

# Surf Life Saving Central Coast

Strategic Plan 2023-2025





# Save Lives

## What we will do

01

**Create & invest in platforms that encourage interclub collaboration across SLSCC**

Accountable: Director of Education & Director of Lifesaving

02

**Increase reach & support to unpatrolled locations**

Accountable: Director of Lifesaving

03

**Establish a SLSCC Emergency Response Hub**

Accountable: Director of Lifesaving



## Save Lives

# What we will do

### 01

## Create & invest in platforms that encourage interclub collaboration across SLSCC

- Establish a system to centralise the allocation of resources & equipment to clubs to improve resource availability and suitability and reduce operational risks
- Facilitate the sharing of equipment across clubs who are located close to one another (e.g. in the same bay)
- Establish a regular Patrol Captains Branch Forum to build relationships, encourage sharing of best practices
- Create a Life Saving Centre of Excellence, bringing together clubs with best-practice skills to consolidate resources, drive focus and develop life saving skills across the Branch

### 02

## Increase reach & support to unpatrolled locations

- Complete Risk Assessments for all danger hotspots and blackspots in SLSCC
- Establish a Dangerous Spaces Centre of Excellence to share best practice in prevention and response in challenging / high volume locations (e.g The Entrance Channel)
- Create community messaging / advertising to aid in prevention of incidents and speed response of support
- Drive positive community engagement with known hotspots (e.g. rock fishing)
- Invest in technology / infrastructure to decrease communication blackspots across SLSCC

[slscc.com.au](http://slscc.com.au)

### 03

## Establish a SLSCC Emergency Response Hub

- Expand SLSCC support operations for emergency management response
- Increase members available for emergency management response
- Drive engagement of callout teams



# Save Lives

## What success looks like



**Initial Patrol Captains forum held with positive feedback received**



**Neighbouring clubs have 1 x pre-season & 1 x post-season meeting every season**  
(Combined committee meeting)



**Reduced incidents in black spot locations**  
(Season-on-season decrease)



**Asset Management register established (& maintained) to enable fast response in Emergency situations**



**Callout / Emergency Incident Action plan established and communicated for likely incidents**



What we will do

# Develop & support our people



01

**Drive a member wellbeing focus**

Accountable:  
Director of Member Services

02

**Implement programs that ensure Youth member appointment to SLSCC Board**

Accountable:  
SLSCC President

03

**Introduce Member recognition panel at SLSCC**

Accountable:  
Director of Member Services

04

**Provide flexibility in volunteering options**

Accountable:  
Director of Member Services

05

**Develop employment pathways with sponsors, for members**

Accountable:  
SLSCC Chief Executive Officer



## Develop & support our people

# What we will do

01

### Drive a member wellbeing focus

- Leverage available resources / services for members with focus on Mental Health support
- Review current support offers for relevance and use by members
- Design and implement programs that encourage use of wellbeing resources / services

02

### Implement programs that ensure Youth member appointment to SLSCC Board

03

### Introduce Member recognition panel at SLSCC

- Nominate members into external reward programs, communicate / advertise recognition throughout community

04

### Provide flexibility in volunteering options

- Review potential changes in volunteering roles and hours of volunteering to build effectiveness of club resources
- Create diversity & inclusion support group that improves visibility and understanding of inclusion

05

### Develop employment pathways with sponsors, for members

- Advertise open roles through members communications
- Provide member support / priority to sponsor application process



## Develop & support our people

# What success looks like



100% of Patrol Captains are surveyed & feel supported by tools available



Increase in members completed Mental Health Programs and support tools



Motion supported at Branch Board and Branch Council to enable change in constitution for addition of Youth Member position to SLSCC Board



Member Recognition Panel selected and filled. Panel understands what their roles are



Flexibility in volunteering ensures that not all work is done by the same people



Increased opportunities for Sponsor engagement / leverage



What we will do

# Grow & sustain our movement

01

## Create Financial Sustainability

Accountable: SLSCC Chief Executive Officer

02

## Identify and share the value of participation in our movement with different audiences

Accountable: Director of Member Services

03

## Design SLSCC environmental sustainability framework

Accountable: SLSCC President

[slscc.com.au](http://slscc.com.au)





