



# STRATEGIC PLAN 2021-2031

## **Vision for 2021/2031:**

A club for members and the community that delivers world class pathways in all aspects of surf lifesaving while embodying our core values.

## **Values:**

- Trust, honesty, loyalty
- Respect
- Fun
- Welcoming, inclusive, encouraging
- Strive for excellence
- Community, care
- Service, teamwork

## **Mission:**

To provide a range of world class programs to encourage and develop all members to ensure zero preventable deaths on Mermaid Beach.

### **Club Goals**

### **Club Objectives**

#### **Surf Life Saving**

1.0 Provide excellent Surf Life Saving services to Mermaid Beach

- 1.1 Provide opportunities to enhance fitness and level of life saving skill of active members
- 1.2 Provide high quality surf life saving equipment
- 1.3 Establish and fulfill patrols with 100% redundancy above minimum award levels
- 1.4 Meet the requirements of our patrol service agreement
- 1.5 Achieve Zero Preventable Deaths at Mermaid Beach

#### **Surf Sports**

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 Encourage and recognize surf sports participation and results
- 2.3 Provide competition opportunities in a wide range of competition categories
- 2.4 Provide a pathway for junior activities athletes to transition into senior surf sports

#### **Member Development**

3.0 Provide pathways for youth to become senior members

- 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 YEPS activities
- 3.3 Conduct high quality and challenging Youth Development activities in compliance with current policies and procedures

4.0 Increase, retain, recognize, mentor and support members

- 4.1 Increase membership base
- 4.2 Encourage and reward volunteer participation and involvement
- 4.3 Enhance pathways and opportunities for members to achieve their goals within surf life saving

#### **Nippers**

5.0 Provide a high-quality junior activities program that provides a pathway to retention as youth members

- 5.1 Plan, coordinate and conduct effective and enjoyable junior activities for all age groups on Sunday mornings during season
- 5.2 Identify and develop potential athletes through effective coaching and skills development for nippers

#### **Administration**

6.0 Provide administrative and communication services that enhance the performance of all parts of the club

- 6.1 Maximum use of technology to enhance administration and communications
- 6.2 Provide efficient and effective administration systems to support members
- 6.3 Provide excellence in customer service and communications for members
- 6.4 Implement best practice governance to achieve full compliance

7.0 Enhance club profile and attractiveness

- 7.1 Enhance club profile in the community and media
- 7.2 Develop and maintain relationships with compatible organisations and affiliated bodies
- 7.3 Maintain existing club house and Supporters Club facilities
- 7.4 Upgrade club house and Supporters Club facilities to sustain club future growth

#### **Finance**

8.0 Provide sufficient funds to support club objectives, activities and growth

- 8.1 Enhance profit from fundraising activities in all functional areas of club
- 8.2 Attract and retain sponsors and
- 8.3 Maximize revenues from grants and government subsidies
- 8.4 Promote and support Supporters Club to enhance profit
- 8.5 Maximise profits and alternative revenue streams
- 8.6 Enhance savings to facilitate club house development