

# Surf Life Saving Sydney Northern Beaches

## Branch Executive Meeting October, 2009

Branch Office, Unit 2/5 Vuko Place, Warriewood, 2102

### ATTENDANCE

Gordon Lang (President), Phil Cullis (Director of Administration & Finance), David Murray (Deputy President), Michael Wasley (Director of Education & Assessment), Michael Bate (Director of Surf Sports), Ross Tester (Director Youth & Membership Services), Steve Faddy (Director of Rescue Services), Alan Mason (Director of Sponsorship & Marketing), Steve McInnes (Chief Executive Officer), Jen Huston (Manager)

### APOLOGIES

### PREVIOUS MINUTES

Branch Executive Minutes of September 22<sup>nd</sup>, 2009

Moved, seconded they be accepted as a true record – Carried

### MINUTES

Item	Area	Discussion	Action	Date
2024	General	Revised copies of current Business Plan were distributed to Directors, Directors should send through any changes to CEO or Manager to update for next Executive Meeting.	All Executive	16 <sup>th</sup> Nov
2025	General	Director of Youth & Membership advised the Age Managers meetings went very well, however numbers were light on from the Southern clubs.	Info	n/a
2026	Sponsorship & Marketing	<p>Sponsorship meeting notes: Committee discussed looking at different approaches to maintain current sponsors and discussed contingency plans if a current sponsor did not renew.</p> <p>Westpac proposal – presentation was given to Presidents at October BoM and a survey was sent out to Presidents for their feedback, 14 replies have been received to date. Recommendations as follows:</p> <ol style="list-style-type: none"> <li>1. 7 clubs from 21 have conflicting sponsors and would therefore not be able to be involved to the full extent.</li> <li>2. Boardies Day, recommend to go ahead, with the exclusion of three clubs who cannot participate. Moneys to be collected through the SLS Foundation. Branch needs to register with Foundation as a recipient to have money collected given back to us. This also allows other businesses to raise money through Boardies Day for the Branch.</li> <li>3. Seminars – recommend no, seven clubs said they may attend. Go back to Westpac suggested this won't work on the concept put forward. Westpac should make themselves available to individual clubs. It was further noted that Clubs have a lot of expertise already within their committees. As far as clubs getting members to attend most clubs advised they could not commit to members attending. Branch can advertise the seminars in the weekly newsletter.</li> <li>4. Nippers bags, 5 clubs have opted out. Westpac have ordered bags. Committee looking at wider distribution.</li> <li>5. Membership cards. 50% of clubs did not agree with the cards, sponsorship committee did not believe</li> </ol>	Info	n/a

		<p>Branch should get into this area as they felt it should come from SLSA. (Director of Youth &amp; membership to raise at next membership conference).</p> <ol style="list-style-type: none"> <li>6. Referral systems for club members taking out a mortgage, has not worked in the past. Better chance of working if it was re-structured by reducing the fees when applying for a mortgage and donating an amount to surf club. Cannot promote to club members if there is nothing in it for them. Need to ensure Westpac have the legal side covered, as Branch do not want to be agents for Westpac.</li> <li>7. General feeling that there was not a lot of goodwill in the proposal – mainly acquisition. Money allocated for Membership cards could be replaced by supplying rescue equipment to clubs eg rescue tubes or rescue boards. Sponsorship committee to work further on the proposal where there are benefits to both parties.</li> </ol>		
2027	Sponsorship & Marketing	<p>50 Year Anniversary Dinner Notes:</p> <ol style="list-style-type: none"> <li>1. Response to date has been disappointing from clubs – Branch needs to work on building profile..</li> <li>2. Ticket price of \$150 was based on costs to put on the event. Five clubs have come back saying they would not be interested in buying a table, another two clubs rarely attend Branch functions.</li> <li>3. Cost of ticket price @ \$150 per ticket, if don't get a full house Branch will lose a lot of money. Clubs won't participate as they do not see the value.</li> <li>4. Identity crisis for Branch, need to work on grass roots level to understand what we do in the business plan.</li> <li>5. Suggestions for the 50 year included. <ul style="list-style-type: none"> <li>• Take then event to the clubs as a road show with a series of events at different areas - this would involve a huge amount of work.</li> <li>• Combine with MOC would again involve a huge cost and different target markets.</li> <li>• Venue deposit has already been paid. \$150 ticket is a barrier, should Branch carry the cost from Branch surplus?</li> </ul> </li> <li>6. It was generally felt 50 years must be recongnised in some way.</li> <li>7. Need to raise at the next BoM - without the support of 21 clubs event cannot be run</li> </ol> <p>Manager to look at other options. Deputy President to Circulate ideas and discuss at next Executive.</p>	Manager Deputy President	6 <sup>th</sup> Nov
2028	Surf Sports	Director advised he was still waiting on banners from Sponsors to have in the Gear container for use at carnivals. Director also requested he be supplied with two SNB banners for use at carnivals.	Sponsorship & Marketing Co-Ordinator	6 <sup>th</sup> Nov
2029	Surf Sports	Director asked if CEO could investigate affiliating with Royal Life Saving providing entry point for people who can't attend State and National titles to compete in pool competitions.	CEO	6 <sup>th</sup> Nov
2030	Surf Sports	East Coast Surf Festival – Jointly hosted by Sydney Northern Beaches, Sydney, Central Coast and Hunter Branch.	Motion	Carried

