

1<sup>ST</sup> AUGUST 2018



**TWEED HEADS AND COOLANGATTA  
SURF LIFE SAVING CLUB**

**STRATEGIC PLAN**

## **VISION STATEMENT**

**“KEEPING GREENMOUNT SAFE AND FUN”**

## **MISSION STATEMENT**

**“OUR MISSION IS TO TRAIN AND DEVELOP LIFESAVERS TO ENSURE THAT GREENMOUNT CONTINUES TO BE THE SAFEST FAMILY FRIENDLY BEACH”**

## **GOALS**

- 1. CREATE THE BEST FACILITIES POSSIBLE FOR OUR MEMBERS**
- 2. SECURE THE FINANCIAL FUTURE OF THE CLUB TO ENSURE WE HAVE THE INCOME TO FULFILL OUR GOALS**
- 3. CONTINUALLY IMPROVE THE ENVIRONMENT FOR OUR MEMBERS**
- 4. ENCOURAGE A CLUB MENTALITY**
- 5. LOOK TO CONTINUALLY GROW OUR ACTIVE MEMBERSHIP BASE**
- 6. REVIEW PROCESS & PROCEDURES**

GOAL	ACTION	TIMELINE	COMPLETION DATE
<p>CREATE THE BEST FACILITIES POSSIBLE FOR OUR MEMBERS</p>	<ul style="list-style-type: none"> <li>• SECURE THE LAND AT THE REAR OF THE CLUB TO BUILD ADDITIONAL STORAGE SPACE</li> <li>• BUILD THE STORAGE FACILITY TO HOUSE CLUB EQUIPMENT</li> <li>• REVIEW SPACE UTILISATION OF THE CLUB TO ASCERTAIN THE BEST METHODS OF STORAGE FOR OUR EQUIPMENT</li> <li>• LIASE WITH COUNCIL IN RELATION TO PUBLIC AREAS AND POTENTIAL UPGRADE</li> <li>• STAGE THREE RENOVATIONS OF THE CLUB HOUSE</li> </ul>		
<p>SECURE THE FINANCIAL FUTURE OF THE CLUB</p>	<ul style="list-style-type: none"> <li>• ENSURE THAT WE AT ALL TIMES SERVICE THE DEBT LEVELS THAT WE HAVE THROUGH OUR LOAN AND TARGET TO BE DEBT FREE AS SOON AS POSSIBLE</li> <li>• BALANCE OUR INTENT TO PAY OUT THE LOAN AS SOON AS POSSIBLE WITH THE REMAINING TARGETS OF THE CLUB</li> <li>• REVIEW THE WAY IN WHICH WE DO OUR FUNDRAISING AND SPONSORSHIP</li> <li>• LOOK TO CONTRACT OUT THIS ROLE OR EMPLOY A RESOURCE TO COMPLETE THIS ON BEHALF OF THE CLUB</li> <li>• WRITE A PROCESS FOR CHASING GRANT MONIES</li> <li>• SECURE ANNUAL EVENTS IE GOLF DAY AND SPORTS / LEGENDS LUNCH</li> <li>• LOOK AT THE MARKETING VALUE OF OUR COMPETITOR GROUP</li> <li>• SEEK OUT SPONSORS FOR OUR COMPETITION GROUPS</li> <li>• PROMOTE PATRONAGE OF THE SUPPORTERS CLUB AMONGST OUR MEMBERS – LOOK FOR PROMOTIONS THAT WILL ENCOURAGE MEMBERS TO SUPPORT THEIR CLUB</li> </ul>		

GOAL	ACTION	TIMELINE	COMPLETION DATE
<p>CONTINUALLY IMPROVE THE ENVIRONMENT FOR OUR MEMBERS</p>	<ul style="list-style-type: none"> <li>• CONTINUALLY UPGRADE OUR EQUIPMENT TO ENSURE OUR MEMBERS ALWAYS HAVE THE BEST POSSIBLE RESOURCES AVAILABLE TO THEM</li> <li>• ENCOURAGE COME TRY DAYS FOR DIFFERENT SECTIONS OF THE CLUB</li> <li>• HOLD MORE GROUP INVOLVEMENT DAYS – INFORMATION SESSIONS</li> <li>• LOOK AT OUR PROFICIENCY DAYS – CAN WE IMPROVE THE EXPERIENCE</li> <li>• LOOK AT THE WAY THAT WE PRESENT OUR MEMORABILIA AND TROPHIES – MAKE THEM AVAILABLE FOR ALL MEMBERS TO SEE</li> <li>• LOOK AT MEMBER SURVEYS – ASK FOR FEEDBACK</li> <li>• LOOK AT OUR SOCIAL MEDIA – MAKE INFORMATION MORE ACCESSIBLE FOR MEMBERS – GOOGLE CALENDARS</li> </ul>		
<p>ENCOURAGE A CLUB MENTALITY</p>	<ul style="list-style-type: none"> <li>• GUARANTEE THAT ALL ACTIVITIES IN THE CLUB ARE ALL INCLUSIVE</li> <li>• CELEBRATE THE WINS AND PROVIDE RECOGNITION TO MEMBERS FOR THEIR ACHIEVEMENTS</li> <li>• INCREASE THE COMMUNICATION AROUND THE CLUB</li> <li>• CREATE A DESIRE TO BELONG WITHIN THE CLUB</li> <li>• DEVELOP MORE SOCIAL ACTIVITIES WHEREBY MEMBERS CAN INTERACT WITH EACH OTHER</li> </ul>		
<p>LOOK TO CONTINUALLY GROW OUR ACTIVE MEMBERSHIP BASE</p>	<ul style="list-style-type: none"> <li>• LOOK TO PROVIDE FLEXIBILITY IN OUR PATROL REQUIREMENTS AS OUR MEMBERSHIP GROWS</li> <li>• HOW DO WE CREATE AN ENVIRONMENT OF SUSTAINABLE VOLUNTEERING?</li> <li>• PROMOTE OUR LEGACY FIRST CLUB IN QUEENSLAND</li> <li>• MARKET OUR CLUB TO MORE BRISBANE BASED PEOPLE</li> <li>• REVIEW THE TRANSITION STEPS FROM NIPPER TO YOUTH AND YOUTH TO PATROLLING MEMBERS</li> </ul>		

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<b>GOAL</b>	<b>ITEM</b>	<b>TIMELINE</b>	<b>COMPLETION DATE</b>
REVIEW PROCESS AND PROCEDURES	<ul style="list-style-type: none"><li>• REVIEW THE STRUCTURE OF THE MANAGEMENT OF THE CLUB</li><li>• DISCUSS THE POSSIBLE NEED FOR PROFESSIONAL MANAGEMENT</li><li>• REVIEW THE PROCESS AND PROCEDURES OF THE CLUB</li><li>• WRITE JOB DESCRIPTIONS FOR THE STAFF</li><li>• PERFORM RISK ASSESEMENTS</li><li>• CREATE SUCCESSION PLANS FOR ROLES WITHIN THE CLUB</li><li>• LOOK AT THE WAY IN WHICH WE DO OUR FINANCIAL REPORTING</li><li>• REVIEW THE ROLES IN OUR BI LAWS – DO THEY REFLECT THE CURRENT STATUS</li><li>• DEVELOP AGREEMENTS FOR ALL OF THE DIVISIONS OF THE CLUB</li><li>• CREATE CHECKLISTS TO MONITOR ACCOUNTABILITY</li><li>• BUILD A BUDGETING TEMPLATE</li></ul>		