



# STRATEGIC PLAN

JAN 2024 - DEC 2025



**ROYAL LIFE SAVING**  
SOUTH AUSTRALIA

# OUR MISSION

For over 115 years, Royal Life Saving has worked to harness the strengths of the communities we work with to reduce drowning and turn everyday people into everyday community lifesavers. As a dynamic, not-for-profit organisation, our tangible areas of activity include:

- Advocacy and awareness-raising
- Education
- Training
- Health Promotion
- Aquatic Risk Management
- Community Development
- Research
- Lifesaving Sport
- Leadership and Participation
- International partnerships.

## **Vision**

A water-loving nation free from drowning

## **Mission**

To eliminate drowning we develop water safe people, places and communities

## Message from our CEO



Royal Life Saving South Australia has made incredible strides in the community, the industry and broadly across the state. The organisation is in a period of accelerated growth, with new opportunities to benefit the community being seized everyday. I am incredibly proud of what has been achieved by our staff, volunteers and our members. Our team's capacity to drive initiatives towards achieving zero preventable drownings, makes us a stronger, more adaptable and leading water safety organisation.

**Life:** We act with compassion, fairness and kindness. We value life.

**Courage:** We value courageous leadership. We politely push the boundaries to keep people safe around water. We are resilient, adaptable and we value doing the right thing above anything else.

**Collaboration:** We value building solutions with others. We value respectful and trusting partnerships, and leadership that combines our energy and expertise to make a positive impact on communities all over.

We look forward to the future of Royal Life Saving in South Australia as we continue to strive for zero preventable drownings throughout South Australian waters.

**Jake Culkin**

**CEO - Royal Life Saving South Australia**

# Life

Goal	Objective	Strategies 2024-2025
Water Safe Communities	CALD community members being aware of the risks of being in, on and around water	Deliver more community lifesaver courses
	People of all abilities having access to safe and inclusive facilities, water safety and swimming education	Increase enrolments in the Inclusive Swim program
		Improve facilities to support participants with Autism and other neurodiversities
		Develop and deliver Autism awareness training to the aquatic industry
Skills for Life	Communities have the skills and knowledge to save a life	Deliver more First Aid courses, in more communities throughout the state
		Deliver more Pool Lifeguard courses, in more communities throughout the state



# COLLABORATION

Goal	Objective	Strategies 2024-2025
Pursuit of Contemporary Practice	Lead the aquatic industry and public safety body of knowledge	Maintain representation on the South Australian Water Safety Committee
	Develop and sustain strategic partnerships that promote water safety	Partnering with Government and non-Government organisations to deliver water safety education events
Contributing to the Royal Life Saving Brand	A culture of sharing knowledge, experience and resources to best serve the community	Sharing knowledge, experience and resources with other Royal Life Saving STMOs
		Maintaining representation on, and contributing to Royal Life Saving Australia committees and working groups
Risk Aware Facilities	Facilities embed the requirements of the Guidelines for Safe Pool Operations into practice	Increase the number of Pool Safety Assessments
		Support facilities to remedy any non-compliances identified



# COURAGE

Goal	Objective	Strategies 2024-2025
<b>Sustainable Aquatic Workforce</b>	Create pathways for young people to commence employment in the aquatic industry	Develop and deliver the SIS30122 Certificate in Sport, Aquatics and Recreation
		Deliver the Aquatic Technical Operator skillset
<b>An Ethical and Transparent Organisation</b>	Effective governance systems	Establish a policy and governance framework
		Commence ISO 9001 accreditation process
		Systems and culture aligns with the principles of White Ribbon Australia and Rainbow Tick
<b>Human, Physical and Financial Resources are Ethically Managed</b>	Business systems improve efficiency and client satisfaction	Reduction in third-party systems
	An honest and accountable organisation	Annual reports published





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