



## Member Development

In order to retain members, they need to be presented with opportunities to keep them engaged and interested. It is important to continuously develop our members and provide development opportunities in order for them to do so.

In the competitive market for volunteers, the ability to deliver memorable experiences and high quality services is a key factor in keeping people involved in the movement. One key way that lifesaving clubs can begin to do that is to continue to develop the people within their club to ensure their skills are of the highest quality.

### **Benefits for clubs in developing their people:**

- **Ability to deliver better services and more memorable experiences for members** – clubs that have better skilled and qualified instructors/coaches, volunteers and administrators are able to deliver services and experiences to a level beyond their competitors (other clubs, sports, activities, interests)
- **Increased ability to attract new and retain existing members** – clubs that have better skilled and qualified instructors/coaches, volunteers and administrators are likely to receive greater acclaims from their existing membership and therefore are likely to have a greater success at attracting new members through word of mouth. Also, those members that join are likely to enjoy their experience more and therefore want to remain involved with the club.
- **Increased parental support for the club** – particularly for parents of younger children as they know their child is being looked after and developed by qualified instructors
- **Increased exposure and awareness of the club** – clubs that have better skilled and qualified instructors/coaches, volunteers and administration are likely to be more well recognised throughout the industry and the local area due to media exposure and word of mouth. This is particularly the case if the club does things that are above the level that is being done by other clubs i.e. the club has a high profile coach, innovative training program, major event etc.
- **Potential new people enter the sport** – this may occur in instances where individual or parents of the individual hears about the quality of the club/people at the club and sees that it would be a good club to be involved in.
- **Increased ability to keep volunteers, instructors/coaches and administrators involved in the club** – this is likely to occur if the people involved feel a sense of accomplishment in that they have developed their skills and knowledge base as a result of being involved with the club.

### **Tips for clubs to develop their people:**

- **Training** – provide training to improve areas where the individual may need further skill development

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- **Mentoring** – this is particularly important for younger people who are looking to move into a new position within the club. Club may utilise their more experienced instructors/coaches/volunteers to mentor younger, less experienced instructors/coaches/volunteers to provide guidance and support
- **Utilise past and existing resources** – many times clubs continue to ‘reinvent the wheel’ developing new systems, procedures and manuals without fully utilising past resources. Clubs should seek to utilise existing/past resources, where possible, to maximise efficiency and build upon existing knowledge. Clubs should also encourage their existing instructors/coaches/volunteers to continue to build upon existing resources, adding their knowledge and expertise which would then be captured and utilised in the future.
- **Feedback** – often simple feedback is the most effective way of developing people, as it can be provided quite quickly and can address a specific issue whilst the individual has a particular incident/behaviour clear in their mind
- **Two-Way Feedback** – an extension of providing feedback is to provide two-way feedback in which the individual being given the feedback has the opportunity to provide their thoughts and opinions on the matter. This is often an excellent way of identifying the thought process of the individual in question and therefore the route of the problem can be addressed.
- **Information sharing** – a simple way that clubs can develop their people is by sharing information that is available. This could include information that the club already possesses; industry data; statistics and reports; information from Surf Life Saving Northern Region or information from other clubs. If propositioned correctly, many clubs would gladly share information provided that mutual benefit.
- **Recognition programs** – in many cases recognition of the individual’s performance or contribution to the club will have a dramatic impact on their future performance. Clubs should seek to establish recognition programs whereby they systematically assess and recognise the contributions of all people involved in their club.

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