



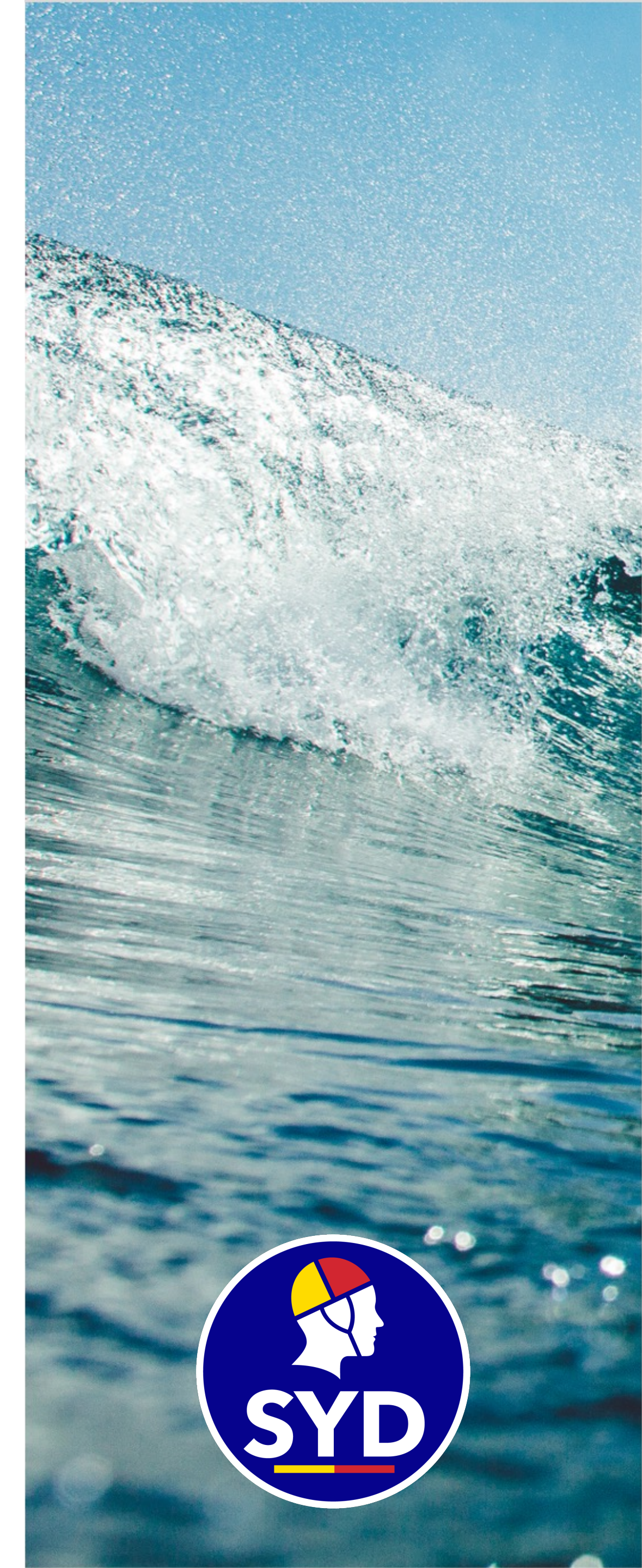
