



# Surf Life Saving Lower North Coast Branch Inc



The SLSLNC Strategic Vision is:

“To be the key provider of quality aquatic lifesaving services within the Lower North Coast region of NSW”

Our Values are:

- Professionalism
- Effective
- Ethical
- Accountability
- Friendship
- Community Focused
- Health & Wellbeing
- Responsible
- Sustainability
- Visible

Our Core Business Areas are:

- 1 Lifesaving Services
- 2 Education
- 3 Surf Sports
- 4 Membership Development
- 5 Business Administration

<b>1.1 Develop quality lifesaving services across LNC</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
1.1.1	Review SLSNSW Standard Operating Procedures (Lifesaving Services) and provide feedback to SLSNSW	Review at BOL Meeting Forward feedback to SLSNSW Review at BOL Meeting Forward feedback to SLSNSW	DOL DOL DOL DOL	Sep 09 Oct 09 May 10 Jun 10	
1.1.2	Identify and develop SLSLNC specific SOP's	Develop at BOL Meeting Implement Review at BOL Meeting	DOL DOL DOL	Sep 09 Oct 09 May 10	
1.1.3	Conduct Branch Patrol Efficiency Competition	Discuss at BOL meeting Conduct Round 1 Conduct Round 2 Conduct Round 3	DOL DOL DOL DOL	Sep 09 Nov 09 Jan 10 Mar 10	
<b>1.2 Develop and implement a Lifesaving Service Plan that is flexible to meet the expectations of all stakeholders</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
1.2.1	Develop and implement appropriate plans and agreements for all clubs and services	Beach Management Plans maintained for all Clubs Lifesaving Agreements submitted annually by all Clubs and RWC Team Patrol Rosters submitted annually by all Clubs and RWC Team	DOL DOL DOL	Sep 09 Aug 09 Sep 09	

1.2.2	Develop and implement communications systems to meet requirements of lifesaving operations (internal/external)	Maintain an efficient and effective radio communications network	DOL	Sep 09	
		Pursue/maintain representation on local Emergency Mgmt Committees	DOL	Ongoing	
1.2.3	Develop and implement appropriate Emergency call out systems that meet community demands	24 hour Call out lists available for all Clubs, noting RWC Operators	DOL	Sep 09	

### **1.3 Foster continuous improvement in life saving**

<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
1.3.1	Develop lifesaving equipment/techniques in line with continual improvement of new lifesaving methods, service provision	Participate in SLSNSW R&D trials as appropriate	DOL	Ongoing	
		Provide Clubs with updates on Branch / State R&D initiatives	DOL	BOL Meeting	
1.3.2	Facilitate the timely collection of statistics, incidents & events associated with lifesaving in Surf Guard	Ensure Patrol Logs are entered into SurfGuard within 7 days of weekend patrols by Clubs and services	DOL	Sep 09	
1.3.3	Develop management systems in place to meet evolving demands of lifesaving	Conduct Pre Season BOL meeting	DOL	Sep 09	
		Conduct Post Season BOL meeting	DOL	May 10	

### **1.4 Deliver aquatic water safety internally/externally**

<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
1.4.1	Provide power craft water safety services for internal carnivals and events	RWC Team Support at nominated events	DOL	Ongoing	
1.4.2	Provide power craft water safety services for external aquatic events	RWC Team Support at events as approved	DOL	Ongoing	

<b>2.1 Provide internally / externally accredited training and education</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
2.1.1	Provide quality training programs and education resources leading to internal accreditation	Facilitate Spinal Management courses As per needs analysis	DOE	Sept 09	
		Facilitate Defibrillation courses As per needs analysis	DOE	Sept 09	
		Facilitate 1 SM Beach Mgmt course	DOE	Nov 09	
		Facilitate 1 SM Adv. Emerg. Care course	DOE	Nov 09	
		Organise 1 RWCO course in liaison with DOL	DOE	Jul 09	
		Conduct Annual IRB training camp	DOE	TBA	
2.1.2	Provide quality training programs and education resources leading to external accreditation	Facilitate 1 Training Officers course	DOE	Aug 09	
		Facilitate 1 Assessors course	DOE	Mar 10	
		Facilitate 2 Senior First Aid courses	DOE	Jul 09 Nov 09 May 10	
2.1.3	Facilitate the ongoing development and continual improvement in training and accreditation	Convene regular Education Panel meetings to address the outcomes of the Education Business Plan	DOE	Sep 09 Nov 09 Jan 10 Apr 10	
		Conduct Annual Facilitators meeting	DOE	Aug 09	
		Conduct Annual In-service update for all Trainers, Assessors and Facilitators	DOE	Aug 09	
2.1.4	Continuously review the SLSNSW Standard Operating Procedures (Training and Education) and provide feedback to SLSNSW	Review at Ed Panel Meetings	DOE	Sep 09 Nov 09 Jan 10 Apr 10	
		Forward feedback to SLSNSW	DOE	Oct 09 Dec 09 Feb 10 Jun 10	

<b>2.2 Facilitate water safety education</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
2.2.1	Provide standard water safety education programs and resources	SLSA / SLSNSW programs promoted and used by all members	DOE	Sep 09	
2.2.2	Provide water safety education to diverse communities	Develop and implement a community education program	DOE	May 10	
2.2.3	Facilitate water safety awareness and education for junior members	Junior Activities Information Night conducted annually	DOMS	Aug 09	
2.2.4	Encourage educators to utilize water safety resources	LNC Age Managers Resources reviewed and issued annually to all Clubs	DOE	Aug 09	

