



Strategic Plan 2010 - 2015

Lifesaving & Education	Member Engagement	Financial Stability	Surf Sports
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Introduction

The Scarboro SLSC Executive Committee held a planning day in 2008 and again in 2010, resulting in the development of a Strategic Plan for the next 5 seasons. The Australian Titles being held at Scarborough Beach was a defining period for the club with the funds raised being directed into a hall refurbishment project and an amazing comradeship built with so many members being involved in the Aussies Workforce.

Our Aim is to build on the Aussies legacy and capitalise on the increasing membership growth that Surf Lifesaving is currently enjoying. We will achieve this by having a clear direction with a strategic plan being aligned to operational strategies and a club structure with an increasingly solid administration structure.

Our planning workshops identified four key areas that we believe are fundamental to our future successes. Each of these areas will have a focus on people, policies and procedures. These will be supported with an operational scorecard.

They are broken into three timeframes;

Short Term – 2010/2011 Season

Medium Term – 2011/2012 Season

Long Term – Sustainable goals to continue beyond 2012

Lifesaving & Education – Our core business that we need to support and develop to accommodate changing public bathing habits, new technology and an ever changing beachfront. This will commence immediately with a 'Be Patrol Proud' theme for the 2010/2011 season.

Member Engagement – Our most valuable asset is our members and this plan ensures that we have a continued focus on developing our members and creating our next leaders. This area will also encompass community engagement as we seek ways to demonstrate to the community that we are a valuable community service provider.

Financial Stability – Recent global events have shown that we cannot afford to assume that we'll always be in a strong financial position without having solid financial foundations. By engaging our local community we believe this will assist the club in attracting securing further sponsorship and grant applications.

Surf Sports – Scarboro is a proud club in the competition arena and a strong surf sports area is fundamental in retaining members and therefore having an impact on our core business. We believe that engaging skilled coaches will have a flow on effect to the skill level of lifesavers on the beach.

Executive Committee

June 2010



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To Maintain a Self-imposed Service

Scarboro SLSC Objectives

The Objects of the Club shall be:

- 2.1 To promote and advance the study and practice of the methods of Surf Life Saving as laid down by Surf Life Saving Australia Limited.
- 2.2 To minimize the loss of life from drowning and render all possible aid to those in distress by providing surveillance and beach patrols as determined by the club with Surf Life Saving W.A. on Scarborough Beach and within the Club boundaries
- 2.3 To promote the education of the public in surf awareness and current resuscitation procedures and to encourage the members of the public to gain such awards.
- 2.4 To liaise and co-operate with the Local Government Authority on measures that are necessary to ensure the safety of the public on Scarborough Beach.
- 2.5 To promote the organization of Intra Club competition for the benefit of all members.
- 2.6 To encourage all qualified members to participate in all Inter Club competition.
- 2.7 To draft and promulgate rules for the proper management and control of the Club and to enforce the provisions of the Constitution, By-Laws and Policies of the Club and to deal with any infringement thereof.
- 2.8 Generally to do all such things as may appear to the Club to be incidental or conducive to the attainment of the foregoing objects or any of them.





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Lifesaving & Education

Short Term – 2010/2011

- *Provide an effective patrolling system that meets the needs of Scarborough and Brighton Beaches*
- *Develop an effective patrol rostering system that reduces total down hours*
- *The club to provide full patrol uniforms and members to wear them as required*
- *Ensure that Patrol Captains record all statistics*
- *Ensure that all patrolling members complete required proficiencies*
- *Encourage trainers & assessors to attend in-services*

Medium Term - 2011/2012

- *Implement an effective equipment rollover procedure*
- *Develop a culture of 'preventative patrolling', rather than reactive*
- *Adapt patrols to meet changing beachfront*
- *Develop a reward system for trainers & assessors*

Long Term – Beyond 2012

- *Implement an effective succession planning system for trainers & assessors*
- *Develop a reward system for patrolling members*
- *Formalise an effective internal emergency response team*
- *Adapt patrols to accommodate Scarborough Beachfront Master Plan impacts*



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Member Engagement

Short Term – 2010/2011

- *Implement a formal induction procedure for new members*
- *Review current communication processes to ensure most effective systems being used*
- *Develop a formal club calendar with all events*
- *Review current committee structures to ensure that functional*
- *Conduct a member satisfaction survey*
- *Conduct a review of club awards and trophies*

Medium Term - 2011/2012

- *Develop a 'Members Only' area on website*
- *Engage a personal trainer/gym manager*
- *Implement a member benefits program*
- *Explore employment opportunities for members*

Long Term – Beyond 2012

- *Implement an effective succession planning system for office bearers*
- *Engage community groups to attract new members and offer more than a lifesaving service*
- *Review club scholarships and promote to relevant members*
- *Develop and promote career pathways for members*



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Financial Stability

Short Term – 2010/2011

- *Complete budget meetings with budget owners*
- *Establish electronic banking procedures*
- *Increase income from the bar and functions*
- *Increase income from hall hire*
- *Engage local community groups that assists in creating funding opportunities*

Medium Term - 2011/2012

- *Develop a 'Community Engagement' strategy*
- *Utilise canteen area for longer open periods*
- *Explore employment opportunities to members*

Long Term – Beyond 2012

- *Implement a 'Community Engagement' strategy*
- *Develop an improvement plan for club buildings*
- *Explore income opportunities created by the Scarborough Beach Master Plan*
- *Expand financial support base*



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Surf Sports

Short Term – 2010/2011

- *Establish a formal coaching structure*
- *Encourage members to become competition officials*
- *Ensure all competitors completed patrol and proficiency requirements*
- *Review intra-club trophies*
- *Establish an equipment tracking process*

Medium Term - 2011/2012

- *Explore a partnership with a swimming club*
- *Increase participation in inter-club competition*
- *Promote intra-club events*
- *Develop and 'Event Management' plan*
- *Promote intra-club events*

Long Term – Beyond 2012

- *Increase medal tally at States & Aussies*
- *Top 3 ranking at State Titles Pointscore*

