

STRATEGIC PLAN – ALBANY SURF LIFE SAVING CLUB

Our Vision						
Saving Lives & Supporting Our Community						
Our Purpose	The Albany Surf Life Saving Club aims to provide a safe, sustainable and exceptional level of volunteer community service across our core areas of lifesaving, training and education, surf sports and youth programming; and strengthen our valued position within our community, now and for the future.					
Our Values	Respect	Teamwork	Family Focused	Contribute & Give Back	Inclusive	Safety
Our Targets	By supporting our renewed community hub we will grow and develop our membership, improve the flow and delivery of lifesaving activities and activate the beach forecourt footprint for the community.					
Our Priorities	Club Leadership	Lifesaving + Education	Supporting Members + Active Participation	Building a Safer Community Hub	Community Support	Connected Members
Our Goals	To provide strong and transparent leadership, governance and financial sustainability.	To deliver contemporary programming, training and education to meet the needs of our community.	To encourage, promote and support our club community; to optimise our membership retention and attract new members.	To provide and maintain safe and functional surf lifesaving facilities to meet the growing needs of our members and community hub.	To be recognised as a Club providing essential services in our community, leading the way in community coastal and beach safety.	To improve communication, in all formats, within the Club and the broader community.
Key Strategies	Strong and competent skills-based Board leading the strategic directions	To have highly skilled and competent members providing a high-quality standard, life-saving services in our community	To reinforce a volunteer team culture that acknowledges everyone's role, contribution and value	To secure the long-term sustainability of the club through a renewal club building project	Establish strong and strategic alliances with key stakeholders	Expand communication channels to support genuine engagement
	Organisational compliance with all legislation	To provide clear pathways for member development	To expand our vibrant social environment to include member and broader community events	Undertake an asset audit to identify the needs and issues around current and future needs	Leverage existing Club events to support broader community engagement.	Delivery of consistent, targeted and expanded information to the Club member network.
	Transparent operational team structure supported by everyone	To deliver a high standard of training and assessment.	To recognise, respect and acknowledge our volunteer's contributions.	Establish a fundraising project linked to the renewal of the facility. Establish targets for \$\$	Membership structures to encourage greater community involvement.	Improve communication pathways between Teams and Board
	Establish short, medium and long term plans for financial sustainability			Review the Needs Assessment, Feasibility Study and Business Case for the renewal process	To be recognised as a best practice club in our community.	Provide Welcome Pack information to New members at key 'touch point.'
	Review and adapt organisational structure			Undertake long term planning and staged approach to facility infrastructure		
				Establish Community Facility Management Framework		