## Grow and sustain our movement

# What we will do

### 01

#### Create Financial Sustainability

- Create self-sufficient revenue streams that enhance financial sustainability of SLSCC & Clubs
- Establish an SLSCC asset management strategy to maximise value and effectiveness of fleet

### 02

#### Identify and share the value of participation in our movement with different audiences

- Challenge what SLSCC recognises as contribution to volunteer hours. Review framework to include JAC, Committees, Board, administration, water safety
- Identify the value / skills and education outcomes gained by participation in Nippers, Patrols and Surf Sports
- Capture feedback from education programs to include in advertising
- Promote the skills / education outcomes gained in lifesaving to external audiences (community, schools, employers)
- Identify & promote the value in participation in our movement: club is a safe place for many, diversity in movement (cultural, socio-economic, occupational, generational), how participants can use SLSC experience in the workplace (to include in CVs)

### 03

#### Design SLSCC environmental sustainability framework

- Identify sustainability imperatives, defining what it means for members and our movement
- Communicate framework to community



## Grow and sustain our movement

# What success looks like





## What we will do

# Engage the community

01

**Design and share community engagement best practice templates with clubs**

Accountable: SLSCC Chief Executive Officer

02

**Take the lead in building relationship opportunities with external community partners**

Accountable: Director of Business Services / SLSCC Chief Executive Officer

03

**Provide member recruitment support for Open Days**

Accountable: Director of Member Services



# Grow and sustain our movement

## What we will do

01

### Design and share community engagement best practice templates with clubs

- Support clubs with template strategies, tactics and resources to promote best practice marketing (incl social media)
- Engage with community groups (e.g. board riders) at Central Coast level - explore options to localise for clubs
- Explore options to customise our education offers to support community groups
- Find opportunities to support community groups with admin support, facilities or platform sharing
- Enhance Rip Awareness program (clubs, SLSCC support)

02

### Take the lead in building relationship opportunities with external community partners including:

- NDIS & PCYC
- A partnership with state schools – promotion of movement / ocean awareness
  - Primary schools: Nippers / JAC partnership
  - High schools: life saving / surf sports
- Troubled youth programs (e.g. Rise Up)
- The investigation of possibilities to link partnerships to growing to new membership / contributing to patrol hours

03

### Provide member recruitment support for Open Days

- Direct support with SLSCC collateral
- Indirect support through Open Day templates to share best practice
- Design open days for clubs to demonstrate surf sports opportunities



## Grow and sustain our movement

# What success looks like



Clubs use centralised community engagement templates, with joint branding (SLSCC + Club)



15 clubs utilise Rip demonstration & black spots awareness sessions facilitated by Branch



Community education is expanded into adult education and corporate space



External Relationship partner organisations are identified and consulted on building a more meaningful, strategic alignment together



Open Day Templates available for each club to use prior to each season, with success stories shared across Clubs



What we will do

# Strategic Enablers

01

**Implement a Volunteer Impact Statement process to be utilised for every initiative implemented at club-level**

Accountable: Director of Education

02

**Support our clubs in strategic / critical administrative capabilities**

Accountable: SLSCC Chief Executive Officer

03

**Review surf sports events and design to ensure relevance and engagement with competitors and clubs**

Accountable: Director of Surf Sports



## Grow and sustain our movement

# What we will do

### 01

#### Implement a Volunteer Impact Statement process to be utilised for every initiative implemented at club-level

- Process would include screens to ensure benefit / minimise negative impact on volunteers
- Remove red tape / bureaucracy in SLSCC processes (especially education) to facilitate better user experiences
  - Allow education participants to fulfill basic requirements easily (learner and administrator)
  - Advocate where SLSCC do not have control of processes, simplify / remove where SLSCC do have control
  - Incorporate regular review of policies and procedures to ensure efficiency

