

2025 VOLUNTEER SATISFACTION SURVEY

SURF LIFE SAVING
NEW SOUTH WALES



In 2020, the percentage of Australians who volunteered for an organisation or group was the lowest rate ever recorded by the Australian Bureau of Statistics. To ensure the future sustainability of the Surf Life Saving (SLS) movement, we need to provide a positive volunteering experience, where members are happy and want to stay.

But what does this look like in SLS?

SLS is working towards a strategy to boost volunteer retention and satisfaction. We want to better understand the volunteering experience at SLS and investigate factors that impact the satisfaction of our volunteers, and their decisions to stay or leave the organisation. The SLS Volunteer Satisfaction Survey is an evidence-based tool which measures and monitors volunteer satisfaction and experience at our organisation.

MEMBER SATISFACTION



73% of members said they were extremely or moderately satisfied with their overall volunteering experience

Increase
from 2023



TURNOVER INTENTION



7% of members strongly agreed or agreed that they would not rejoin Surf Life Saving next season.

Decrease
from 2023



PARTICIPANT PROFILE



4,908

Volunteers



129

Surf Life Saving
Clubs



Gender

62% male, 37% female
and 1% Other



29%

Culturally diverse
backgrounds



71%

Patrolling members

MEMBERS ARE MOST SATISFIED WHEN THEY

Feel free to make decisions and shape their role	4.16	/5
Are respected and valued for their differences	4.07	/5
Are included in club decision-making	3.69	/5
Have access to useful and relevant training	5.94	/7
Experience motivational leadership that supports and inspires	5.72	/7



All
increased
from
2023

Focusing on these drivers of satisfaction improves satisfaction and reduces turnover

Greatest Role Satisfaction

Those supporting Nippers and patrolling members (76% satisfied)



Greatest Role Dissatisfaction

Those managing the club or branch on the executive (58% satisfied)



What this means for our strategy

SLSNSW's Strategic Plan 2025-30 commits to improving the member experience by:

- Defining and promoting the fostering of an optimal organisational culture that emphasises inclusion and respect
- Improving our leadership culture, with a focus on tenure, succession and gender equity
- Removing unhelpful barriers to participation
- Implementing new approaches to delivering volunteer functions that currently result in burnout, dissatisfaction, duplication or inefficiency.

Are you a volunteer leader?

Learn about motivational leadership by completing the online Volunteer Leadership program.

Access via the SLS eLearning platform.



Learn more here →

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