

VISION
 THE MANDURAH SURF LIFE SAVING CLUB VISION IS TO CREATE A SAFE, ENJOYABLE BEACH ENVIRONMENT AND TO CONTINUE A STRONG FOCUS ON COMMUNITY EDUCATION, TRAINING AND DEVELOPMENT WITH A COMMITMENT TO EXCELLENCE IN OUR SERVICE.

MANDURAH SURF LIFESAVING CLUB

2019 - 2024 Club Strategic Plan

CLUB CULTURE AND SUSTAINABILITY

RESPONSIBLE OFFICERS - PRESIDENT, VICE PRESIDENT, CLUB CAPTAIN AND DIRECTOR OF LIFE SAVING

- Foster a culture of Inclusiveness
- Develop internal Leaders
- Introduce club membership inductions - annually
- Improve the clubs Mental Health and Peer Support capability
- Develop a list and execute suitable capital infrastructure projects
- Work with City of Mandurah around additional club building and parking

FINANCE, MARKETING AND CLUB

RESPONSIBLE OFFICERS - FINANCE DIRECTOR, MARKETING DIRECTOR AND ADMINISTRATION OFFICER

- Ensure that the club remains fiscally responsible
- Annual Net Profit increase - minus CAPEX
- Aim for 5% membership growth per annum
- Building development
- Develop efficient storage system in the club
- Apply for relevant sports and community grants
- Establish, maintain and develop appropriate club sponsors relationships
- Develop club renewable energy options
- Develop a plastics reduction program within the club
- San Remo clean beach focus

SOCIAL

RESPONSIBLE OFFICERS - CLUB SOCIAL AND EVENTS OFFICER

- Two non-official major club events per year and club social nights once a month
- Nipper and Club Awards functions
- Restricted Liquor Licence and Bar

2021 will be a good year if:

CLUB PRIMARY KPI'S

- Finish the year with an annual net profit minus CAPEX
- Actual annual membership growth of at least 5%
- The Club meets or exceeds it agreed Lifesaving Service Agreement
- Train additional qualified Lifesavers
- Develop members through other training opportunities
- Foster a culture of inclusiveness within the community

MISSION
 MANDURAH SURF LIFE SAVING CLUB IS COMMITTED TO PRODUCING THE PEEL COMMUNITY WITH INCLUSIVE PARTICIPATION, TRAINING, EDUCATION AND DEVELOPMENT OPPORTUNITIES IN SURF LIFESAVING AND TO PROMOTE A POSITIVE FAMILY ENVIRONMENT THAT FOSTERS PRIDE, CONFIDENCE AND SOCIAL WELL-BEING.

