

mermaid

BEACH AEME S.L.S.C.



STRATEGIC PLAN

Vision for 2021:

To be respected as one of Australia's premier Surf Life Saving Clubs in all aspects of Surf Life Saving while maintaining our core values.

Values:

1. Respect for views and values of others, openness, caring
2. Integrity to deliver on commitments, honesty
3. Unity, best for whole Club, trust
4. Loyalty to Club
5. Welcoming, friendly
6. Strive for excellence
7. Encouragement and participation
8. Enjoyment

Mission: To be a premier Surf Life Saving Club in order to provide excellence in Surf Life Saving Services to Mermaid Beach.

Goals and Objectives:

Surf Life Saving			
1.0 Provide excellent Surf Life Saving Services to Mermaid Beach	1.1 Enhance fitness and level of life saving skill of active members.	1.2 Provide high quality surf life saving equipment.	1.3 Establish and man patrols with 100% redundancy above minimum award levels.
Surf Sports		Administration	
2.0 Achieve excellent results in all areas of surf sports	2.1 Attract and retain surf sports athletes through high quality coaching, equipment and support. 2.2 Increase surf sports teams. 2.3 Encourage and recognize surf sports participation and results. 2.4 Provide competition opportunities in all Surf Life Saving competition categories.	5.0 Provide administrative and communication services that enhance the performance of all parts of the Club	5.1 Update and maintain Club web site as a high quality tool for attracting interest to the Club and communicating information to members. 5.2 Improve efficiency and effectiveness of administration systems
		6.0 Increase, recognize, mentor and support members	6.1 Increase membership base. 6.2 Encourage and reward participation and involvement
Youth Development			
3.0 Provide a pathway for youth to become senior active life savers by developing teamwork, leadership, fitness and life saving skills	3.1 Promote maximum youth involvement in existing Club surf sports and surf life saving programs. 3.2 Coordinate and promote maximum attendance at SLSQ Youth Development and YIPS activities. 3.3 Conduct high quality and challenging Youth Development activities in compliance with current policies and procedures.	7.0 Enhance Club profile and attractiveness	7.1 Enhance Club profile in community and media. 7.2 Develop and maintain long term partnerships with compatible organisations and affiliated bodies. 7.3 Maintain and enhance Club house and Supporters Club facilities to sustain Club future growth.
Nippers		Finance	
4.0 Provide a high quality junior activities program that provides a pathway to retention as youth life savers	4.1 Plan, coordinate and conduct effective and enjoyable junior activities for all age groups on Sunday mornings during season. 4.2 Identify and develop potential athletes through effective coaching and skills. 4.3 Promote the achievement of excellent carnival results.	8.0 Provide sufficient funds to support Club objectives, activities and growth	8.1 Enhance revenue from fundraising activities in all functional areas of Club. 8.2 Attract and retain sponsors. 8.3 Maximize revenues from Grants and government subsidies. 8.4 Promote and support Supporters Club to enhance revenues. 8.5 Reduce Club debt.