

STRATEGIC PLAN 2023-2026

SURF LIFE SAVING
NORTHERN TERRITORY



VISION

Zero preventable deaths in NT coastal waters.

We save lives and inspire Territorians to build better communities.

MISSION

VALUES

HONESTY

- Straight talking and straight answers

RESPECT

- Respect is shown no matter ability or background

TEAMWORK

- The team always has your back
- Serious fun

INCLUSIVE

- All cultural backgrounds are welcome

RESOURCEFUL

- A Territory 'can do' attitude
- Doing a lot with less

SELFLESS

- Small considerate actions make a big impact
- Passionately dedicated

PRIORITY	KEY STRATEGIES	HOW WE WILL KNOW WE ARE ON TRACK
1 Save lives	Provide services which: 1.1 Ensure the highest level of lifesaving services is delivered 1.2 Optimise the delivery of Support Operation services 1.3 Ensure we continue to be recognised as a leader in the provision of lifeguard services Seek recognition: 1.4 As an Emergency Service and investigate opportunities to collaborate with other like-minded organisations	1) Achieve our Vision: zero preventable drowning deaths in NT coastal waters 2) Evidence shows ongoing and functional relationship with NT Police 3) Increase or stability in retention of lifeguard contracts 4) Retain current lifeguard contracts 5) Number of new commercial event lifesaving, first aid and lifeguard contracts 6) SLSNT recognised by the NT Government as an Emergency Service 7) A new lifesaving organisation is considered through collaboration with other like-minded organisations
2 Develop and support our people	Support our Clubs to: 2.1 Develop a strong and engaging sport culture which provides development opportunities for the Club members, especially youth 2.2 Ensure Club's individual needs are met and they are sustainable and viable 2.3 Continue to engage with members at all levels of involvement and grow and maintain the membership Support volunteers and staff so that we: 2.4 Grow the capacity of our people to receive and deliver accredited and non-accredited education and training	8) Increased membership across all Clubs 9) Clubs are able to retain more members year on year 10) There are at least three healthy SLS Clubs in the NT, whom are solvent and financially stable 11) Clubs remain compliant with the NT Associations Act and ACNC 12) SLSNT has provided Professional Development to its leaders 13) Clubs have been offered, or have delivered, a range of courses relative to core lifesaving skills
3 Grow and sustain our business	SLSNT is a strong business by: 3.1 Growing and diversifying revenue through maximising commercial opportunities in line with our values and developing our local corporate partnerships 3.2 Ensuring best practice Board governance responsible financial management practices and oversee the application of sound policy and procedures 3.3 Recruiting and retaining a great SLSNT workforce	14) Revenue has grown or remained stable 15) Number of new corporate partnerships (local or national) 16) Ongoing compliance with the NT Associations Act and ACNC, and unqualified annual Financial Audit 17) SLSNT workforce has remained stable
4 Engage the community	Effective communications will: 4.1 Refine the messaging and mechanisms used to communicate to the clubs and reinforce the role of SLSNT 4.2 Ensure positive crocodile and stinger education messaging which is aligned with the NT government messaging Developing a relationship with NT indigenous communities will: 4.3 Grow mutually beneficial opportunities for SLSNT and Indigenous Territorians to work together Through advocacy and lobbying we will: 4.4 Strategically engage with schools, key community partners and sector bodies to advocate for government funded swimming classes in order to raise the level of swimming capabilities of all Territorians	18) Annual Club and member survey indicates improved messaging and communication from SLSNT 19) Evidence of positive working relationships with indigenous communities via Clubs and other SLSNT initiatives 20) Evidence of strategic engagement with schools, community partners and other sector bodies in lobbying for compulsory/funded swimming lessons at NT schools