











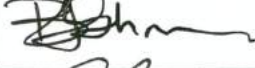



Garie SLSC Strategic Plan

2017-2022



Signatories

The management committee of Garie Surf Life Saving Club adopted the following strategic plan in its entirety on the 2nd day of July in the year 2017

Name	Position	Signature
David Cross	President	
Stephen Quinn	V President	
PAT DILLON	SECRETARY	
GREG BETTS	CLUB CAPTAIN	
Sandra Leon	Treasurer	
PAUL COODNER	DEPUTY CAPTAIN	
David Diller	ordinary Comm. Hse member	
DAVID BIRCHALL	CHIEF TRAINING OFFICER	
BENJAMIN ESTMAN	JUNIOR ACTIVITIES CHAIR	
Tony Graham	Club Liason	
Robert Glasson	COMMITTEE MEMBER	
TERRY WATERS	COMMITTEE MEMBER	

Introduction

Founded in 1938 the Garie Surf Life Saving Club has a proud tradition. No lives have been lost at Garie while lifesavers have been on patrol. Garie has always been a small club with a strong core of dedicated members.

Garie is in a unique position as it is located within The Royal National Park. This remote location is one of Garie's significant attractions for many of its' members. This is also one of our most challenging situations. We don't have a local community to support our membership and the commute to Garie is not down the road like many other clubs. This remoteness places a significant responsibility on our patrol members as assistance is not close by. Garie does not have the support of employed Lifeguards.

In 2004 the Garie SLSC clubhouse showing the signs of age and along with the battering of the harsh conditions this all finally took its toll on the building and as a result the clubhouse was condemned. For the next several years Garie SLSC conducted its operations out of demountable buildings and shipping containers. With no facilities it was understandable that our membership numbers declined. Garie accepted the assistance of several other surf clubs to provide patrol members to support our vacant beach patrols. The focus of the club management at that time was to gain approval to build a new clubhouse and in 2007 a new clubhouse was built with the assistance of Surf Life Saving, the State Government and the National Parks. The opening of the new clubhouse was a great morale boost to the club. Membership numbers started to build but still remained below a fully operational level. The club has struggled to regain the levels post losing the original clubhouse building.

There have been many different membership campaigns over the subsequent years, however unfortunately they have not reaped the new member numbers that are required.

In May 2017 at the Annual General Meeting the committee for the 2017/18 season was elected. This committee recognised that for our membership numbers to grow to a sufficient level, a comprehensive Strategic Plan needed to be developed. This Strategic Plans would set a pathway for growing the club membership numbers and ensuring that Garie SLSC had an effective and functioning Club Management.

Detailed is the 5 year Strategic Plan for 2017-2022 seasons to fulfill our Mission.

Mission

To ensure that no lives are lost at Garie Beach during patrol hours.

Objectives

Provide a high quality of Surf Life Saving services to the visitors of Garie Beach.

Strategic Priorities

1. Leadership & Administration
2. Life Saving
3. Membership-Recruitment-Retention
4. Training & Assessment
5. Culture/Engagement
6. Promotion & Marketing
7. Review

1. Leadership & Administration

Deliver strong and effective leadership to our members.

Strategies

- 1.1. Have an open, accountable and collaborative decision making processes.
- 1.2. Develop a transparent financial management system.
- 1.3. Ensure all committee positions are occupied.
- 1.4. Develop formal job descriptions for all management positions.
- 1.5. Identify future club leaders and involve them 'succession planning'.
- 1.6. Integrate JAC activities with senior club 'One Club.'
- 1.7. Develop a document management system.
- 1.8. Review current Club Constitution and Regulations.
- 1.9. Develop a comprehensive 5 year Membership Development Plan.
- 1.10. The Strategic Plan and the Membership Development Plan to be made available to view by all members.

2. Life Saving

Maintain a roster of active, qualified and proficient surf lifesavers to deliver the life saving requirements of our Patrol Agreement.

Strategies

- 2.1. Encourage all members to fulfil their patrol obligations.
- 2.2. Obtain sufficient qualified surf lifesavers to fill vacant patrols.
- 2.3. Seek assistance from neighbouring clubs throughout the Branch, to provide patrols to fill shortfall.
- 2.4. Maintain a high level of skills on patrol.
- 2.5. Ensure all life saving equipment and resources are used and maintained correctly.
- 2.6. Provide support to existing patrol captains.
- 2.7. Develop a mentoring program for potential patrol captains.

3. Membership-Recruitment-Retention

To support, retain, promote, broaden and grow membership.

Strategies

- 3.1. Develop and implement a Membership Development Plan.
- 3.2. Engage existing members.
- 3.3. Conduct a member satisfaction survey.
- 3.4. Contact active reserve members to fill patrols.
- 3.5. Contact past members to encourage re-joining.
- 3.6. Ensure members are kept up to date on club activities through Newsletters, Website, Facebook and other suitable social media.
- 3.7. Recognition of new members in the club newsletter.
- 3.8. Plan, coordinate and conduct effective and enjoyable junior activities (JAC).
- 3.9. Promote a transition from JAC to the senior club for both youths and parents.

4. Training & Assessment

Provide continuous training and development of our members to maintain the skill set required to maintain proficiency.

Strategies

- 4.1. Establish a training development program.
- 4.2. Ensure training is coordinated and efficient.
- 4.3. Create a training matrix of all active members to upskill awards.
- 4.4. Identify suitable members to become training officers.
- 4.5. Establish a joint training/assessment agreement with Era and Burning Palms.
- 4.6. Conduct non water based awards eg First Aid/CPR courses, encouraging JAC parents to participate.

5. Culture/Engagement

Implement strategies to develop positive values and club culture, that will increase the participation in and enjoyment of Garie SLSC.

Strategies

- 5.1. Value, encourage and recognise the needs, ideas and contribution of all people within the club.
- 5.2. Promote a healthy and supportive lifestyle.
- 5.3. Promote social activities and encourage interaction.
- 5.4. The committee members shall insure they meet all new members.
- 5.5. All visiting club patrols are to be greeted by a club liaison officer to ensure their contribution is valued.
- 5.6. Establish a liaison between the JAC and senior club to insure 'One Club'.
- 5.7. Profile an existing member in each club newsletter.
- 5.8. Provide one function combined with the JAC parents and senior club members.

6. Promotion & Marketing

Increase the value, exposure and relevance of the club.

Strategies

- 6.1. Maintain an up to date website.
- 6.2. Establish a partnership with the local papers eg. Leader, Liverpool Leader, weekend report on rescues, first aid, etc.
- 6.3. Design a promotional package eg posters, brochures etc.
- 6.4. Advertise our JAC program within the target locality.
- 6.5. Enhance the club profile within target areas.
- 6.6. Promote Garie SLSC within other sporting clubs during off season.
- 6.7. Discuss with the local member of parliament on exposure of club within the electorate.
- 6.8. Design and develop a sponsorship plan.

7. Review

Develop an action plan mapping the progress of strategies detailed in this plan

- 7.1. The President shall detail the progress of this Strategic Plan in the Club Annual Report.
- 7.2. Subsequent Management Committees are to review, amend and reaffirm this plan as soon as practical after the AGM.