

GOAL 1: LSV will strengthen emergency preparedness and response capabilities



LSV INITIATIVES

- Lead the development and deployment of emergency response teams equipped to manage specialised aquatic and environmental emergencies such as floods.
- Elevate prevention and response capabilities in all aquatic environments by harnessing advanced technologies, like AI, drones, and real-time data systems.
- Lead the way in community safety with a world-class lifesaving framework for both paid and volunteer services, grounded in evidence, championing best practice, and continually evolving through insights and lessons learned.

BY 2030 WE WILL...

OUTCOMES

- Improve** the effectiveness of responses to aquatic emergencies through trained specialised teams and strengthened partnerships.
- Enhance** the effectiveness and efficiency of prevention and rescue efforts through the integration of advanced technologies and real-time data across all aquatic environments.

GOAL 2: LSV will enable increased retention & participation in aquatic and lifesaving activities



LSV INITIATIVES

- Inspire participation and long-term engagement in lifesaving through the delivery and embedding of a dynamic, inclusive participation roadmap encompassing sport, development, recognition and leadership initiatives.
- Expand access to swimming and water safety programs, prioritising delivery to at-risk communities and in high-priority locations.
- Champion investment and other strategies to address the critical risks posed by ageing aquatic infrastructure across Victoria.

BY 2030 WE WILL...

OUTCOMES

- Achieve** increased and more inclusive participation in lifesaving and aquatic programs through targeted engagement, leadership pathways, and equitable access initiatives.
- Ensure** improved community access to essential aquatic education and infrastructure through expanded delivery models and advocacy for sustainable investment.

GOAL 3: LSV will empower and support our people, building adaptability and resilience



LSV INITIATIVES

- Support the psychological safety and wellbeing of the workforce through advocacy, influence and supporting national and state collective efforts.
- Strengthen capacity and capability to achieve our goals by training, developing and equipping personnel.
- Foster flexible, sustainable, and welcoming lifesaving communities through tailored resources and inclusive practices.

BY 2030 WE WILL...

OUTCOMES

- Set** the benchmark for creating a safe and inclusive workplace where every individual feels valued, connected, and empowered with pride and purpose.
- Build** and sustain a high-achieving, connected workforce that reflects diversity at every level.

GOAL 4: LSV will cultivate a diverse and sustainable funding model



LSV INITIATIVES

- Grow public trust, loyalty, recognition, and influence through brand strengthening.
- Unlock new revenue streams through corporate partnerships, bequests and individual giving.
- Invest in the expansion of existing revenue initiatives and actively pursue new opportunities to strengthen and diversify our commercial revenue streams.

BY 2030 WE WILL...

OUTCOMES

- Build** stronger brand recognition and public trust to drive increased support, influence, and engagement across key audiences.
- Achieve** more resilient and diversified funding through expansion of LSV's influence and impact.

GOAL 5: LSV will enhance our organisational effectiveness through innovation and technology



LSV INITIATIVES

- Foster a culture of innovation and agile thinking in support of start-up collaboration, AI sustainability and future-focused water safety initiatives.
- Enhance user experience, organisational effectiveness and efficiency by integrating systems, policies, and processes for seamless operations.
- Deliver a roadmap for sustainable, future-ready, fit-for-purpose LSV state facilities.

BY 2030 WE WILL...

OUTCOMES

- Create** a more agile, data-informed, and innovative organisation empowered to deliver future-focused water safety solutions.
- Improve** efficiency, user experience, and workplace sustainability through integrated systems, smart technologies, and fit-for-purpose infrastructure.

GOAL 6: LSV will attract and nurture effective partnerships



LSV INITIATIVES

- Maximise our strategic impact by defining and communicating clear partnership principles: who we partner with, why, when, how, and where.
- Align priorities and deliver joint actions with partners to reduce the risk of drowning in coastal and inland waterways.
- Drive the establishment of state-wide "arrangements" that define water safety roles and responsibilities in partnership with government, emergency management agencies, industry and community.

BY 2030 WE WILL...

OUTCOMES

- Establish** clear, purpose-driven partnerships based on defined principles and shared priorities that strengthen strategic impact, facilitate knowledge exchange, and drive coordinated action to achieve measurable improvements in water safety outcomes across Victoria.
- Enable** stronger, coordinated actions across government, industry, and community, supported by statewide clarity and accountability in water safety roles, to reduce drowning risk across Victoria.