

KENTISH AQUATIC CLUB



STRATEGIC PLAN 2019 - 2024





Who we are

Kentish Aquatic Club (KAC) is situated in an idyllic rural setting on the banks of Lake Barrington at Kentish Park, Tasmania. Lake Barrington is a large man-made lake situated in a forested valley surrounded by mountain landscape.

KAC is a lively water sports club and was formed in March 1971, by a small group of water-sports enthusiasts.

From humble beginnings the club has grown through countless hours of volunteer work by members, who have constructed all infrastructure and facilities over the years via fundraising and a great deal of hard work. The club was incorporated in 1983. Since inception we have grown steadily to a current membership base of around 100 members.

Jeremy Rockliff, Liberal Member for Braddon and Deputy Premier of Tasmania, who lists the ministry for Sport and Recreation amongst his political roles, is club patron.



Our vision

Kentish Aquatic Club is an inclusive community club, passionate about encouraging active participation in towed water sports for all ages and abilities. Our facilities provide a safe and welcoming environment that supports members and guests to achieve their full potential on and off the water.



Our mission

Our mission is to:

- Provide encouragement and mentoring of towed watersports to all ages and abilities.
- Provide a safe, friendly and respectful environment both on and off the water including social activities.
- Foster positive interaction between all members, guests and lake users.
- Maintain and improve facilities to maximise water sport potential.
- Be sustainable and transparent through excellent management and financial practices.





Our values

The Kentish Aquatic Club is committed to the following values:

- **Respect** for people, facilities and the environment.
- **Community** We strive to be inclusive and collaborative and welcoming to everyone regardless of age, ability or aspirations. The club values a family environment where members and guests can feel at home and enjoy the many facets of club life.
- **Mentoring** to develop individual member skills by way of encouragement to and the sharing of skills and knowledge.
- **Sustainability** By providing an enjoyable, safe environment, the club membership base will continue to grow. KAC aims to be an inclusive, financially stable club committed to providing the best experience for our members and their guests both in and out of the water. KAC will maintain safe water practices and respect for the environment and other lake users.



Our aims

Future membership Growth

Kentish Aquatic Club members were consulted for guiding feedback via an in-depth survey conducted in March 2019. The information collated was used to identify both the concerns and aspirations of club members.

One of the key messages identified by the survey was that the club needed more active skiing members, specifically families with children. In response the strategic meeting focused specifically on this aspect.

Membership Goal

- 2 - 3 new families in the next 12 months
- 2 – 3 new single members
- 3 – 5 day use members

How do we achieve this?

- Utilise a personal approach via current members to introduce potential new members.
- Communicate a new strategy to all club members including:
 - Welcoming and respectful behaviour towards potential club members and other lake users.
 - Change signage on the foreshore to direct water-based visitors, and interested potential new members, to the club website.
 - Website to include a new member application.
 - Screening and familiarisation process to potential new members will remain unchanged.



Infrastructure Development & Focus

The following projects were given strategic priority, ensuring the club will continue to grow as a resilient and progressive organisation that can deliver on its vision into the future.

<p>High Priority</p>	<ul style="list-style-type: none"> • Foreshore repairs and refurbishment to enable members to maximise use of the facilities. • Retaining wall. Rebuild and clear debris under walkway areas to maximise deep water potential. • Foreshore shade creation. • Pontoons positioning and upgrading to enable use at all water levels. • Slalom Course needs to be replaced.
<p>Medium Priority</p>	<ul style="list-style-type: none"> • Jump needs to be replaced. • Boat ramp needs width and depth improvement to ensure the ability of use at differing water levels. • Maintaining amenities to cope with level of usage. • Increase security of site and property.
<p>Low Priority</p>	<ul style="list-style-type: none"> • Cabins. Convert cabin 3 to a double bed unit.
<p>Easy Wins</p>	<ul style="list-style-type: none"> • Road maintenance. An annual budget is already allocated, but consistent planned works need to be carried out. • Trailer Parking. The area is to have signage to direct angled parking to maximise space usage. Access is to be improved. • New signage: Club information and directives sign to be placed on the toilet block with. Welcoming foreshore signage for water-based visitors and lake users. New parking and speed restrictions signage. • Water supply to casual camping area. • Ski Equipment repairs to club equipment to ensure a good level of operable equipment. • Red dirt and dust mitigation round club site, drainage • Solar lighting to be purchased and installed to eliminate trip hazards.