



Manly Life Saving Club Inc.

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9th July 2008

Committee Secretary
House Standing Committee on
Infrastructure, Transport, Regional Development and Local Government
PO Box 6021
House of Representatives
Parliament House
CANBERRA ACT 2600

Dear Secretary,

Attached please find our Submission to the House Standing Committee on Infrastructure, Transport, Regional Development and Local Government.

For further information or other enquiries, please contact us via the contact details above.

Our President or a senior Management Committee member will provide support to this submission in person to the House Committee if required.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Ben Wotton".

Ben Wotton, Life Member
Vice-President, Chairman Building Committee

Manly Life Saving Club Inc submission toHouse Standing Committee on Infrastructure, Transport, Regional Development and
Local GovernmentInquiry into a new Regional Development Funding Program

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1. INTRODUCTION

The Terms of Reference of the Inquiry direct the Committee to "... make recommendations on ways to invest funding in genuine regional economic development and community infrastructure with the aim of enhancing the sustainability and livability of Australia's regions." This submission speaks mainly to that point.

In this submission, we wish to make the case for Federal Government funding for surf life saving clubs, for the development, renewal or expansion of surf life saving facilities. Those facilities are used for the rescue services, and youth education and development programs of the clubs, the storage of life saving and other vital equipment, and also by the broader community for education, public meetings and social gatherings.

We will outline the enormous value of surf life saving clubs to the community and nation as a whole. We will also demonstrate that the Federal Government benefits financially directly from the efforts of Australia's grassroots volunteer surf life savers, while providing little or no funding assistance in return. Additionally, we will show that grassroots surf life saving clubs provide much greater benefits to the nation than just the life saving duties they have performed for over a century.

This submission will use the Manly Life Saving Club as a working example of the contribution made by a grassroots surf life saving club, demonstrate the value to people across the nation as well as the local area, and indicate the need for genuine regional development funding from the Federal Government for surf life club facilities as an important part of our nations community infrastructure.

The submission will then demonstrate the case for Federal regional development funding of all the nations grassroots surf life saving clubs, and the return on that investment to the nation.

A summary of key points, closing statement and attachments complete the submission document.

NOTE : Manly Life Saving Club had a mature grant application ready to submit, but the recent withdrawal of the Regional Development funding program meant that extensive time and effort was wasted. The Club greatly appreciated the support from GROW Sydney, the local ACC, in preparing the paperwork. However we note that the grant process is fraught with difficulty for smaller organizations due to the complexity of it. The process is also obviously vulnerable to both political influence and/or decisions made by distant bureaucrats who may have little grasp of the needs of the organization or region applying for the grant.

2. THE CASE FOR MANLY LIFE SAVING CLUB

Section 2-1: Brief history of Manly Life Saving Club

Surf Life Saving began at Manly beach in 1903, following the legalization of daytime surf bathing. Due to the inexperience of most bathers, many drownings occurred, and the Manly locals got organised to save those in trouble in the surf. As years progressed various surf life saving equipment evolved, most importantly the surf reel and surf boat. Many innovations came from Manly.

In 1911, the Club split into the social and surfing group Manly Surf Club, while the patrolling members (known as “The Originals”) continued to patrol the beach and save lives under the current banner of Manly Life Saving Club. Accordingly, our Manly Life Saving Club traces its history back to 1903 – over a century of life saving and community service.

In World War I and World War II, every able-bodied member of the Club volunteered for military service. The resultant lack of members led the Club to approach local schools to ask senior students to become lifesavers, to continue to protect the lives of visitors to Manly beach. This led to the acceptance of young men in surf life saving nationwide.

Our Club is a founding club in the Nipper movement (for children between the ages of 6 and 13) following the work of Manly LSC Life Member Ian Craig and the Gorman family. This led directly to the surf education and development of thousands of young people, boosting their skills, self discipline and confidence as young Australians.

We have also been at the forefront for equality for women in surf life saving, pushing for this recognition for many years before it came to pass. The first female Patrol Captain (Helen Dudding) and the first ever female Club Captain (Ruth Kelly 1999) were given these important roles here at Manly.

In over a century of community service, Manly Life Saving Club members have officially saved over 10,000 lives. The average of lives saved in the last 25 years is over 200 per year. As many rescues are not recorded by busy life savers and many more happen outside official patrol hours, the real numbers would be several times larger.

Our Club has been a leader in surf life saving and volunteer community service to this day. We intend to continue to provide that leadership into the future.

Section 2-2: WHAT DOES MANLY LIFE SAVING CLUB DO FOR AUSTRALIA ?

Mission Statement:

- Manly Life Saving Club's mission is to save the lives of swimmers at Manly beach, and to develop and educate our youth.

Our Club's Goals:

Long Term:

- To study, practice, demonstrate and promote methods of life saving.
- To patrol surf bathing areas solely, or in conjunction with other Surf Life Saving Clubs and/or Local Government Lifeguards.
- To minimize the loss of life from drowning by providing and maintaining efficient life saving equipment.
- To educate members and the community in beach and aquatic safety, and promote skills and knowledge in beach and surf recreation.
- To provide facilities for enjoyable education and development of our youth, with additional emphasis on the Junior Activities section of the Club as a key part of our community service.
- To provide a safe and caring environment for all members and visitors, and a place where they can meet in good fellowship.
- To provide access for disadvantaged and disabled groups to the services, facilities and educational programs of our Club.
- To promote competition to enhance the goals of the Club, and in order to foster sportsmanship and values which will in turn promote harmony within the Club and its relationship with the community.
- To encourage our members to obtain training, education and coaching qualifications/accreditation to enable them to provide training programs needed to help other Club members and members of the community.
- To subscribe to, or otherwise aid benevolent, cooperative, charitable, national or other institutions or objects which in the opinion of the Club Committee have any moral or other claims to support or aid from the Club.
- To encourage public, corporate and government sponsorship and support of our Club and surf life saving in general, and to recognize that support whenever and wherever possible.
- To use all available resources to raise funds for the ongoing operation and future development of the Club and its community service.

