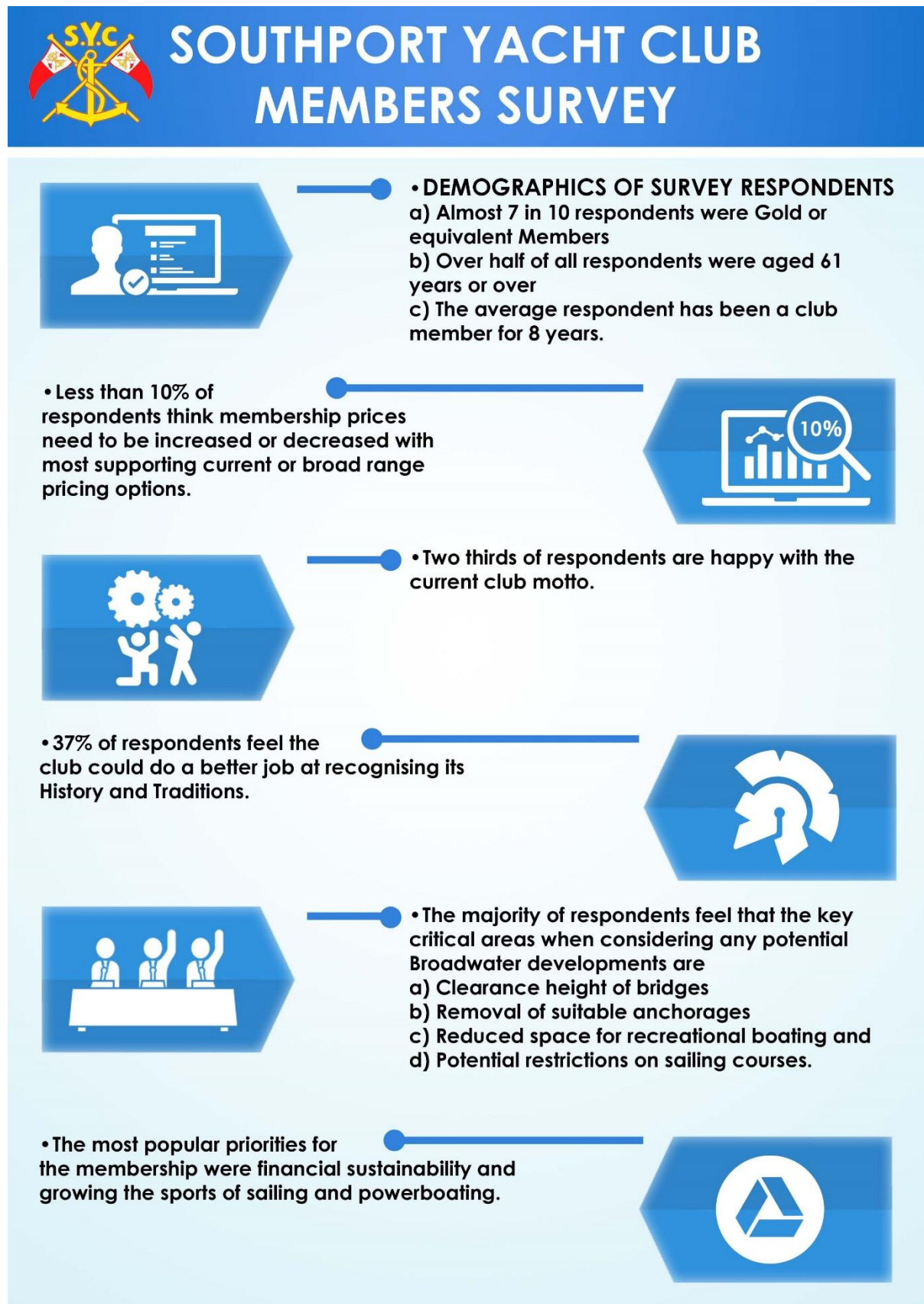


Southport Yacht Club Members Survey Report

Undertaken April 2015

Report compiled for The Board of Directors by
Shoestring Consultancy

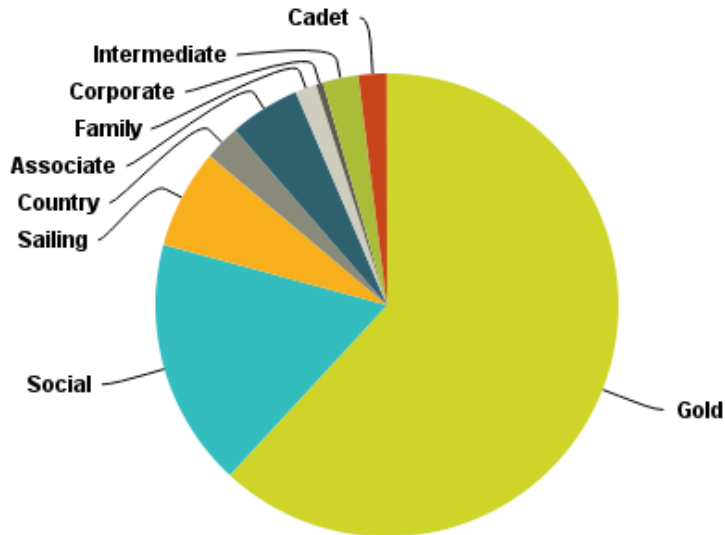
SECTION ONE – SUMMARY OF FINDINGS



Q1 - Q4 DEMOGRAPHICS

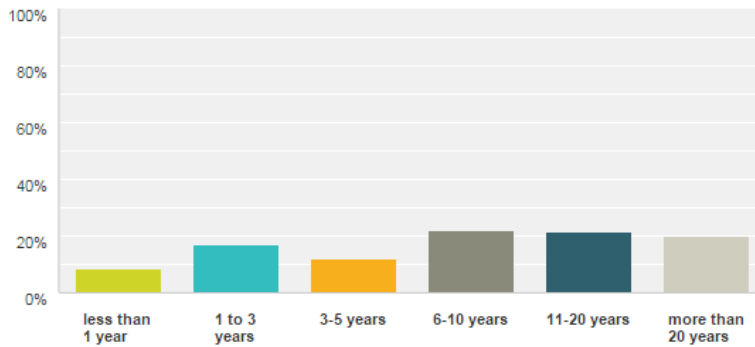
Q2 What type of Membership do you currently enjoy?

