



Milford Cruising Club  
EST 1923

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# Introductions

- Andrew Robertson – Commodore, Treasurer
- Christine Robertson – Club Manager



# Executive Roles

<b>MCC Positions</b>	
Commodore	<b>Andrew Robertson</b>
Vice commodore	Not filled
Rear commodore	Not filled
Clubhouse captain	<b>Cindy Dickerson</b>
Secretary	Not filled
Treasurer	<b>Andrew Robertson</b>
Executive Committee	<b>Karen Cole Chris Seagar Glenn Cupitt Mike Croul Alex Johnson Stephen Mansfield John Cadness Larry Keating David Wood Wayne Ferguson Shaun Oliver</b>
Sailing committee chair	Not filled
Sailing committee secretary	Not filled
Sailing committee	<b>David Wood Yann Blanchard Francois Goffinet Fred Oosterhof Roland Pluczinski</b>
Social committee	<b>Nina Claveria Christelle Andre</b> Not filled (3 x positions)



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- Clubhouse under the usual peppercorn rental situated within the Milford reserve with Members bar and large events room/Restaurant with 2 licensed bar areas with 3 POS terminals- and smaller “Wairau Room”
- Wraparound deck overlooking Milford Marina, Milford Reserve with views to Rangitoto
- Ice cream and Coffee Kiosk established in October 2023
- Junior Sailing Program
- Schools Sailing Program



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- Slipway facility/Hardstand – an acre of waterfront land freehold
- Managed by part time paid staff – 2 in the office, a handyman, a slip master and a large pool of casual bar and kiosk staff
- Lowest cost boat club membership in Auckland with a licensed bar
- Lowest cost refreshments in the area, benchmarked regularly



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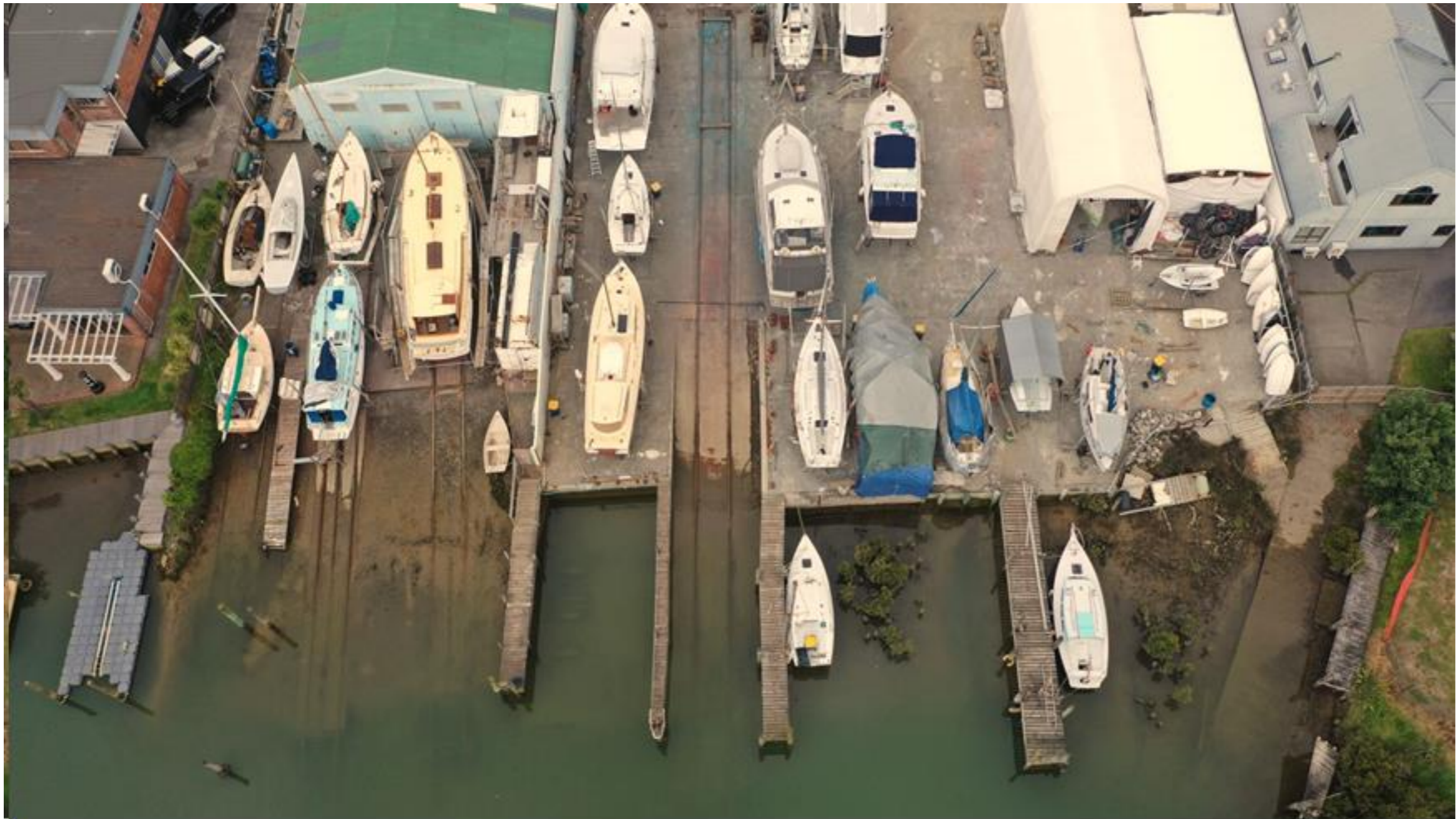
# Club Assets





