

### Strategic Priorities and Key Branch Projects – Status Update. February 2017

The SLS Sydney Plan aligns with Surf Life Saving Australia's 2020 Strategic Directions and the nine strategic directions that support this framework

Strategic Priority 2016/17	Key Season 2016/17 Focus	Mid-Year Progress Update – to be reviewed at BOM and updated for December 2016
1. Saving Lives 24/7  Director of Lifesaving and Education	<ul style="list-style-type: none"> <li>• Data Dashboard to be developed and reported quarterly</li> <li>• Prepare for review of service agreements</li> <li>• Focus on blackspot drowning prevention</li> <li>• Conduct at least one SAREX program with services</li> <li>• Establish links with emergency management groups</li> </ul>	<ul style="list-style-type: none"> <li>• Award numbers circulated quarterly and reviewing NSW Club Sustainability Ind Report</li> <li>• First draft of topline numbers provided to clubs with good feedback</li> <li>• Local Emg Meeting attended Nov15</li> </ul>
2. Healthy Clubs  Director of Member Services	<ul style="list-style-type: none"> <li>• Develop membership data dashboard</li> <li>• Undertake recognition review and develop mature framework</li> <li>• Implementation of Club Quality Program</li> </ul>	<ul style="list-style-type: none"> <li>• Data workshop conducted at Council Meeting</li> <li>• Review of AOE awards undertaken. Club of Year format revamped. Underway in prep for AOE</li> <li>• Workshop held for Club Quality Program</li> <li>• Following updates to club sustainability program</li> </ul>
3. Government Recognition  President / Deputy President	<ul style="list-style-type: none"> <li>• Monitor implication of local government mergers</li> <li>• Political strategy night and speak with Presidents</li> </ul>	<ul style="list-style-type: none"> <li>• Several discussions with local councillors</li> <li>•</li> </ul>
4. Financial Security  Director of Finance	<ul style="list-style-type: none"> <li>• Finance strategy for Community Ed and Professional staff to be developed</li> <li>• Treasure workshop/ plan / induction (auditors, foundation speaker, bequests etc)</li> </ul>	<ul style="list-style-type: none"> <li>• Finance Meeting held at Branch Council</li> </ul>
5. Effective Branch Movement	<ul style="list-style-type: none"> <li>• Develop strategy for greater gender equity</li> <li>• Communications plan and social media plan to be developed</li> </ul>	<ul style="list-style-type: none"> <li>• Social media advice provided to BOM</li> </ul>

<p>Director of Member Services  Director of Administration  Deputy President</p>	<ul style="list-style-type: none"> <li>• Undertake By-law review</li> <li>• Develop professional staffing strategy</li> <li>• Manage strategic focus and practice best practice governance</li> </ul>	<ul style="list-style-type: none"> <li>• Draft of By-laws circulated</li> <li>• Committees undertaking review for submission</li> <li>• Plan updated at priorities set for each Director</li> </ul>
<p>6. Involving all Australian  Director of Member Services</p>	<ul style="list-style-type: none"> <li>• Develop next steps for school education</li> <li>• Explore youth retention strategies and share with clubs</li> <li>• Clarity on state and national strategy and support resources</li> </ul>	<ul style="list-style-type: none"> <li>• BOL Member underway with several projects</li> </ul>
<p>7. Learning for Life  Education Manager</p>	<ul style="list-style-type: none"> <li>• Training needs analysis – define our key target programs for 2015/16</li> <li>• Link with national member pathway strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Award table published by office</li> </ul>
<p>8. Active for Life  Director of Sport</p>	<ul style="list-style-type: none"> <li>• Developing Participation Strategies – define participation numbers and rates</li> <li>• Link community to SLS events</li> <li>• Meet benchmarks for publication of results</li> <li>• Explore financial support for SLSS open carnivals</li> </ul>	<ul style="list-style-type: none"> <li>• Several projects underway</li> </ul>
<p>9. Innovating SLS  Director of Member Services  Director of Admin and Deputy President</p>	<ul style="list-style-type: none"> <li>• Sharing and problem solving strategy</li> <li>• Undertake two innovative projects (Drone and Rock Fishing)</li> <li>• Promote sharing of resources</li> </ul>	<ul style="list-style-type: none"> <li>• Drone Think Tank held with key stakeholders</li> <li>• Operator training underway</li> <li>• Rock Fishing App developed – in progress</li> </ul>

Development Item identified at start of seasons 16/17	Status	Next Steps
<b>Communications/Engagement Plan</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Website</li> <li>• Apps</li> <li>• Links to membership</li> <li>• Notifications</li> <li>• Calendar Management</li> </ul>	Social Media workshop held and proposal received	Plan to be presented to next BOM.
<b>Information and Technology</b> <ul style="list-style-type: none"> <li>• Use and leverage of SLSA Systems</li> <li>• Electronic forms and admin</li> <li>• Data extraction</li> <li>• Registration systems</li> </ul>	IT workshop to be conducted	Date to be advised
<b>Sponsor and Fundraising</b> <ul style="list-style-type: none"> <li>• Sponsor attraction</li> <li>• Sponsor management</li> <li>• Investment strategy</li> <li>• Use of funds</li> </ul>	Current sponsor negotiation	Bookkeeper and accounts update. Sponsor servicing to be defined – roles and responsibilities
<b>Governance</b> <ul style="list-style-type: none"> <li>• Rules and by-laws</li> <li>• Strategy development</li> <li>• Planning</li> <li>• What do clubs want?</li> </ul>	Rules and by-laws updated	Planning workshop set for March/ April 17

<b>Talent Management</b> <ul style="list-style-type: none"> <li>• Talent identification</li> <li>• Talent development</li> <li>• Succession planning</li> <li>• Recognition</li> </ul>	To be updated	Succession Planning tabled and committed to at next workshop
<b>Government Liaison</b> <ul style="list-style-type: none"> <li>• Local government mergers</li> <li>• Lifeguard strategy</li> <li>• State Members</li> <li>• Federal Members</li> </ul>	No action	Monitoring local government mergers
<b>Support Operations</b> <ul style="list-style-type: none"> <li>• Review current operations</li> </ul>	To be updated	Committee identified
<b>Community Education</b> <ul style="list-style-type: none"> <li>• Schools ed</li> <li>• Community ed</li> </ul>	Lifesaving and Education has undertaken part development	BOL Member appointed