Answered: 202 Skipped: 0



How Long have you been a member of Southport Yacht Club?

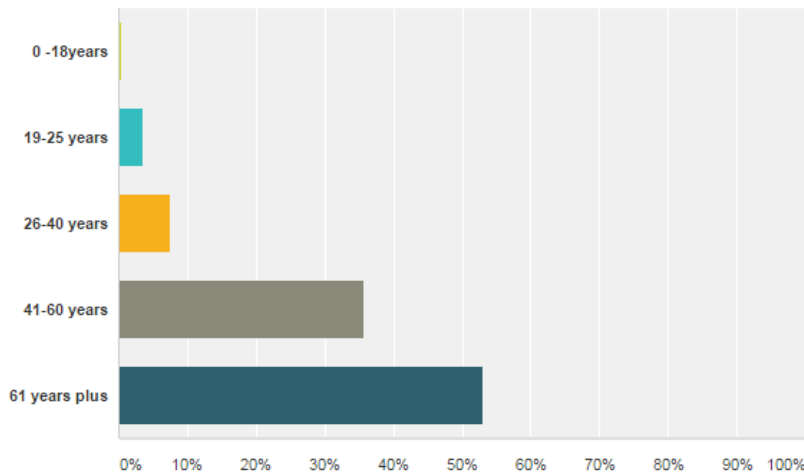
Answered: 202 Skipped: 0



Answer Choices	Responses
less than 1 year	8.42% 17
1 to 3 years	16.83% 34
3-5 years	11.88% 24
6-10 years	21.78% 44
11-20 years	21.29% 43
more than 20 years	19.80% 40
Total	202

What is your age bracket?