### 02

#### Support our clubs in strategic / critical administrative capabilities

- Provide strategic planning support, facilitation and resources to help clubs increase effectiveness
- Share opportunities for capability development
- Provide best practice insights for administration, onboarding and skill sharing
- Design and share best practice member and community communications mechanisms that drive engagement
  - Review platforms & channels to engage members & community
  - Provide recommendations, templates, and platform support for clubs to use

### 03

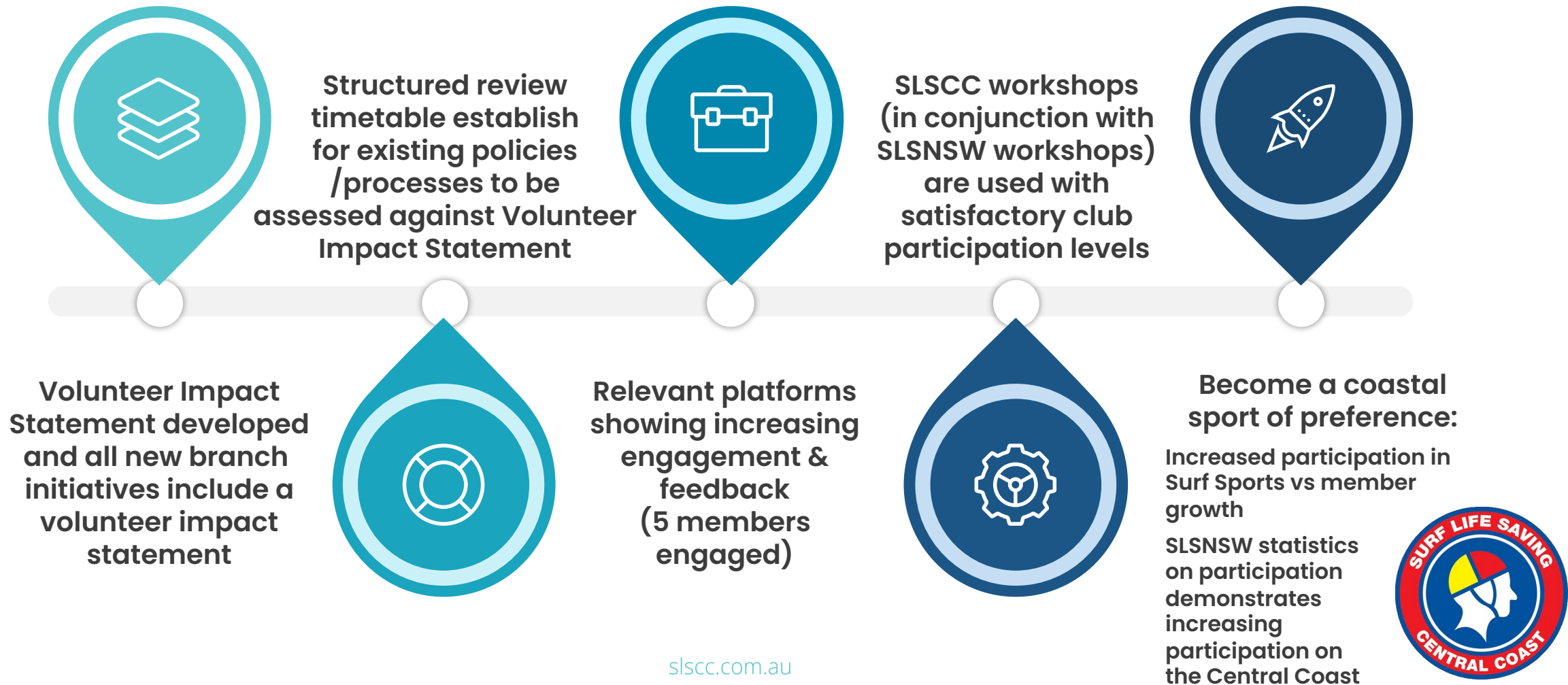
#### Review surf sports events and design to ensure relevance and engagement with competitors and clubs

