



Portsea SLSC

Strategic Plan



**Our winning aspiration:
“To engage members by providing shared
experiences through lifesaving, community and
club activities”**





Club aspiration

To engage members by providing shared experiences through lifesaving, community and club activities

What this means

- Provide shared experiences that engage and inspire ongoing involvement
- Maintain a club culture embraced by all
- Continue to develop energetic volunteers and our future leaders

How are we going to get there?

- Clearly define our values, culture and strategy
- Continue to refine organisational structure and governance
- Consistent member communication via the right channels

Executed through

- Ten strategic focus areas

Focus areas

- Lifesaving
- Education
- Competition
- Social
- Member Development
- Member Protection
- Management
- Major Events
- Community Engagement
- Environment



Lifesaving

PORTSEA S.L.S.C.

Lifesaving aspiration

Provide exceptional lifesaving services to the public, whilst providing an excellent patrolling experience for members.

What this means

- Provide excellent water safety and first aid during patrols and event-related water safety activities
- Patrols that are well organised, well led, fun and rewarding for active members
- Reliable, highly-skilled and committed patrolling members

How are we going to get there?

- Culture of commitment and continuous improvement to upskill members and provide strong lifesaving services
- Patrol management
- High quality training opportunities and qualification management
- Adherence to patrol compliance procedures and SOPs

Education

Education aspiration

A comprehensive and self-sufficient education program to upskill, develop and inspire members.

What this means

- Delivering engaging programs appropriate for the age group
- Retention through our programs
- Providing a rigid development plan (“next steps”)
- Evaluate courses and respond to feedback from membership

How are we going to get there?

- Use of award requirements and systems such as Award/document management system, course registration system and membership communication system
- Large group of skilled and enthusiastic instructors
- Organised management team (Education Sub Committee)

Competition

Competition aspiration

Provide opportunities for members of any age to develop their lifesaving skills through competition, building engagement with the broader life saving community and promoting the club publicly

What this means

- Start young: encourage acquisition of skills and competition experience at Nippers
- Provide an unbroken pathway for members to continue participating throughout their active membership in a range of surf sports
- Provide support for competing members
- Encourage involvement and develop skills in coaching, officiating and competition administration
- Create and support a management structure that delegates responsibility to area leaders, but leverages synergies and presents as one Club
- Promote competition activities to the broader club membership

How are we going to get there?

- Develop and maintain a large group of enthusiastic managers and coaches
- Conduct a well-planned and coordinated set of activities across all age groups and disciplines for each season
- Plan in advance and communicate thoroughly to competitors and club members
- Acknowledge success
- Provide quality equipment and training opportunities



Social

Social aspiration

Stage fun events that cater to and engage all member demographics.

What this means

- Premium & Unique Events
- Run at capacity
- Engage the members in unique ways!
- Continuous Improvement

How are we going to get there?

- Partnering with vendors and venues where possible
- Increase our understanding of Customers and membership desires
- Developing Event Management Skills and transferring the knowledge of these skills where necessary
- Developing Direct marketing and sales capabilities
- Documented roles and responsibilities

Membership & Leadership Development (M&LD)



M&LD aspiration

Provide opportunities for members of any age to develop their lifesaving skills through competition, building engagement with the broader life saving community and promoting the club publicly

What this means

- Retention and development through our enjoyable club programs
- Providing a development plan (“next steps”) that inspires members
- Connecting members with appropriate development opportunities
- Equipping members with the skills and knowledge to ‘step up’
- Recognising member achievements

How are we going to get there?

- Cohort of enthusiastic members, ranging in age and ability
- Experienced and patient mentors for developing leaders
- Support for developing all members, both formal and informal

Membership Protection

Membership Protection aspiration

Ensure that every member feels safe, protected from harm and is treated with respect and dignity.

What this means

- Protect club members from physical, social, emotional risks – e.g. swimming and alcohol, bullying, respect for the individual;
- Clear and unambiguous club policies that are communicated clearly and regularly to members to create a safe and supportive club environment
- Compliance and enforcement procedures that are clear, well understood and followed.(including compliance with legislative requirements and LSV / SLSA policies)

How are we going to get there?

- Communication and training in club policies for all club members
- Highly skilled member protection function to provide support for members, including compliance, reporting and escalation procedures
- Capable enforcement and compliance function, including policy development and maintenance process

Management



Management aspiration

Manage the club's activities and resources in an optimal and transparent manner to ensure ongoing club success and compliance with all regulatory requirements

What this means

- Open and transparent governance and management arrangements with agreed responsibilities for all participants
- Optimise the use of resources available, including LSV, other clubs and our membership
- Plan for contingencies and succession

How are we going to get there?

- Clearly structured and organised Committee and sub-committee functions
- Skilled managers and administrators working seamlessly together to spread workload
- Operational skills: finance, compliance, administration, merchandise management and membership and event management
- Communication systems

Major Events

Major Events aspiration

Stage events that engage members, attract the public and raise funds.