Answered: 202 Skipped: 0



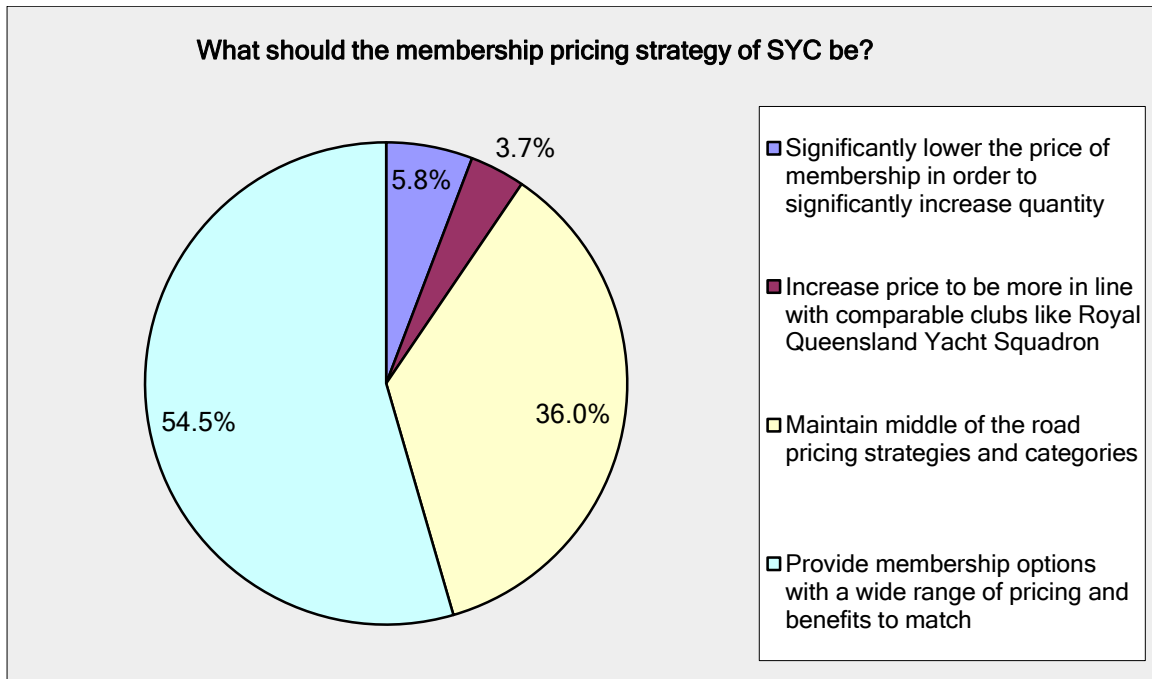
Answer Choices	Responses
0 -18years	0.50% 1
19-25 years	3.47% 7
26-40 years	7.43% 15
41-60 years	35.64% 72
61 years plus	52.97% 107
Total	202

Q5 PRIORITIES

Which of the following "BEST" describes what you believe should be the highest priority for the Club?							
Answer Options	Strongly opposed	Not required	Would be nice but not necessary	Needs to be planned for	Critical to SYC	Rating Average	Response Count
Growing the sports of sailing and power boating	3	2	16	49	115	4.46	185
Long term financial sustainability for the Club	1	2	3	63	114	4.57	183
Recognition of the history and traditions of SYC	2	6	41	67	65	4.03	181
Providing high quality and comprehensive products and	1	7	30	72	73	4.14	183
Increasing the diversity and quality of the membership	2	14	43	76	49	3.85	184
Other (please specify)							32
<i>answered question</i>							187
<i>skipped question</i>							15

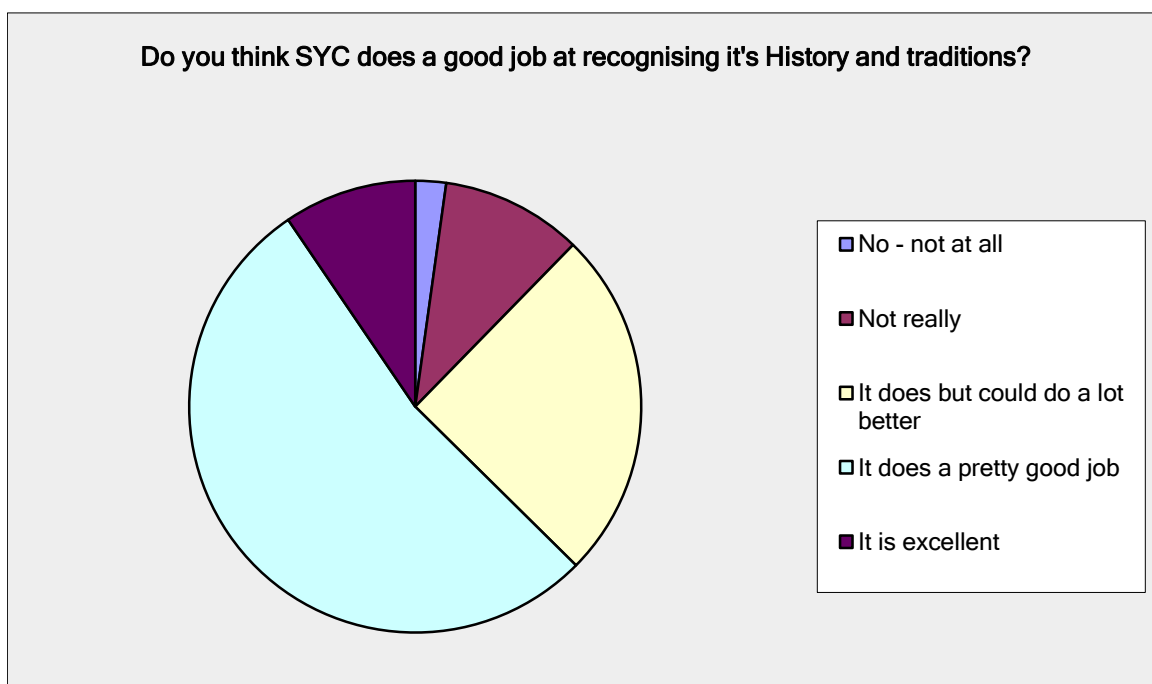
- The most popular priorities for the membership were financial sustainability and growing the sports of sailing and powerboating.
- Long term financial sustainability and growing the sports of sailing/powerboating were more important to younger respondents than they were to older respondents. Recognition of the Clubs history and traditions and providing comprehensive products and services to the local marina industry were considered significantly more important to the older respondents.