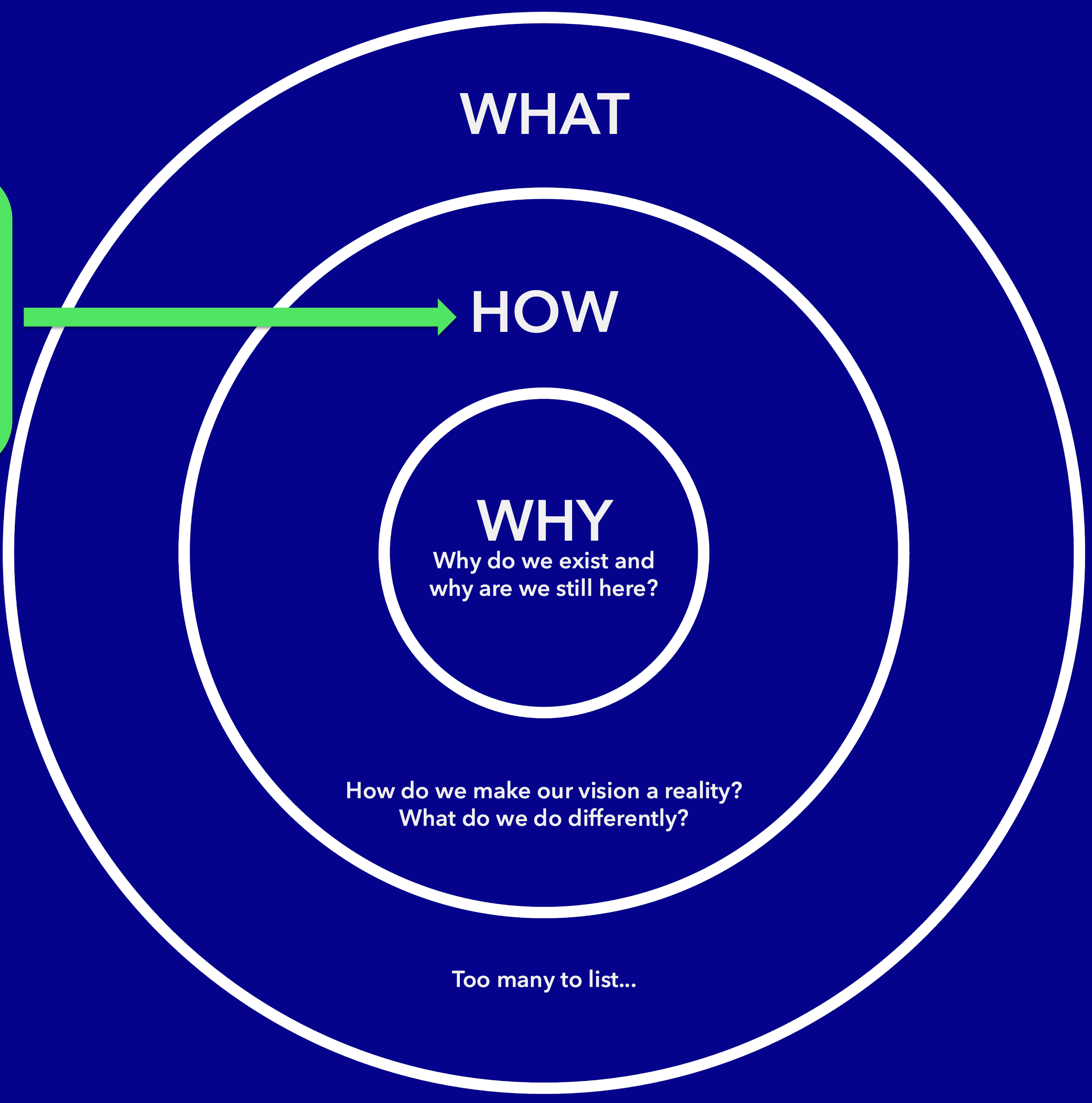
JULY 2024

