

A young girl with a joyful expression is the central focus, wearing a purple swim cap with red and green goggles perched on top. She is dressed in a vibrant, multi-colored striped swimsuit. Her skin is glistening with water droplets, suggesting she has just been in the pool. She is sitting on the edge of a swimming pool, with her hands clasped in her lap. The background is a blurred view of the pool and other people, creating a sense of a busy, sunny day at a community pool.

ROYAL LIFE SAVING WA STRATEGIC PLAN 2020-2025

A WATER LOVING NATION
FREE FROM DROWNING



ROYAL LIFE SAVING
WESTERN AUSTRALIA



OUR VISION

“A WATER LOVING NATION
FREE FROM DROWNING”

OUR PURPOSE

Empowering our community to be safe in and around water and leading efforts to reduce the impact of drowning.

RESULTS WE SEEK



All Western Australians have swimming and water safety skills – that no one misses out.



Train lifesavers and first responders in every community – to be on-hand when help is needed.



Eliminate toddler drowning - to protect the most vulnerable in our community.



Create safe aquatic places and spaces.



Promote safe participation and behaviours.



An adaptable, cohesive and connected organisation.



Maximise our social value and impact.

DRIVERS FOR CHANGE

DROWNING PREVENTION



Western Australians
drown each year



Western Australians
hospitalised each year



#1 cause of accidental
death in toddlers

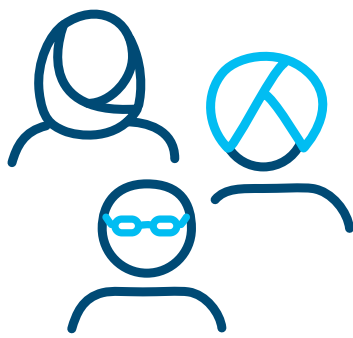


Economic impact of
every drowning

SURVIVAL SKILLS



21%
of **primary school children**
currently miss out on swimming
and water safety lessons



Social, cultural & economic barriers
limit participation by **disability and
multicultural communities**

REMOTENESS



Drowning is 3.7 times more likely
to occur in **regional and remote
areas** of WA

INCREASINGLY DIVERSE POPULATIONS



37% of drowning
involved people
born overseas



Born overseas

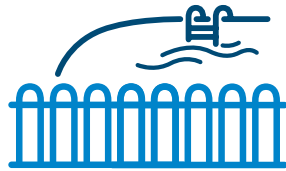


Visitors to WA



Older adults have
the second highest
rate of drowning

WATER IS EVERYWHERE



170,000 home pools



140 public pools
employing 4000+ staff and
with 11.4M visitors each year



208 major rivers
extending over more than 25,000km

PROMOTING SAFE PARTICIPATION



EMERGING ACTIVITIES
DIVERSE LOCATIONS



AVOID ALCOHOL
AROUND WATER



ALWAYS WEAR
A LIFE JACKET

HOW WE MAKE A DIFFERENCE

LEAD

“
Striving to know exactly
who is missing out and
why people drown.
”

BUILD

“
Seeking answers,
testing solutions and
providing help.
”

EMPOWER

“
Transitioning our
energy and effort into
sustainable change.
”

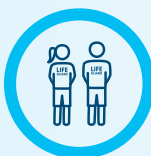




All Western Australians have swimming and water safety skills – that no one misses out.



Train lifesavers and first responders in every community – to be on-hand when help is needed.



Measure participation trends.

Harness expertise of stakeholders.

Campaign for 'no one to miss out'.

Enjoyable and engaging programs.

Support for vulnerable populations.

Support for government programs.

Retention to Bronze Medallion.

Participation in pool lifesaving.

Aspirations of children and parents.

Capability of Swim Schools and Lifesaving Clubs.

Establishment of an endowment fund.



Aquatic workforce planning.

Co-design of training with employers.

Shaping of national projects.

Quality training and assessment programs.

Ongoing professional development.

Capacity to deliver state-wide.

Technology solutions.

Integration with employment programs.

Community awareness of career pathways.

Commitment of aquatic industry for 'Talent Pool'.

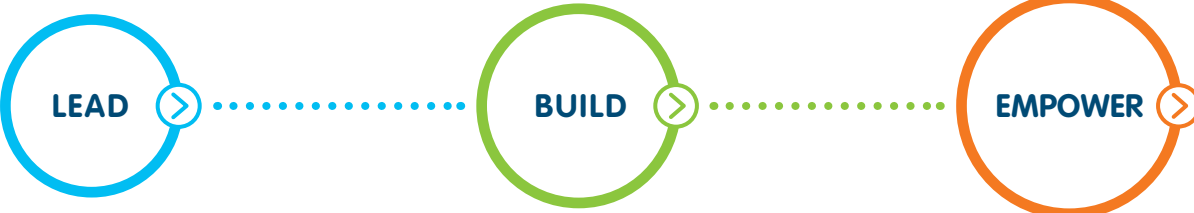
Local connections and partnerships.



Eliminate toddler drowning - to protect the most vulnerable in our community.



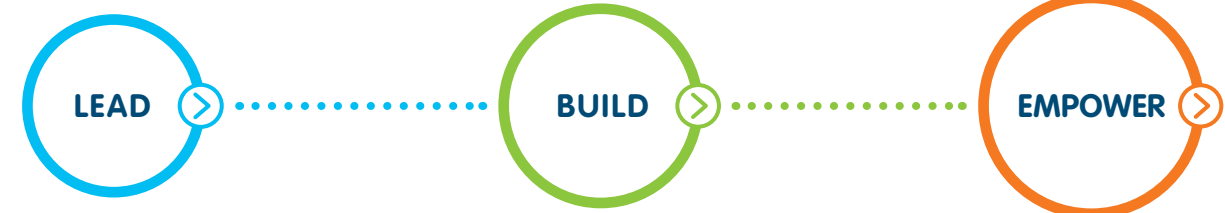
Create safe aquatic places and spaces.