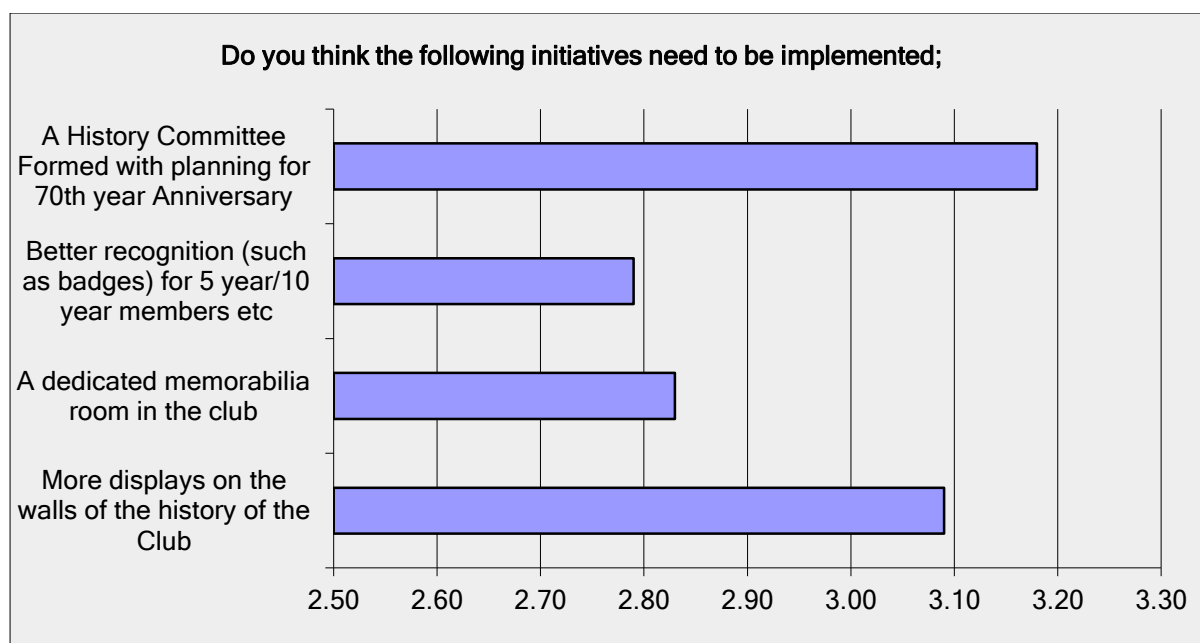
Q6 MEMBERSHIP PRICING STRATEGY



- Less than 10% of respondents think membership prices need to be increased or decreased with most supporting current or broad range pricing options.
- Over 50% of respondents believe that there should be a wide range of pricing and benefits to match.

