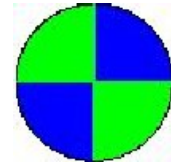


Mandurah Surf Life Saving Club Inc.



www.mandurah.slsc.info

Development Plan 2006 to 2009



The Life of the Beach



2007 – Year of the Surf Life Saver

EXECUTIVE SUMMARY

“Up until 2000, surf related drownings had annually increased. However, we have seen surf related drownings annually decrease between 2000/01 and 2003/04 as a result of SLSWA strategies. Yet, 48 people still lost their life over this period in areas and times where surf lifesaving services do not operate.”

Outcomes Policy 2004-2007
Surf Life Saving Western Australia Inc.

The Mandurah Surf Life Saving Club Development Plan 2006 to 2009 represents the commitment of the clubs executive committee to provide an excellent surf life saving service and facility to the Peel region.

It is an exciting time for the club which has moved from probation to full affiliation with Surf Life Saving WA. Membership has doubled, and a site has been confirmed for a club facility at Eros Reserve, San Remo beach. The club has strengthened its partnerships with the City of Mandurah, the Department of Sport and Recreation, and Surf Life Saving WA, and recognises the valuable contribution they have made to the clubs success.

The Development plan contains our strategic plan, action plan, and management plan. It outlines the clubs aim to extend its services to the community and its role in encouraging physical activity and teaching important values – volunteerism, family, leadership, teamwork, meeting challenges and the pursuit of excellence.

Key goals for the future are:

- Design and build a facility for the club and community
- Extend beach patrol services in the Peel region
- Increase membership by 10% each year
- Provide a range of services and events to engage broader member and community involvement in surf life saving and the beach
- Be recognised within the community and by SLSWA as one of the states fastest growing and pro-active surf life saving clubs in WA

It is our belief that improved member engagement, communication and development, together with effective club management and our own club facility, will lead to a well-informed and motivated membership.

As a result, Mandurah Surf Life Saving Club will be contributing to SLSWA Big Hairy Audacious Goal:

SLSWA Big Hairy Audacious Goal

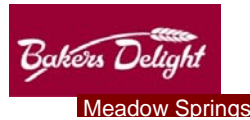
By the year 2020 every accessible beach in Western Australia will have a lifesaving service.

Sponsors 2008 / 2009

Mandurah Surf Life Saving Club is pleased to acknowledge all our sponsors. Much of the Clubs success would not be possible without their support. They are all proven dedicated supporters who are willing to back our lifesaving endeavors'. We are forever grateful for their continued involvement with our Club.



australia's aluminium



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STRATEGIC PLAN

MSLSC future direction and Key Result Areas

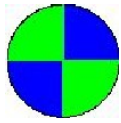
ACTION PLAN

MSLSC strategies and actions

MANAGEMENT PLAN

Financial
Asset Management
Facility Development





Mandurah Surf Life Saving Club Inc.

STRATEGIC PLAN

2006 TO 2009



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1. Introduction

This Strategic Plan was created by the Mandurah Surf Life Saving Club and covers the period from 2006 to 2009. It has been developed in consultation with the clubs Executive Committee and members, Surf Life Saving WA, City of Mandurah and the Department of Sport and Recreation.

The Plan provides a framework that outlines the Club's role in the development of surf life saving in the Peel region over the next three years. It combines the clubs objectives with those of Surf Life Saving WA. It builds upon the clubs previous Business Plan and performs a number of key functions:

- Informs all stakeholders of the future plans of the Club
- Identifies areas that need particular attention and outlines strategies to ensure the clubs continued success
- Provides a guide for management and operational planning including priority setting, resource allocation, and performance monitoring processes
- Provides the Club with a set of goals and measurable targets, against which it can report to members and key stakeholders

This Plan is a 'living document', flexible to the changing environment and the needs of the Peel Region. The Executive Committee will communicate the Plan to all members and will review the Plan bi-annually to ensure its currency and to assess progress in the Key Results Areas.

It will assist the Club to operate consistently, effectively and in a successful manner.



2. Background

The Peels first Surf Lifesaving Club commenced operations in 1996 at Halls Head as Peel Surf Life Saving Club. Membership grew to two hundred in three years. In the 1999/2000 season, the Club relocated to San Remo in an effort to be on a beach with surf and close to a reserve that would be suitable for future club rooms.

