



GERALDTON SURF LIFESAVING CLUB
STRATEGIC PLAN

2023-2026

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Introduction

The Geraldton Surf Lifesaving Club (GSLSC) boasts an extensive and renowned history of dedication to community service in the Midwest region, accompanied by a strong track record of lifesaving accomplishments. Operated entirely by volunteers, GSLSC proudly aligns with Surf Lifesaving Australia's vision and mission, striving to eliminate fatalities in Australian waters. Our mission encompasses life-saving, the cultivation of exceptional people, and the forging of stronger communities.

Reflecting upon the previous strategic plan executed during the 2017/2018 season, we are delighted to announce significant achievements towards our goals. Building upon inputs from GSLSC members, our new 3-year plan amplifies the GSLSC Vision to serve as an essential hub for surf lifesaving endeavours while holding our respected status as a cornerstone of community service within the Midwest. Our central objective revolves around imparting knowledge and providing services to safeguard, shield, and enhance aquatic life within the region.

At the core of our strategic goals lie five foundational pillars: Sustainability, Excellence, Partnerships, Member Experience, and Service. These pillars form the bedrock upon which our strategic objectives are constructed. Our plan encompasses both ongoing and new priorities, with our overarching ambition to enhance our member experience.





Purpose

To preserve, protect and enhance life in aquatic areas in the Midwest.

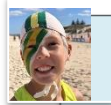
Vision

To be the focal point of SLS activities and a valued community organisation within the Midwest.



Sustainability

- To optimise club governance by implementing the Strategic plan.
- To optimise a sustainable financial model and budget with increased capital.
- To maximise and enhance the quality, useability and visual appeal of the GSLSC precinct as a whole.
- To increase volunteer numbers to reduce load on patrol members and management.



Excellence

- To increase participation at intra, inter, and state club level and gain recognition for this locally and statewide.
- To increase numbers of officials.
- To increase Club visibility in the community.



Partnerships

- To increase partnerships with key stake holders, statewide clubs and local surf clubs.
- To identify and engage in partnerships with mutually beneficially organizations in our community.
- To increase volunteering roles within our local community.



Member Engagement

- To enhance the sense of family, belonging and ownership by all members of the GSLSC community.
- To improve communication and transparency within GSLSC.
- To increase club diversity and inclusivity.
- To maintain and build our membership of nippers, youth and patrolling members, life members and other volunteers.
- To increase the support and education of our patrolling members and age managers.



Service

- To increase number of patrolling members, and improve competence, skill levels, qualifications, opportunities and attendance.
- To improve and enhance current water safety for nipper activities.
- To increase the numbers of corporate and community courses on offer.



Goal, to Enhance Member Experience.

The suggested objectives and actions for 2024 will be expanded upon and reviewed annually to remain relevant and timely.

<p>Increase membership by 30% (10% p/a)</p>	<p>Maintain 90% of enrolled members</p>	<p>All members to complete at least 1 qualification.</p>
<p>Review cost/benefits of membership and compare with competing sports/community activities.</p> <p>Develop a one-page Member Value Proposition for Youth, Nippers, Volunteers, Senior Members and Parents.</p> <p>Develop and implement a marketing campaign, which includes social media marketing, direct marketing to schools and community groups, physical signage, refer a friend.</p>	<p>Focus efforts on Sunday mornings.</p> <p>Liaise with members to find out what they want to achieve in surf lifesaving.</p> <p>Re-establish Social Committee and develop a one-page document outlining its role and function.</p> <p>Add one event to the Social Calendar which includes partnership with another sporting club/s.</p> <p>Target multiple forms of media and communication to direct members and the broader community to “one source of the truth” for information.</p> <p>Develop a PD for Nippers Volunteer/Canteen Manager and appoint a person to this role.</p> <p>Review canteen menu. Include a coffee / hot drink option for Sunday Morning Nippers.</p>	<p>Implement Age Manager Training & Development plan for mentoring AM for season 23/24 (technique development / surf sports training).</p> <p>Advertise and promote upcoming training courses within the club.</p> <p>Encourage members to become trainers, assessors and/or officials.</p> <p>Develop and publish 2024 Club training, coaching, and requalification schedule by September 30 2023.</p> <p>Develop and implement Patrol Training.</p> <p>Deliver ONE training activity with other Midwest Surf Clubs or water sports clubs.</p> <p>Develop a partnership with ONE Perth Metro mega club to support training and attendance at country carnival events (accommodation/coaching etc).</p> <p>Promote the website-based GSLSC Organisation Chart, showing all committee and sub-committee roles, including detail.</p>