



Sandringham Life Saving Club's Strategic Plan

2023-27

SINCE 1874 COMMUNITY

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Foreward

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Our Focus

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Acknowledgements

FORWARD

It is with great pride and pleasure that I share the Strategic Plan for Sandringham Life Saving Club with our members, stakeholders and community. This document has been developed as a result of the many hours spent by our dedicated volunteer members, who have come together to forge a vision for Sandringham Life Saving Club into the future.

This plan has been developed taking leadership and inspiration from Surf Life Saving 2025 Strategic Plan, Life Saving Victoria's 2021-2025 Strategic Plan and Bayside City Council's 2021-2025 Council Plan and Health and Wellbeing Action Plan.

At the core of what we do, is our commitment to keep our community safe around the water. To achieve this, our Board of Management agree to focus on;

- Recruitment and development of our volunteers
- Our member engagement
- Building community awareness

Sandringham Life Saving Club is a small but growing community focused lifesaving club. We have been providing lifesaving services to the Sandringham community since 1917. We are extremely proud of our 100+ years of serving our community and this plan is how we as a group of committed community-minded individuals will come together in service to build our club's future.

Join us as we embark on an exciting journey.

Yours in service,

Vicky McKay
President

OUR FOCUS

Our Vision

To be an inclusive local club which delivers excellence in beach and water safety for our community.

Our Mission

Developing lives to save lives



Recruitment and development of our volunteers

- Maintain reliable rescue services
- Promote acquisition of life skills
- Provide an environment that inspires members to volunteer
- Support efficient operational structures

Member Engagement

- Grow and connect youth
- Purposeful communication with patrollers and members
- Make our club a fun environment
- Manage finances proactively
- Maintain quality equipment

Building community awareness

- Promote our club
- Provide a fit for purpose clubhouse
- Seek opportunities to improve the bay environment



OUR YEAR 1 PRIORITIES

Our Community

Develop active and safe communities

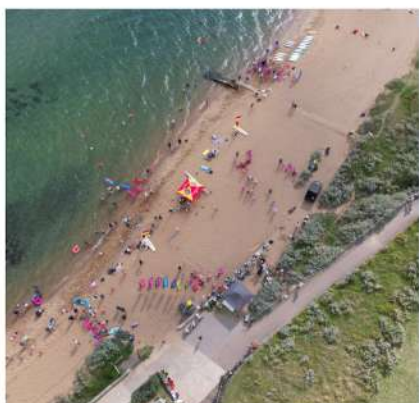


Maintain reliable rescue services

1. Keep patrollers connected to the club
2. Remain rescue ready training
3. Explore new avenues and channels for recruitment

Grow and connect youth

1. Develop a playbook of coaching activities
2. Offer Age Manager pre-season training
3. Find ways to show success of older nippers as an incentive for younger nippers



Promote our club

1. Develop a PR campaign for members and community about how to get involved in the club
2. Choose destination activities that align with our club values and engage our club's reputation in the community
3. Connect with local retailers/groups to develop mutually beneficial partnerships

OUR YEAR 1 PRIORITIES

Our Club

Be a viable, welcoming and inclusive club



Promote acquisition of life skills

1. Increase the uptake of training within our membership
2. Increase the number of trainers to deliver more courses
3. Broaden in-house training opportunities for members of all ages and backgrounds

Purposeful communication with members

1. Grow communication committee
2. Maintain consistent communication through multiple channels
3. Increase social media presence



Provide an environment that inspires members to volunteer

1. Develop a fair and accessible roster system with available volunteer positions
2. Develop a Volunteer Recruitment Plan
3. Develop a Volunteer Co-ordinator role

Make our club a fun environment

1. Create a Social Committee to organise and deliver member events
2. Formalise social events and club calendar
3. Become a 'Year Round' club



Manage finances proactively

1. Establish financial plans
2. Maintain transparent accounting practices

Support efficient operational structures

1. Attract passionate and skilled board members
2. Develop robust operational procedures
3. Undertake governance review



OUR YEAR 1 PRIORITIES

Our Environment

Create safe, enjoyable and sustainable beach environments



Provide a fit-for-purpose clubhouse

1. Ensure ongoing fitness of the current clubhouse
2. Undertake consultation and research for future clubhouse plans

Maintain quality equipment

1. Establish service plan for equipment and service as required
2. Monitor equipment life cycle to recognise future capital expenditure
3. Establish funding for replacement of end-of-life equipment



Seek opportunities to improve the bay environment

1. Develop an environmental or beach care community engagement plan
2. Host environmentally aware events and initiatives like beach clean up sessions and educational information sessions
3. Work with local groups to achieve alignment in objectives and deliver shared value for the community

ACKNOWLEDGEMENTS

Thank you to the Board of Management and our valued members who have contributed to our Strategic Plan so far.

As well as the people and organisations that have helped us along this journey;

Christina & Julie-Anne from Blue Glass House

Richard Simon from Simon Leisure

We thank you for your continued support in our efforts to develop and implement our Strategic Plan.

CONTACT

Sandringham Life
Saving Club

Beach Rd,
Sandringham,
VIC, 3191

www.sandringhamlsc.org.au

[@sandringhamlsc](https://www.instagram.com/sandringhamlsc)

comms@sandringhamlsc.org.au
