



# POINT LONSDALE SURF LIFE SAVING CLUB

STRATEGIC OVERVIEW 2007–2017





## INTRODUCTION

The celebration of our 60th year has initiated the development of a Strategic Plan for our club. This Strategic Overview provides three planning and assessment horizons – immediate tactical activities for the next 2 years, an interim strategic period for the next 5 years and the overall strategic objectives over the next 10 years culminating in our 70th anniversary celebrations.

Our aim is to reinvigorate the club through a focussed vision, strategic plan and actions aligned to the strategy.

Point Lonsdale Surf Life Saving Club has a proud heritage of both an excellent lifesaving safety record of over 1500 lives saved at one of the most dangerous of Victorian beaches as well as successful competition with over 90 Victorian titles and several Australian Championships since 1948.

The primary role of our club is to provide lifesaving expertise in the Point Lonsdale and Queenscliff areas as well as to provide the opportunity for the active members to enhance their skills through competition.

To enable the lifesaving and sports to flourish and succeed it is vital that we develop and maintain an active membership list, administration and facilities through the continued development of skills, knowledge and leadership.

We will also take account of our role within the lifesaving and local community, provide leadership and guidance in the continued development of lifesaving and sports programs in an environment that is tolerant and supportive of diverse backgrounds and our obligations to the environment and community.

## VISION

We will provide lifesaving services for the community at Point Lonsdale and Queenscliff, enable our members to develop their skills, knowledge and experience in lifesaving and sports and to improve the profile and influence of the club through community and member involvement and leadership in development programs and initiatives.

# STRATEGIC PLAN FRAMEWORK

## WATER SAFETY

“Saving Lives, Preventing Injuries, Enjoying The Water”



Strategic and Tactical Focus	Lifesaving Services	Financial Stability	Aquatic Sport	Administration, Resources and People	Education And Training	Leadership & Development	Membership Participation	Marketing	Centre of Excellence	Environment & Sustainability
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### Evidence of our success:

- Excellent Safety Record
- Competition Success
- Active and Involved Members
- Environmentally Sustainable
- Community Participation
- Strong Education and Training
- Financially Sound
- Well Managed Club
- Great Clubhouse



## LIFE SAVING SERVICES

### Tactical

- To continue to provide lifesaving coverage at Point Lonsdale back beach and Queenscliff.
- To develop the club patrols to ensure all operational requirements are met and there are no attendance defaults.
- To ensure each patrol is supported by fully functional equipment and facilities.
- To reward our most consistent patrol members through the surf reward system.

### Medium Term Strategic

- To develop the Patrol roster system to ensure our lifesaving coverage meets all functional facilities and equipment requirements.
- To ensure that each patrol is covered by operational and fully functional standby equipment.
- To ensure each patrol contains members skilled in all operational areas and full coverage is provided for all patrols.
- To develop emergency aquatic response capabilities for the Bellarine area with a 4 hour response time.
- To establish an effective patrol Quality Assurance capability.

### Long Term Strategic

- To ensure the each key skill required for patrol coverage is met by at least two members for each patrol.
- To ensure all patrols have fully operational equipment and fully operational standby equipment.
- To assist the Bellarine region provide 24x7 emergency aquatic response capabilities with a 1 hour response time.



## EDUCATION AND TRAINING

### Tactical

- To provide education and training in lifesaving and associated areas to all members.
- To develop the club training schedule to ensure all patrol key skills are provided by the club.
- To establish training and assessing skills within the club.
- To encourage the development of the club members in leadership and aquatic skills.

### Medium Term Strategic

- To develop training and assessing skills to enable the club to be self sufficient in training and assessment.
- To establish a Training and Assessing Centre of Excellence for Bronze and First Aid.
- To establish State-of-the-Art training facilities.
- To deliver multi-media training.
- To ensure courses provided meet LSV and SLSA guidelines and standards.
- To establish on-line and interactive training registration and delivery capabilities.

### Long Term Strategic

- To establish a Training and Assessing Centre of Excellence for all aquatic safety and sporting activities.
- To establish a Centre of Excellence in Leadership and Youth Development.
- Provide regional training capabilities in aquatic skills and leadership.
- Develop and provide train the trainer and assessor courses with LSV and SLSA.



## SPORTS

### Tactical

- To advertise and appoint a Head Coach and Team Manager who will be responsible for the day to day running and success of the competition team.
- To encourage new members, current members and past members to compete for Point Lonsdale in the R & R, Swimming, Board & Ski, Iron Person, Boat and Beach areas.
- To develop an IRB competition team.
- To attend a Queensland carnival taking a team consisting of six males, six females, Team manager and Coach.
- To train Level 1 coaches to guide the competition areas.

### Medium Term Strategic

- To establish a pool of club owned competition equipment for the use of new competitors.
- To establish sponsorship for the competing teams.
- To establish a program to enable competitors to obtain their own competition equipment

### Long Term Strategic

- To establish Point Lonsdale as a premier competition club.
- To compete successfully in all State and National competitions.



## ADMINISTRATION AND RESOURCES

- To develop and implement a plan for the routine replacement/ upgrading of office computers and equipment to ensure that the requirements of the Committee are reliably met.
- To employ an Assistant Club Administrator to assist with the increasing workload of the Club Administrator, the Committee and Executive members in general enabling the office to be open on a more regular basis during peak times.
- To review the current forms of communication used by the Club in order to communicate internally and externally and to ensure that all forms of communication are useful, easy to access for a range of age and cultural groups and are cost effective.
- To review the management and administration structure of the club and to improve the management and administration to optimize the use of the club resources and members time.
- To develop and implement a marketing program to promote the club and to enable the strategic and tactical activities to be undertaken.

## FACILITIES

- To develop and plan a maintenance and improvement program for all club buildings, facilities and equipment.
- To develop a social program to ensure members are able to fully enjoy the club facilities and interaction opportunities.
- To ensure our members are encouraged and assisted to join in the Point Lonsdale Surf Life Saving Club family.
- To design, build and establish a state-of-the-art club house with a modern office and the ability to extend and house associated groups including regional facilities. The club will be developed using the latest environmental and sustainable considerations and be a showcase for building development in coastal environments.



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