

Check List

What do we need to create at MBSLSC

Junior to Senior Transition Programme

Focused on Fun Training and retention.

Stronger Branding

Bay of Dreams – something for all members to buy into

Culture + Support + Relationships

We need to be passionate about Mairangi Bay – the service we provide for the community and the opportunities

New Clubhouse

Need to create momentum

Employment

Management / Coaching / Lifeguarding

New Revenue Streams

Self funding/Business + other Funding Activities and Sponsors

Training + Coaching Systems

Expand

Surf Officials

WHAT AREAS DO WE NEED TO IMPROVE

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WHAT DO WE AS NEED TO ELIMINATE/Reduce

Reliance on outside funding

Overloading People

Too few people are doing all the work – not delegating or getting support
Volunteer workloads (need to be reduced)

Negative Comments on “No Surf”

Mairangi Bay is what it is – embrace what we have and what we have achieved

Need to be a Lifeguard to be a member??

Entry Barriers e.g. Qualifications
Social members should be attracted to come and participate – once involved they may want to take the next step

Qualification for Masters

Stigma - Speedos

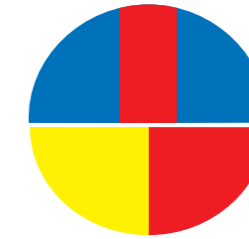
This is not a barrier for Triathlon, Waterpolo or Swimming

Clubhouse clutter & Old Gear

Unnecessary & unplanned spending

Junior Club vs Senior Club

We are one club – change to Junior Surf & Seniors – Drop the ‘Club’ from all descriptions.



MAIRANGI BAY
Surf Lifesaving Club (Inc)

Operational Management Plan 2015 – 2016

MAIRANGI BAY SLSC Bay of Dreams

Protecting, Supporting & Educating family and community
Auckland (Beach) Destination of Choice for beach activities, water sports and water safety
First choice for Event Lifeguarding
National and International surf/ocean competition Excellence

**“The Best Lifeguards, The Best Athletes,
The Best People”**

MBSLSC will succeed by Making Excellence Achievable

Supporting our members enhancing their lives and their community
Putting family and community first
Working together as one team
Everything we do flows from these principals

**Members stay with the club for life
because they are cared for
and respected as individuals**

WHAT SHOULD WE BE FAMOUS FOR?

The most respected club in the country;
Sporting & Lifeguarding excellence
Best/Largest membership | Best resourced/trained

More than just a surf club;
A community hub

Family & Community;
Fun, friendly & welcoming supportive & safe

Five clubs in one (beaches);
Long Bay, Browns Bay, Milford, Takapuna, Mairangi Bay.

Sustainable

Our Positioning Statement

We will be Auckland's

BEST DESTINATION
of choice for

COMMUNITY activities,

SOCIAL Interaction.

SPORTING Excellence - and

WATER SAFETY SERVICES!

Short Term Goals:

- Committee structure – the right people in the right positions
- Athlete recruitment through local sports clubs/schools (targeting elite)
- Athlete retention through Junior/Senior Club
- Lifeguard development and retention

Mid Term Goals:

- Formalise long term multiple beach patrolling programme
- Grow membership base at all levels
- Bed down our Event Guarding strategy and align equipment to suit

Long Term Goals

- Build new club
- Paid employment roles within the club – self funding
- Commercialise activities in and around the club – beach grooming, facility hire etc
- Create satellite clubs around Northern Bays

Management Committee

President

Chairman

Secretary

Delegate

Surf Sports Director:

Life Guarding Director:

Finance Director:

Communication Director:

Membership Director:

Junior Surf Director:

MAIRANGI BAY SLSC “PILLARS” OF THE CLUB (OPERATIONAL COMMITTEES)

DIRECT	Head Coach/ Coaches	Patrols / Rosters	Accounts/Book Keeping	Public/Media/ Sponsor Relations	Database/Registration (MBSLSC &PAM)	Junior Surf Committee
	Team Manager (Open and Overall)	Patrol Statistics and reporting	Membership Fees	Membership Newsletter “Splash”	Membership Development Courses	Junior Surf Treasurer
	U19 Team Manager	Refreshers	Grants - Applications / Allocations	Community Newsletter / Communication	Qualifications	Junior Surf Secretary
ADDITIONAL KEY ROLES	U16 Team Manager	Regional Guard Liaison	Sponsorship/ Fundraising management	Membership & Life Member Communication	Leadership Dev.	Junior Surf Registrations
	Accommodation & Entries Manager	Patrol Room Equipment/ Supplies	Asset Management	MBSLSC Website Administrator	Under 16 Transition	Junior Surf Clothing
	Gear Transport Manager	Patrol Champs Team Manager	Clubhouse Redevelopment	Social Functions	Chief (Bronze) Instructor	Junior Surf Gear Steward
SHARED	Gear Steward	IRB Controller	Clubhouse Controller		External Award Coordinator (First Aid, VHF)	Junior Surf Communications
	Surf Boat Captain	Event Lifeguarding Manager	Bar Manager		Rookie Coordinator	Rookie Coordinator
	IRB Race Manager	First Aid Officer	Junior Surf Treasurer		IRB Instructor	Surf Officials Development
	Surf Officials Development	IRB Instructor			Surf Officials Development	

CLUB MEMBERSHIP