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## Our Vision

One of New Zealand's premier surf clubs providing world class surf life saving services and developing leaders and champions

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## Our Purpose

Providing our community a safe surf and beach environment

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## Our Core Values

<b>Community</b>	We serve our community and create a club environment which fosters friendship, teamwork, innovation and a passion for surf life saving
<b>Excellence</b>	We strive to be better in everything we do and are humble in our achievements
<b>Fun</b>	We enjoy having a laugh and going on adventures
<b>Respect</b>	We respect our people, their contribution, our environment and our community
<b>Tradition</b>	We strive to maintain the culture and enduring spirit of the club

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## Our Strategic Priorities

### Developing people

- Club and surf life saving pathways for all members:
  - Lifeguards, instructors, examiners
  - Athletes, coaches, managers, officials
  - Administrators
- Provide members with the opportunity to participate successfully at the level of their choice

### World class surf life saving

- Advanced surf lifeguards
- Call out surf lifeguard squad
- Event surf lifeguards
- International best practice
- Tours to other regions and countries

### Sporting excellence

- Consistently top 10 nationally
- Top Wellington club
- Pathway to national and international representation
- Tours to other regions and countries

### Communication

- Develop and implement a communication plan
- Develop and implement a stakeholder engagement plan
- Establish surf communications network
- Embrace technology where appropriate
- Develop and implement a marketing plan
- Clearly communicate the strategic plan

### Community

- We are "In it for life"
- We are a good neighbour
- We provide surf life saving education within our community
- We provide services to our community

### Business

- Financial sustainability and growth
- Effective governance and administration
- Maximise existing income streams
- Innovative solutions for additional income streams
- Operate with a yearly surplus

### Our Home

- Always welcome
- Always open
- Well maintained
- We are "In it for Life"

### Partners

- Strengthen relationships with existing partners
- Develop new partnerships
- Surf Life Saving New Zealand
- Wellington City Council

