



STRATEGIC PLAN

2023-2027

Prepared by the
SANDRINGHAM LSC
BOARD OF MANAGEMENT

JULY 2025
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LETTER FROM THE PRESIDENT

It is with great pride that we present the updated 2023 - 2027 Strategic Plan for Sandringham Life Saving Club. This refreshed plan builds on the strong foundation we laid in the first year, reflecting the momentum we've gained, the lessons we've learned, and the opportunities we see ahead.

At the heart of our club is a commitment to keeping our community safe in and around the water. Our purpose remains clear: to develop lives to save lives. But we are also so much more. We are a vibrant community of volunteers, members, and partners who come together to learn, lead, and connect.

Over the past year, we've made meaningful progress - strengthening our patrol services, enhancing our training pathways, engaging youth, and creating new ways for our community to connect with and through the club. We've also listened - to our members, our partners, and the broader community - and this update reflects their insights and ideas.

The work ahead remains vital. Together, we will continue to nurture an inclusive and welcoming club environment, develop future leaders, and ensure our clubhouse and equipment meet the needs of today and tomorrow. We'll deepen our partnerships, advocate for our coastline, and create opportunities for every person who steps through our doors - or onto our beach - to find their place.

On behalf of the Board of Management, thank you to every volunteer, member, supporter, and partner who has contributed to this plan. Your dedication ensures that Sandringham Life Saving Club continues to serve, protect, and connect our community for generations to come.

Vicky McKay



2,516

Patrol Volunteer Hours

2024-2025 season

636
members

2024-2025 season

62,600+

total beach attendance

People on our beach during
volunteer patrol hours

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.

01

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

02

Member Engagement

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

03

Building community awareness

- Maintain our club's inclusive and participatory reputation in the community
- Provide a fit for purpose clubhouse
- Seek opportunities to improve the bay environment

OUR COMMUNITY

Develop active and safe communities.



Maintain reliable rescue services

1. Have a majority of patrollers return to patrolling next season as well as continue to gain new ones.
2. Adapt and continue the Rescue Ready Program to fit the needs and wants of our club members.



Grow and connect youth

1. Development pathways for youth membership (Nippers to Cadet to SRC to Bronze)
2. Cadets mentoring during Nippers
3. Cadets training with patrollers

Maintain our club's inclusive and participatory reputation in the community

1. Develop a campaign that showcases who we are, what we do, with an invitation to get involved.
2. Choose destination activities that meet the needs of the community and that align with our club values.
3. Develop mutually beneficial partnerships that build our club's reputation in the community.



OUR CLUB

Be a viable, welcoming and inclusive club.

Promote acquisition of life skills

1. Increase the number of members undertaking training to participate in regular patrolling.
2. Increase the number of trainers to deliver courses.
3. Upskill existing trainers and facilitators to deliver IRB and SMPC awards.



Purposeful communication with members

1. Grow communication committee.
2. Provide transparent information to members.
3. Increase social media presence.

Foster an environment that encourages volunteerism.

1. Embrace the club culture.
2. Develop an environment that enables people to get more involved.
3. Acknowledgement of volunteer's contribution throughout the season.



Make our club a fun, welcoming and inclusive environment.

1. Deliver community and member engagement events and activities that develop strong social connectedness.
2. Establish an Event Committee and calendar of events
3. Develop initiatives that build youth engagement and wellbeing.

Manage finances proactively

1. Establish financial plans and reporting.
2. Maintain transparent accounting practices.
3. Develop a sponsorship strategy.

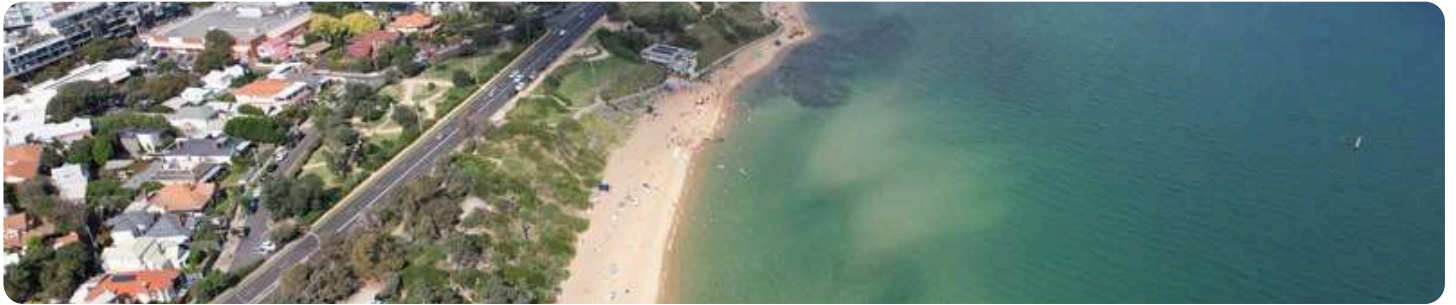


Support efficient operational structures

1. Develop robust operational procedures
2. Attract passionate and skilled board members
3. Uphold respect and protection of members

OUR ENVIRONMENT

Create safe, enjoyable and sustainable beach environments.



Provide a fit-for-purpose clubhouse

1. Evaluate and prioritise facility enhancements.
2. Ensure ongoing fitness of the current clubhouse.
3. Optimisation of all available space to help meet the needs of our growing membership.



A clubhouse for future generations

1. Undertake consultation and research to understand community need.
2. Form a building committee.
3. Develop a Facility Plan, Roadmap and Case for Support.

Maintain safety with 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.



A clean, safe bay and beach

1. Advocate for our beach and community.
2. Prioritise the delivery of environmental and beach care initiatives.
3. Work with changemakers and 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.

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