



STRATEGIC PLAN 2022-2026

*One club... building the platform
for our next century*



OUR VISION

The heart of Coolum since 1919... your club for life

OUR VALUES

- **Unity** - an inclusive and supportive club
- **Fairness** - tolerance and openness
- **Integrity** - in everything we do
- **Respect** - to ourselves, fellow members and the life saving movement

OUR MISSION

With pride and passion we will...

- engage the community
- uphold the traditions of surf life saving
- maximise every member's potential
- keep the beach safe



OBJECTIVE

KEEP THE BEACH SAFE

Patrol excellence with skilled and friendly volunteers

- Balanced patrol teams with the right skills
- Recognise and develop our patrol captains
- Proactive vehicle and equipment replacement program

MEASURES

- Buhke Wilks patrol competition top 3

SKILLED AND CAPABLE MEMBERS

Effective and efficient delivery of training

- Streamlined Skills Maintenance program
- Ensure effective support to our Education Team
- Recognise and develop our trainers and assessors

MEASURES

- Number of new awards (*Bronze, Surf Rescue Certificate, IRB and First Aid*) trained each season



OBJECTIVE

COMPETITION SUCCESS THROUGH PARTICIPATION

Surf sports participation driving members skills and competition success

- All members have access to coaching support matched to their needs
- Focused youth skills development program
- Funding in place to enable members access to surf sports equipment needed

MEASURES

- Number of competitors

THE MEMBERS CLUB

An inclusive club for all members allowing them to reach their full potential

- Broad demographic and diversity spread across our member base
- Strong Nippers program with targeted youth transition strategies
- Effective communication and engagement program in place

MEASURES

- Member retention



OBJECTIVE

SUSTAINABLE FINANCIAL PERFORMANCE

Ensure that we have the financial capability to meet the club's needs now and into the future

- Strong financial disciplines and reporting in place
- Proactive and positive relationship with Supporters
- Targeted sponsor grant programs and fundraising

MEASURES

- Balance sheet health

STRATEGIC EXCELLENCE

The benchmark by which other clubs are judged

- Long term facilities strategy in place designed with the club's needs
- Strong governance and risk management disciplines
- Disciplined budgeting and planning structures

MEASURES

- External club recognition

STATISTICS

 **12,721**
HOURS

 **22**
RESCUES

 **59,587**
BEACH VISITATIONS

 **1,264**
PREVENTATIVE ACTIONS

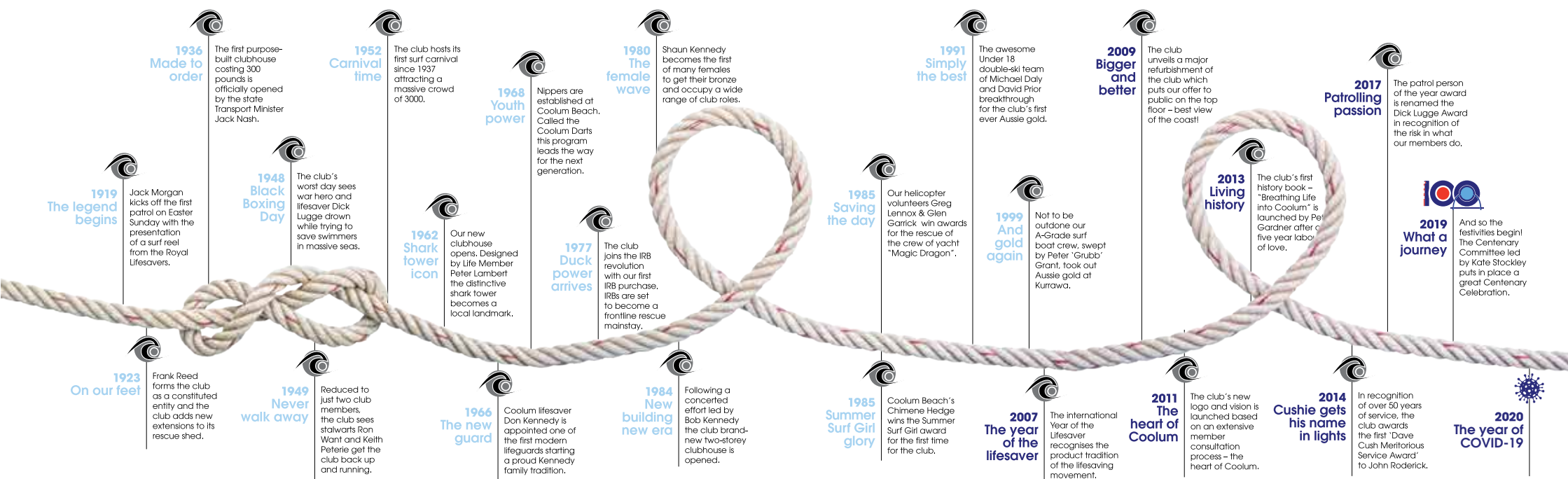
 **ZERO**
LIVES LOST ON PATROL

 **222** NIPPER
MEMBERS

292 PATROLLING
MEMBERS

955 LIFESAVING
CLUB MEMBERS





Through our club's history, the following members have received the highest honour of Life Membership -

*...in our hearts forever.

G.N.B Job*	1951	P. Adams	1974	R. Kennedy	1983	R. Synak	1993	R. Want	2010
L. Stark*	1959	R. Zillman*	1974	W. Gifford	1983	S. Dowling	1996	J. Morgan*	2012
A. Dewar*	1961	P. Higgins	1976	A. Casey*	1984	I. Norman	1996	S. Browne*	2012
P. Lambert*	1963	S. Parnell	1976	B. Glister	1986	C. Pellinkhof	1998	P. Gardiner	2013
K. Peterie	1964	A. Jolly*	1978	N. Hargrave*	1986	B. Kennedy	2003	M. Gibson	2014
A. Growder*	1965	B. Clem*	1979	J. Daly*	1986	D. Arthy	2003	P. Taylor	2015
K. McKewan*	1968	W. Sitch	1980	P. Norman	1991	S. Kemp	2004	B. Dunne	2018
J. Anderson*	1970	W. Alcantara*	1980	I. Swan	1991	F. Wood*	2006	S. Swan	2019
G. Sakrzewski	1973	R. McKewen	1981	E. Berg*	1992	M. Dunning	2006	F. Stokes	2021
D. Cush	1974	G. Sharpe	1981	J. Ellingsen	1993	M. Daly	2007		