Q7-8 HISTORY AND TRADITIONS





- 1 in 2 respondents thought that the Club was “pretty good” at recognising its history and traditions

Q9 STRATEGIC PLANNING

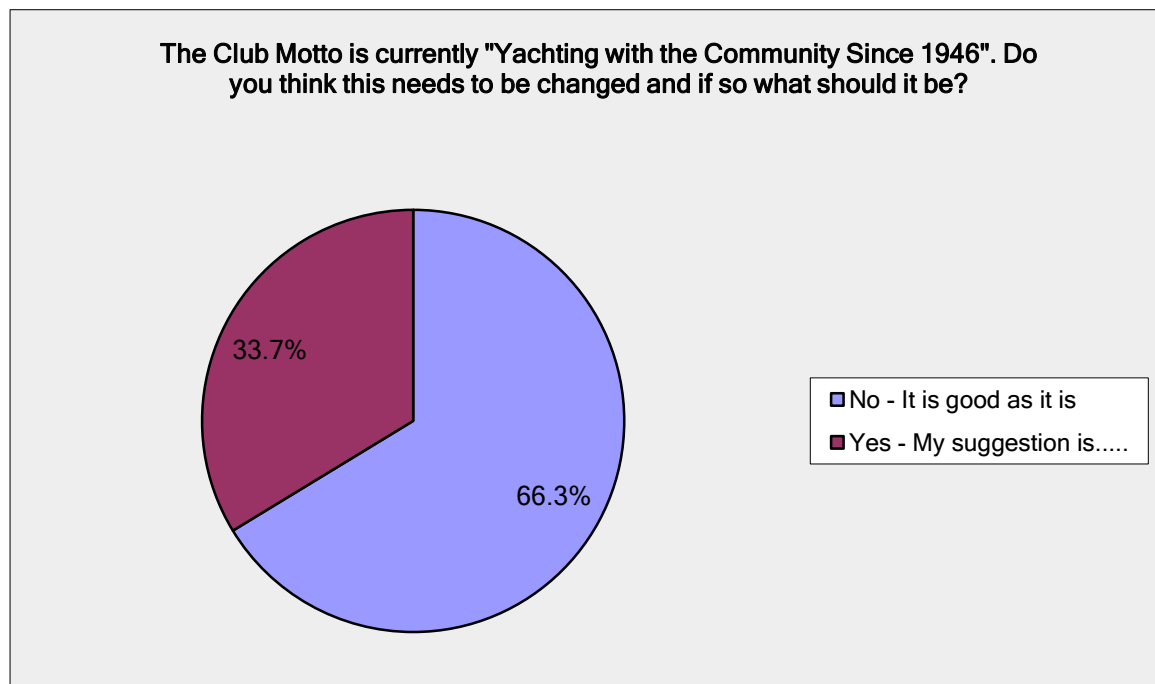
2015 SYC Members Survey - Strategic Plan

Please rate how important you think the following potential capital expenditure projects would be for the Club

Answer Options	Strongly opposed	Not required	Would be nice but not necessary	Needs to be planned for	Critical to SYC	Rating Average	Response Count
Purchasing of current land and seabed lease from	6	9	29	88	39	3.85	171
Expansion of geographic footprint to include more	8	21	39	78	23	3.51	169
More boats for learn to sail courses and race support	2	22	37	78	32	3.68	171
Dry Storage Racking	9	32	47	65	15	3.27	168
Expansion of the Main Beach Clubhouse	11	31	43	74	12	3.26	171
Upgrades to Marina Office/Chandlery/Ablutions	5	19	41	69	38	3.67	172
Building a 2nd story floor on the Hollywell Clubhouse	11	32	57	57	13	3.17	170
Accommodation Options at Dux Retreat	14	38	63	48	9	3.00	172
Other (please specify)							18
						<i>answered question</i>	178
						<i>skipped question</i>	24

- Whilst mostly similar, younger respondents gave lower priority to upgrades to the marina office/chandlery and expansion of the Main Beach Clubhouse but gave a higher priority to building a 2nd story on the Hollywell Clubhouse

