

2025-2030 STRATEGIC PLAN



Western
Australia

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

OUR STRATEGIC GOALS:

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 STRATEGIES

1. Increase the impact and reach of our coastal safety services

2. Create and nurture strategic partnerships that support our mission

STRATEGIC INITIATIVES:

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

STRATEGIC INITIATIVES:

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

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 STRATEGIES

1. Direct delivery of initiatives

2. Support club-delivered initiatives

STRATEGIC INITIATIVES:

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

STRATEGIC INITIATIVES:

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

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 | NIPPERS & YOUTH | SURF SPORTS | TRAINING & EDUCATION

OUR FOCUS AREAS:

1. Communication systems.
2. Public coastal safety awareness.
3. Simplifying administrative processes.
4. Regional Trainers and Assessors.
5. Removing barriers.
6. Our youth.
7. Member protection.
8. Inclusivity.

OUR GOVERNANCE: Maintain and promote contemporary governance practices