# OUR STRATEGIC INITIATIVES

SEASON 2024/25 – OPERATIONAL



OUR STRATEGIC INITIATIVES



# 1. WHY – OUR MISSION & STRATEGIC INITIATIVES

## THE SURF LIFE SAVING MISSION

- SAVE LIVES
- CREATE GREAT AUSTRALIANS
- BUILD BETTER COMMUNITIES

## HOW WE CONTRIBUTE TO THE MISSION

**WE SUPPORT**

**WE DEVELOP**

**WE ENGAGE**

**WE INNOVATE**



## 2. HOW WE CONTRIBUTE TO THE MISSION

### SUPPORT

Supporting our clubs, members, neighbouring organisations and communities to achieve our common goal: 'zero deaths'.

### DEVELOP

Providing the training, resources and opportunities to our members that continue the development of their skills and knowledge, for use both on and off the beach.

### ENGAGE

Engaging our membership, ensuring that they know about the pathways and opportunities offered by the organisation.

### INNOVATE

Continuing to lead in innovation, constantly improving, learning from our experiences and planning for the future.



## 2. OUR STRATEGIC INITIATIVES - COMMON MINDSET

### LIFESAVING & SUPPORT OPERATIONS

SUPPORT

DEVELOP

ENGAGE

INNOVATE

### EDUCATION

SUPPORT

DEVELOP

ENGAGE

### SURF SPORTS

DEVELOP

ENGAGE

INNOVATE

### YOUTH & JUNIOR

SUPPORT

DEVELOP

ENGAGE

### MEMBER SERVICES

SUPPORT

DEVELOP

ENGAGE

INNOVATE



## 2. HOW – OUR STRATEGIC INITIATIVES

### SUPPORT

#### LIFESAVING & SUPPORT OPERATIONS

- Develop & Support Patrolling Members

#### EDUCATION

- Provide Trainer & Assessor Support to the Illawarra Branch

#### YOUTH & JUNIOR

- Interbranch Youth Camp at Illawarra Branch
- Garie SLSC Youth Camp

#### MEMBER SERVICES

- Member Leadership Skills Development Day (18-25's)
- Upskill Club MPIOs
- Member Focussed Engagement Report
- Diversity & Inclusion Collaboration & Support Resources



## 2. HOW – OUR STRATEGIC INITIATIVES

### DEVELOP

#### LIFESAVING & SUPPORT OPERATIONS

- Growth & Development of Support Operations
- Develop & Support our Patrolling Members

#### EDUCATION

- Increased Training Officers and Assessors
- Increased Participation in Silver Medallion Patrol Captain courses

#### SURF SPORTS

- Youth Development Pathway Camp (Interbranch)
- Adaptive Athlete Development Clinics

#### YOUTH & JUNIOR

- Youth Dragon Boat Racing Team

#### MEMBER SERVICES

- Member Leadership Skills Development Day (18-25's)
- Member Focussed Engagement Report
- Diversity & Inclusion Collaboration & Support Resources
- Mental Health First Aid Courses



## 2. HOW – OUR STRATEGIC INITIATIVES

### ENGAGE

#### LIFESAVING & SUPPORT OPERATIONS

- Growth & Development of Support Operations
- Ideate & Innovate for the Next Generation

#### EDUCATION

- Increased Training Officers and Assessors
- Increased Participation in Silver Medallion Patrol Captain courses

#### SURF SPORTS

- Sydney Branch Pool Rescue Championships
- Sydney Branch Surfboard Riding Series and Championships

#### YOUTH & JUNIOR

- Interbranch Youth Camp at Illawarra Branch
- Garie SLSC Youth Camp
- End of Season Youth Function

#### MEMBER SERVICES

- Members Services Club Officers Support Resource
- Mental Health First Aid Courses
- Diversity & Inclusion Collaboration & Support Resources



## 2. HOW – OUR STRATEGIC INITIATIVES

### INNOVATE

#### LIFESAVING & SUPPORT OPERATIONS

- Ideate & Innovate for the Next Generation

#### SURF SPORTS

- Sydney Branch Surfboard Riding Series and Championships

#### MEMBER SERVICES

- Members Services Club Officers Support Resource



## **2. OUR STRATEGIC INITIATIVES - LIFESAVING & SUPPORT OPERATIONS**

### **1. GROWTH & DEVELOPMENT OF SUPPORT OPERATIONS**

- Engage more members to participate in Support Operations roles while continuing to improve our operational capabilities and existing Support Operations members.

### **2. DEVELOP & SUPPORT OUR PATROLLING MEMBERS**

- Supporting our clubs and members by undertaking regular 'health checks', while increasing engagement, implementing support mechanisms for clubs.

