



STRATEGIC PLAN: "ONE CLUB | ONE KURRAWA"

VALUES

- PROFESSIONALISM
- RESPECT
- LOYALTY
- INTEGRITY
- TEAMWORK

VISION

"To be Australia's premier Surf Life Saving Club, servicing the community through a safe beach. With exceptional training and education programs from youth to elite in a fun, family friendly, welcoming and professional environment."

MISSION

"Zero preventable deaths on Kurrawa Beach."

~This mission aligns with Surf Life Saving QLD.

TARGETS we aspire to;

1. Be the Premier Surf Life Saving Club
2. Consistently be the Club of choice
3. Consistently provide a service and reputation of excellence
4. Build our culture and values around our core mission of Life Saving

OUR PURPOSE

WE WILL ACHIEVE OUR VISION THROUGH:

LIFESAVING

SURF SPORTS

CULTURE

NIPPERS

OFFICE ADMIN/ FINANCE

- LIFESAVING**
- Build our culture of excellence and a balance of respect and support promoted through our core mission of Zero preventable deaths on Kurrawa Beach
 - Continue the high level of experienced leadership and education throughout all areas of the club
 - Identify and encourage more members to take on training officer roles and support training officers to gain a Certificate IV in Training and Assessing
 - Reduce the average age of patrol captains by five years by 2023 by developing a leadership program for members aspiring to take on these roles
 - Educate and support our younger members to take on the role of Patrol Captain and other leadership roles within Lifesaving
 - Increase award levels across all our patrol teams, with emphasis on emergency care awards (e.g. ART)
 - Continued inclusion of First Aid and Radio Operator Certificates in Bronze Medallion Courses
 - Offer flexibility to members with high workload and athletic commitments to keep them engaged in Lifesaving
 - Reward and recognise worthy members for Club, Branch and SLSQ lifesaving awards
 - Work closely with Surf Sports to holistically upskill members on surf skills, fitness and competency

- SURF SPORTS**
- Support and enhance Lifesaving Patrols by providing competent, skilful volunteer lifesavers adhering to our mission- "Zero preventable deaths on Kurrawa Beach"
 - Provide a strong, unified and professional coaching department which would be regarded and recognised as one of the most credentialed in the sport
 - Delivery of a high performance training program for all levels of the athletic pathway ensuring development of our athletes from Nippers through to Senior members- "Developing and Supporting our Own"
 - Consistent focus on Nippers and Juniors to ensure sustainability, future growth and athletic development throughout the club
 - Support and celebrate success in all disciplines of Surf Sports; IRB, Beach, Iron, Surf Rescue, Pool Rescue, Surf Boats & Nippers

CULTURE

- Ensure an inclusive environment that welcome all members
- Clearly communicate and connect all members
- Increase the focus on cultural and social events and activities
- Promote and celebrate Member Awards at - Club / Branch / State / National level
- Increase the number of female memberships and support female leadership roles
- Promote our values of Professionalism, Respect, Loyalty, Integrity and Teamwork
- Have pride in our One Club|One Kurrawa, and work in unison with the Supporters Club to achieve our mutual goals

NIPPERS

- Enhance and celebrate an enjoyable family vibe across the junior programs, providing opportunities for lifelong friendships and connections which engage families in training, education and Nipper Sundays
- Coordinate social and family days and opportunities to welcome new members
- Nurture and improve member competencies for all areas with a focus on water activities
- Increase flat water training opportunities to provide new and developing Nipper members a chance to enhance their skills and confidence in swim and board
- Provide a swim training squad (at least two mornings per week) to build competence and fitness
- Develop consistent swimming skills and create a platform for the Pool Rescue program
- Reduce the financial burden on families through subsidised activities and training
- Coordinate Nipper Training Camps away and interstate competition travel to broaden the experience and skills of our members

**OFFICE ADMIN/
FINANCE**

- Assist and support our team of Volunteers and Coaches to ensure all our members are cherished and compliant
- Provide a great user experience with simple and paperless membership process, an online store and member communication tool
- Share and promote our success through marketing and social media
- Communicate specific information and reminders to target members
- Provide best practice online services and IT support for all members and staff