

STRATEGIC PLAN 2020-2023

VISION

Zero preventable deaths in South Australia's waters.

MISSION

We save lives, create great South Australian's and build sustainable, healthy communities.

WHO WE ARE

**Selfless
Inclusive
Courageous
Trusted
Authentic**

STRATEGIC GOAL 1

Deliver world leading lifesaving services throughout South Australia

Enhance our core lifesaving services through our network of clubs

Continue to develop a professional and responsive emergency operations group

Extend our services beyond the Coast

To be recognised and to contribute as the peak water safety authority in South Australia

Incorporate evidence-based, research driven intelligence to deliver frontline lifesaving services to match current and future community needs

STRATEGIC GOAL 2

Create meaningful opportunities that enable everyone to be involved and engaged

Deliver effective athlete, coach and official pathways

Allow more people to participate more often

Ensure we are a provider of choice for quality training and education

Deliver aquatic safety messaging and programs to all South Australians

Protect and promote our brand and position to drive internal and external support

STRATEGIC GOAL 3

Achieve sustainable organisational excellence

Practice all pillars of sustainability (social/economic/environmental)

Ensure we are a financially effective and efficient organisation

Maximise and grow revenue streams

Implement modern best practice standards in governance for us and our clubs

Utilise new innovation and technologies to improve our service and offerings

STRATEGIC GOAL 4

Develop people through agile, contemporary practices

Be fiercely focussed on the health, well-being and Safety of our people

Provide leadership and development opportunities that challenge and inspire

Value success and reward and recognise our achievements

Support a sense of belonging and having all voices heard

Be an organisation that upholds its agreed values and behaviours

WHO WE ARE

SURF LIFE SAVING
SOUTH AUSTRALIA



SELFLESS INCLUSIVE COURAGEOUS TRUSTED AUTHENTIC

Selfless

- Passionately dedicated
- United for the greater good
- Committed to great attitude and behaviour

Inclusive

- Great people working together
- Fostering positive communities
- An organisation that cares for all

Courageous

- Brave on and off the beach
- Bold and robust in our decision-making
- Daring to innovate

Trusted

- Doing the right thing
- Respecting ourselves and others
- Professional at all times

Authentic

- Leading with integrity
- Open and honest
- Serious fun