<b>3.1 Delivery of Surf Sports &amp; Event Management</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
3.1.1	Facilitate the management of surf sports events	Convene regular Board of Surf Sports meetings to address the outcomes of the Surf Sports Business Plan	DOSS	Sep 09 Jan 10 May 10	
		Develop and implement a Carnival Organizing Committee including a Carnival Agreement	DOSS	Sep 09	
3.1.2	Support surf sports delivery at club and branch levels	Assist Clubs to develop internal surf sports operations	DOSS	Nov 09	
<b>3.2 Provide development opportunities for all participants</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
3.2.1	Provide opportunities and pathways for athletes at all levels	Conduct Branch Championships annually	DOSS	Feb 10	
		Develop a Branch Carnival Calendar	DOSS	Sep 09	
		Select, develop and manage an Interbranch Team	DOSS	Oct 09	
3.2.2	Provide opportunities and pathways for coaches at all levels	L1 Surf Coach Course offered annually to all members	DOSS	Aug 09	
		Promote SLSNSW L2 Surf Coach Courses	DOSS	Sep 09	
3.2.3	Provide opportunities and pathways for officials at all levels	L1 Officials Course offered annually to all members	DOSS	Nov 09	
		Promote SLSNSW L2 Officials Courses	DOSS	Sep 09	

**MEMBERSHIP DEVELOPMENT**

<b>4.1 Grow membership for sustainability</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
4.1.1	Develop and facilitate member recruitment strategies	Conduct a Branch wide promotion and recruitment drive	DOMS	Sep 09	
4.1.2	Develop and facilitate member retention strategies	Develop and Implement Youth Panel	DOMS	Nov 09	
		Conduct survey of Youth issues	DOMS	Dec 09	
		Develop a MD Plan / Strategy	DOMS	Sep 09	
		Implement MD Plan	DOMS	Oct 09	
<b>4.2 Value members by providing recognition in a safe and positive environment</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
4.2.1	Provide appropriate acknowledgement of achievement	Conduct annual Awards of Excellence	Pres	May 10	
		Promote SLSNSW Awards Night	Pres	Feb 10	
		Promote external recognition initiatives	Pres	Apr 10	
4.2.2	Facilitate member safety and wellbeing	Develop and implement a Club OHS Program	Pres	Dec 09	

<b>4.3 Encourage development opportunities and fulfillment for all members and clubs</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
4.3.1	Provide pathways and opportunities for members of all ages to develop skills and qualifiers	Conduct annual Branch U14 Leadership Camp	DOMS	Nov 09	
		Promote annual SLSNSW / SLSA Leadership programs to eligible members	DOMS	Sep 09	
4.3.2	Facilitate organizational development programs and pathways for Clubs	Plan and conduct annual Branch Conference / Seminar	Pres	Aug 09	
		Convene regular Board of Memb. Dev. meetings to address the outcomes of the Membership Development Business Plan	DOMS	Sep 09 May 10	

**5.1 Provide effective management and administrative structures for the delivery of surf lifesaving in LNC**

<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
5.1.1	Provide administrative guidance and support to branch, club and member stakeholders	Convene regular Board of Admin meetings to address the outcomes of the Admin Business Plan	DOA	Sep 09 May 10	
		Consider employing a Branch Administrator	Pres	Jan 10	
		Develop and implement a Branch Policy Folder	DOA	Nov 09	
5.1.2	Provide and implement quality training, support and personal development for office bearers and future leaders	Develop and implement an annual Management Workshop for key club personnel	DOA	Jul 09	
		Develop and implement a future leaders program	DOA	Jun 09	

**5.2 Manage and grow the financial sustainability of the organization**

<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
5.2.1	Develop and deliver systems and procedures to assist entities with their compliance obligations	Best practice guidelines offered to clubs	DOF	Jul 09	
5.2.2	Develop and maintain internal control systems and procedures to safeguard the financial viability of SLSMNC	Prepare an operational Budget annually	DOF	Aug 09	
5.2.3	Provide a transparent and accessible accounting and financial reporting system to branch, clubs and members	Financial reports prepared and presented to the members	DOF	Branch Meetings	

<b>5.3 Manage and grow the sustainability and integrity of surf lifesaving in LNC</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
5.3.1	Promote and build the brand of SLSLNC to stakeholders	Develop and implement a Media Plan	Pres	Nov 09	
		Develop and distribute newsletters to local Councils and State /Federal Members	Pres	Sep 09 Jan 10 May 10	
5.3.2	Manage and deliver fundraising activities for the benefit of Branch and all clubs	Seek funding (Grants / Sponsors) opportunities	DOF	Ongoing	
		Conduct annual Sponsors lunch / dinner	DOF	Feb 10	
5.3.3	Develop and implement marketing strategies for SLSLNC	Develop and Implement a Marketing Plan	DOF	Dec 09	

<b>5.4 Deliver effective communication to surf life saving at all levels</b>					
<b>Ref</b>	<b>Action Strategies</b>	<b>Action Items</b>	<b>Resp.</b>	<b>When</b>	<b>Status</b>
5.4.1	Identify and continually implement appropriate communication strategies	Conduct regular Branch Council meetings	DOA	8 per year	
		Maintain a Branch website	DOA	Ongoing	
		Prepare Annual Report	DOA	Jul 10	