- Investigate options including variety of sports, performance rewards, twilight events
- Ensure more effective adaptation to environmental conditions when running surf sports events



## Strategic Enables

# What success looks like



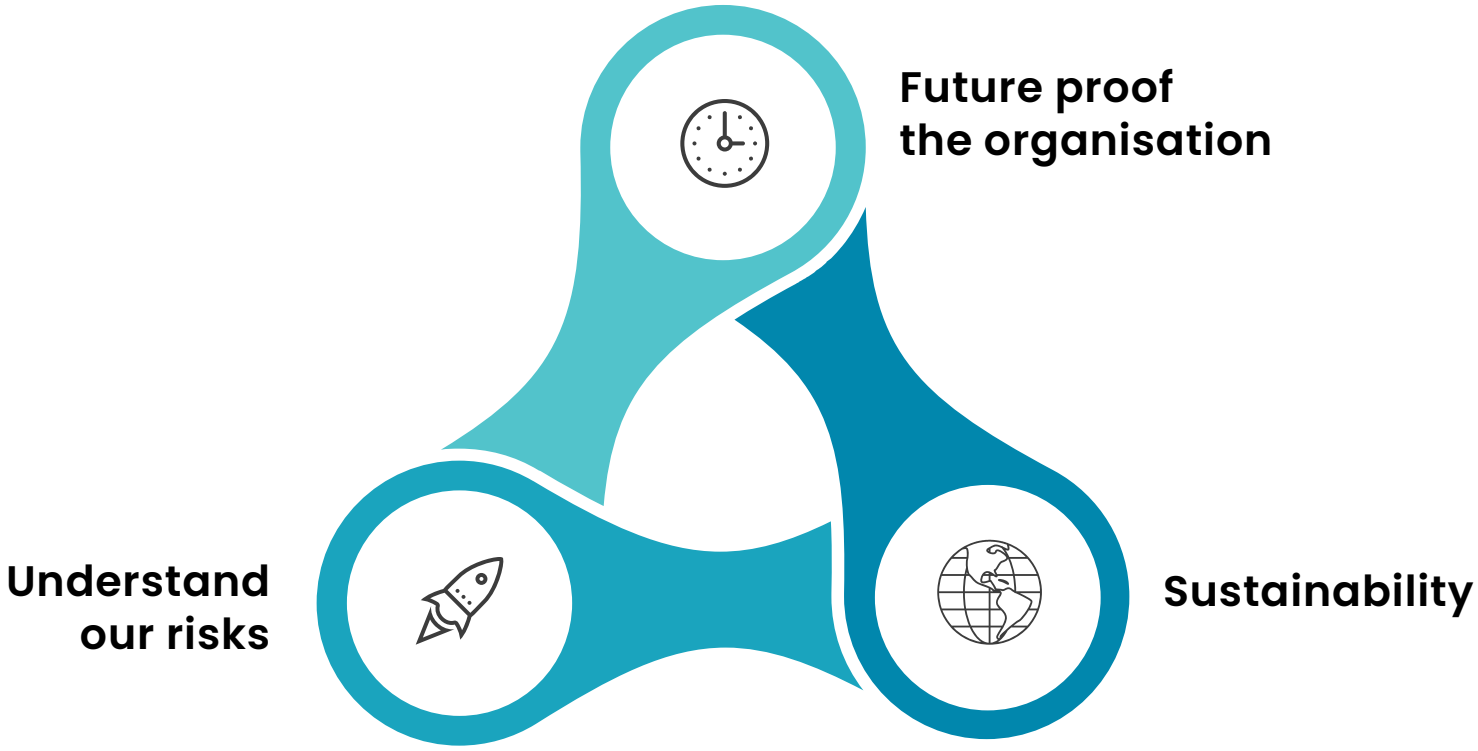




# APPENDIX



# What we wanted to achieve: Our parking lot concepts





Strategic Plan  
2023-2025

# Surf Life Saving Central Coast