Short Term Goals :

Over the next three years, Manly Life Saving Club's main aims include :

- Continue to save lives and serve our community.
- Continue to increase focus on our youth development programs.
- Continue to expand all membership categories by 10%.
- Expand programs and support for disabled and disadvantaged groups.
- Continue to expand training and education of members and visitors.
- Maintain and improve leadership role within the Surf Life Saving movement.
- Investigate additional income streams to support Club operations.
- Finalize plans and obtain funding for redevelopment of the Club building.
- Maintain and expand the heritage of our national beach culture through the Australian Surf Museum

Section 2-3: Changes in surf life saving in recent decades

For many people, the image of the Australian surf life saver is of a volunteer in the iconic red and yellow cap, standing on the beach directing swimmers to swim between the flags, or racing into the surf to save another life.

Surf life saving is now much more than that image, due to the growth in the community service by grassroots surf life savers. In turn, this growth in service has required much greater effort and expenditure by the volunteer surf life savers, and increased the strain on the limited facilities available to them.

Using Manly Life Saving Club as an example, the following précis indicates the tremendous changes in the past few decades, as well as the fact that surf life saving clubs are ever mindful of preparing for the future.

Manly Life Saving Club 2008 – outgrowing its facilities

The current Manly Life Saving Club building was constructed in 1982, and was only built to satisfy the 1982 needs of the Club. Since then, Club membership has grown substantially, as has the amount of equipment needed to fulfil the Clubs key roles – rescue services and training, and youth education and development.

Accordingly, the Clubs ability to grow in community service has passed the limits imposed by the current building, and we are now looking to do what we can to relieve the pressure. At the same time we will be building for the future, maintaining Manly Life Saving Clubs leading role in surf life saving.

Key to our plans are : increased area for facilities for female surf life savers, better access for disadvantaged and disabled groups to our programs and facilities, increased storage for Club rescue and training equipment, increased storage for Nipper equipment, larger specific areas for life saving training and education, proper facilities for the Australian Surf Museum, improved facilities for Club and community activities, improved income generating capacity to support our volunteer community service, making our building more environmentally sustainable.

We recognise that it is unlikely that our Club can expand its current footprint on the Manly beach reserve. Therefore we need to find ways to achieve our needs within the current footprint. This seriously affects what can be done, and we know that the final outcome will be less than ideal. That said, progress needs to be made quickly if we are to maintain and improve the standards we set for surf life saving in the broader community.

Key numbers :

| Year | 1982 | 2007 |
|------------------------|------|------|
| | | |
| Female members | 12 | 565 |
| Nippers (6 – 13 y.o.) | 120 | 650 |
| | | |
| Membership | 569 | 1613 |
| | | |
| Awards trained for | 36 | 393 |
| Proficiency Exams | 0 | 350 |
| | | |
| Rescue boards | 4 | 15 |
| Rescue boats (IRBs) | 0 | 4 |
| Nipper training boards | 15 | 80 |
| | | |

As these numbers show, the original 1982 building is simply unable to provide for the 2007-08 membership, let alone expected increases as more people look to contribute to their society. This desire to contribute is most notable among young people, who do seem more socially conscious and active than in earlier times. Our Club is the biggest volunteer community service organisation on the peninsula, and we are attracting growing numbers of people looking to contribute. Let's make sure our facilities can support them.

Facilities for women

Our female toilet/changeroom facilities are completely inadequate for the task, and are an issue with retaining female life savers as members of our Club. We regard proper facilities for our female life savers as an absolute necessity.

Disabled access

The current building has no proper disabled access, and there is insufficient space to expand our programs for disadvantaged groups from within our community, or who visit from across the state. This access and increased space is a top priority for the redevelopment, and integral to our plans.

Training to save lives

Surf Life Saving qualifications are now TAFE certificates, which increases the workload on our volunteer Instructors. As membership has grown, the size of each squad has increased, and the complexity of each course has increased as well. We now regularly have squads of over 20 people, who need to be spread out across a fairly large area to properly train on the equipment. We also need more of that equipment, which includes oxygen therapy, resuscitation, first aid, and cardiac defibrillator equipment. Every qualification now needs a refresher course each year for every member. In 1982 we trained 21 people in the Bronze Medallion and 15 in the Surf Rescue Certificate (SRC). In 2007 we did 82 Bronze, 51 SRC, 8 First Aid, 19 IRB and IRB Crewmans, 75 Cardiac Defibrillation Certificates, and over 300 Proficiencies. Then there is the Surf Safety Certificate training of hundreds of Nippers. Many courses take months of training for each group.

Youth Education & Development

Manly Life Saving Club has approximately 800 members between 6 and 18 years of age. The Nipper (6 – 13 year olds) and the Senior Club Cadet & Junior (13 – 18 year olds) sections cater year round for the needs of these young people. They are trained in surf awareness, rescue techniques, health & fitness, self discipline, drug & alcohol avoidance, surf competition, peer group cooperation, and community service. Spring, summer and autumn are the main activity times, with winter activities mainly focussing on fitness, winter sports and social activities in the clubhouse. They are supervised by Club volunteer Age Managers, coaches and members. The Club provides a safe and caring environment, as well as a meeting, activity and social centre for this vulnerable section of our community. The huge increase in numbers in

this age demographic, combined with the requirements of formal training, OH&S, Child Protection and supervision mean that the current Club facilities cannot cope properly.

