



Western Australia

2025 - 2030

STRATEGIC PLAN





An aerial photograph of several people in kayaks on clear, turquoise water. The kayakers are small figures in the distance, and the water's color transitions from a deep teal to a lighter, sandy yellow near the bottom left corner where waves are breaking. The overall scene is serene and active.

OUR MISSION

Saving lives and building great communities to preserve Western Australia's coastal lifestyle

OUR VALUES

Community

A sense of belonging, support, and friendship.

Inclusion

An environment where everyone feels welcome and accepted.

Resilience

Strong and adaptable people embracing challenge and change.

Respect

Treating everyone with dignity, fairness, and understanding.

Safety

Prioritising the protection and wellbeing of individuals and communities in everything we do.

OUR MEMBERSHIP PILLARS

LIFESAVING

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

SURF SPORTS

Providing competitive
opportunities for everybody.

NIPPERS & YOUTH

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

TRAINING & EDUCATION

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

OUR FOCUS AREAS

- Communication systems
- Public coastal safety awareness
- Simplifying administrative processes
- Regional Trainers and Assessors
- Removing barriers
- Our youth
- Member protection
- Inclusivity





OUR STRATEGIC GOALS

Surf Life Saving WA's mission is two-fold with each element supported by a strategic goal.

MISSION	STRATEGIC GOAL
SAVING LIVES	ZERO PREVENTABLE DROWNING DEATHS ON THE WA COAST
BUILDING GREAT COMMUNITIES	INCLUSIVE AND VIBRANT SURF LIFE SAVING COMMUNITY

To achieve our strategic goals, our supporting strategies and initiatives focus on distinct audiences, including the Western Australian beach-going public, external stakeholders, our 31 surf life saving clubs, and members across the state.

STRATEGIC GOAL

ZERO PREVENTABLE DROWNING DEATHS ON THE WA COAST

As WA's peak coastal safety body, and the authority on aquatic safety standards, qualifications, systems, and management, we will deliver and support initiatives that make WA beaches safer.

SUPPORTING STRATEGY 1:

Increase the impact and reach of our coastal safety services

KEY INITIATIVES:

- Facilitate improvements in public safety behaviour.
- Promote our statewide aerial surveillance program.
- Advocate for expanding lifeguard locations and services.
- Train more people in First Aid.

SUPPORTING STRATEGY 2:

Create and nurture strategic partnerships that support our mission

KEY INITIATIVES:

- Build club and member alignment with supporter programs.
- Strengthen our partner and supporter network.
- Protect and enhance our brand and reputation.
- Realise opportunities and value for our partners.

STRATEGIC GOAL

INCLUSIVE AND VIBRANT SURF LIFE SAVING COMMUNITY

We will take a multifaceted approach to removing the barriers and increasing the opportunities for balanced participation in each of our membership pillars at club, state, and national levels.

SUPPORTING STRATEGY 1:

Direct delivery of initiatives

KEY INITIATIVES:

- Delivering statewide initiatives to foster a contemporary, thriving organisation.
- Incubating early-stage initiatives.
- Directly supporting volunteers to drive club development programs.
- Improving club access to grant assistance and other fundraising opportunities.

SUPPORTING STRATEGY 2:

Support club-delivered initiatives

KEY INITIATIVES:

- Support priority initiatives aligned to our Membership Pillars.
- Enable member recruitment, retention, development, and participation.
- Assist clubs with the development of self-sustaining club-level services and programs.

Promote contemporary governance practices


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