

Administration



Key objective:

To practice excellence in club administration through effective leadership.

Strategies:

- Decision making and administrative functions are supported by contemporary policy, system and process settings informed by best practice and maintained with regular review.
- The administrative positions of the Board and Committee (including relevant sub-committees) are supported by well defined and well understood position descriptions, and also where appropriate regard is given to the benefit of succession planning.
- Build and maintain effective relationships and strategic alliances with government, the community, and other relevant organisations and stakeholders for the betterment of the Club and to advance surf lifesaving.
- Make use of new and innovative technologies to enhance effective communication, administrative activity, and promotion of the Club.
- Recognise the key role of sponsorship and develop mechanisms and other measures to enhance the retention of sponsors and also capitalise on new sponsorship

About us

The Devonport Surf Life Saving Club was originally established in 1927 and became the first officially recognised Tasmanian Surf Life Saving Club when it affiliated with the national controlling body in Sydney during 1929. In 1930 the Devonport, Burnie and Ulverstone Clubs formed the Tasmanian Branch of the Surf Life Saving Association of Australia. The first Tasmanian surf life saving carnival event was held at Devonport's Bluff Beach on 15th February 1930.

Since its establishment, The Devonport Surf Life Saving Club has proudly provided a regular beach patrol service to support the broader Devonport community with patrols held every weekend and on public holidays between December and March.

The home of the Devonport Surf Life Saving Club is Bluff Beach, a beautiful and iconic spot nestled between the Mersey Bluff headland and the mouth of the Mersey River within the City of Devonport on Tasmania's North West Coast. The "Bluff" as it is affectionately known to locals, is readily identifiable with its iconic natural features and has always been a popular gathering point for swimming, beach play, picnics in the park, and surf lifesaving activity.

The Bluff precinct forms a significant part of the Devonport landscape with its iconic natural coastline features, playgrounds, covered BBQ facilities, walking paths, a public plaza and plenty of free parking. At the heart of the precinct proudly stands the architecturally designed building complex that is home to Drift Cafe, Mrs Jones Restaurant and Lounge Bar, and of course the Devonport Surf Life Saving Club.

In addition to its core life saving functions, the Devonport Surf Life Saving Club also offers and supports an extensive junior activities program, surf sports competition, education and training opportunities, volunteerism, and various social activities.

The Devonport Surf Life Saving Club warmly welcomes new membership enquiries and with the invitation that there are opportunities in surf lifesaving for everyone.

Your beach. Your Club. Your adventure.



Devonport Surf Life Saving Club

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Devonport Surf Life Saving Club

Strategic Plan 2026-2031



Celebrating 100 years of excellence in 2027

Our Mission:

To keep our beaches safe and advance the surf lifesaving movement through being a safe, connected, and resilient community service organisation supported by skilled and empowered surf lifesavers.

Our Vision:

To be a club that is recognised for excellence in all aspects of surf life saving and drowning prevention, a club that inspires our members and the community, and a club that promotes community wellbeing through lifesaving services, education, sport, and volunteerism.

Our Core Values:

Safety and service.
Respect and responsibility.
Positivity and participation.
Teamwork and unity.
Commitment to excellence.



Strategic Plan Purpose

The purpose of the *Devonport Surf Life Saving Club Strategic Plan 2026 -2031* (the Strategic Plan) is to provide the high level and overarching strategic direction for the Devonport Surf Life Saving Club over a five year forward period, including a key role to guide and inform the Club's planning and decision making. The Strategic Plan is prepared around the following five central themes:

- (1) Life Saving;
- (2) Community & Culture;
- (3) Surf Sports;
- (4) Juniors & Youth; and
- (5) Administration

The abovementioned themes are not necessarily listed in order of priority, and should be interpreted and applied collectively in a mutually reinforcing context to enable a coordinated strategic direction. Each theme included with the Strategic Plan is underpinned by a key objective and associated strategies.

The Strategic Plan will be periodically reviewed to ensure that it remains contemporary and fit for purpose.

Life Saving



Key objective:

To provide outstanding surf lifesaving services by ensuring our patrol teams are well trained, well resourced, and equipped to respond effectively, while actively engaging the community in coastal safety and awareness.

Strategies:

- Patrol teams are well resourced, highly skilled, and recognisable.
- Enable and promote opportunities for training, education and pathways for development in all aspects of surf lifesaving, including new opportunities for innovation.
- Ensure the resourcing of high-quality rescue ready equipment to enhance lifesaving capabilities.
- Increase the number of patrolling members with a focus on the recruitment and retention of patrolling members.
- Engage with the community and other key stakeholders to promote surf life saving and the role of the Club within the community.

Community & Culture



Key objective:

To build a thriving, inclusive, multi-generational membership base with a celebrated culture and identity, and high-quality facilities.

Strategies:

- Actively embrace a cohesive 'one Club' culture that promotes the essential role of surf lifesaving, community pride, inclusiveness, respect, positivity and participation, and the betterment of the Club through unity.
- Clubhouse facilities are of a high quality, remain fit for purpose, and meet the requirements of a growing member base.
- Provide and promote regular club programs and events that encourage participation and interaction.
- Implement meaningful ways to engage with our members and the community, including a focus to attract and retain members.
- Promote the benefits of participation in surf lifesaving towards maintaining a healthy and active lifestyle and fostering a sense of stewardship for our beach environments.

Surf Sports



Key objective:

Strengthen participation and performance across surf sports to support lifesaving skills and club culture.

Strategies:

- Provisioning of programs and events that increase opportunities for surf sports and encourage participation across all age levels.
- High quality coaching, equipment, and supporting resources to enhance and grow surf sports participation.
- Recognise and celebrate achievements and participation.
- Provide pathways for juniors into senior surf sports with a key focus on retention through this transition.
- Encourage and promote pathways for members to participate in surf sports officiating.

Juniors & Youth



Key objective:

To provide a safe, welcoming and inclusive environment for young people and their families.

Strategies:

- Implement and maintain contemporary and best practice child protection policies and procedures.
- Provide a high quality junior program that is safe and welcoming, and with a particular focus on participation, interaction and inclusiveness.
- Encourage and support youth participation (and transition beyond junior programs) in surf lifesaving through the active promotion of development pathways, training programs and other youth development opportunities.
- Junior and youth members (together with their families) are equipped with a clear understanding and awareness of expectations and responsibilities including the essential role of surf lifesaving, community pride, recognition of a good club culture and values, and respect for others.
- Information on relevant Club activities and opportunities is readily available and communicated in meaningful ways that promote engagement and participation.