Room for activities

The Club's main hall is used for too many other activities to manage the training workload, and the current training/museum admin area is too small. We need a specific large space to store equipment, train and requalify Club members and members of the community. The main hall is also a key fundraising facility for our Club, as well as being made available to community and other charitable groups under the terms of our lease. It is hired out to external groups around 180 times per year, including Australian and overseas education groups who learn surf safety at our Club, giving surf education to over 10,000 people last year. There are about 30 times a year the Club is used by other charities, Precinct meetings, etc. Then there are the senior and Nipper Club events, surf carnivals, presentations and social functions. On top of that is life saving training. The space available is not sufficient for current needs, let alone future increases in workload.

Rescue equipment and storage

Additionally, rescue equipment requirements have grown in the last 25 years. A good example is the Inshore Rescue Boat (IRB). In 1982 we had none. Now we have to have four IRB's plus 4 motors, and the tools, trailers and support equipment for them. The space needed is considerable. In 1982 we had 15 paddle boards for Nippers, now we have 80. Surf rescue boards - we had 6 in 1982 and we now have 18 used year round for rescues and training. Storage space is another key need.

Heritage

The Australian Surf Museum already attracts tour, school and educational groups, due to its unique displays of Australian Surf culture. Manly is recognised world wide as the starting point for surf culture, and the Museum reflects that role. The current Museum space is severely overcrowded and barely workable, and needs major expansion to properly service the demands placed on it. Better display, storage and conservation facilities will ensure this irreplaceable collection is appropriately housed, boost its heritage and education values, and generate further income for our Club.

Environmental sustainability

In 1982, the building design did not cater in any way to the concepts of sustainability, and efforts by our Club to install solar hot water heating were rebuffed. We intend to utilise the maximum available solar energy and rain water retention systems in the redevelopment of our Club, and to use our iconic position in the community to further promote environmental responsibility and sustainability.

Value

Various Government departments have valued our service to the community each year. Providing the safe and healthy environment for our young members, the youth education and development programs and other volunteer services is valued at around \$2 million per year. Each life saved by our volunteers is valued by Government at over \$900,000. We save around 200 people in the average season, a saving to the nation of over \$180 million. Since 1982 we've saved over 5,000 lives. To provide a fraction of what we do freely would cost the broader community enormous amounts of money, if that money were available.

The 1982 building now houses three times the members and equipment allowed for in the original design. Our Club operates year round from early morning till late evening 7 days a week, providing important services to members and the entire community. We are seeking urgent assistance to bring our facilities up to date, to allow us to continue our community service in the best possible manner.

Manly Life Saving Club Building Committee 2008.

Section 2-4: Disadvantaged and disabled programs at Manly Life Saving Club

As at season 2007 - 2008, Manly Life Saving Club has a number of programs for disadvantaged and disabled people. They are currently run on a volunteer basis, and associated costs are included in life saving or administration expenses.

Programs include assistance to other charitable and service organisations, and surf safety and surf culture education and demonstrations to visiting groups. These groups include Bear Cottage (the hospice for children terminally ill with cancer), Sunnyfield, the Royal Far West facility in Manly, Rotary and Probus Clubs, and the Day of Difference Foundation. If current programs as summarised below are not suitable for seriously handicapped groups, our Club works with the parents, supervisors, medical advisors and carers to sculpt activities to suit them.

In addition, the Club works in partnership with SEA, an accredited education provider, to bring visiting school groups from across the state. Many of these groups are from disadvantaged areas, and benefit from the experience and enthusiasm of our volunteers and SEA Instructors. Currently we host over 400 groups per year for a total of nearly 30,000 people. Of these, over 150 groups come from Western Sydney or west of the Blue Mountains.

The main limiting factor to expanding these programs is the lack of space for training. The Club main hall cannot service the number of different needs within the Club, and the result is that fewer disadvantaged groups can be catered for.

In the planned new facilities, the Club plans to cater for at least five additional disadvantaged groups per week with an average of 40 per group. This will require additional resources from the Club, and payment to members/instructors on a permanent part-time basis. The activities offered will be based on current programs summarised below, programs developed from experience with previous disadvantaged/disabled groups, or programs individually customised as noted above. Costs will be covered as far as possible from other Club income streams.

Additionally, the Club is factoring in to our budget the fact that the costs of transport, particularly road tolls, are a key limitation on people from western Sydney who wish to become surf life savers at Manly. We already have a free parking pass available to patrolling members, and feel that a road toll subsidy would be an additional help to people travelling from disadvantaged areas to help us in our community service on Manly beach. Again the cost will have to be covered from other Club income streams.

Current programs are modular, and set to suit the needs and/or requirements of each group. Factors involved include time available, age, swimming ability, disabled mobility and whether the group has previously attended a program at our Club. In the last case, the group would receive a more advanced program to extend their knowledge, experience and enjoyment. Group tours can include catering for morning tea, lunch, afternoon tea etc to allow for a full day of education and activities at the Club.