Q10 CLUB MOTTO



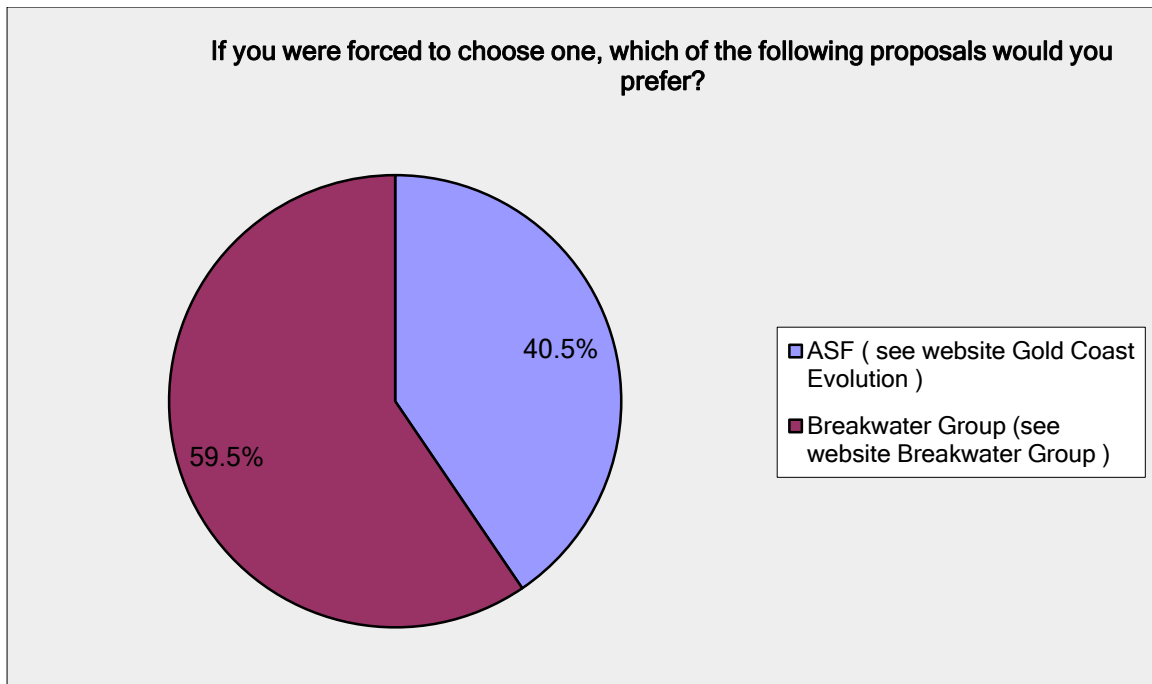
- Two thirds of respondents are happy with the current Club motto.

Q11&12 BROADWATER DEVELOPMENT

The Board has been actively engaged in conversations with numerous parties regarding the potential of a Cruise Ship Terminal and Integrated Resort on the Gold Coast. The Club has categorised its concerns into 3 main areas; a) Commercial implications and opportunities b) effects on the use of the waterways for recreational boating and c) the potential ramifications to the sport of sailing. To help the Board establish a firm position and negotiate on behalf of the Club please rate the importance you place on the following areas;

