

MISSION

To keep our beaches safe.

VISION

The Burnie Surf Life Saving Club will keep our beaches safe by:

- Providing high quality life saving services
- Being a well managed, progressive and viable community club
- Educating and promoting surf awareness and safety within the club and community
- Promoting a fun and inclusive environment
- Supporting participation in surf sports at all levels

Burnie Surf Life Saving Club will achieve its vision and mission by delivering services and initiatives in five key areas which we have called our goals.

We will progressively work towards achieving each goal by implementing several clearly defined strategies.

The goals and strategies are outlined in this brochure.



BURNIE SURF LIFE SAVING CLUB

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Club Address:
North Terrace, Burnie

Postal Address:
P.O. Box 493, Burnie TAS 7320

ABN: 20 690 531 660

STRATEGIC PLAN 2020-2025



ABOUT US

The Burnie Surf Life Saving Club is Tasmania's oldest Surf Life Saving Club (established 1921). Our Club has a proud history of serving the Burnie community both in our core business of keeping local beaches and water safe and also with our supporting programs and services – beach patrols, search and rescue, surf sports, child and youth development, health and fitness development and community education.

Burnie SLSC is a professionally run, incorporated, voluntary, community service organisation. It is also Tasmania's most successful competition club in State and National Championships with a current membership of approximately 300 (with member's ages ranging from 5-85). It is a vital community organisation, and a key stakeholder in the Burnie City Council's waterfront precinct.

Thriving groups need forward looking plans to secure their place in the community. This Strategic Plan will provide a framework for the Club's development. This document is the second iteration of a document prepared by a broad representative member group in 2010 who, at the time, drew on considerable knowledge and experience of the member group. The original document has been reviewed and slightly amended to reflect the current and future vision of the Burnie Surf Life Saving Club. This document will guide our planning and decision making over a 5 year time frame.

Stuart Paine
President
November 2019



GOAL 1: LEADERSHIP AND ADMINISTRATION

To have effective leadership and management principles that enable governance in a responsible inclusive and fair manner

STRATEGIES:

- Ensure guidelines for all positions and sub-committees are relevant and current
- Develop a succession plan
- Review current policies, procedures and protocols
- Develop effective communication processes
- Have open, accountable and collaborative decision making processes
- Build a sustainable, viable future

GOAL 2: MEMBERSHIP

To support, retain, promote, broaden and grow membership

STRATEGIES:

- Maintain a membership/induction kit
- Strive to attract and retain members
- Create an environment that encourages volunteering and participation

GOAL 3: CULTURE/ETHOS/LIFESTYLE

To actively maintain and develop positive values, club culture and ethos

STRATEGIES:

- Value, encourage and recognise the needs, ideas and contributions of all people within the club
- Build individual and club capacity and foster leadership
- Support club programs and events
- Promote a health and supportive lifestyle
- Develop social options and encourage interaction
- Promote an active recognition of our history

GOAL 4: PERSONAL DEVELOPMENT

To provide a systematic approach to facilitate personal and collective growth

STRATEGIES:

- Develop a structured award program
- Further develop mentoring programs
- Ensure a reward/recognition system is maintained and expanded
- Develop and circulate a calendar of events
- Provide appropriate skill development opportunities for all members

GOAL 5: PROMOTION AND MARKETING

To create, promote and sustain our brand

STRATEGIES:

- Strengthen and protect our iconic brand
- Maintain a well managed sponsorship plan and capitalise on new opportunities
- Maintain a professional and positive profile in the community
- Establish positive relationships with members of the community