This table shows further detail of the main modules available :

| Program | Main inclusions | Duration | |
|--------------------------------|---|-----------------|--|
| Club tour basic | Lecture in Main Hall, including display and explanation of rescue equipment, Q & A | 40 minutes | |
| + advanced | + tour of full building and explanation of equipment used | + 20 minutes | |
| + heritage & Museum | + tour of Museum, and expansion of lecture on Australian Surf culture | + 30 minutes | |
| Water safety/surf skills basic | Lecture in main hall regarding surf safety, including audio-visual aids and demonstrations, Q & A, fun comprehension quiz | 30 minutes | |
| + intermediate | + safe surf activities in shore break area | + 1 hour | |

Section 2-5: Market analysis

The Market:

Manly is known world wide for the magnificent beaches and natural attractions. The beach plays host to over 6 million visitors each year, and is rated in the top 3 places recommended to tourists as a “must visit” area. Manly Life Saving Club’s volunteers provide a number of programs and services that save lives and provide a safe environment for visitors. The Club’s youth education and development programs are world class, and have been at the forefront of surf life saving since the very foundations of the organization.

Many of the lives saved by the Manly Life Saving Club members are people who do not live locally, or even in Australia. Approximately 25 - 30% of all rescues are from the Western Suburbs of Sydney, 20% from the rest of NSW or interstate and 20% from overseas. While these numbers vary slightly from year to year with weather and economic conditions, they indicate the great value of the volunteer life savers to the nation as a whole.

The huge number of tourists are drawn to the beach because they know it is kept safe by the Manly life savers. The money they spend is a big boost to both the local and national economies, as well as providing employment opportunities.

User groups of the Manly Life Saving Club facilities:

- Senior members
- Nipper members
- Community groups
- Disadvantaged groups
- Disabled people
- School groups
- Nipper parents
- Members of other surf life saving clubs
- General public
- Tour groups
- Hall hirers

Segments :

1. The general public (includes community, disabled, disadvantaged, hall hirer groups)
2. Club members and their families (includes Senior and Nipper members, Nipper parents)
3. Tourism (includes school and tour groups, members of other surf life saving clubs)
4. Supporters – corporate and public

Every one of these segments will have improved access to our Club and its facilities if the Club redevelopment takes place. In addition, extra space will allow us to gain members at both senior and Nipper levels.

Over 6 million people visit Manly beach each year, with busy days seeing over 100,000 visitors. Manly Life Saving Club is here to keep them safe.

Segment 1. Since 1903, we have saved the lives of over 10,000 people, at the cost of the lives of some of our own volunteer members. Many of the lives we've saved are people from disadvantaged sections of our society. They do not generally have the surf skills needed to swim safely, but still come by the millions to Manly Beach each season for a free family day at the beach. They rely on our members to keep them safe. In coming years, we will save many thousands more lives.

For this reason, Manly Life Saving Club's most important market is the general public who visit Manly beach. Maintaining our services to all beachgoers requires large sums of money, raised by our volunteers to help others in the community. It also requires a total of thousands of hours of training across our membership, also done free by volunteers who pay membership fees to keep the Club going. Educating the general public in surf safety improves their enjoyment of our beach, and reduces the risk to their lives, and the lives of those they know as information gets passed on.

Segment 2. Our second most important market is our members and their families. We provide a safe, welcoming and educational environment for all members, particularly our youth. Our members know, or learn from other members, the value of self discipline and service to others. Our programs for youth education and development, provided by our volunteers, would cost the community about \$2 million per year, if facilities and paid trained staff could be found for the task.

As a family oriented Club, we also provide opportunities for families to spend time together, serve the community together, train together, and socialize together. The combination of facilities, surf equipment, safety for participants, and the encouragement to take part as a family is not reproducible in any other environment.

Segment 3. The services provided by our Club are a key point to tourism in our area. In fact the Club was formed to save the lives of visitors to Manly beach, and the beach is in turn attractive to tourists worldwide because we keep it safe. Both State and Federal Governments benefit directly from boosted tourism in our area, through taxes, charges, and reduced welfare payments due to local job creation. Over 6 million people visit Manly Beach each year, with a busy day seeing in excess of 100,000 visiting the beach.

Our planned expansion of facilities will maintain and boost tourism in our area, particularly through the Australian Surf Museum on site. The Museum is unique in its assets and placement on our beach, and could not be reproduced locally. Increased education programs will also attract more tour groups, schools and corporate groups as tourists to our area.

Segment 4. Manly Life Saving Club provides an important outlet for public and corporate support of community service. In particular, many members of the public who would not feel capable of entering dangerous surf to save a life contribute to our Club to help our members save the lives. Yet others contribute as a way of thanking us for saving a family member or friend. It is their way of being part of the Australian ethos.

Similarly, many corporate organizations see Manly Life Saving Club as an excellent outlet for their community service aims, while benefiting from our unique positioning in that area. Owners and staff are able to be acknowledged as supporting a vital rescue, and youth education and development community service through our Club.

Programs planned post-development

- Specialize in disadvantaged and disabled surf safety education.

Employ qualified Club members, and enlist volunteers to provide specialized surf safety programs for disadvantaged and disabled groups, including Royal Far West, Bear Cottage, country & disadvantaged schools, Sunnyfield, and others. Utilize current Club experience providing the Bear Cottage Patrol, and modify Instructor programs for young members to suit the needs of less surf conscious disadvantaged and disabled groups.

Provide free or heavily discounted access to these programs where possible, and ensure that their experience is both educational and entertaining. Encourage these groups to contribute to their communities through their own volunteer outlets, or through surf life saving.

- Expand access to facilities for disabled and disadvantaged groups.

