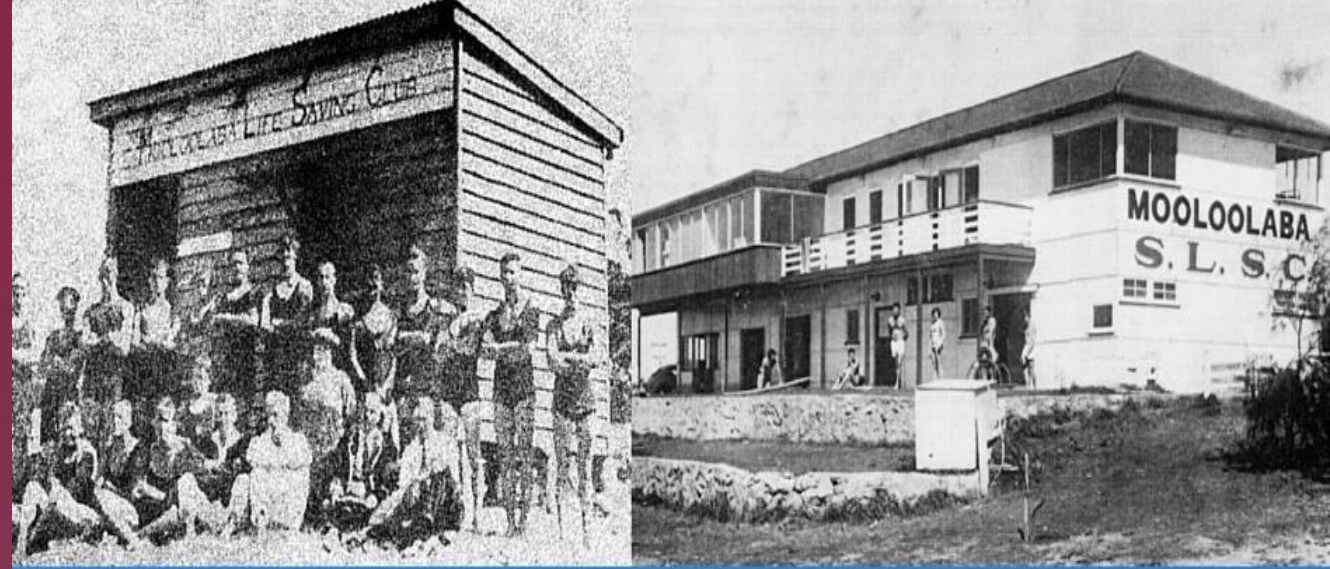


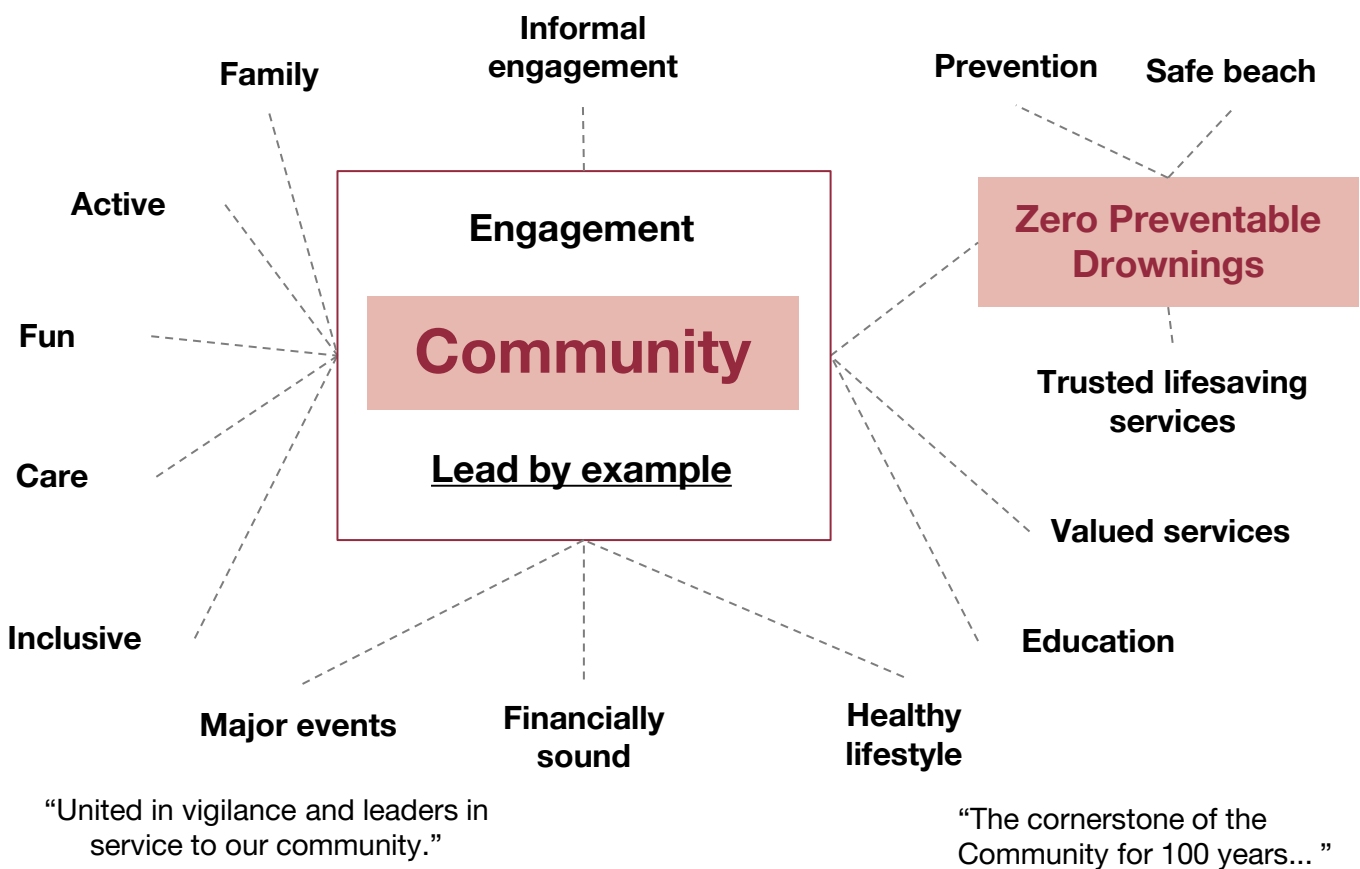
Mooloolaba SLSC Strategic Plan

September 2021



Vision & Purpose | Outputs

Purpose - what we heard



Potential purpose statements

"Leadership in service from the surf, the sand and the Community."

"Engaging with our community as leaders to provide a trusted and valued services."

"The cornerstone of the Mooloolaba community for the past 100 years, and for 100 years to come. "

Potential vision statements

"A healthier and active community"

Club Value | Outputs

Proposed Mooloolaba SLSC values

1



LEADERSHIP

Lead by example and foster a culture of empowerment, accountability and exceptional standards.

2



RESPECT

Treat each other with respect, value each other's contributions, and celebrate our people and community who strive for excellence.

3



TEAMWORK

Work collaboratively; combining our strengths, knowledge and beliefs in the best interests of the communities we serve.

4



INCLUSION

Create and champion an environment that is **friendly** and welcoming to all members of the community.

Strategic Pillars

1

Engage our members

2

**Engage our
community**

3

**Excellence in
lifesaving**

4

**Strengthen
governance and risk
management**

Engage with our members

Measures of success

- Youth membership increase of 10% through attraction and retention strategies
- Adult membership increase of 10% through attraction and retention strategies
- Participation in junior and senior carnivals increase by 10%
- 80% of members participate in club activities outside of patrol

How we will deliver

Youth membership

- Appoint a Youth leadership officer to implement youth programs
- Develop a junior pathway program from Nipper to cadet

Adult membership

- Develop and implement membership programs from recruitment through to induction, retention and leadership development
- Provide opportunities for members to increase their network within the club and community
- Create membership pathways so members can contribute to the community, participate in activities and improve health and wellbeing
- Establish member awards program to recognise and reward achievement and success

Surf Sports

- Develop and implement surf sports strategic plan to expand participation

Culture

- Implement values based culture that is inclusive and promotes accessibility and diversity
- Identify and develop a pipeline of leaders in lifesaving

Communication

- Maintain regular communication with internal and external stakeholders
- Undertake annual membership surveys and exit surveys

Engage with our community

Measures of success

- MSLSC is the organisation of choice for community events
- Partnership with 3-4 long-term platinum sponsors
- Feedback from School Programs is actioned to improve relevance and quality of services we provide

How we will deliver

Community engagement

- Establish Engagement Officer role
- Develop and implement Schools Program Plan (e.g. engagement, objectives, content, growth, feedback)
- Offer professionally managed events and services to other organisations
- Encourage and provide opportunities for community to engage with us

