



Strategic Planning

For clubs and organisations to develop and grow in a positive way, clubs need to plan their long-term feasibility and capability.

Planning helps to:

- Assess what position the club is currently in, what improvements and changes have been made, where the club would like to be and how the members intend to get it there
- Enables the membership to have a voice
- Provides an opportunity to reflect and evaluate the club
- Set clear goals and objectives

Who should be involved in the planning process?

Try to involve as many relevant people in the planning process as possible. By involving all of the relevant stakeholders, your strategic plan will better reflect the club as a whole, not individual's opinions or agendas. The stakeholders will also feel as though they have actively contributed to the vision and future of the club and will be advocates for changes that occur with the strategic plan.

A group of people should be invited to a planning meeting to brainstorm the basics of the plan.

This group should be representative of:

- Board/committee members
- Operational Volunteers
- Junior Surf Coaches
- Coaches
- Sponsors
- Other stakeholders in your club

After your planning meeting, the draft plan should be circulated as widely as possible to your members to make sure that it reflects their needs.

When should you plan?

Strategic planning requires adequate time allocated to it to ensure that it receives the consideration and thought that it needs. Your planning meeting could occur at your club's Annual General Meeting when many members would already be coming together. Alternatively, the club could host a Strategic Planning Workshop that solely focuses on the development of the Strategic Plan.

However, make sure that you set aside enough time, this might be either a half or whole day. This needs to be reviewed at least yearly in order to monitor your progress and make any alterations.

How to plan:

The club may want to undergo a SWOT analysis (**See Resources**). A SWOT analysis identifies the strengths, weaknesses, opportunities and threats in your club. From the SWOT analysis the club can

Proudly
Supported by:





SURF LIFE SAVING
NORTHERN REGION

3 Solent Street, Mechanics Bay, Auckland 1010
PO Box 2195, Shortland Street, Auckland 1140
T 09 303 0663
www.lifesaving.org.nz

then put together a strategic action plan (**See Resources**), outlining the key areas of focus, strategies and timelines.

Proudly
Supported by:

