

# Club & Branch Community Education Health Check Preliminary Report

Version 1.0, June 2020



**SURF LIFE SAVING**  
**NEW SOUTH WALES**



# Context

- At SLSNSW, we define community education as any activities or programs which have been developed to address drowning through the raising of awareness or provision of education or skill development to the community.
- Community education is an organisational responsibility at all levels of the organisation. SLSNSW's focus is to support clubs and branches to engage in community education, and to fill any gaps in delivery for at-risk groups where required.
- Many branches and clubs already deliver community education activities, and have been doing so successfully for many years, building and maintaining their profile and relationships with local communities.

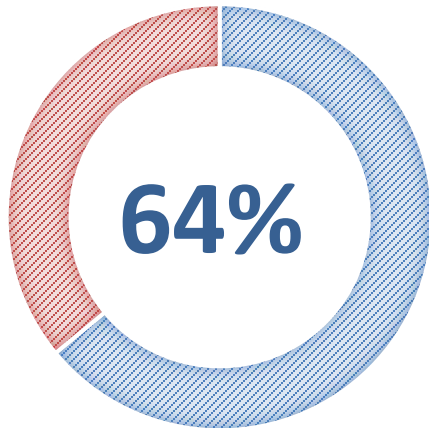




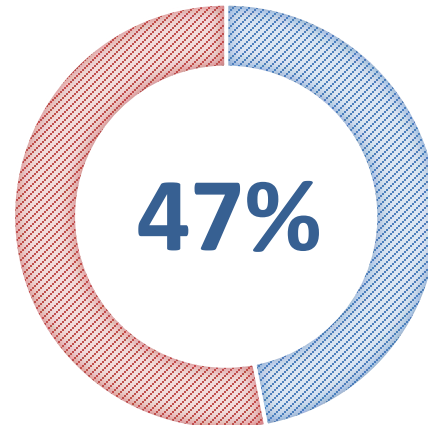
# Background

- The aim of the health check was to seek direct feedback from clubs and branches on their current and future planned engagement in community education activities.
- Better understanding the intentions, interests, needs and concerns of clubs and branches better positions SLSNSW to support. We are already using your feedback to build targeted plans in this space.

Branch Completion  
Rate



Club Completion  
Rate

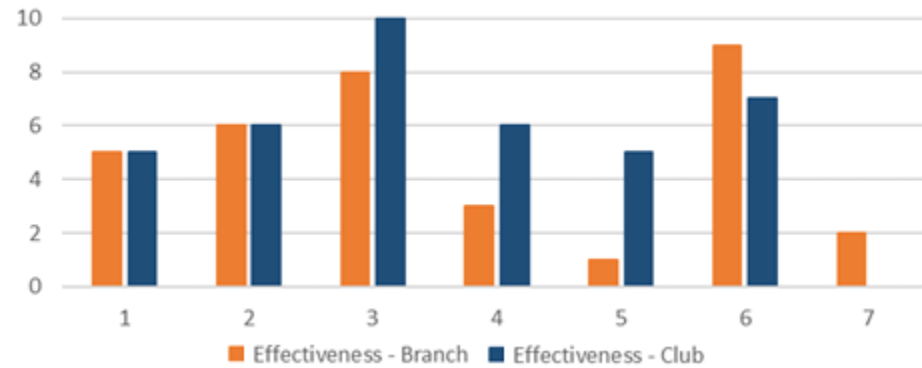




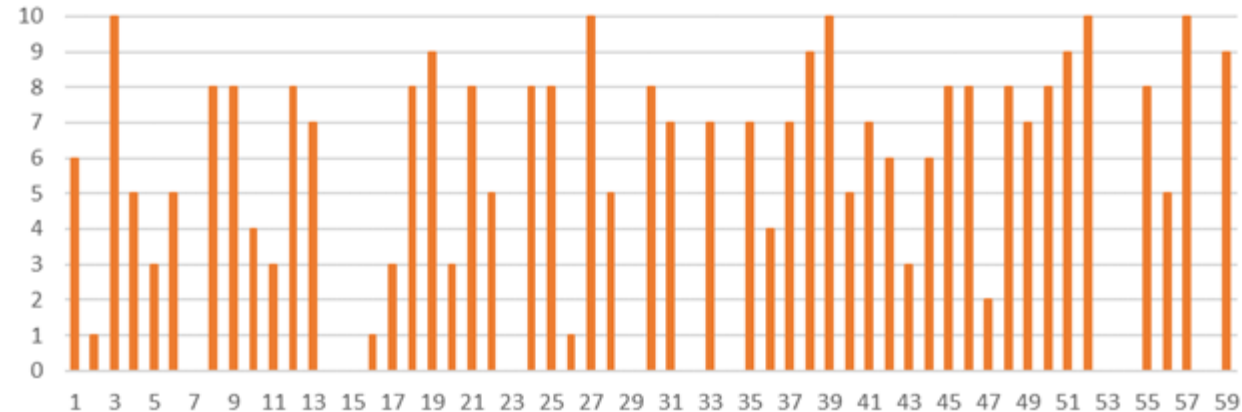
# Effectiveness

The effectiveness of community education appears to vary across clubs and branches, with some rating their own effectiveness as low as 1/10, and others as high as 10/10.

**Branch effectiveness (7 responses)**



**Club effectiveness (59 responses)**



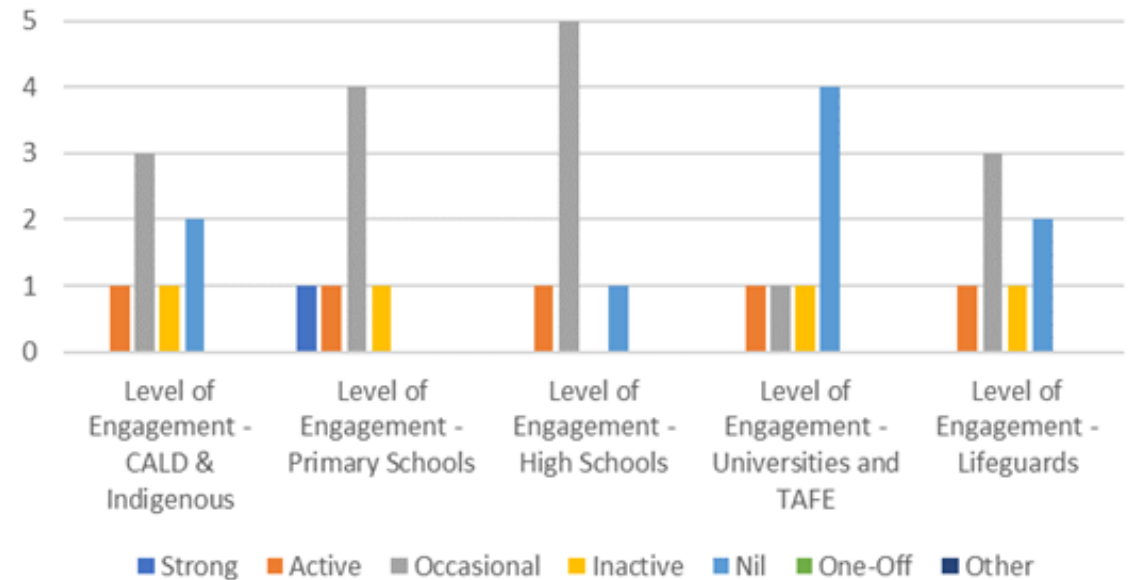




# Branch engagement

- The role of branches in community education varies with some coordinating and delivering extensive programs themselves, some supporting local events and others focusing solely on supporting clubs to deliver programs and events.
- Very few branches reported strong or active engagement with the communities presented.

Branch engagement (7 responses)

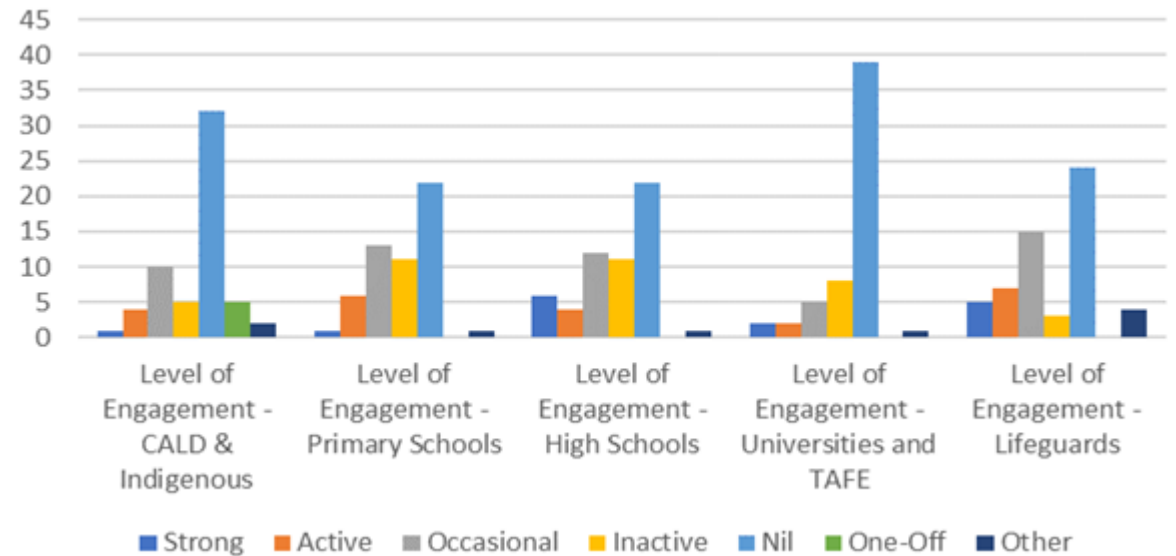




## Club engagement

- Across the board, club engagement with the communities presented is also fairly low.
- With clubs and branches facing increasing demands in relation to governance, administration and rescue responsiveness, many do not feel that they have the resources available to actively engage with their communities.

Club engagement (59 responses)





# Barriers and challenges

The key barriers raised by both clubs and branches were:

- Membership availability and suitability
- Community education being a lower priority when compared with patrolling and juniors
- Availability of funding, including for travel costs
- Lack of a dedicated community education advisor
- Administrative burden (preparing, marketing, delivering)
- Lack of centralised resources, tools and systems
- Lack of organisational strategy to drive local arrangements



# Opportunities

Aside from schools and nippers (which many regard as a community education activity) opportunities highlighted were:

- Seasonal agricultural workers
- Community AED/CPR awareness programs
- International and non-coastal university students
- Remote/rural bush to beach programs (+ Beach to Bush support)
- Surf club open days
- Community groups and tourists at peak holiday season
- Aged communities (e.g. Silver Salties, Grey Medallion)
- Local CALD community groups and programs
- Rock fishing safety
- Programs or services for people with disabilities (including nippers/inclusive beaches)
- Sporting groups and service groups





# SLSNSW assistance

The following tools, resources and initiatives were suggested by clubs and branches to help overcome the barriers/challenges and maximise the opportunities:

- Funding
- People to assist with the development, promotion, delivery and administration of programs
- Printed and digital marketing (social media) collateral and merchandise for local use
- Presentation tools such as laptops, audio visual tools, software programs, videos and Power Points
- Paid opportunities and/or incentives for members
- Training for presenters/trainers
- Strategy, management framework, booking/scheduling tool  
“think tanks” facilitated



# What respondents had to say

“A centralised set of guidelines, protocols and resources for community outreach and education. The less we have to think about how to do it, the less standing between taking action”

“Currently we have a young member who I am mentoring and we are having difficulty getting him some basic training so that he can run some courses”

“Support in procedures in how we engage these groups re. insurance, issuing certificates, SurfGuard entry etc. without it being cost prohibitive for the club or the attendees”

“A meeting of those involved so we know who is doing what and who we can call on and work with”

“We have found that delivery to multi-national groups using a number of interpreters is not that effective unless there is hand out material/videos to support”

“More up to date presentations with more videos made for these programs - we use Dr Rip videos and SLSA videos”

“The main resource we'd need is people to organize, coordinate and lead the programs”

“Funding”









# Further Details

Please contact our Community  
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