

Surf Life Saving 2025 Strategic Plan



Vision: Zero preventable deaths in Australian waters.

Mission: We save lives, create great Australians and build better communities.

What we will do:

1: Save Lives

- 1.1: Always being rescue ready
- 1.2: Maximizing safety between the flags
- 1.3: Working to reduce drowning and injury rates
- 1.4: Leading evidenced based research and innovation
- 1.5: Having industry best practice risk management systems
- 1.6: By leading and delivering as the peak coastal safety body
- 1.7 Supporting drowning prevention internationally, particularly in the Asia Pacific region

- There have been no drowning deaths between the flags.
- The per capita drowning and injury rates are below the 5-year rolling average.
- As the peak coastal water safety body, we have leading representation on international and national water safety / drowning prevention bodies.
- We provide opportunities for our people to participate in activities internationally and within the Asia-Pacific and can report and promote these efforts.
- State / Territory entities are included in Emergency Management Arrangements.
- Patrolling membership increases year on year.
- Lifesaving programs and initiatives increase reach into communities year on year.
- An increasing proportion of patrolling members are participating in surf sports and / or modified sports activities.

2: Develop and support our people

- 2.1: Providing and promoting engaging leadership and learning opportunities
- 2.2: Recognising and rewarding achievement and success
- 2.3: Developing and promoting great events
- 2.4: Growing a safety culture
- 2.5: Promoting the positive contribution of SLS volunteers
- 2.6: Provide accessible and diverse pathways for members within SLS

- We will be using best practice technologies to enhance the learning experience for our people and the community.
- Education is meeting the needs of our people, the community and key stakeholders.
- We have clearly aligned leadership pathways throughout the movement.
- We are identifying potential leaders early, providing opportunities for development and mentoring.
- We are recognising and celebrating the diverse achievements of our people.
- We are reporting decreasing injury and accident rates involving our people.
- Safety of our people remains first and foremost, with Lost Time Injury (LTI) rates reducing year on year.
- Our events are recording growth in participant and partner support.
- SLS pathways generate an uplift in membership and participation in SLS

3: Grow and sustain our movement

- 3.1: Protecting and enhancing the brand to drive internal and external support
- 3.2: Developing effective strategic and operational alignment across all levels of the organisation
- 3.3: Making it easier for volunteers, staff and the community to contribute to the movement
- 3.4: Ensuring, maintaining and promoting sound financial and governance practices

- Our brand is protected, valued and recognised.
- Our brand is in the top 5 most trusted brands for the NFP sector.
- Strategic financial results are defined and met.
- SLS Strategic Plans are aligned at national, state and club level.
- National and State risk and compliance registers are current, shared and reported.
- We are leveraging technology to enable our people, community and partners to easily contribute to SLS.
- Fundraising activities (donor and lottery) are growing revenue annually and growing the return to the movement.
- We are increasing non-government revenue by a minimum 2%.

4: Engage the community

- 4.1: Increasing awareness of SLS's positive contribution to the community
- 4.3: Encouraging and providing opportunities for the community to engage with SLS
- 4.4: Being an inclusive organisation that promotes accessibility and diversity
- 4.5: Being actively engaged in reflecting community expectations particularly in the areas of environmental and sustainability issues

- Our membership is growing and retention rates increasing.
- We can measure an increasing level of engagement of a diverse range of communities.
- Our Champions and Guardians supporters are increasing by 3% annually.
- SLSA reports on distribution of funds transparently across the movement annually.
- We can update the organisation's economic impact annually.
- Proactive initiatives and policy are developed to support community expectations and trends.

How we will deliver:

How we will know we're on track: