

# Building Strong Surf Life Saving Clubs: Challenges, Growth, and Big Goals



## 1 Challenges and Solutions in Club Development

- **Clubhouse Deterioration:** Weather incidents led to membership decline at Moore Park SLSC.
- **New Clubhouse Construction:** A major step in revitalising the club, boosting engagement and attracting record-breaking new members.

## 2 Setting Ambitious Goals for Club Success

- **Big Hairy Audacious Goals (BHAG):** Bold, inspiring targets that drive action and challenge the status quo.
- **Example:** Moore Park SLSC set a goal to have 40 active bronze medallion holders patrolling their beach.

## 3 Four Pillars for Achieving BHAG

- **Spreading the Word:** Communicate the vision clearly and widely.
- **Forming Alliances:** Build partnerships to support the goal.
- **Keeping Members Informed:** Maintain engagement through regular updates.
- **Celebrating Wins:** Recognise progress and achievements to sustain motivation.

## 4 Steps for Clubs to Implement BHAG

- **Identify a Mission:** Define a bold goal that unites and motivates the club.
- **Dream Big:** Challenge limitations and set high expectations.
- **Communicate Relentlessly:** Ensure members and stakeholders stay engaged.
- **Align Strategies:** Make sure all activities contribute to achieving the goal.

## 5 Next Steps and Follow-Ups

- **Membership Data:** Investigate trends in membership surges after clubhouse rebuilds.
- **Customer Focus:** Encourage discussion on who the club's key stakeholders are.
- **Goal Sharing:** Clubs to submit their "big scary goal" for inspiration and collaboration.