



Strategic Plan 2024-2027

Vision To build a water-safe community through positive club culture, inclusion and encouraging both volunteerism and vigilance.

Mission We will save lives by educating, upskilling, supporting, and engaging with our community.

CULTURAL PILLARS

GOVERNANCE

The WSLSC leadership will provide strong direction for our future.

To achieve this WSLSC will strategically strive to:

- Support, upskill and develop existing and emerging leaders
- Develop both Financial and Business Sustainability Plans
- Develop and implement improved administrative systems
- Develop and maintain income streams

Operationally the WSLSC will

- Identify member skill set to support development of Financial Planning / Business Sustainability Plan
- Develop a regime of targeted Grants applications and Sponsorship opportunities.
- Provide access to appropriate leadership training opportunities
- Provide resources in support of leadership development
- Develop leadership pathways within the club
- Develop leadership mentor programs utilising external expertise

SERVICE & VIGILANCE

The WSLSC will provide a quality service to keep our community safe.

To achieve this WSLSC will strategically strive to:

- Develop a water safe community
- Develop a skilled lifesaving community

Operationally the WSLSC will

- Develop and make accessible water safe Education and Awareness Programs
- Promotion to the general community the importance of lifeguard services
- Support a foreshore redevelopment
- Appropriately schedule life saving training and qualifications
- Appropriately resource the equipment stock required for life saving training
- Increase the number of qualified club training officers
- Develop life saving training commercial opportunities
- Affect excellence in emergency service response via improved integration amongst local emergency services



ENGAGEMENT

The WSLSC will provide support and opportunities for all those who wish to be involved.

To achieve this WSLSC will strategically strive to:

- Promote participation and inclusion in aquatic sports
- Increase member engagement and recruitment and address member retention
- Increase community engagement opportunities
- Develop Operational Plans for all Programs (Patrol, Junior Activities, Training, Competition)

Operationally the WSLSC will

- Strive to build a new Club House
- Promote existing membership types to the broader community
- Analyse member growth requirements (v financial need)
- Review membership 'value', and 'member benefit' – and promote accordingly
- Review / debrief existing programs annually in support of continuous improvement and the mapping of events into the Club Calendar
- Engage in community events
- Survey members to identify member retention / development needs
- Develop improved member communications
- Develop member social opportunities
- Develop member volunteerism opportunities

ENVIRONMENT

The WSLSC will provide a safe, efficient, respectful and sustainable environment to conduct its activities.

To achieve this WSLSC will strategically strive to:

- Promote members health and well being
- Develop and maintain a regime of facility and equipment maintenance and replacement.
- Respect our natural environment and its sustainability

Operationally the WSLSC will

- Develop a regime of targeted Grants applications and Sponsorship opportunities.
- Develop and implement an Audit / Maintenance regime of existing resources
- Develop a 5 Year Renewal / Asset Management Plan
- Encourage participation and involvement in whole club activities via social media and personal engagement
- Promote member health activities
- Increase awareness and regulation of Child Protection (Safeguarding Children)



CELEBRATION

The WSLSC will provide a club environment that supports and values our members.

To achieve this WSLSC will strategically strive to:

- Celebrate and recognise member contribution
- Identify and promote member pathway development
- Support Work / Life balance by the development of operational subcommittees

Operationally the WSLSC will

- Identify and nominate to external awards in recognition of member contribution
- Promote annual club awards and the subsequent wider community recognition
- Promote competition success and the subsequent wider community recognition
- Promote patrol success and the subsequent wider community recognition
- Conduct regular Patrol / Carnival Social Media Shouts Outs
- Support member access to LSV / SLSA Development Camps and Leadership Training
- Provide annual Award upskilling opportunities
- Conduct review of Club Structure in support of the development of functional operational sub committees