

SLS 2020 STRATEGIC PLAN

VISION

Zero preventable deaths in Australian waters.

MISSION

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

SURF LIFE SAVING STRATEGIC PLAN

GOALS

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| 1. EXTEND LIFESAVING COVERAGE TO MATCH COMMUNITY NEEDS | 2. DEVELOP OUR PEOPLE | 3. ENSURE A RELEVANT & GROWING MOVEMENT | 4. ENGAGE THE COMMUNITY TO PARTICIPATE & DONATE |
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STRATEGIES

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| 1.1 Optimise our resources to always be 'rescue ready'. | 2.1 Provide and promote the opportunities and pathways in SLS to motivate our members. | 3.1 Protect, manage and promote the SLS brand to drive internal and external support. | 4.1 Promote and celebrate SLS positive contribution to Australian society. |
| 1.2 Apply evidence-based research to determine community water safety requirement. | 2.2 Provide ongoing leadership opportunities to our people | 3.2 Utilise evidence-based research to inform development and implementation of safe practices. | 4.2 Promote SLS as an organisation in need. |
| 1.3 Enhance and integrate coastal risk management systems. | 2.3 Provide efficient, relevant and flexible learning opportunities. | 3.3 Develop effective strategic, operational alignment across all levels. | 4.3 Provide opportunities and encourage community, corporate partners and stakeholders to actively participate in SLS. |
| 1.4 Promote SLSA as the peak coastal safety body. | 2.4 Develop our participation initiatives including surf sports. | 3.4 Ensure sound environment practices at all levels. | 4.4 Grow revenue from corporate partners and government sectors. |
| 1.5 Incorporate SLS services into the local, state and national emergency management systems. | 2.5 Provide opportunities for our members to participate in activities including through ILS. | 3.5 Implement efficiencies across the movement. | 4.5 Proactively and transparently communicate how all funds raised are used. |
| 1.6 Support ILS development activities, particularly through the Asia-Pacific region. | | 3.6 Understand community expectations of involvement via engagement. | |

SUCCESS FACTORS

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| <ul style="list-style-type: none">• No drowning deaths between the flags.• Community needs quantified through Total Service Plan (TSP).• Coastal drowning in Australia reduced by 50 per cent by 2020.• Service delivery measured with delivery reflecting need.• All state entities are included in state / territory emergency management systems. | <ul style="list-style-type: none">• Learning opportunities equip our people with the skill set to support the achievement of our vision.• SLS has a participation pathway that generates sustained membership levels to support community outcomes.• Boards / senior management at the national, state, branch and club levels are representative of the movement and community makeup. | <ul style="list-style-type: none">• SLS IP protected through application of existing IP legislation for unauthorised use.• Liquidity ratio remains positive.• SLS States sign and participate in memorandum of understanding (MOU) agreeing fundraising parameters.• SLS strategic plans are aligned at national, state and club level.• National and state risk and compliance registers are current and reported.• Safety of our people remains first and foremost. | <ul style="list-style-type: none">• Non-government revenue increases annually<ul style="list-style-type: none">- National community fund raising campaign secures \$1 million/annum by 2020- Annual increase in non-government revenue of up to 5 per cent per year- SLS donors increase by 3 per cent annually• SLSA reports on distribution of funds transparently across the movement annually through owned and earned channels.• Brand awareness and economic impact increases annually. |
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