



Williamstown Swimming and Life Saving Club provides a range of services for our local community. Our community includes residents of Williamstown, the City of Hobsons Bay, the broader western suburbs of Melbourne (which is one of the fastest growing communities in Australia) and visitors to Williamstown beach.

It is an opportune time to refresh our Strategic Plan as the club celebrates its 100 year anniversary in 2019. This milestone provides an opportunity to reflect on the history of the club, celebrate our achievements, and consider the future needs of our community and the club.

The following are some of the achievements of the club in recent years:

- Achieving volunteer patrol targets
- The commencement of paid patrols on Williamstown beach in 2018/19 for the peak summer period.
- The club runs a 'learn to swim' programme with local primary schools. Over 700 kids completed the programme which focuses on water safety.
- Around 1000 swimmers compete in the Victorian Open Water Championships and the Williamstown Open Water (WOW) Challenge each year. In only its fourth year, the event brings thousands more spectators and supporters to Williamstown to watch the event. It features the largest Multi-class Open Water swim in Australia as well as attracting swimmers from across Australia and overseas (especially in an Olympic year).
- Our successful Nippers programme was expanded a few years ago to include Starfish Nippers for special needs kids.
- Over recent years the club has grown the number of members competing in lifesaving competitions. Achievements in this area include
 - Members competing in all areas of competition – beach, water, pool, R&R, IRB and surf boats.
 - Over the past 5 years the club has successfully transitioned members from junior to senior competition
 - In 2018 the WSLSC IRB team were World, Australian and Victoria Champions
 - Members have been selected to represent Victoria in IRB and pool competition and Australia in IRB.
- Every weekend 'the mussels' provide a non-competitive open water swim for those interested. Each year the group gets bigger and includes multi-class and special Olympic swimmers.
- In recent years the club has achieved a budget surplus whilst also making investments in club facilities and equipment
- Our club has established relationships with Hobsons Bay City Council, Life Saving Victoria, Parks Victoria, the Hon. Melissa Horne (State member for Williamstown) and the Hon. Tim Watts (Federal member for Gellibrand).

This document will guide the direction and priorities of the club for the next few years. It will build upon past achievements and help ensure the next 100 years of the club are as exciting as the last.





Williamstown Swimming and Life Saving Club

Strategic Plan 2019-2024

The following 'plan on a page' provides a summary of club activities and priorities.

Vision

All Victorian will enjoy our aquatic environment after learning water safety, swimming and resuscitation.

Mission

To prevent aquatic-related death and injury across Victoria
To save lives and build healthier and safer communities

Focus areas and priorities

Providing Life Saving services for our community		Community engagement		Sustainably managed club	
<p>What we currently do:</p> <ul style="list-style-type: none"> • Provide volunteer patrols of the beach. • Provide members a range of specialist training opportunities relating to Life Saving • In 2019 over 700 kids completed our Primary school education program. • Approx 300 Nippers complete our programme each year • Continue to grow the Starfish Nippers • Mussels meet every weekend for ocean swimmers (of all ages and abilities) • Provide training programs and equipment for members competing in life saving competitions. • Continue to work with our friends at Altona Life Saving Club. Between both clubs we provide the only beach patrols for the whole of the western metropolitan area. • Support community events such as The Big Bay Swim 	<p>Priorities:</p> <ul style="list-style-type: none"> • Continue to patrol the beach. Undertake an annual review of patrol services and make adjustments to reflect community needs. • Increase the number of training qualifications by 10% • Continue to provide annual primary school programs to local schools. • Looks at ways to grow Nippers • Explore the potential to expand the water safety program to include secondary school and special needs students within the Western region • Working with Council and other stakeholders, prepare a Clubhouse MP in 2019 to inform the upgrading of facilities. This will include exploring the potential for regional training and education facilities such as a 'floating pool'. • Continue to grow member participation in life saving competitions. 	<p>What we currently do:</p> <ul style="list-style-type: none"> • Provide a friendly face and a safe environment for all beach users. • Run annual open days to enable the community visit facilities and discuss joining as a member. • Provide facilities available for community use. This includes community hire of the hall. • The Kiosk has become a destination for the community – thanks to our partners from D'Sporto. • Build relationships with the community, and key stakeholders such as government. • Around 1000 swimmers compete in the Victorian Open Water Championships and the Williamstown Open Water (WOW) Challenge each year. It features the largest Multi-class Open Water swim in Australia as well as attracting swimmers from across Australia and overseas (especially in an Olympic year). • The club maintains a website as well as being active on social media. These platforms provide the community with information about the club and our activities. • Build and retain relationship with key stakeholders such as government 	<p>Priorities:</p> <ul style="list-style-type: none"> • Continue to be a venue which hosts community events for the broader region such as the launch of 2018 Water Safety Week and media events. • Continue to expand broader community use of club facilities such as hall hire use of club resources by local sporting and community groups. • Grow the Victorian Open Water Championships and the Williamstown Open Water (WOW) Challenge building upon the successes of past years. • Show our support for community events such as school fetes by including information tables. • Looks at options to expand community knowledge about life saving and the club, building upon the successes of activities such as open days. 	<p>What we currently do:</p> <ul style="list-style-type: none"> • Provide a range of training, recreation and social services for members • Transparent governance processes with an Annual General Meeting and Annual Report • Operate a financially sustainable club with transparent accounting practices. This includes providing financial support to those • Raise funds for expenditure on major projects such as building upgrades and equipment • Form partnerships with government, partners and sponsors • Provide financial support to people from low income or socially disadvantaged backgrounds. • Celebrate the achievements of our members through internal and external awards, media and other forms of recognition. 	<p>Priorities:</p> <ul style="list-style-type: none"> • Board to prepare annual club budget with goal of 10% profit • Raise more than \$250,000 for the major building project • Ensure members feel welcome and engaged with the running of the club such as members being welcome to attend Board meetings.