### **3. IDEATE & INNOVATE FOR THE NEXT GENERATION**

- Engaging the next generation of SLS Leaders, providing Development Camps and Workshops encouraging the development of leadership skills, and out-of-the-box thinking.



## 2. OUR STRATEGIC INITIATIVES - EDUCATION

### 1. INCREASED TRAINING OFFICERS & ASSESSORS

- Developing and engaging more members to take on the roles of Trainers and Assessors to enable Clubs to upskill and develop their members.

### 2. INCREASED PARTICIPATION IN SILVER MEDALLION PATROL CAPTAIN COURSES

- Developing the skills of our Patrol Captains and Future SLS Leaders, while providing a means of engagement.

### 3. PROVIDING TRAINER & ASSESSOR SUPPORT TO THE ILLAWARRA BRANCH

- Supporting our neighbours by sharing our knowledge, skills and resources.



## **2. OUR STRATEGIC INITIATIVES – SURF SPORTS**

### **1. YOUTH DEVELOPMENT PATHWAY CAMP (INTERBRANCH)**

- Youth Development Clinics to further enhance the skills of Youth Members and provide them support in the Elite Athlete pathways.

### **2. ADAPTIVE DEVELOPMENT CLINICS**

- Providing a pathway for the further development of the Adaptive Athletes.

### **3. SYDNEY BRANCH POOL RESCUE CHAMPIONSHIPS**

- Organise a Pool Rescue Championship event to encourage further engagement in this event at a local level.

### **4. SYDNEY BRANCH SURFBOARD RIDING SERIES AND CHAMPIONSHIPS**

- Delivering an innovative Surfboard riding series to promote Board Riding within the Branch.



## **2. OUR STRATEGIC INITIATIVES – YOUTH & JUNIOR**

### **1. INTERBRANCH YOUTH CAMP AT ILLAWARRA BRANCH**

- Engaging our Youth whilst simultaneously supporting our neighbouring Illawarra Branch.

### **2. GARIE SLSC YOUTH SUPPORT CAMP**

- Engaging our Youth whilst simultaneously supporting Garie SLSC

### **3. END OF SEASON YOUTH FUNCTION**

- Providing an opportunity for Youth members to interact, socialise and share ideas.

### **4. YOUTH DRAGON BOAT RACING TEAM**

- Develop the skills, fitness, leadership and team building abilities of our Youth members.



## **2. OUR STRATEGIC INITIATIVES – MEMBER SERVICES**

### **1. MEMBERS SERVICES CLUB OFFICERS SUPPORT RESOURCE**

- Create an overarching support resource for club Members Services officers.

### **2. MEMBER LEADERSHIP SKILLS DEVELOPMENT DAY (18-25S)**

- Undertake a Member Leadership Skills Development Day focussing on enhancing growth for our 18-25yo members

### **3. UPSKILL CLUB MPIOs**

- Upskill our club MPIOs by running 2 Training courses

### **4. MENTAL HEALTH FIRST AID COURSES**

- Run Mental Health First Aid Courses for our clubs

### **5. MEMBER FOCUSSED ENGAGEMENT REPORT**

- Produce a report for clubs to discuss member focussed engagement, following on from a club Development Day

### **6. DIVERSITY & INCLUSION COLLABORATION & SUPPORT RESOURCES**

- Diversity and Inclusion collaboration and support resources for our clubs



# 3. WHAT – THE ACTIVITIES

## MEASURE

- How can the activities assist in measuring the progress or standing of the initiative?

## IMPACT

- What are the Benefits to Clubs, Members and the Community?

## TIMELINES & ACHIEVABILITY

- Is the initiative achievable in the desired timeframe?

## FUNDING & RESOURCES

- As discussed in Budget Meetings.

## PARTNERSHIPS/SPONSOR ALIGNMENT

- Would there be a key sponsor or partner that can assist in this area?