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EST 1923

# Slipway



# Sailing at MCC

- Fleet Racing with Summer Series, Evening Series, Winter Series and Ladies Races
- Hosted the 2023 Pied Piper Intergalactics and will be hosting their 2024 event
- We have our own Pied Piper “Triumph” with priority given to our younger members to use and are encouraged to race in club races. And a second awaiting work.
- We allow our members to utilize club boats for regattas
- Unofficial home of Pied Pipers with circa 24 in the creek with highly competitive crews
- Circa 900 members (not memberships), \$16-18k in affiliation fees with approx. 70 active sailing members.





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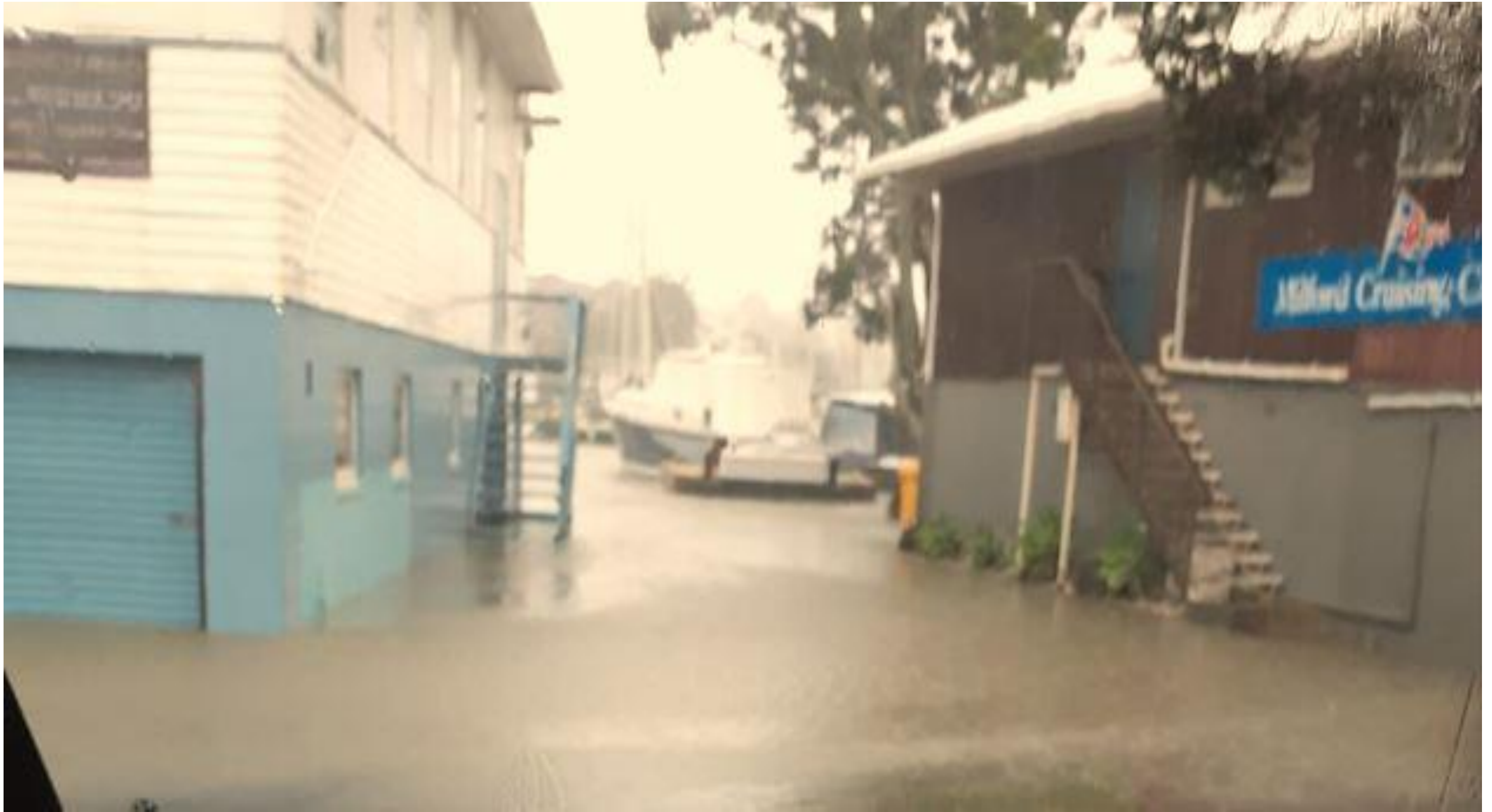
# Flooding





