

Woolamai Beach SLSC – Strategic Plan

July 2021

Vision Statement: “To save human lives while building better humans”.

Mission Statement: “Woolamai Beach SLSC is a volunteer focused organisation dedicated to enabling enjoyment of the aquatic resources of Phillip Island and its surrounds by providing education services to prevent people getting into trouble in the water, and lifesaving services that rescue people from trouble in the water. As part of delivering those services we deliberately provide our volunteers with opportunities to develop their potential and form lasting friendships.”

Woolamai Beach BSLSC aims to deliver outcomes across 6 areas as numbered below.

Under each area, specific target initiatives are set, then worked towards, by the Board.

Specific Initiatives due for completion before 2030 are listed in italics. Some priority activities that need to be maintained are also included.

Woolamai Beach SLSC is:

- 1) An **Emergency Service** that provides aquatic safety across the entire Phillip Island and San Remo coastline. To that end it will:
 - a) *Maintain voluntary patrols at Woolamai and Smiths,*
 - b) *Continue to support Life Saving Victoria (LSV) to imitate/expand the paid lifeguard services patrols at/to other beaches on the Island and surrounding coastline e.g. Summerlands.*
 - c) *Continuing to work with LSV to support the extension of both paid and voluntary jet ski/rescue water craft (RWC) patrols for Phillip Island and the surrounding areas.*
 - d) *Work with LSV to support beach patrols with both paid and voluntary drone patrols operating from Woolamai, Smiths and other beaches on the Island and surrounding coastline e.g. Summerlands, which combined with RWC operations provides far faster response to support and retrieve swimmers along the surf coast of Phillip Island*
 - e) *Deploy members, facilities and equipment for professional patrols that extend the volunteer patrols dates, and which provide paid lifeguarding experience for WBSLSC members*



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- f) *Continue operations from the current location at Woolamai Beach as an operational base that can provide fast beach access and continuous beach observation, including out of normal patrol hours*
 - g) *Develop additional storage facilities at Smiths Beach*
 - h) *Continuing to work with LSV to sustain and manage RWC storage and operations in Newhaven*
 - i) *Develop a new additional storage facility in the vicinity of Woolamai Waters*
- 2) An organisation that provides Learning and **Development** opportunities for members that assist in their personal and professional futures, while providing WBSLSC with the human resources necessary to support other activities. To that end it will:
- a) *Attract high quality lifesavers by:*
 - i) *implementing higher levels of selectivity to recruitment into Bronze courses that supports future retention and alignment with WBSLSC values,*
 - ii) *introduction of a cost structure that subsidises members who go on to patrol at least 2 seasons, but otherwise provides training at a cost that generates fundraising*
 - b) *Increase member retention and grow the depth of members' lifesaving skills by maintaining and developing the volume of advanced training provided to members measured by numbers of awards achieved*
 - c) *Expand the Nippers program by growing numbers of Nippers at Smiths Beach while retaining numbers at Woolamai Waters*
 - d) *Develop and deliver training programs for teachers and students based out of Woolamai*
- 3) A **Members' Club** that provides facilities, and events that meaningfully add to the social lives of members. To that end it will:
- a) *Maintain accommodation facilities at Woolamai Beach*
 - b) *Engage in regular member-oriented social events*
 - c) *Create a commercial meals and bar service for members*
 - d) *Grow a 1000+ local social membership of facility users*
 - e) *Develop partnerships with aligned local organisations that enhance opportunities for all members.*
- 4) A **Sporting Club** that provides opportunities for members to participate in the organised sporting events of the SLS movement. To that end it will:
- a) *Provide equipment and training opportunities to members wanting to participate in SLSA sporting events*
- 5) A **Community Organisation** that integrates with and supports the local Phillip Island environment and community. To that end it will:



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- a) *Align fundraising activity with events that also support the local community (such as the Channel Challenge and Cowes Classic)*
 - b) *Increase off-season use of the Clubhouse by community groups and schools.*
 - c) *Acknowledge its environmental stewardship role to work with other organisations to protect sensitive coastal surrounds and minimise the impact from activities of the club and beach-going community members on the environment including the beach and dune system by:*
 - i) *Preparing a Woolamai Beach SLSC Environs Management Plan*
 - ii) *Partnering with Phillip Island Nature Park and seeking grant applications to further the objectives of the Cape Woolamai Reserves Master Plan*
 - iii) *Maintaining a WBSLSC Environmental Sustainability Committee*
- 6) A **Commercial entity** that undertakes activities designed to generate funds that support the viability of the other 5 areas. To that end it will:
- a) *Develop a surf lifesaving experience using Audio Visual technology to introduce tourists to lifesaving when Clubhouse is not otherwise being used.*
 - b) *Enable community (and in the off-season tourist) use of dining facilities and rental of event space*



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