

# STRATEGIC PLAN 2021 – 2026



POINT LONSDALE SLSC

## OUR PURPOSE:

To keep the community safe on our beaches.

## OUR VISION

PLSLSC will be a club that sets the standard for life saving activities in service to our community.

## STRATEGIC THEMES

### Theme 1: Life Saving

Strive for excellence in our promotion and provision of aquatic safety and first aid services within the region.

#### Key areas:

- Life Saving Services
- Education and Training
- Facilities

### Theme 2: Sports and Development

Strive for a welcoming sports culture that promotes participation, improves the health and wellbeing of our members, enhances their operational life saving skills whilst supporting high performance teams.

#### Key areas:

- Aquatic Sports
- Junior Programs

### Theme 3: Community

Develop defined pathways and opportunities for members to be active, valuable and contributing members of the Club by deepening local community relationships, promoting equality, diversity and sustainability while enhancing the member experience.

#### Key areas:

- Leadership Development
- Local Community Engagement
- Member Participation
- Environment, Social and Governance

### Theme 4: Commerciality

Set up long-term strategies to ensure the ongoing financial health and viability of the Club.

#### Key areas:

- Food and Beverage
- Marketing
- Events
- Financial Stability

## OUR LONG-TERM STRATEGIC DIRECTION

15 years

2031 - 2035  
Innovate & Strengthen



2031 - 2033: Innovate  
2034 - 2035: Strengthen

We will become a Club others look to for the culture, expertise and strengths that we have. We will aim to be the leading Victorian Club in all areas and develop new initiatives and programs.

10 years

2026 - 2031  
Professionalise & Grow



2026- 2028: Grow  
2029-2031: Professionalise

With our processes and documents consolidated and the Club sustained into the future, between 2026-2031 we will look to grow the membership and onboard a wide-range of experience onto the committee.

5 years

2021 - 2026  
Consolidate & Sustain



2021-2024: Consolidate  
2025-2026: Sustain

The initial stages of the strategic plan will be dedicated to consolidating our understanding of the key functions and operations of the Club and using this to develop more sustainable process for the ongoing retention of members.

## OUR STRATEGIC FRAMEWORK



## VALUES

Treating everyone **respectfully** - to value the rights and responsibilities of others and treat one another with dignity.

Acting **responsibly and with integrity** - to act safely at all times, caring for self and others.

Being **inclusive** - to celebrate and welcome diversity within our community.

Being **courageous** - to be curious and brave and encourage members to take the initiative and action.

### Where we need to focus:

Life Saving Services	Leadership Development	Environment, Social and Governance
Education and Training	Local Community Engagement	Food and Beverage
Facilities	Member Participation	Marketing
Aquatic Sports		Events
Junior Programs		Financial Stability