

MISSION

To safeguard lives, develop individuals, and provide a safe, fun, and healthy community environment.

VISION

We are a successful surf lifesaving club known for its commitment to safety, excellence, growth and the community.

VALUES

- Fun: Creating a positive and enjoyable environment for all members and the community.
- Respect: Valuing all members & beach users, fostering a culture of mutual respect.
- Encouragement: Supporting members in their development and growth.
- Excellence: Striving for the highest standards in all aspects of the club's operations
- Commitment: Committed to our mission, vision and values

STRATEGIC PLAN 2025-28

NOBODY DROWNS ON OUR WATCH

STRATEGIC PRIORITY

We have an ongoing pool of lifeguards with the highest level of skill and resource.

STRATEGIES

- Lifeguard training pathways from nipper to Senior Guard
- Ongoing recruitment and retention programmes
- Lifeguards patrolling in the right places at the right time.
- Our lifeguards contribute to activities off our beach (Events, SAR...)

THE CLUB RESOURCES ARE TOP QUALITY

STRATEGIC PRIORITY

Our club base and resources are safe and best meet the purpose

STRATEGIES

- We build a new club house by 2025 that meets the needs of the club and can be used by the community
- We have the right quantity of lifesaving equipment which is safe and is best suited for its purpose
- Members know how to use and maintain the resources well, good training is provided

THE CLUB IS WELL CONNECTED

STRATEGIC PRIORITY

The club has multiple connections with the community, Iwi, other rescue services and surf clubs

STRATEGIES

- Our external communication channels work well
- We take an active part in projects with other surf and rescue services
- The club is open to the community and welcoming to everyone

ALL MEMBERS ENJOY THEIR EXPERIENCE AND HAVE FUN

STRATEGIC PRIORITY

Our sport and social programmes are fun and help retain our members

STRATEGIES

- We run sport programmes that meet the needs of all members
- We encourage diversity & inclusion into programs
- Member communication ensures everyone is well informed
- The club has formal and informal social activities that keep members connected.
- New members are welcomed to the club and stay engaged
- Members have fun in whatever they do

THE CLUB MANAGEMENT STRUCTURE AND PROCESSES ARE TOP QUALITY

STRATEGIC PRIORITY

The club has the management procedures, finances and member safety in place for the membership.

STRATEGIES

- The club has a good management and sub-committees that have the skills required to run the club and its services.
- There are multiple sources of revenue to operate the club
- Health, Safety, Wellbeing and Member protection are a key management function that has ongoing monitoring.
- Our members are appropriately recognised for their efforts.