Disabled and disadvantaged groups face issues with access to Club facilities, as well as access to Manly beach. Expand current Patrol Parking scheme to disadvantaged and disabled training groups, and instigate planned Road Toll subsidy scheme to assist these groups to travel to our facility for training and community service.

Utilise disabled lift, and instigate pensioner discounts for access to Museum to encourage enjoyment of new Club facilities after redevelopment.

- Expand access to facilities for community and charitable organizations

Current limited use by Rotary, Precinct Fora, Far West, Day of Difference, Probus, schools, charities, community service groups and others to be expanded and encouraged by subsidies to these groups wishing to use the Main Hall or other facilities for meetings and other activities that support their aims.

- Boost all current programs

Expansion of Club facilities will enable all our current programs to be boosted to the further benefit of our whole community. Current programs include:

- Beach patrols and rescue services
- Member training and education
- Youth education and development
- Life saving equipment acquisition, use and maintenance
- Competition training and activities
- Public surf safety education
- Youth leadership courses
- Community service activities
- Social activities
- Museum tours

- Develop the World Class Australian Surf Museum

When completed, the new Australian Surf Museum will be a world leading facility in heritage, display, research, education and conservation for Australia's iconic beach culture. It will give an invaluable insight into an important part of our social structure and values to both Australian and overseas visitors.

- Continue to partner with SEA to implement and expand Manly Life Saving Club major Education & Development programs by providing the additional opportunities and activities.

Key to our plans are :

- increased area for facilities for female surf life savers;
- better access for disadvantaged and disabled groups to our programs and facilities,
- increased storage for Club rescue and training equipment, increased storage for Nipper equipment;
- larger specific areas for life saving training and education;
- proper facilities for the Australian Surf Museum;
- improved facilities for Club and community activities;
- improved income generating capacity to support our volunteer community service;
- making our building more environmentally sustainable by use of energy and water saving features

Section 2-6: Funding the work of Manly Life Saving Club

- It costs about \$2000 per DAY to run Manly Life Saving Club (over \$700,000 per year).
- All that money has to be raised each year by the Club volunteers and supporters. In addition, those volunteers pay membership fees before they go on patrol to save lives and serve the community, and then have to raise funds to buy the equipment needed to do that work properly.
- While Manly Council and local businesses and people support the Club, huge amounts of time and resources go into keeping the Club afloat financially. All that work is done by club volunteers, taking time and people away from the clubs key roles in the community.
- The planned redevelopment of Manly Life Saving Club will cost nearly \$3 million. This will be additional funds over and above normal operating costs.
- There is no serious Federal funding of the grassroots surf life saving clubs. This is despite the fact that the Federal Government benefits financially directly from the efforts of the grassroots surf life savers. Further, there is no serious Federal grant funding for the building, redevelopment or refurbishment of surf life saving clubs, despite their value to the nation. The recent decision to halt the DOTARS Regional Development Grant Scheme removed even the chance for surf life saving clubs to enter that funding lottery.

Section 2-7: Summarizing the Manly Life Saving Club case:

- Manly Life Saving Club does much, much more for the community than just patrol the beach and save lives, as demonstrated above.
- The benefits of the Clubs work can be compared to a small hospital combined with a school, in terms of community health through lives saved and education and development of young people.
- The value of lives saved is enormous – over 200 lives per year, at a value of over \$900,000 each – around \$180 million each year by Manly Life Saving Club.
- The people whose lives are saved come from all areas and sections of the nation, as well as from overseas.
- The value to the community of the youth education and development services of Manly Life Saving Club is also measured in the millions of dollars each year.
- Huge number of tourists are drawn to the beach which they know is kept safe by the Manly life savers. The money they spend is a big boost to both the local and national economies, as well as providing employment opportunities.
- The Club needs to expand its facilities to continue the work done, and grow in service to the community as planned. It needs major funding to achieve those goals.
- The Federal Government gains a direct financial benefit from the work of the Manly life savers, and it's time the Federal Government gave something back to grassroots surf life saving Clubs.
- No Federal funding of the peak body Surf Life Saving Australia (SLSA) gets to the grassroots life saving clubs, because the SLSA uses those funds for their own important programs. New funding of grassroots surf life saving clubs is needed

3. THE CASE FOR AUSTRALIA'S GRASSROOTS SURF LIFE SAVING CLUBS.

In Section 2, Manly Life Saving Club was used as an example of today's surf life saving club. Each of the 305 surf life saving clubs around Australia is a separate entity, but with common goals and community service activities.

Governments of both political parties have paid little funding attention to grassroots surf life savers for many years. There are 305 surf life saving clubs in Australia, and the Federal Government has allocated very little for capital works across all of them next year.

Last year those 305 clubs saved over 11,000 lives, often at the risk of the lives of the volunteer life savers themselves. Now the Federal Government makes a direct financial benefit from the work of the surf life savers, as the following example shows:

Mum, Dad and the kids go to the beach on the weekend. Dad gets caught in a rip, and would be dead if not rescued by a young volunteer surf life saver. Dad is back safe with his family, and goes to work on Monday.

He then pays income tax to the Federal Government *for the rest of his working life*. In addition, his family do not have to receive Federal Government welfare, because he had his life saved by one of our members. That's real dollars to the Federal Government every week for every Australian life saved.

Imagine if someone told you that many thousands of Australian lives would be lost, and your Government only had to invest a few tens of million of dollars a year to help prevent it. Compare that to what you spend on other safety programs – aircraft safety, road safety, homeland security etc. Over 11,000 people are alive because Australia's grassroots surf life savers did all that work just in the last season. And all the seasons before that. What would your Government spend if some tragedy led to the loss of 11,000 people tomorrow? What would they spend to prevent that tragedy ever happening again ?

