



# BROULEE SURFERS SURF LIFE SAVING CLUB

## STRATEGIC PLAN SUMMARY 2025–2030

Adopted by the Committee


/ / 2025

*Adapted from the Broulee Surfers Surf Lifesaving Club Strategic Plan 2023 – 2028*




**PURPOSE**

We are Lifesavers



**VISION**

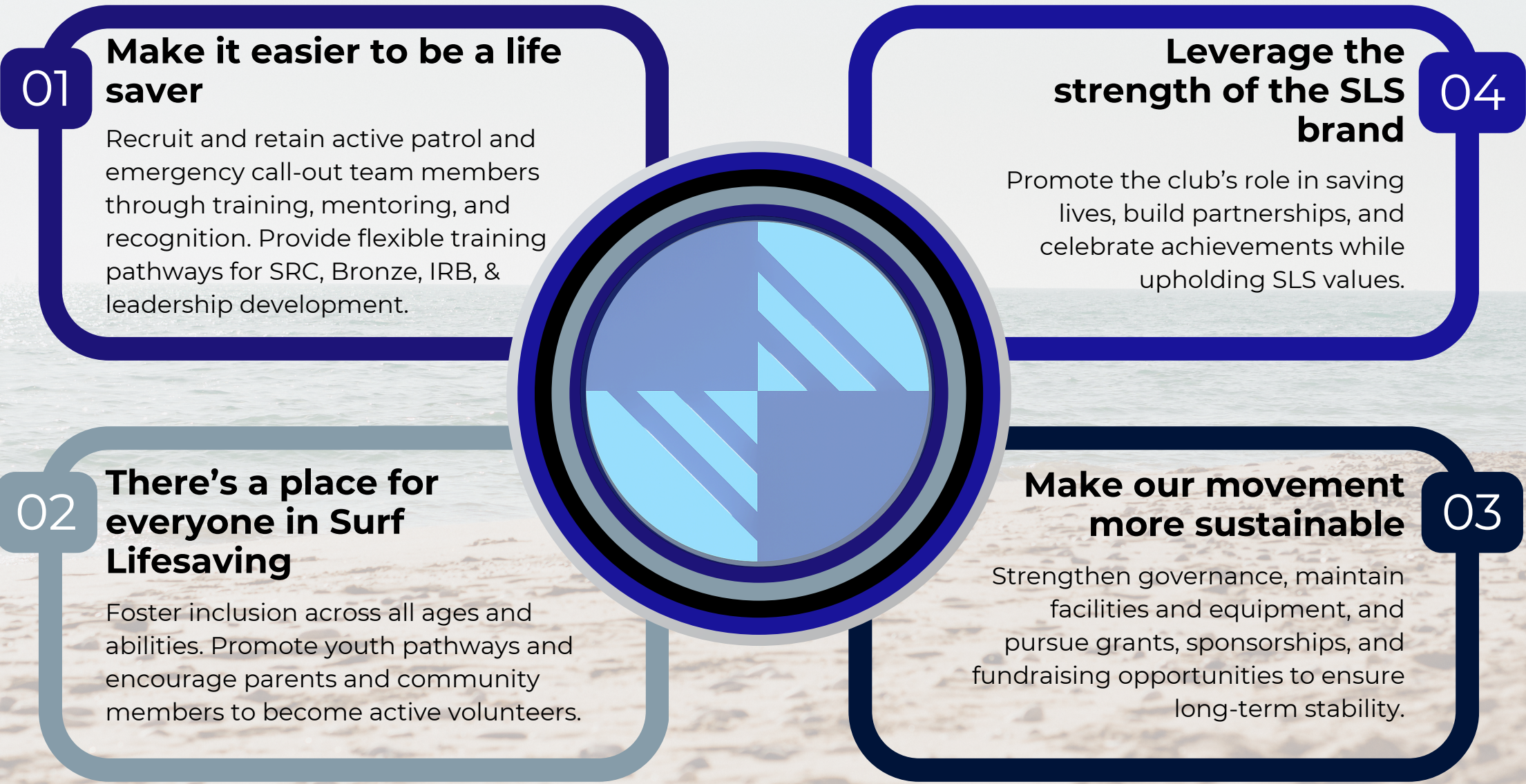
Zero preventable deaths in our waters.



**MISSION**

Turn the tide on coastal drowning.

### OUR STRATEGIC PRIORITIES



### OUR LOCAL COMMITMENT

Building on more than 45 years of service, Broulee Surfers SLSC remains dedicated to saving lives, developing our people, and connecting our community.

We will continue to deliver safe, skilled lifesaving services along our coastline, quality training, and inclusive programs that strengthen our club, our members, and our community.

### ENABLING SHIFTS

A united and influential club aligned with SLS’s common purpose.

A welcoming, inclusive, and youth-focused environment that celebrates diversity.

Sustainable funding and resources that secure our independence and future growth.

Recognition of our volunteers as the heart of everything we do.

Accountable, transparent governance built on strong leadership and community trust.



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### HOW WE ACHIEVE THIS

FOCUS AREA	ACTIONS AND APPROACH
Recruit & Retain Lifesavers	Actively recruit and retain patrol and emergency call-out team members through support, training, recognition, and encouragement to continue volunteering.
Grow & Develop Our People	Create opportunities for growth, development, and inclusion by offering training for all new and current members, including leadership opportunities - particularly for youth.
Engage the Community	Deliver activities that promote community involvement such as the club bar, social events, junior activities (Nippers) and surf sports (e.g. Bay to Breakers), ensuring the community feels welcome at our club.
Support Members & Programs	Continue to promote and support our members and club programs - Nippers, surf sports, and associate/social memberships - to strengthen participation and belonging.
Maintain Facilities & Equipment	Maintain and improve buildings and equipment to provide high-quality services, a welcoming environment, and the ability to meet lifesaving obligations, including patrol operations, training, and Nippers activities.
Communicate Effectively	Use all communication channels and social media to share information, promote engagement, and increase awareness within the club and broader community.
Secure Financial Sustainability	Grow and plan for new and ongoing income streams through grants, fundraising, and sponsorships to ensure financial stability and long-term sustainability.
Support Wellbeing & Leadership	Foster the health and wellbeing of members and the community through mentoring, leadership, and communication initiatives.
Uphold the SLS Brand	Demonstrate pride and professionalism in everything we do to maintain a strong, positive image of the club and Surf Life Saving.