In July 2000 the club was renamed Mandurah Surf Life Saving Club Inc. Membership was maintained at two hundred and negotiations were started with Council to obtain land for club rooms. At this point, the incoming committee decided to relocate to Port Bouvard, and a splinter group was formed. This group formed the Port Bouvard Surf Lifesaving Club.

The Mandurah Surf Lifesaving Club continued to patrol San Remo beach for two seasons before low membership numbers caused the Club to go into recession for the 2002/2003 season.

The club reformed in the 2003/2004 season and membership steadily increased. In the 2004/2005 season the club was readmitted as an affiliated club with Surf Life Saving Western Australia. By October 2005 membership had reached two hundred again and the club gained its first medals including two gold and three bronze at the State Surf Life Saving Country Championships in early 2006.

Negotiations recommenced with the City of Mandurah for Club rooms and in July 2005 Eros Reserve San Remo was nominated, and subsequently approved by council, as the preferred site. A community working group was formed by the council and is now progressing the development of Surf Life Saving Club facilities. The final Master Plan is expected to go to council for consideration in June 2006.



3 Environment

The Peel region covers an area of 5,500 square kilometres extending from 35 to 145 kilometres to the south of Perth's CBD. The Peel region encompasses 130 square kilometres of estuary and inland waterways, and includes 50 kilometres of pristine coastline on the Indian Ocean.

The Peel region incorporates the geographical boundaries of five local municipalities, the [City of Mandurah](#) together with the Shires of [Boddington](#), [Murray](#), [Serpentine Jarrahdale](#) and [Waroona](#). Peel has a population of almost 88,000 persons and continues to be the fastest growing region in Western Australia and Australia recording a population growth rate of 5.9 percent between 2003 and 2004.

New infrastructure includes an extension of the Kwinana Freeway from Perth through to Bunbury in Western Australia's South West, an extension of the Tonkin Highway to join the South West Highway, and the [Southern Suburbs Railway](#) that will make Mandurah a 48 minute trip from the centre of Perth.

The region's economy is driven by mining, manufacturing, building and construction, retail and tourism. Agriculture also makes a significant contribution to the Peel's diverse economy. The Peel region is well catered for with a total of 35 schools, of which 29 are [Government schools](#) and the remainder being privately operated. Mandurah has three government middle schools catering for years 8-10 with a [senior campus](#) that is co-located with Challenger TAFE and Murdoch University catering for years 11 and 12.

The MHSLSC is affiliated to the state body, Surf Life Saving WA. Our closest clubs are Port Bouvard SLSC who are situated south of Mandurah, and Secret Harbour SLSC. We have developed a good working relationship with both these clubs as well as Coogee SLSC who, along with Secret Harbour, have mentored us through the previous two years of rapid growth.



4 Future

Surf Life Saving Western Australia (SLSWA)

SLSWA Core Purpose

Save life. Care for life. Building lives.

SLSWA Big Hairy Audacious Goal

By the year 2020 every accessible beach in western australia will have a lifesaving service.

Mandurah Surf Life Saving Club

A surf lifesaving club is the heart of any beach. Our club is committed to following SLSWA's lead by addressing community issues and government policy such as obesity, physical activity, youth development, safer communities, training and education, and family.

Our Vision

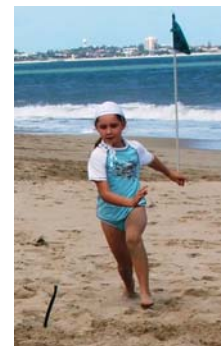
To create safe, enjoyable beaches through excellence in beach safety and community service

Our Mission

MSLSC is committed to providing the Peel community with participation, education and development opportunities in surf life saving, and to promoting a positive family environment that fosters pride, confidence and social well-being.

Our Values

- Equity at all levels
- Access to high standard facilities and equipment
- Excellence in everything we do
- Open and effective communication to stakeholders
- Respect and value all individuals
- Encourage innovation and creativity
- Operate as a team
- Foster family values and a sense of belonging



Values of Surf Lifesavers

- Keep beach users safe
- Respect people
- Always do better
- Act with integrity
- Respect the environment

Key Stakeholders

- Peel community
- Visitors to Peel beaches
- All Surf Lifesaving Clubs
- City of Mandurah
- Members and volunteers

Stakeholder Image

The image of Surf Life Saving is enviable and worth protecting. The image is a combination of:

- healthy lifestyle
- community service
- competition
- sportsmanship
- reliability
- family oriented
- beach based

It is important that this image is protected, preserved and promoted.



