



WANDA S.L.S.C.

5 YEAR STRATEGIC PLAN : 2022-2027

OUR PURPOSE *Save lives, create great Australians, and enhance our community*

GOALS

1. **ALIGN LIFESAVING COVERAGE TO MATCH COMMUNITY NEEDS**
2. **DEVELOP AND PROMOTE OUR PEOPLE**
3. **WE ARE A RELEVANT LIFESAVING COMMUNITY ORGANISATION**
4. **ENGAGE THE COMMUNITY TO PARTICIPATE AND SUPPORT OUR PURPOSE**
5. **MAINTAIN A STRONG, UNIFIED CLUB**

STRATEGIES

SUCCESS FACTORS

1. GOAL: Align Lifesaving Coverage to Match Community Needs	
1.1 Optimise Wanda's resources to be 'Rescue Ready'	<ul style="list-style-type: none"> • No preventable lives lost in flags • Internal audit of equipment • Adopting and/or designing innovative resources into our lifesaving functions • Equipment is maintained and ready to use
1.2 Promote Wanda as the peak community-based club	<ul style="list-style-type: none"> • Publications and media • Sutherland to Surf (S2S) • Patrols • Connection to Armed Services (engage with armed service to promote benefits and recognition extended to service men and women that join Wanda) • Infiltration into Western Sydney – Post Codes • Connection to Sutherland Shire Council
1.3 Support development of National and International Lifesaving	<ul style="list-style-type: none"> • Number of exchange programs (Japan, NZ) • Australian team selections • Number of officials, coaches and contributors • Connection to SLSS, SLSNSW, SLSA
1.4 Create an inclusive club that celebrates all forms of diversity	<ul style="list-style-type: none"> • Even mix of females and males in each member category • Culturally diverse member base • Welcoming of 'LGBTQIA+' identifying members
2. GOAL: Develop and Promote Our People	
2.1 Provide and promote the opportunities and pathways in SLS to motivate our members including ILS	<ul style="list-style-type: none"> • Number of members in leadership programs • Structured review of SLS websites for opportunities • Number of members in official, competition and lifesaving roles
2.2 Provide ongoing leadership opportunities to our people	<ul style="list-style-type: none"> • Mentoring programs • Coach (Life) young members. Define the roles within the club and activities that correlate with leadership
2.3 Provide efficient, relevant, and flexible learning opportunities	<ul style="list-style-type: none"> • Number of courses conducted • Number of different delivery methods (online, face to face, competency based) • Community based learning



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STRATEGIES	SUCCESS FACTORS
2. GOAL: Develop and Promote Our People (continued)	
2.4 Develop our participation initiatives	<ul style="list-style-type: none"> • Succession plan at all levels • Participation levels in lifesaving, competition, coaching and officials
2.5 Be an advocacy for our members in the community and business networks	<ul style="list-style-type: none"> • Number of community events attended by board members to promote Wanda and its members • Number of people placed in business (referred) • Business visits • School visits
3. GOAL: We are a Relevant Lifesaving Community Organisation	
3.1 Protect, manage and promote the Wanda SLSC Brand to drive internal and external support	<ul style="list-style-type: none"> • Engage with marketing specialist to provide input on marketing and brand awareness for Wanda SLSC
3.2 Develop effective strategic, operational alignment across all levels	<ul style="list-style-type: none"> • A Strategy Plan is in place and owned by office holders
3.3 Get involved with community groups and understand what they want from us	<ul style="list-style-type: none"> • List of community groups and needs / requirements
4. GOAL: Engage the Community to Participate and Support our Purpose	
4.1 Promote and celebrate Wanda's positive contribution to our community	<ul style="list-style-type: none"> • Increased visibility in all areas of media must mention Wanda • Add monthly (running tally – what we have done for other community organisations – funds raised, events supported, bullet point advertised)
4.2 Provide opportunities and encourage community, corporate partners, and stakeholders to actively participate in Wanda	<ul style="list-style-type: none"> • Understand what our sponsors want from us • Visibility on what other sponsorship value corporates can provide
4.3 Grow revenue from corporate partners and government sectors	<ul style="list-style-type: none"> • Understand all available funding opportunities and execute • Visibility on sponsorship pipeline • Survey of sponsors for feedback • Maintain positive and growing relationship with existing sponsors / partners
4.4 Proactively and transparently communicate how all funds raised are used	<ul style="list-style-type: none"> • Refine and develop financial reporting
5. GOAL: Maintain a Strong, Unified Club	
5.1 Develop strong individual sections that unite to form a cohesive 'One Club' culture	<ul style="list-style-type: none"> • Development of individual sections of club • Number of entire club events • Number of mixed sectional patrols