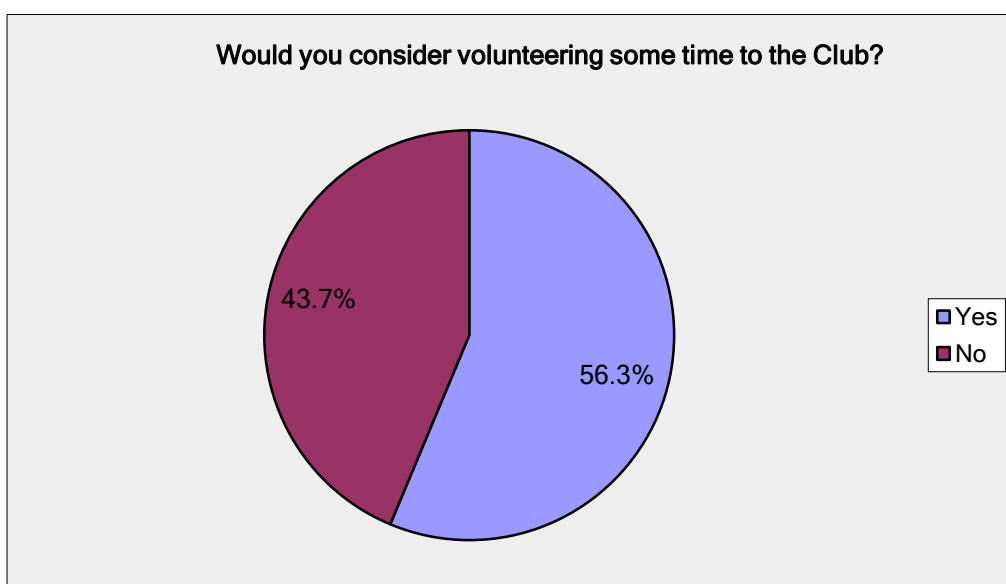
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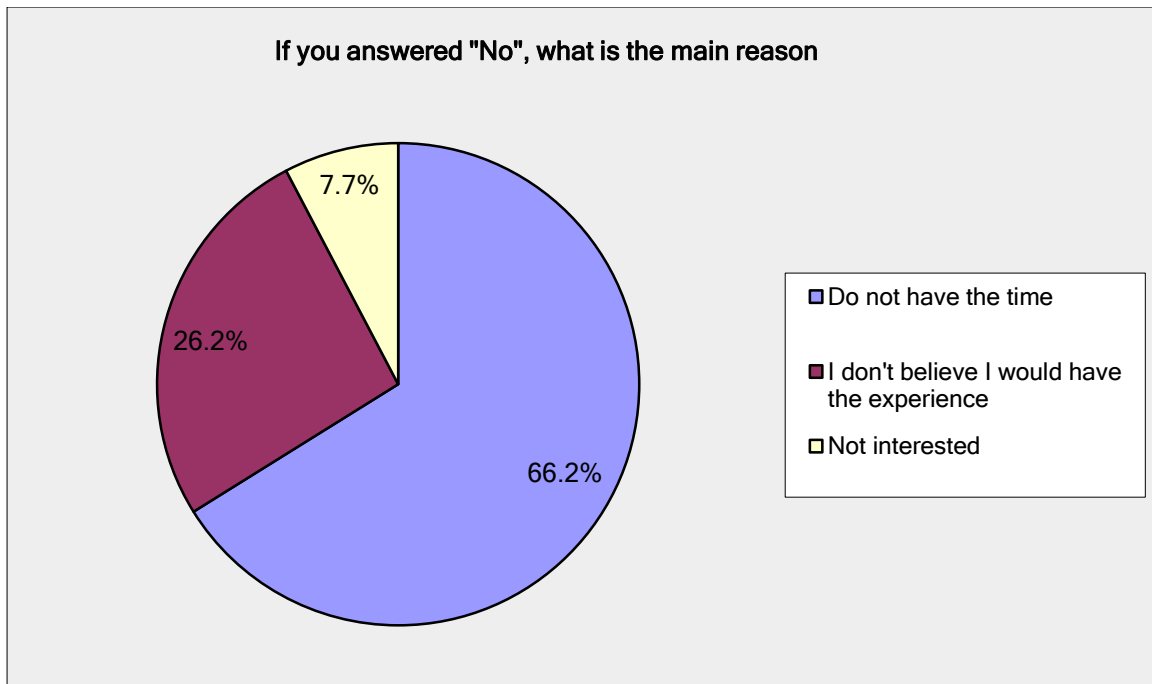
Answer Options	Not Important	Minor concern	Important	Critical	Rating Average	Response Count
Reduced area of waterways for boating use	10	23	46	87	3.27	166
Increased on water traffic	6	35	70	56	3.05	167
Commercial implications to the club operations	5	32	76	49	3.04	162
The potential of the Seaway being shut down for	9	39	41	78	3.13	167
The removal of suitable anchorages for recreational	8	26	42	89	3.28	165
Keeping all types of development off the Spit land	42	31	31	60	2.66	164
Selling off of public recreation area	25	29	31	81	3.01	166
Clearance height under new bridges	5	15	58	89	3.38	167
Potential restrictions on sailing courses	9	26	44	88	3.26	167
Other (please specify)						35
					answered question	170
					skipped question	32



- ASF proposal was much more popular with Social members whilst the Breakwater proposal was significantly more popular with Gold and Sailing members.
- The majority of respondents feel that the key critical areas when considering any potential Broadwater developments are a) Clearance height of bridges b) Removal of suitable anchorages c) Reduced space for recreational boating and d) Potential restrictions on sailing courses.

Q13&14 – VOLUNTEERING





- The older the respondent the less inclined they were to volunteer with members 40 years and younger being significantly more open to volunteering than those over 40 years. With no one under the age of 40 saying that they thought they would be too inexperienced compared to approx. 27% of respondents older than 40 who thought this was the case.