Partnerships with sponsors

- Engage business to support our club and community through mutually beneficial partnerships

Brand awareness

- Increase awareness of our contribution to the community through media and marketing initiatives

Strengthen governance and risk management

Measures of success	<ul style="list-style-type: none">• Increase proportion of funding from external entities. This includes sponsorship, grants, fundraising• Financially sustainable organisation – net profit and liquidity target TBC• Equal opportunity provider for committee / staff / members alike
How we will deliver	<p><i>Funding</i></p> <ul style="list-style-type: none">• Work with local government / council to ensure our facilities are funded and meet the requirements of the community• Grant planning <p><i>Financial sustainability</i></p> <ul style="list-style-type: none">• Financial planning and management• Cost effective insurance that meets our requirements• Strategic asset plan and funding program that encompasses Lifesaving and Supporters Club, training facilities, storage, members area, Smith Street, gym• Implement merchandise strategy <p><i>Equal opportunity</i></p> <ul style="list-style-type: none">• Develop policies and provide training and education on Human Rights, diversity and inclusion• Review grievance procedure and policies <p><i>Governance</i></p> <ul style="list-style-type: none">• Implement leadership succession planning for Office Bearers• Meet ACNC governance standards, including risk management• Review governance structures (e.g. independent committee member)• Review policies and address gaps• Committee skills development and induction program• Lead collaboration with other clubs to strengthen our contribution to the community• Collaborate and align with Supporters Club for mutually beneficial outcomes

Engage with our Club

Measures of success

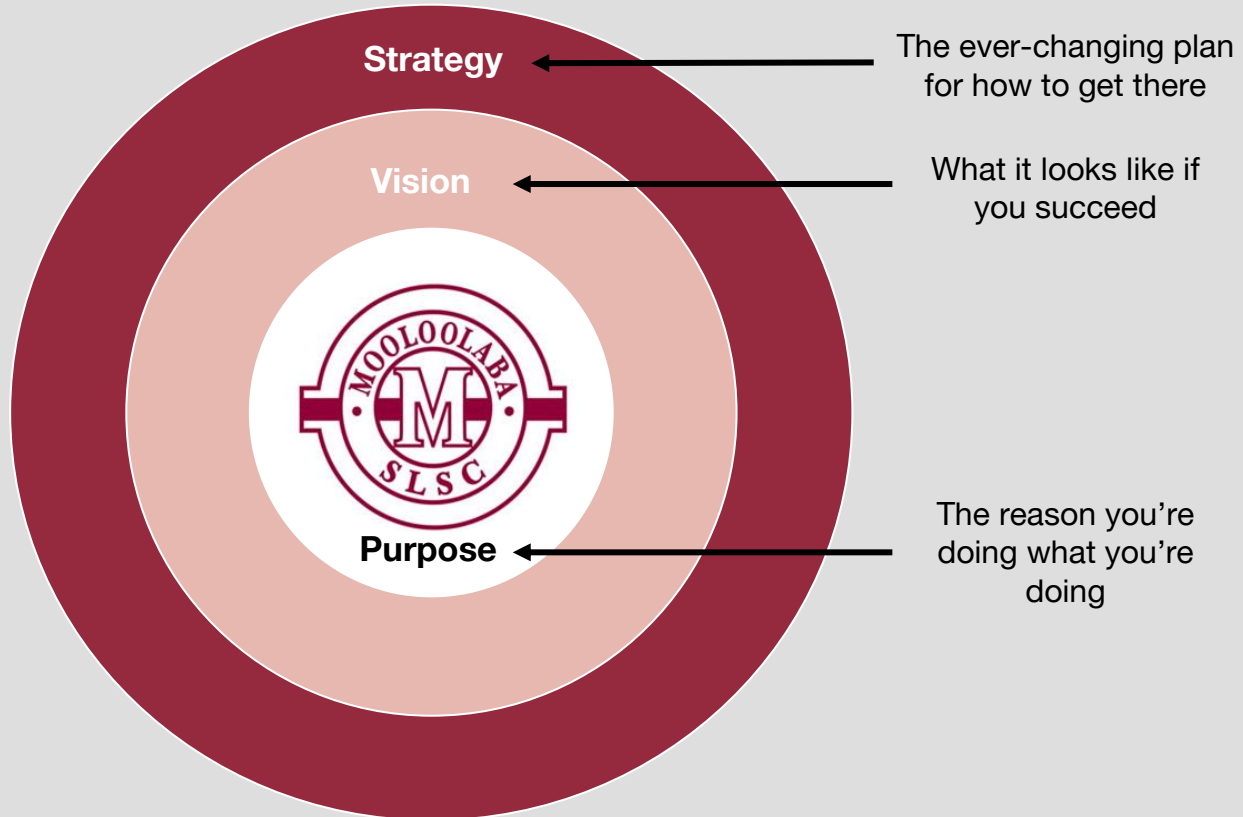
- Zero preventable drownings
- Zero patrol gap (i.e., awards on every patrol)