		<p>Director requested permission to spend \$5,000 Surf Sports budget for this event, depending on number of competitors should get the money back. Meeting scheduled with other Branch CEO's to discuss. SLSNSW are not running this carnival but it replaces what has been run as the Premiership Series.</p> <p>Motion: As part of the current SNB Surf Sports budget an allowance of up to \$5000 be made for seed capital for East Coast Surf Series.</p> <p>Moved by Ross Tester, seconded by Steve Faddy</p>		
2031	Surf Sports	<p>Director advised Marcial Nunura did an amazing job organizing last weekend's OceanSeries race at Bondi. Director advised the series was growing rapidly and a separate meeting needs to be had to discuss the future of OceanSeries. Director will prepare bullet point presentations with approximate numbers to discuss.</p>	Director Surf Sports	6 <sup>th</sup> Nov
2032	Surf Sports	<p>World Masters Event was well run. SNB need to invoice World Masters for the hire of the gear container.</p>	Manager	30 <sup>th</sup> October
2033	Surf Sports	<p>Discussion re recent Manly Daily article where all references were made to Lifeguards as opposed to Lifesavers.</p>	Info	n/a
2034	Surf Sports	<p>CEO advised he reviewed the new State carnival entry system. He advised it was an events management system which is quite basic, however it is only at Stage 1 with further developments to follow. Question was raised on if we continue to develop the Branch Carnival Entry System as the State system as been offered free Branches. CEO advise our current system is better but we should review State system once enhancements are made and tested for next season.</p>	Info	n/a
2035	Surf Sports	<p>Discussion regarding timing of next year's Branch Championships, concern over clash with Whale Beach swim. Director advised calendar had to be done on a condensed season, there was no spare weekends to do event as he would have preferred. Whale Beach will be bringing up the conflict at BoM as they have a number of competitors who won't be able to attend.</p>	Info	n/a
2036	Education	<p>Proficiencies have been done, Trainers course was held last weekend where 26 people attended.</p>	Info	n/a
2037	Education	<p>Feedback on the new Bronze course Bronze course has been great.</p>	Info	n/a
2038	Finance	<p>Director noted Branch was going well ahead of budget, note re interest income. Interbranch costs have been cut so this line item should also should come in under budget.</p> <p>Director of Surf Sports noted the gear container trailer didn't pass rego and as a result will need money spent on it to make roadworthy.</p> <p>Motion: To Accept Financial Reports presented. Carried.</p>	Motion	Carried
2039		<p>Following last BoM, Finance and Building committee have met and as a result of the motion passed at the meeting have put offers in on two properties, at 1 Vuko Place Warriewood - one facing east one facing west. One facing east is vacant and other one is occupied, Both units are office space, room for management meetings and training, plus plenty of storage. CEO is currently waiting on agents to get back to him.</p>	Motion	Carried

		<p>Committee endorsed.  Director advised he would like the property purchased finalized in this financial year.  Motion: To submit a return offer of \$800,000 . Carried</p>		
2040	Youth & Membership	<p>Director advised he had not organised Junior Chairman's meeting as yet but would do so shortly. President advised Manly LSC had organized a drug and alcohol seminar at 12 noon on this coming Sunday and he was unable to attend, Director Surf Sports advised he could attend and requested details be sent to him.</p>	President	30 <sup>th</sup> Oct
2041	Youth & Membership	<p>President requested a report on junior memberships as it was felt numbers were up significantly, numbers to be circulated to the Executive.</p>	Manager	6 <sup>th</sup> Nov
2042	Rescue Services	<p>Director advised he had a good meeting with Sydney and Central Coast Lifesaving Directors. Several common issues were identified.</p>	Info	n/a
2043	Rescue Services	<p>Director advised Surfcom was hit by lightening last Sunday. It appears two radios have been damaged and the UPS power supply is also damaged. Director of Finance requested damages be claimed on insurance</p>	Info	n/a
2044	Rescue Services	<p>Mona Vale jetski service setup and just waiting on new trailer to arrive before it begins operations. Director requested Branch organize fuel card for the service, card will only be held by the service supervisor with a purchase limit of \$100 per transaction. Carried  Discussion on whether anything was being done from a PR point of view, it was agreed to have a launch day on 1<sup>st</sup> December .</p>	Motion	Carried
2045	Rescue Services	<p>Director advised there was an after hours callout re: whale caught in nets, from that Director has spoken to people from ECOsurf and ORCA who are interested collaborating with surf life saving.</p>	Info	n/a
2046	Rescue Services	<p>Director advised SLSNSW has launched the Rescue of the month program for lifesavers and lifeguards.</p>	Info	n/a
2047	Surf School	<p>Director advised the Surf school going well, the school ran courses for over 11,000 school children thanks to MAA sponsorship. At present revenue is short for December however bookings are still being made.</p>	Info	n/a
2048	General Business	<p>Director Surf Sports advised there was an article in Daily Telegraph last week - re kids learning to swim in the surf, the interviewee teaches kids to swim at Brighton, and claimed she is the only person to be doing this type of thing.</p>	Info	n/a
2049	General Business	<p>CEO advised Executive he was working every second Saturday to visit clubs, seeing how Branch can help with any issues and checking sponsorship compliance.</p>	Info	n/a
2050	General Business	<p>President advised there was a State Council meeting Saturday week, Director should send any issues they would like raised beforehand, President also noted only pre-advised issues were able to be discussed at the meeting.</p>	All Directors	3 <sup>rd</sup> Nov

Meeting Closed: 9.22pm