Compare that to the current funding given to support the nation's grassroots surf life savers. Pretty ordinary picture, isn't it ?

Politicians and public servants know that the nations surf life savers will always continue to do their volunteer work, often at the risk of their own lives, even if the sky falls in. So they know they can take the life savers for granted because we'll never stop doing the job, regardless of what it costs us.

Surf life saving clubs across Australia work continually to the benefit of all Australians and visitors from overseas. Many people from disadvantaged areas visit our nations beaches, as doing so can provide a cheap family day out. And many of them go back home safely because their lives were saved by a volunteer surf life saver.

Many millions of tourists and day trippers visit our nation's beaches, because they know they will be guarded in the surf by Australia's volunteer surf life savers. This is an additional economic and regional employment boost to those areas.

Every region of our nation benefits from the work of the grassroots surf life savers. It's about time they received serious help from the Federal Government through Regional Development Funding, or a similar program, direct to the clubs themselves. New funding, not taken from funds already allocated to the SLSA programs.

4: SUMMARY

- Over 11,000 lives saved just last season, valued by Government at over \$900,000 each. That's a contribution of about \$10 BILLION per year by Australia's volunteer grassroots surf life savers.
- Over 11,000 lives saved each year, no serious Federal funding of the grassroots surf life savers.
- Many tens of thousands of young people taught self discipline, community service and rescue skills, in a safe and caring environment in surf life saving clubs across Australia.
- The benefits from each Clubs work can be compared to a small hospital combined with a school, in terms of community health through lives saved and education and development of young people.
- Many other charities and community service groups supported by surf life savers, to the further benefit of disabled and disadvantaged sections of the community.
- The protection provided by the nations grassroots surf life savers attracts huge numbers of tourists and day-trippers to the nations beaches. The flow-on benefits to the economy and employment in those areas provides further support to the case for funding of facilities and services.
- Surf life saving clubs need facilities appropriate to current and future needs, but cannot divert scarce resources and funding from current programs to provide those facilities for the community.

5: CLOSING COMMENTS

By the time this submission is read and your Inquiry completed, the Federal Government will have made even more money from income tax paid and welfare not paid, due to lives saved by volunteer grassroots surf life savers. And those life savers will have saved yet more lives in that same time.

Some politicians and public servants continue to reward that service with platitudes about the iconic surf life saver representing such fabulous Australian values. Meanwhile many surf life savers will cease volunteering because of the strain of working on the funding treadmill to keep their Clubs financially viable, while maintaining their own families and jobs. Regional Development Funding can ease that load, enabling the life savers to do more for their community and nation in facilities that can properly support their work.

It doesn't matter whether a surf life saving club is large or small, in a city or country environment. They all need help, and they all deserve help from the Federal Government on an ongoing basis. Every one of them contributes to a huge cross section of every region of our whole nation.

We recommend at least \$30 million dollars per year be set aside for Federal Government funding of the nations grassroots surf life saving clubs infrastructure needs, through the Regional Development Funding Program.

Simplify the grant application process, and allow the local ACC to recommend grants to the Department for approval. This will enable closer liaison between the applicant and the ACC to bear fruit, and reduce the huge costs to applicants in dealing with the current complex grant application procedure.

Attachment 1: Strategic Alliances/Partnerships Strategy

Key strategic alliances and partnerships for Manly Life Saving Club include the following groups:

- SEA which provides Surf Training to approximately 30,000 people per year;
- Royal Far West Children's Home – health enhancement for children from regional, rural and remote NSW during their stay at the RFWCH facility in Manly;
- Bear Cottage in Manly– hospice for terminally ill children and their families;
- Sunnyfield – services and programs for handicapped people and their families;
- Rotary International, Probus, Day of Difference Foundation and other charities
- Club sponsors
- Manly Council and surf life saving peak bodies

1. SEA

SEA has worked with the Club since the establishment of SEA by Manly Life Saving Club members. The current arrangements are mutually very beneficial, and the Club and SEA are already in discussions about major expansion of services and activities following improvements to the facilities via the redevelopment. By the time the redevelopment is nearing completion, additional programs will be fully scoped and marketing will begin.

2. Other community service organizations and charities (Royal Far West Children's Home, Bear Cottage, Sunnyfield, Rotary, Probus, Day of Difference Foundation and other charities.)

As part of Manly Life Saving Clubs community service, the Club has working arrangements with a number of Community Service Organisations and Charities to assist disadvantaged and disabled groups within the broader community. The Club has already opened discussions with these groups about expanding current programs, and will be working with them and SEA to further benefit disadvantaged and disabled people when the redevelopment is completed. The additional facilities will allow these groups to move from occasional to regular beneficiaries of the programs provided by the Club.

3. Club sponsors

Club sponsors require ongoing consultations to ensure that the Club fulfils the sponsors marketing and community service requirements and aspirations. To facilitate this, the Club has a Management position of Vice-President Sponsorship, a full "marketable assets" register, plus a large range of sponsorship contacts and experience to draw on. Ongoing review of the assets and contracts enables the evolution of new strategies to attract and keep major sponsors.

Additional marketing directly to potential new sponsors will draw on the Clubs experience in this area. The Club also utilizes the services of corporate marketing organizations to source and maintain relationships with sponsors, if this is felt necessary. The redevelopment of the Club facilities should bring new opportunities to attract more sponsors.