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# Flooding



# MCC Piedy “Triumph”





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# Fundraising partnerships

MCC is proud to support local fundraising efforts.

In 2023 we hosted multiple events and raised 10s of thousands supporting groups such as Woven Earth, Women's Refuge, Flood relief groups, local schools, Junior Sailing program and many more with innovative profit sharing.





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# Changes in the last 4 years

- Flood in January 2023 over half a million dollars in cost to date, still being reconciled
- Addition of the Ice Cream and Coffee Kiosk Oct 23 which has resulted in a community tie-in and venue hire
- Largest 420 schools sailing program on the shore (by purchasing unused 420s)
- Adult LTS program has been a hit
- 300% increase in junior sailing program from 0-5 schools sailing using 9 x 420s
- Pied Piper being used by members – gateway to keel boats
- MCC selected as the new home of the Ocean Swim Series
- The “Milford Boozing Club” reputation is almost non-existent now



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# What we could do better

Promote and grow Junior sailing

Succession planning at a professional level (exec team)

Getting the sailors to engage with the rest of the club members

Obtaining keystone sponsors (we have none)

Grant applications - \$10k sought in last 3 years – However there is an aversion to requesting pokies money.

Support more regattas and aquatic “carnivals” based at Milford



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## What we do well

Engage and communicate with non-members (translating to more venue bookings and memberships)

We are an information hub for the locals as it relates to the Milford area (significantly less complaints from locals)

Built exceptional relationships with council and alcohol district licensing (last minute events and use of the reserve not an issue)

Engaging and working with local businesses (who effectively advertise the clubs great facilities)

Venue hire (eg turning around a single room up to 3 times in a single day)

We are finding that the public/non-members are recommending us for functions and previous members are returning



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## What we do well

Keeping our membership prices and member alcohol prices lower than any other boating club with a licensed bar

Engaging the members with a variety of offerings including quiz nights, live music, theme nights, constant change is needed

Providing our facilities for free to charities/not for profit/fundraising

Everything in the office is run by 1.5 paid office staff

Largest youth employer outside the supermarkets with the kitchen and the kiosk – resulting in increased community buy in

Supporting local schools with fundraising and training which has enabled them to succeed at the Inter Dominion Championships. The parents of these competitors are often successful sailors and not members of the MCC, and love to socialize there.

Changing the culture to be more family inclusive/orientated





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## Looking to the future

We will continue to focus on community engagement, as we continue to rebuild our club and set our sights on promoting more family members and grow the club for the next generation.

We will also continue to make the club a place that engages the community in low-cost aquatic pursuits and see this as our way to protect the club's future.

Continue to make the club inclusive and welcoming

Support initiatives that continue to result in past and present boating "super stars" socializing at the club.