

STRATEGIC PLAN 2020 – 2025

SURF LIFE SAVING
WESTERN AUSTRALIA



OUR MISSION & OUR STORY

WESTERN
AUSTRALIA

Surf Life Saving Western Australia's mission is to **save lives and build great communities** along the coastline of Western Australia

- We are a volunteer based not-for-profit community service association
- The peak coastal safety agency in Western Australia
- Consist of a state centre, over 22,000 members and 31 surf life saving clubs located along the WA coast from Esperance to Broome
- Have provided an essential educational and emergency rescue service to all users of West Australian beaches for over 100 years
- Educate the broader community on coastal safety through training, education and public awareness programs
- Compete in Surf Sports which, by developing the lifesaving skills and fitness of our members, is the only 'sport with a purpose'
- Play a fundamental role in building healthy and resilient communities by developing great Western Australians

As a member of the national Surf Life Saving movement, we are part of the history, fabric and future of Australia.

We represent the lifestyle, values and beliefs of the Aussie culture. We are a part of the largest volunteer organisation of our kind in Australia.

OUR STRATEGIC GOALS & SUPPORTING STRATEGIES

OUR VALUES

- Australian for life
- Creating resilient communities through volunteers
- Being safe in everything we do
- Facilitating equity, diversity and inclusion

Financial strength

- Organisational compliance in governance, finance, risk management and HR
- Continuous improvement of organisational standards
- Preserving the reputation and brand
- Deliver value to our stakeholders
- Grow our income streams

Preserving Western Australia's coastal lifestyle

- The peak body for coastal safety policy and risk management
- Contributor to the coastal preservation conversation
- An integral member of WA's emergency management community
- Deliver programs that facilitate safe participation in coastal recreation

Balanced participation in our pillars

- Increase recruitment and retention of members
- Increase investment in the regions
- Increase focus on Nippers and Youth
- Provide resources and infrastructure to support clubs
- Improve member pathways and participation

OUR PILLARS

Nippers & Youth

- Teaching life skills and developing the lifesavers of the future
- Making the beach fun and safe

Surf Sports

- Providing competitive opportunities for everybody

Training & Education

- Educating our volunteers to save lives
- Educating the community to safeguard each other

Lifesaving

- Patrolling WA's beaches
- Saving lives and preventing deaths