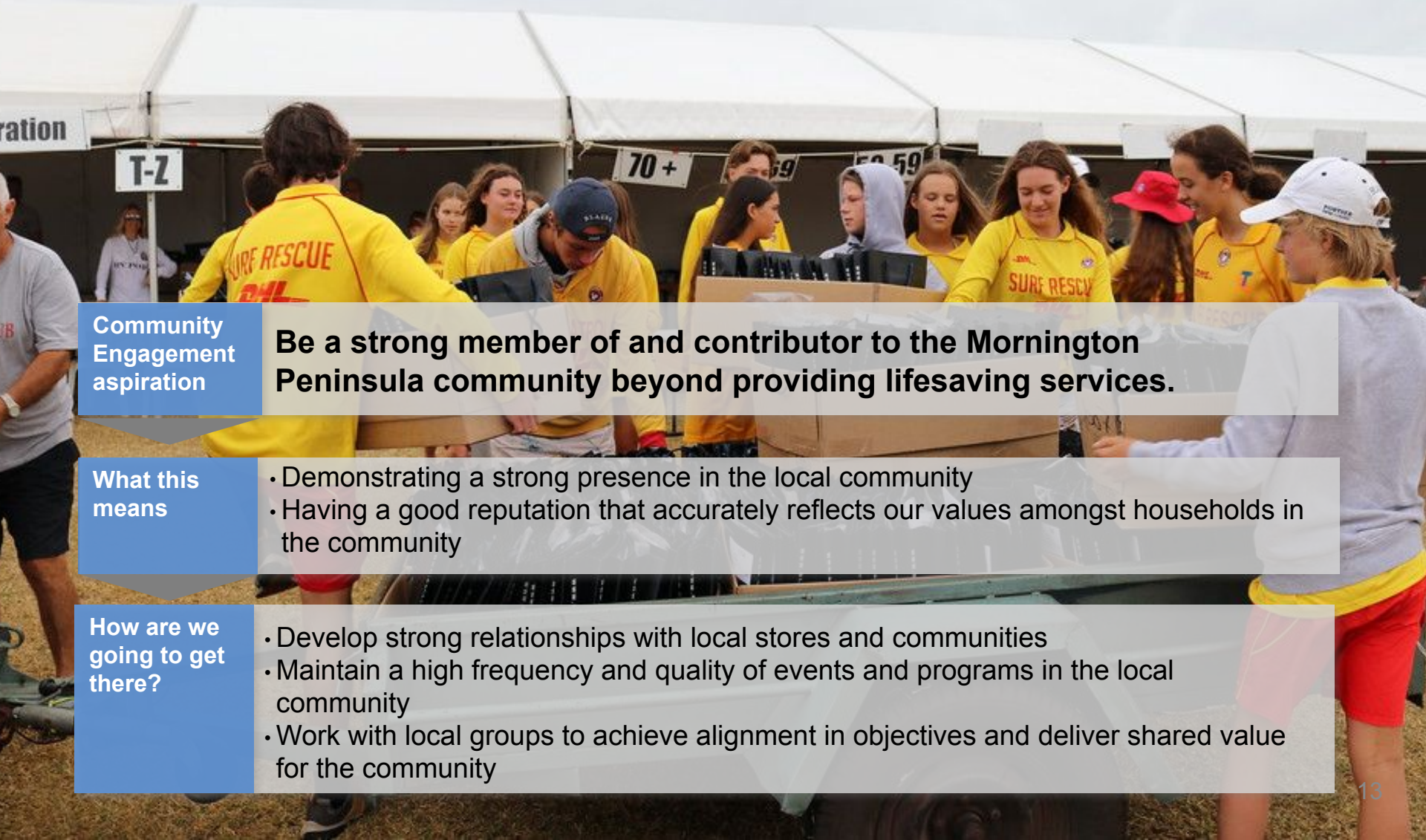
What this means

- Premium and unique Events that run at capacity and engage the members in unique ways with a culture of Continuous Improvement

How are we going to get there?

- Partnering
- Customer understanding
- Event Management Skills
- Transfer of skills
- Direct marketing and sales capabilities
- Documented roles and responsibilities

Community Engagement



Community Engagement aspiration

Be a strong member of and contributor to the Mornington Peninsula community beyond providing lifesaving services.

What this means

- Demonstrating a strong presence in the local community
- Having a good reputation that accurately reflects our values amongst households in the community

How are we going to get there?

- Develop strong relationships with local stores and communities
- Maintain a high frequency and quality of events and programs in the local community
- Work with local groups to achieve alignment in objectives and deliver shared value for the community

Environment

Environment aspiration

Be mindful of and protect our local environment in everything we do.

What this means

- Place value on the natural environment, creating a culture around preserving it
- Provide information about beach ecology to members through communications and relevant activities
- Engage with Parks Victoria

How are we going to get there?

- Encourage environmentally conscious practices within the club and members to engage with the club in their areas of interest
- Diplomacy to deal with multiple stakeholders who may not be aligned
- Ability to impart knowledge of the Portsea beach ecology and environment
- Organisational capabilities

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