



# 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'.  <i>Status: <b>On Track</b></i>	<ul style="list-style-type: none"> <li>• No preventable lives lost in flags.</li> <li>• Internal audit of equipment</li> <li>• Adopting and/or designing innovative resources into our lifesaving functions</li> <li>• Equipment is maintained and ready to use.</li> </ul>
1.2 Promote Wanda as the peak community-based club.  <i>Status: <b>Work in progress</b></i>	<ul style="list-style-type: none"> <li>• Publications and media</li> <li>• Sutherland to Surf (S2S)</li> <li>• Patrols</li> <li>• Connection to Armed Services (engage with armed service to promote benefits and recognition extended to service men and women that join Wanda)</li> <li>• Infiltration into Western Sydney – Post Codes</li> <li>• Connection to Sutherland Shire Council</li> </ul>
1.3 Support development of National and International Lifesaving  <i>Status: <b>Needs focus</b></i>	<ul style="list-style-type: none"> <li>• Number of exchange programs (Japan, NZ)</li> <li>• Australian team selections</li> <li>• Number of officials, coaches and contributors</li> <li>• Connection to SLSS, SLSNSW, SLSA</li> </ul>
1.4 Create an inclusive club that celebrates all forms of diversity.  <i>Status: <b>On track</b></i>	<ul style="list-style-type: none"> <li>• Even mix of females and males in each member category</li> <li>• Culturally diverse member base</li> <li>• Welcoming of 'LGBTQIA+' identifying members</li> </ul>
2. GOAL: Develop and Promote Our People	
2.1 Provide and promote the opportunities and pathways in SLS to motivate our members including ILS.  <i>Status: <b>Needs focus</b></i>	<ul style="list-style-type: none"> <li>• Number of members in leadership programs</li> <li>• Structured review of SLS websites for opportunities</li> <li>• Number of members in official, competition and lifesaving roles</li> </ul>



# WANDA S.L.S.C.

## 5 YEAR STRATEGIC PLAN : 2022-2027

STRATEGIES		SUCCESS FACTORS	
<b>2. GOAL: Develop and Promote Our People (Continued)</b>			
2.2	Provide ongoing leadership opportunities to our people.  <i>Status: Needs focus</i>	<ul style="list-style-type: none"> <li>• Mentoring programs</li> <li>• Coach (Life) young members. Define the roles within the club and activities that correlate with leadership.</li> </ul>	
2.3	Provide efficient, relevant, and flexible learning opportunities.  <i>Status: Work in progress</i>	<ul style="list-style-type: none"> <li>• Number of courses conducted.</li> <li>• Number of different delivery methods (online, face to face, competency based</li> <li>• Community based learning</li> </ul>	
<b>3. GOAL: We are a Relevant Lifesaving Community Organisation</b>			
3.1	Protect, manage, and promote the Wanda SLSC Brand to drive internal and external support.  <i>Status: On track</i>	<ul style="list-style-type: none"> <li>• Engage with marketing specialist to provide input on marketing and brand awareness for Wanda SLSC</li> </ul>	
3.2	Develop effective strategic operational alignment across all levels.  <i>Status: Needs focus</i>	<ul style="list-style-type: none"> <li>• A Strategy Plan is in place and owned by office holders</li> </ul>	
3.3	Get involved with community groups and understand what they want from us.  <i>Status: Needs focus</i>	<ul style="list-style-type: none"> <li>• List of community groups and needs / requirements</li> </ul>	
<b>4. GOAL: Engage the Community to Participate and Support our Purpose</b>			
4.1	Promote and celebrate Wanda's positive contribution to our community.  <i>Status: Needs focus</i>	<ul style="list-style-type: none"> <li>• Increased visibility in all areas of media must mention Wanda.</li> <li>• Add monthly (running tally – what we have done for other community organisations – funds raised, events supported, bullet point advertised)</li> </ul>	
4.2	Provide opportunities and encourage community, corporate partners, and stakeholders to actively participate in Wanda.  <i>Status: On track</i>	<ul style="list-style-type: none"> <li>• Understand what our sponsors want from us</li> <li>• Visibility on what other sponsorship value corporates can provide</li> </ul>	
4.3	Grow revenue from corporate partners and government sectors.  <i>Status: Work in progress</i>	<ul style="list-style-type: none"> <li>• Understand all available funding opportunities and execute.</li> <li>• Visibility on sponsorship pipeline</li> <li>• Survey of sponsors for feedback</li> <li>• Maintain positive and growing relationship with existing sponsors / partners.</li> </ul>	



# WANDA S.L.S.C.

## 5 YEAR STRATEGIC PLAN : 2022-2027

STRATEGIES		SUCCESS FACTORS	
<b>4 GOAL: Engage the Community to Participate and Support our Purpose (Continued)</b>			
4.4	Proactively and transparently communicate how all funds raised are used.  <i>Status: <b>Work in progress</b></i>		<ul style="list-style-type: none"> <li>Refine and develop financial reporting</li> </ul>
<b>5. GOAL: Maintain a Strong, Unified Club</b>			
5.1	Develop strong individual sections that unite to form a cohesive 'One Club' culture.  <i>Status: <b>Work in progress</b></i>		<ul style="list-style-type: none"> <li>Development of individual sections of club</li> <li>Number of entire club events</li> <li>Number of mixed sectional patrols</li> </ul>