Q15 – WHAT DO YOU LIKE MOST

- By far the most popular response from almost one third of all respondents was the location of the Club.
- Other popular responses centred around the sport of sailing, the staff and the marina facilities

Q16 – WHAT DO YOU LIKE LEAST

- Just under 50% of all respondents who answered this question focussed on food and beverage with the quality of the product being the main area of concern.
- Other popular responses were the internal politics and complaining members.

SECTION TWO – KEY RECOMMENDATIONS FOR THE BOARD

The results of the survey indicate some clear messages and mandates for the Board including;

1. Growing the sports of Sailing and Power Boating and ensuring the Club is financially sustainable are the highest priorities for the Board as the majority of respondents considered these two areas to be critical above all others. It is suggested that budgets, operational plans, mission/vision statements and strategic goals should all incorporate these two primary outcomes as central themes.
2. It is clear that the membership base would not support a membership pricing strategy that would be high end (eg RQYS) or low end (eg Southport Sharks). However over 50% of respondents felt that there needed to be varying levels of memberships with a wide range of pricing and benefits to match. It is recommended that the Board undertake a full review of each membership type to determine methods to include cheaper lower tiered membership options with limited benefits up to higher priced fully exclusive membership privileges. Common responses to what people liked least about SYC included that they did not feel that they got good value for money for their membership (predominantly social members).
3. 50% of members surveyed felt that the Club does a “pretty good job” of recognising its history and traditions. However almost 40% felt it could be improved. It is recommended that a “History Committee” be considered for the Club tasked with special projects (such as preparing for 70th anniversary) and the development and implementation of ways to increase the awareness of the history and traditions of the Club.
4. Whilst there was some support for 5/10 year badges etc a number of comments in this area suggested an alternative of recognition of years service on the membership cards themselves which may be considered a more cost effective and visual way of recognising longer serving members.
5. Not surprisingly all capital expenditure suggestions were given weighting towards being planned for in the future but the clear three priorities for spending coming from the survey were upgrades to the marina/ablutions, purchase of the seabed lease and learn to sail support boats for sail training etc. Accommodation at Dux, a second story for Hollywell, extensions to the Main Beach Clubhouse and Dry Storage Racking all have significantly lower proportions of respondents that feel this is a critical area for spending. Guided by these responses it would be recommended that the Board prioritise the purchase of the seabed lease over any expansion of operations or changes to the hardstand to a dry storage area in the first instance.
6. 2 in every 3 respondents were happy with the Club logo but it should be noted that there was a theme amongst those who thought it should be changed that the word “yachting” was a bit elitist, outdated and focussed on sailing rather than powerboating. In general the membership seems to support the motto as it is but perhaps the Club may want to consider changing the motto to “Boating with the Community since 1946”. This would probably result in an even higher support level for the motto within the membership ranks than what it already enjoys.
7. With Broadwater development currently off the State Government agenda, it may well now be a moot point, but there are clear messages from the membership which indicate the most important areas for concern for any potential future Broadwater Development which can now be flagged as part of any engagement process. In particular, restricted use of the

waterways, suitable anchorages, Clearance heights for bridges and the effect on sailing courses are of paramount concern.

8. Over 100 respondents said they would be willing to volunteer for the Club. Surprisingly it was a younger demograph who were more responsive. With a current volunteer base of approx. 50 the Club could potentially increase the number of volunteers by around 200% just by following up on these respondents alone. If the positive response of over 50% of those surveyed was extrapolated out over the full membership database then the Club would have more than enough volunteers required to undertake its general sailing/powerboat operations without needing to recruit from further afield.
9. From the responses of what respondents liked most about SYC, location was a clear favourite. Sales and Marketing strategies for future membership drives should ensure that there is a definite focus on the locational aspects of Main Beach, Hollywell and Dux in the supporting peripheral.
10. There is a very clear message from the membership that the food and beverage offerings of the Club are a real concern. It is highly recommended that Club management review these comments and take decisive action where required to improve this part of the business and alleviate these concerns. It is recommended that perhaps a more focussed surveying of food and beverage guests are undertaken to get a clearer idea of the specific issues and potential solutions in this area of the business in an ongoing capacity. If this gains customer feedback over an extended period of time then implemented ideas for improvement should have a recognisable effect through trending in survey results.
11. Finally, the survey attracted a total of 202 respondents which represents about 6.65% of the overall membership base. Whilst this is enough to give a representative account, future surveys may need to include hard copy as well as online options to try and take into account the views of the broader membership base and increase the veracity of the overall results. The more respondents, the more accurate the data will reflect the genuine views of the overall membership.