5 Key Result Areas

The MSLSC has identified eight Key Result Areas:

1. Members
2. Governance
3. Education and Training
4. Patrols
5. Facilities and Equipment
6. Competition
7. Funding and Sponsorship
8. Marketing and Promotions

6 Key Objectives

Each Key Result Area has a number of Key Objectives. To achieve these Objectives the MSLSC has developed an Action Plan which outlines club strategies, specific actions and measurable outcomes.

1 Members

To increase membership across all ages and categories, and to develop well informed, motivated and active members.

Key Objectives

- Actively recruit new members
- Retain current members
- Create well informed and active members

2 Governance

To provide a professional and responsive service to the members through effective and accountable club management.

Key Objectives

- Ensure committee members are well informed and trained
- Successfully manage the clubs finances
- Provide a safe club environment
- Implement a Volunteer Management Program

3 Education and Training

To provide training and development opportunities for members, coaches, officials, club volunteers, and the community to encourage personal growth and skill development.

Key Objectives

- Implement SLSWA education programs for junior members
- Implement SLSWA programs within the community
- Increase capacity of club to train and examine locally
- Increase number of members with qualifications:
 - surf rescue
 - bronze medallion
 - age group manager
 - level 1 coach
 - IRB operator
 - First Aid
 - Advanced Resuscitation

4 Patrols

To provide an efficient and comprehensive beach patrol and water safety service to the community

Key Objectives

- Comply with SLSWA patrol obligations
- Increase patrol capabilities
- Provide water safety service to community events

5 Facilities and Equipment

To develop and effectively manage a club facility, and to acquire and maintain equipment to a high standard

Key Objectives

- To design and build a safe and functional club facility
- To effectively manage the club's facility
- To purchase and maintain club equipment

6 Competition

To provide a range of competitive opportunities for members that allows them to be challenged, encourages self-improvement and promotes sportsmanship

Key Objectives

- Provide opportunities for skill development
- Provide opportunities for social competition
- Increase the number of members competing in state sanctioned competitions

7 Funding and Sponsorship

To secure income from funding, sponsorship and fundraising opportunities to ensure the future financial viability of the club.

Key Objectives

- To source grants for facility, equipment and programs
- To secure sponsorship for the club
- Implement a range of fundraising activities

8 Marketing and Promotions

To create a positive awareness in the Peel region of the clubs activities through marketing, promotion and publicity initiatives.

Key Objectives

- Promote club activities and achievements
- Create & maintain a club website
- Participate in community events

PROJECTED FINANCIAL STATEMENT FOR THE PERIOD OF
JULY 2008 TO JUNE 2009

INCOME

MEMBERSHIP FEES	8500.00
GRANTS	4500.00
SPONSORSHIP & DONATIONS	4000.00
FUNDRAISING	3000.00
QUIZ NIGHT ALLOCATION	2500.00
MERCHANDISE SALES	2000.00
SURF CAP LEVY	350.00
BUILDING LEVY	600.00
COURSES & TRAINING MANUALS	200.00
EQUIPMENT SALES	500.00
INTEREST	50.00
WINDUP FUNCTION	200.00
OTHER	750.00

TOTAL INCOME **27150.00**

EXPENDITURE

MEMBERSHIP REFUNDS	50.00
ADVERTISING & PROMOTION	600.00
FUNDRAISING	500.00
MERCHANDISE PURCHASE	2300.00
COURSES & TRAINING MANUALS	350.00
EQUIPMENT PURCHASE	5500.00
OFFICE EXPENSES	1500.00
REGISTRATION & INSPECTION FEES	400.00
FUEL & GAS	300.00
AFFILIATION FEES & MEMBER REGISTRATION FEES	3250.00
AUDIT FEES	250.00
BANK FEES	150.00
OTHER	1000.00
INSURANCE - DIRECTORS & OFFICERS	200.00
WINDUP FUNCTION	1500.00