How we will deliver

- Patrol Captain succession planning
- Volunteers have access to training programs to address qualification gaps
- Flexible training programs offered to volunteers to address identified Patrol gaps

Vision & Purpose

What's the difference?



Have we got it right?

Our purpose
Provide patrolling services to Mooloolaba Beach through vigilance and service.

Our vision
Zero Preventable Deaths on Mooloolaba Beach.

Our mission
*Re-establish our role as community leaders by **engaging and supporting** other likeminded community organisations through a structured engagement program.*

Vision & Purpose | Club Values

OUR **VALUES** Surf Life Saving Queensland



SAFETY

Prioritise and take responsibility for safety at all levels across the organisation, both on and off the beach.



TRUST

Ensure that trust and accountability are the cornerstones of our organisation; through open and honest communication, and by always delivering on our commitments.



COMMUNITY

Build safer, healthier, and stronger communities, underpinned by a commitment to continuous improvement in education and advocacy in relation to water safety.



LEADERSHIP

Lead by example and foster a culture of empowerment, accountability, inclusivity and exceptional standards.



RESPECT

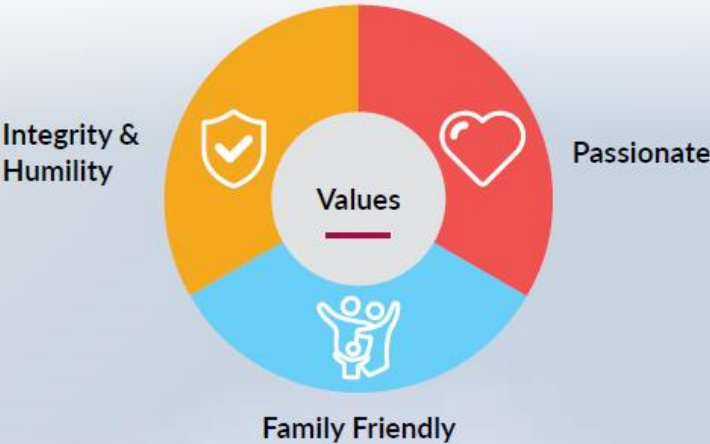
Treat each other with respect, value each other's contributions, and celebrate our people who strive for excellence.



TEAMWORK

Work collaboratively; combining our strengths, knowledge and beliefs in the best interests of the communities we serve.

Mooloolaba SLSC Values:



Setting up strategy for success

Underpinning strategic priorities **Member Engagement**

Explore and agree overarching goals and key priorities

- What does being an active Club member look like?
- What can Mooloolaba SLSC provide its members that they can't experience elsewhere?
- What are the development and participation activities the Club can provide?
- What are the different opportunities for varying age groups?

What do the Club's values look like in action as part of successful Member Engagement?



What opportunities exist around the Mooloolaba SLSC 100 year Centenary?



Setting up strategy for success

Underpinning strategic priorities

Other areas of the Club



Patrolling Services

Our goals:

- Professional, friendly and engaging beach patrols
- Proactive and preventative actions
- Continued investment in education and skill development



Nippers

Our goal:

To provide a safe environment to allow the introduction of surf safety programs to assist in the education of our junior members with a defined pathway in the achievement of the Bronze Medallion.



Member Engagement



Our brand and partnerships



Surf Sports

Our goal:

To facilitate a fit and healthy lifestyle through a structured coaching program which enables the up skilling of our members and offers the ability to test ourselves against other clubs through competition.



Training

Our goal:

Continuous education and upskilling of new and existing members through recognised safety and education programs including:

- FirstAid
- Bronze Medallion
- Skills Maintenance Proficiency
- Powercraft and Public Safety Awards



Community Engagement

Community Engagement is an important part of the Clubs relationship with the local community.

Value of community engagement as a key means of advancing the Club's mission in serving the common good and wellbeing of people and communities.



Governance & Enabling Functions

The functions and activities within the Club that enable success across all other areas:

- Financial objectives
- Asset planning
- Partnerships and sponsorships

THANK YOU