4. Local Government (Manly Council) and peak surf life saving bodies (SLSSNB, SLSNSW, SLSA)

The Club has solid relationships with these organizations, and has developed the ability to respond positively to opportunities presented, and to changes in the regulatory environment.

With Manly Council, the Club is represented on all relevant consultative Committees within Council, including the Coastline Management Committee, Sports Facilities Committee, Corso Precinct Forum, Fairy Bower Precinct Forum, and the Surf Clubs Working Liaison Group. This enables the Club to have input to all Council considerations that affect the Club and its entire area of responsibilities, and to have access to Councillors and senior Council staff in a timely fashion where required.

Through Surf Life Saving Sydney Northern Beaches (SLSSNB), Manly Life Saving Club has access to all peak surf life saving bodies, and has input and feedback via the same channels.

Attachment 2: SWOT Analysis of Manly Life Saving Club

| | |
|---|---|
| <p><u>Strengths :</u></p> <ul style="list-style-type: none"> • Strong volunteer base • Over 100 years community service and history • Unique geographical position • Iconic position in Australian society • Community, youth and family oriented and supported • Leading edge training, education and youth development programs • Unique collection of Australian surf heritage and culture • Ability to adapt to changes and challenges • Strong competition ethos in senior and Nipper sections • Leading Club in Australia in First Aid and Patrol Competition boosting lifesaving skills | <p><u>Weaknesses :</u></p> <ul style="list-style-type: none"> • Dependent on external funding • Lacking in Government support at both State and Federal level • Lack of facilities for training, storage, member activities and fundraising • Dependent on volunteer time and efforts • Growing workload dealing with bureaucracy in Government and surf life saving • Lack of disabled access to main part of clubhouse facilities • Lack of proper facilities for female members • Inability to expand building outside current footprint • Borrowing to finance redevelopment would severely impact future community service programs |
| <p><u>Opportunities :</u></p> <ul style="list-style-type: none"> • Save more lives and assist more people to safety • Expansion of membership base • Expansion of services to disadvantaged and disabled groups following building redevelopment • Expansion of education and development of local and visiting youth • Increased financial independence following building redevelopment • Increased employment opportunities for members/public in new facilities • Expanded Australian Surf Museum will provide an additional tourist attraction • Increased employment locally from increased visitor numbers to new facilities | <p><u>Threats :</u></p> <ul style="list-style-type: none"> • Economic downturn – heavily reliant on corporate and public financial support • Loss of assets • Loss of expert personnel • Failure to focus on core activities and member needs |

Attachment 3:**Profile of Manly Life Saving Club Management Committee and Building Committee key personnel.****President Robbie Williams (Executive & Building Committee)**

- Bachelor Laws (LLB)
- March 2007 to date: Magistrate and Mining Warden for the State of New South Wales
- 1993 to 2007: Senior partner in Wood Marshall Williams, Lawyers. This firm is the largest law firm in Manly Warringah and a successful small business.
- Club Legal Advisor.
- Life Member Manly Life Saving Club 2006.
- Former Deputy President, Committee Member, Rescue and Resuscitation Coach.
- Member of the Junior Committee (Nippers) for 5 years.
- Age Group Manager Nippers last 4 years.

Secretary Cynthia Alley (Executive Committee)

- Graduate Bookkeeping and Travel – Williams Business College
- NSW Waterpolo Team Manager
- Sydney Metropolitan North Rugby Union Manager
- Club Secretary Manly Life Saving Club
- Life Member Manly Life Saving Club Junior Activities (Nippers)

Treasurer Peter Russell

- Australian Chartered Accountant
- Partner - KPMG (22 years)
- Company Secretary of Layne Beachley Aim for the Stars Foundation
- Former Treasurer of Manly Life Club - Junior Activities Committee

Club Captain Warren Jones (Executive Committee)

- Managing Director Growth Partnership Group - consulting services to fund managers and agribusiness providers
- Master of Enterprise Innovation (MEI) Swinburne University
- Advanced Dip Financial Services (Financial Planning) Adv Dip FS (FP) Australian College of Financial Services
- Senior Managers Program - Monash Business School, Mt Eliza
- Australian Life Agency Managers Association (ALAMA)
- Associate Financial Planning Association (AFPA)
- “Responsible entity” for Strategic Investments Australia
- Commercial Helicopter License (not current)
- Carlton Football Club (Premiership Player 1982 & 1983) 1976 - 1986
- St Kilda Football Club – Player/Specialist Coach (Best Clubman ‘87) 1987 -1989
- Sydney Swans - Specialist Coach 1990
- 3AK Radio, Television - Channel 7, Channel 2 - Media Commentator (Melbourne, Australia) 1990
- St Kilda Football Club Assistant Coach 1991
- Fitzroy Football Club Specialist Coach 1992 - 1983
- Dandenong Football Club Chairman of Selectors 1994
- Fitzroy Football Club Match Committee & Specialist Coach 1995

Deputy President Life Saving Shane Gilroy (Executive Committee)

- Partner SP & JA Gilroy Partnership
- Qualified and Licensed Plumber, Drainer and Gasfitter
- Surf Life Saving Australia Level 1 Official

Deputy President Competition Mark Epper (Executive Committee)

- Bachelor of Commerce University of NSW
- Fellow Institute of Chartered Accountants
- Audit partner KPMG for over 20 years responsible for ASX 100 company audits
- Manly LSC Nipper Age Manager 2000 - 2005

Public Officer Scott Crawford (Executive Committee)