TOTAL EXPENSES **17850.00**

INCOME less EXPENDITURE **9300.00**

MONIES TRANSFERRED TO BUILDING FUND **5500.00**

NET PROFIT **3800.00**

1**Asset List**

Asset No.	Asset Description	Quantity	Asset Cost	Asset Value	Serial Number / Notes
	IRB – HULL (Inflatable rescue boat)	1		\$1,000	
	IRB – HULL (Inflatable rescue boat)	1	\$9,314	\$7,545	ACH 002 838 505
	IRB – MOTOR (inc Guard)	2		\$2,500	
	IRB – FLEX FUEL TANK	1	\$400	\$250	
	BINOCULARS	1		\$100	
	RESCUE TUBES	7	Plus \$330	\$750	1 old one scrapped
	RESCUE BOARD	6	Plus \$225	\$6,225	
	OXY VIVA	1		\$635	
	LOUD HAILER	1	\$178	\$110	
	OUTBOARD PROPELLORS	2		\$300	
	PATROL SHELTER	1		\$100	
	STRETCHER	1		\$25	
	STIFF NECK COLLAR	5		\$250	
	MANNIKIN – BABY ANNE	1		\$200	
	MANNIKIN – RESUS ANNE	4		\$800	
	PATROL UNIFORMS	35		\$708	
	PATROL CAPS	8		\$64	
	YAMAHA RHINO VEHICLE	1	\$17,999	\$14,580	
	RADIO – HAND HELD	5		\$750	
	FIRST AID BED	1		\$50	
	FIRST AID KIT	2		\$400	1 Donated
	DEFIBRILLATOR (incl 2 PADS)	1	Plus \$529	\$950	Upgraded, Purchased 2 Pads
	SIGNAL FLAGS	2		\$50	
	PATROL FLAGS	2	\$44	\$33	
	SHARK FLAGS	2	\$50	\$40	
	ROSTER SIGNS & BANNER	1	\$154	\$110	
	BEACH CLOSED SIGN	1	\$88	\$77	
	BEST STRAP SYSTEM	1	\$118	\$99	
	SPEED BLOCK STARTER PACK	1	\$100	\$90	
	PORTABLE FIRST AID KIT	1		\$25	
	HOSE REEL & ROPE	6		\$450	
	IRB REPAIR KIT	2		\$150	
	SURF BOAT REPAIR KIT	1		\$400	

IRB TOOL KIT	2		\$100	
TRAILERS	3		\$2,250	
SURF BOAT ON TRAILER	1		\$1,500	1 sold & 1 old one revamped
SPINAL BOARD	1	\$550	\$450	
DOUBLE SURF SKI	2		\$1,600	
SINGLE SURF SKI	2		\$1,200	
JUNIOR FIBREGLASS BOARDS	17		\$1,700	
JUNIOR FOAM BOARDS	6	\$1,134	\$1,100	5 old scrapped, 6 new purchased
COMPETITION BOARD	6	Plus \$1,850	\$3,000	3 revamped, 2 purchased
JUNIOR COMPETITION BOARD	1	\$1,135	\$800	
SURF REEL	1		\$100	
VOLLEY BALL NET	1		\$100	
BBQ	2		\$200	1 Donated
WATER COOLERS	2		\$50	
BEACH MARQUEE	1		\$300	
TENTS	4	\$614	\$400	
SHADE SHELTERS	2		\$40	
RUBBISH BIN	1		\$10	
WHITE BOARD	1		\$15	
MARKER FLAGS	15		\$30	
CLUB SHIRTS	Floating		\$500	
FILING CABINET	1		\$80	
BEACH UMBRELLAS	3		\$150	
FOLD OUT TABLES	3	Plus \$57	\$100	
BAG TENNIS BALLS	1		\$10	
SPONSORS BOARD	1		\$20	
PC COMPUTER & LAPTOP	2		\$1,600	Laptop Donated
MANUALS, VIDEOS, TAPES	Floating		\$600	
PATROL RASHIES	5	\$116+\$183	\$300	
WATER SAFETY RASHIES/CAPS	6	\$129+\$343	\$450	
PATROL HATS WIDE BRIM	10	\$200	\$150	
WAIST BAGS/KITS/BOTTLES	5	\$380	\$380	
TECH FINZ	4	\$240	\$240	
STORM WHISTLES	2	\$42	\$40	
STORAGE SHED	1	\$10,000	\$9,000	

	SPORTS LOCKERS	Unseen		?	Biningup
	WEIGHT TRAINING EQUIPMENT	Unseen		?	Biningup
	TOTAL ASSET VALUE			\$68,381	

Training Plan

