Elouera SLSC 2025 Strategic Plan

Vision: We save lives, create great Australians, are resilient, and engaged with the local community.

Mission: We are an inclusive club, with a respectful culture, that recognises the value of physical and mental health, whose goal is to provide a safe environment for the community and beach-going public.

What we will do:

	1: Save Lives	2: Create Great Australians	3: Improve Our Resilience	4: Engage with the Community
How we will deliver:	**1.1 :** Always being rescue ready. **1.2 :** Maximizing safety between the flags. **1.3 :** Working collaboratively within Cronulla District to manage risks. **1.4 :** Supporting SLS Sydney to improve safety beyond traditional patrol areas.	**2.1 :** Providing and promoting engaging leadership and learning opportunities. **2.2 :** Recognising and rewarding achievement and success. **2.3 :** Growing a safety culture. **2.4 :** Promoting the positive contribution of SLS volunteers. **2.5 :** Providing accessible and diverse pathways for members within SLS.	**3.1 :** Ensuring our actions have a positive impact. **3.2 :** Building supportive relationships with peers, affiliates, and stakeholders. **3.3 :** Ensuring, maintaining and promoting sound financial and governance practices. **3.4 :** Making it easier for volunteers, staff and the community to contribute to the Elouera over the long term.	**4.1 :** Increasing awareness of Elouera's positive contribution to the community **4.2 :** Providing opportunities for the community to engage with Elouera **4.3 :** Being an inclusive organisation that promotes accessibility and diversity **4.4 :** Meeting community expectations particularly in the areas of environmental and sustainability issues
How we will know we're on track:	• There will be "no lives lost" between the flags. • Patrolling membership increases year on year. • The gender balance with patrols improves year on year. • All patrol teams have members plus one with requisite awards. • All patrol teams mentor members in attaining requisite awards. • The education team is closely connected to patrol teams to complement formal training. • Our members contribute more broadly to Surf Life Saving operations. • Our members are participating in formal and informal surf sports activities.	• We will focus on improving the retention rate for nippers moving into seniors. • We are identifying potential leaders early, providing opportunities for development and mentoring. • We will look for ways to build self-esteem and resilience. • Senior members are invited to share their experiences at events such as SRC lunch. • We pursue ways to reinforce a "one club" culture, including common uniform and weekends away. • Our education team is delivering programs that support the development of life savers. • We are recognising and celebrating the diverse achievements of our people in surf life saving and the broader community.	• Our brand is protected, valued and recognised. • We meet our commitments to partners and sponsors. • We hold club social events, such as John Hughes Shield, to provide opportunities for members to mix socially. • We have established a long-term lease with Sutherland Council. • We work positively with our tenants to support their long-term stability. • Our financial results meet or exceed budget projections. • We know our risks and have effective controls in place. • Our business and strategic plans are aligned with branch, state and national plans. • We encourage volunteers to balance their commitment levels with other aspects of their lives.	• Good news is promoted through traditional and social media. • Our membership retention rates are increasing. • Increasing participants and volunteers at our community-based events. • Increased representation at other community events. • Regular communication to all members throughout season using appropriate media. • Members are informed of formal and informal social/sporting events. • We look for opportunities to provide training within the community. • We look for opportunities to partner with other community-based organisations.