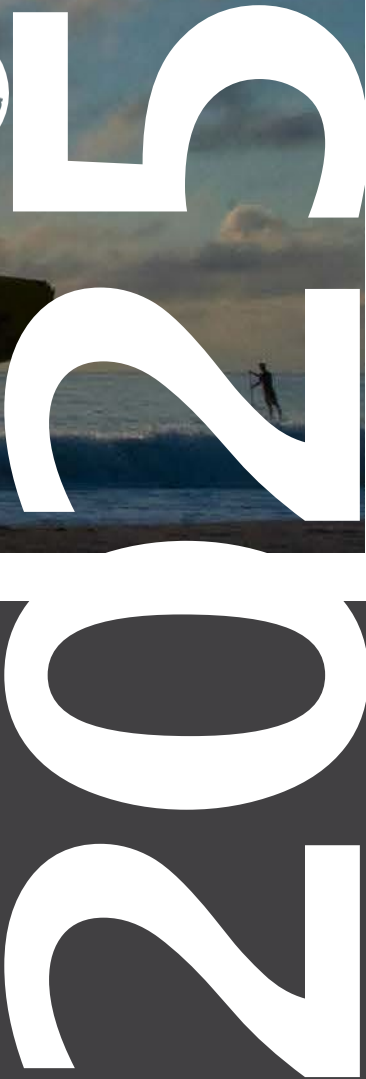


Shellharbour Surf Life Saving Club: Strategic Plan 2025-30



Vision: Zero Preventable deaths on the Shellharbour coastline

Mission: Save lives, create great Australians and build a better local community

Purpose: We equip, empower, develop and support our people to deliver vital aquatic rescue and safety services to save lives across the Shellharbour coastline.

1

Save lives

> What we will do:

1. Increase patrol numbers through providing education
2. Ensure patrols are balanced with appropriate skills to meet requirements
3. Maintain & improve our facilities and resources to meet future demand

> What success looks like:

1. Zero drowning deaths between the flags
2. Competent patrols available at times and hours required as per Lifesaving Services Agreement
3. Increased patrolling members
4. Increased ART, Patrol Captain and IRBD qualified members

2

Develop & support our people

> What we will do:

1. Provide ongoing leadership & skill development opportunities to our people
2. Growing a positive safety culture
3. Provide social events & connections to support our volunteers

> What success looks like:

1. Increased awards achieved
2. A thriving surf sports/coaching system across all ages
3. Zero harm to members
4. A series of diverse & inclusive social events provided to members
5. Appropriate systems in place for member inductions and officer handovers

3

Grow & sustain our movement

> What we will do:

1. Promote the variety of opportunities available to contribute to club/community
2. Ensuring, maintaining & promoting sound financial & governance practices
3. Provide & promote training groups, come & try sessions, fun days, fitness, interclub activities, etc

> What success looks like:

1. Increased active membership
2. Increased volunteers for support & office bearer roles
3. Succession plans in place
4. A strong balance sheet – financially sustainable
5. Recognised as an ethical registered charity meeting all ACNC governance requirements

4

Engage the community

> What we will do:

1. Encourage, engage & promote involvement
2. Develop a communication & marketing plan, calendar & brand identity across all media
3. Promote inclusiveness & diversity to welcome new & existing members
4. Consider school visits, open days, etc

> What success looks like:

1. Increased positive media coverage of our club/members
2. Increased social media reach
3. Increased diversity of membership
4. The community “knows, understands & supports us”

5

Strategic enablers

>

1. The club is seen as a safe, fun & inclusive place to be
2. We acknowledge & respect our history, people, property & place
3. Timely & effective communication to our members
4. Knowledge is retained within the club
5. Facilities are fit for purpose
6. We maintain positive relationships with key stakeholders ie. Branch, SLSNSW, Shellharbour City Council, etc

A photograph showing the silhouettes of several people on a beach at sunset. They are holding surfboards, and the sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft clouds, and the ocean waves are visible in the background.

Our Values

Respect – We respect our History, People, Property & Place

Unity – We are United in Purpose

Inclusivity – We are welcoming and friendly

Involvement – We get involved

Fun & Social Connection – We ensure our members gain enjoyment and satisfaction from volunteering/membership