- Measurement of impact.
- Design of innovative solutions.
- Campaign for 'every pool owner to be a lifesaver'.

- Programs to raise awareness.
- Engagement to influence behaviours
- Participation in Infant aquatics
- Services to check pools.
- Support and Help for victims.

- Media support for the cause.
- Diversification of communication channels.
- Community support and donations.
- Pursuit of innovations in pool design.



- Knowledge of risks.
- Benchmarking of public pools.
- Formulation of safety guidelines
- Measuring social impact of pools.

- Risk assessment services and safety checks.
- Supervision and rescue solutions.
- Expertise in the operation of remote pools.
- Awareness of innovations and best practice.
- Supply of skilled staff.

- Collaboration with aquatic facilities.
- Championing investment in remote Aboriginal communities.



Promote safe participation and behaviours.



The Royal Life Saving Society – an adaptable, cohesive and connected organisation.



Maintain drowning database.

Understanding of motivations.

Evaluate efficacy of our programs.

Influence policy makers.

Participation pathways.

Normalisation of lifejacket use.

Programs that reduce alcohol-related drowning.

Capability of people over 65 years.

Fast-tracking of skill development in migrants.

An online community for every target group.

Alignment of our safety programs with government agencies.

Co-design of activity-based action plans.

Co-design of place-based action plans.



Development of an inclusive and agile workforce.

Sustainable regional structure.

Occupational health and safety.

Resource and infrastructure planning.

Alignment with national network.

Our Membership.

Inclusive practices.

Member retention.

Skilled workforce.

A unity of purpose.

Regional offices.

Specialist working groups.

A capital fund.

Efforts to raise awareness of who we are.

Community leaders to champion our cause.

Philanthropy to support what we do.

Building the capacity of our Members.

Sharing inspiring stories.

Pursuit of national priorities.



Maximise our social value and impact.



Our actions contribute to achieving the United Nations' (UN) Sustainable Development Goals (SDG).



 <p>SDG #2 ZERO HUNGER</p> <ul style="list-style-type: none"> ^ Healthy Eating 	 <p>SDG #3 HEALTH & WELL-BEING</p> <ul style="list-style-type: none"> ^ Wellbeing and quality of life ^ Mental health ^ Cognitive function ✓ Impact of non-fatal drowning ✓ Drowning accidents 	 <p>SDG #4 EDUCATION</p> <ul style="list-style-type: none"> ^ Academic achievement ^ Early childhood development 	 <p>SDG #5 GENDER EQUALITY</p> <ul style="list-style-type: none"> ^ Empowerment among women and girls 	 <p>SDG #8 WORK & ECONOMIC GROWTH</p> <ul style="list-style-type: none"> ^ Life skills ^ Job creation ^ Economic growth ^ Productivity ✓ Health costs
 <p>SDG #9 INNOVATION & INFRASTRUCTURE</p> <ul style="list-style-type: none"> ^ Sustainable swimming pools 	 <p>SDG #10 REDUCING INEQUALITIES</p> <ul style="list-style-type: none"> ✓ Inequalities 	 <p>SDG #11 SUSTAINABLE COMMUNITIES</p> <ul style="list-style-type: none"> ^ Community cohesion 	 <p>SDG #12 RESPONSIBLE CONSUMPTION</p> <ul style="list-style-type: none"> ^ Water Re-use ✓ Energy consumption 	 <p>SDG #16 JUSTICE</p> <ul style="list-style-type: none"> ^ Uniting people ✓ Crime/antisocial behaviour

OUR FUTURE

IN THE FIVE YEARS TO 2025, WE WILL HAVE:

- Achieved quantifiable reductions in drowning.
- Provided funding for over 6,000 at-risk children to participate in swimming and water safety programs from the proceeds of our Swim and Survive endowment fund.
- Increased the total number of children participating in our swimming and water safety programs to 300,000+ pa. Expanding our state-wide reach by 20%.
- Issued 150,000 qualifications in lifesaving, lifeguarding and aquatic instruction.
- Formed an online community that directly engages with all 170,000 home pool owners in WA.
- Sparked innovation in the design of a safer home swimming pool barrier.
- Secured social impact investment in the development of swimming pools for remote Aboriginal communities.
- Bid to host the World Conference on Drowning Prevention.
- Built a lifesaving and community facility that connects the CBD to the Swan River.

COVID 19 – REFORMING AND TRANSFORMING

The implementation of our Strategic Plan will contribute directly to the WA Government's recovery planning process. We will align our activities with the five areas of health, economic and infrastructure, social, industry and regions identified in the State Recovery Plan. We will continue to implement adaptations that worked well in the crisis and bring forward bold ideas for future change.



OUR VALUES

> LEADERSHIP

We drive innovation and positive change.

> COLLABORATION

We work together to find solutions and welcome others to join us.

> ACTION

We focus on results, evidence informed practice and making a difference.

> INTEGRITY

We do what we say and hold ourselves accountable.

> SAFETY

We put health and safety first.

“A commitment to safe participation in aquatic activity.”







FOR MORE INFORMATION

The Royal Life Saving Society Western Australia Inc
12 McGillivray Road, Mt Claremont WA 6010
PO Box 28, Floreat Forum WA 6014

Call **08 9383 8200**
Email **info@royallifesavingwa.com.au**
Visit **royallifesavingwa.com.au**

CONNECT WITH US

-  [RoyalLifeSavingWA](#)
-  [RoyalLifeSavingWA](#)
-  [LifeSavingWA](#)
-  [TheRoyalLifeSavingSociety-WesternAustralia](#)