



# SOUTHPORT

SURF LIFE SAVING CLUB  
EST. 1924

## STRATEGIC PLAN



### OUR PEOPLE



### OUR CULTURE



### OUR PLACE



### OUR CONNECTION

Investing in;

- Members
- Lifesavers
- Nippers
- Staff
- Sponsors
- Supporters
- Our future
- Growth

Working together to advance our club.

Celebrating who we are.

Living the visions.

Valuing each other.

Establishing a unique identity.

Respecting our traditions.

A place for members and community to safely experience the beach.

A club for lifesavers to build personal and social capability.

A venue to signify who we are and what is important to us.

Value adding to our local community.

Celebrating our history.

Recognising our service.

Collaborating with others.

Involving others with our mission.

By September 2022:

- Review the role and responsibility of junior Club Captain(s) to create greater engagement with the nipper community.

By April 2023:

- Create opportunity for youth and cadet members to undertake training and selection as assistant Age Managers
- Implement a staff development, review and recognition program.

By 2030:

- Develop, implement and review a leadership development program, supplementing SLSA and SLSQ programs with in house opportunities.
- Develop and implement a member engagement strategy to increase engagement, acknowledgement and retention.
- Create a patrol leadership plan to expand the leadership group on each patrol.

By September 2022:

- Develop a communications policy to provide increased internal exposure to all club programs and targeted public exposure.
- Formalise communications to reference strategic pillars, vision, values and mission.

By April 2023:

- Publish a leadership development strategy to identify opportunities and skill requirements for leadership across the club.
- Review and refine the rules of the organisation.

By 2030:

- Develop annual improvement plans (AIP).
- Publish annual reports on AIPs.

By September 2022:

- Develop a facility master plan.

By April 2023:

- Create a gym expansion plan to cater for growth of membership and modernization.
- Establish SSLSC as a precinct of interest.

By 2030:

- Complete site development / redevelopment / renovation.

By September 2022:

1. Provide recommendation/s to management committee regarding employment of a Community Education Officer to generate an income stream through emergency care training.

By April 2023:

1. Develop a stakeholder engagement strategy to increase engagement, acknowledgement and retention of non-member stakeholders.

By 2030:

1. Develop a fundraising policy to guide fund raising activities and income direction within the club.
2. Review and refine the sponsorship package to be responsive to community needs and club investment.
3. Develop a coordinated financial strategy between the lifesaving and supporters clubs to deliver the capital expenditure required to implement strategic and operational plans.
4. Increase income to enable consistent investment into the building fund.