

# Gliding New Zealand

## Strategic Plan Discussion – 27<sup>th</sup> Feb 2011, Tauranga

### Summary:

Ten key members of various central North Island clubs, and seven members of GNZ Executive, met to debate the validity of the current Gliding NZ Strategic Plan, which was last comprehensively updated after club input in 2006.

Executive member, David Jensen, chaired the discussion. David led with a brief review of progress with the strategies listed in the existing Plan. Significant progress had been made in some areas, notably Youth Glide and the running of concentrated basic and cross-country training courses, but there had been limited progress with the other identified strategies.

All 17 people present were asked what they thought were the two most significant challenges facing the gliding community. A wide range of issues were identified, some of which were common from the last time the Strategic Plan was reviewed, and some were new.

The two broad areas that were most frequently raised in this discussion were:

- 1) The lack of a clear Marketing Plan for the NZ gliding movement which helps clubs to promote the sport, both to our current members, and more especially to the wider NZ public.
- 2) A strategy to help clubs retain the membership they have fought hard to establish. This was a common theme from five years ago but it was clearly articulated by most people present that it is still a real challenge for clubs and, as a result, for the whole Gliding Community.

We then broke into two groups to attempt to put some further thoughts and ideas around the question – “*How do we best address points 1 and 2*”?? This identified a number of ideas, other club initiatives and areas for further research.

Another area of focus was the co-ordination and “cross-pollination” of ideas, plans, events and the successes of each club. This is important as they might be of interest or benefit to other gliding clubs across the country. “Why re-invent the wheel...” As an illustration of this a club offered the experience of printing the track-log, off SeeYou, of a Trial Flight for the customer. The hope was that the member of the public would/could show others where their glider flight had taken them. The technology exists, it’s very cheap, and to use the famous quote... “*a picture paints a thousand words*”.

Further suggestions on this theme were; web based discussion forums, a CFI’s session at the AGM (instead of, or as well as the Presidents Forum), better use of the GNZ Website events diary, and a better co-ordination of the existing Promotions Officer, Webmaster and the official magazine.

The next step is to discuss the findings with other clubs in NZ, and generate new ones probably in a similar format to the 27<sup>th</sup> Feb meeting.

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