- B. Com. (Accounting & Financial Management) UNSW
- Fellow Certified Practising Accountant
- Fellow Australian Property Institute
- Managing Director (Retired) St Martins Properties (Australian Property Development, Investment and Management arm of the Government of State of Kuwait in Australia with property in NSW, Vic, Qld & WA)
- Chairman Taxation Committee - Property Industry's Peak Body

Vice-President Ben Wotton (Building Committee)

- Managing Director Booreah Pty. Ltd. Research, Development and Marketing
- President Manly Life Saving Club 2000 – 2003
- Treasurer Manly Life Saving Club 1976
- Life Member Manly Life Saving Club
- Chairman Sponsorship Committee 2002 – 2007
- Chairman Building Committee 2007 +
- Surf Life Saving Sydney Northern Beaches Volunteer of the Year 2003
- Trustee of Manly Life Saving Club in Trust for Molly Wood and Sophie Delezio

Former President Brendan Condie (Building Committee)

- President Manly Life Saving Club 1998 - 2000
- Club Captain Manly Life Saving Club 2002 - 2003
- Secretary Manly Life Saving Club 1994 - 1997
- Long Service Member, Manly Life Saving Club
- (Retired) Registrar, Manly Local Court.
- Graduate Diploma Law

Noel Carroll (Building Committee)

- B.Sc (Food Technology) Uni NSW 1975
- Founder and CEO of Michel's Patisserie (Franchising) – expanded to over 300 stores.
- Board Member Franchise Council of Australia (FCA)

Gary Ballard (Building Committee)

- Company Director Artcourt Pty Ltd – Architectural and Business Structural Drafting
- Structural Engineering Certificate
- Civic Design Award for Excellence in Architectural Design
- Recent projects include North Head recycled water plant, upgrades to Mona Vale and Manly Hospitals, tilt-up concrete panel factory units, bridges and roadworks for War Veterans facility at Collaroy NSW, materials handling facility at St Marys and Malabar tips, conveyor transfer system for Earth Power at Rosehill, odour scrubber ductwork and support steelwork for Inghams Pty Ltd at Berrima NSW.

Tim Trumbull (Building Committee)

- M.Com (NSW); B.Com(Qld); Chartered Accountant
- Principal of Trumbull & Co, Tax Accountants of Bondi Junction NSW.
- Treasurer Manly Life Saving Club 2006 – 2008.
- Vice-President Redevelopment Fundraising 2008 +
- His fund raising includes organizing investors to invest in residential buildings and the world's first super-light high-tensile steel framing system for housing.

Robbie Stewart (Building Committee)

- Principal – Turner and Townsend Construction and Management Consultants
- Bachelor of Science Quantity Surveying
- Robbie has been in executive positions in the building industry since 1976. As a partner and executive member of a professional construction consulting practice since 1982 he has had a wide varied range of experience in every facet of the construction process.
- His experience includes cost control of projects as varied as civil work for process engineering plants, to high-rise, prestige office blocks and major public sector landmark buildings.
- A former international sportsman and sports administrator his concern for employment creation and his background in Olympic sport led Robbie to initiate the Olympic Bidding process in South Africa, he led the Durban initiative to bid for the Olympics, and was appointed as Director of Sport and Facilities for the Cape Town 2004 Olympic Bid.
- Robbie is consulting to the Hong Kong Jockey Club as Financial Controller – Project Olympics. Hong Kong is the venue for the Equestrian events for the Beijing 2008 Olympics.
- Robbie worked on elements of the overlay for the 2004 Sydney Olympics and through this experience and his previous experience in cost and development management of major sporting facilities he has participated in the preparation of capital budgets for Olympic and other Games. These included the Bangkok Olympic Bid, the Delhi Commonwealth Games and the 2006 Asian Games in Doha, Qatar.

Consultant Architect Greg Coppin (Building Committee)

- Director: Greg Coppin B Arch (Hons)
- Vesada Pty Ltd trading as Wolski Coppin Architecture
- ABN: 63 468 545 288
- Address: Level 3, 115 Military Road
- Neutral Bay NSW 2089
- Telephone: 02 9953 8477
- Fax: 02 9953 8557
- Email: info@warch.com.au
- NSW Architects Registration Board No. 5297
- Practice Size: 12 professional staff, 2 administration staff
- Disciplines: Architecture, Interior Planning, Master Planning
- Areas of Expertise: Residential, Industrial, Recreation, Commercial.

ATTACHMENT 4: Manly Life Saving Club Management outline

- The Club is an Incorporated Entity, Manly Life Saving Club Inc. Its Rules are based on the current Incorporations Act, and have been ratified by the relevant Government authority.
- ABN is 37 100 339 513.
- The Club operates as a Charitable Institution under the Charities Act, with Registered Charity Number 11033, and is overseen by the NSW Department of Gaming and Racing.
- The Clubs operations are controlled by the Management Committee, elected at the Annual General Meeting, and operating in line with the Club Constitution and By-Laws. Management Committee meetings are held monthly.
- Bank account signatories are limited to those authorized by the Constitution, and at least two signatures are required on all cheques.
- The Club Executive consists of the President, two Deputy Presidents, Club Captain, Secretary, Treasurer, Public Officer. The Executive may meet as required to deal with urgent Club business, but their actions must be ratified by the next Management Committee meeting, and expenditure authority is limited by Constitution.
- All officers of the Club are unpaid volunteers, who give of their time to manage the affairs of the Club for the benefit of fellow members and the broader community.
- Some operations of the Club are carried out by a part-time paid Administration Officer, under delegated authority of the Management Committee via the Secretary, and without any expenditure authority.
- Other operations of the Club are carried out by delegated sub-Committees, as may be instituted from time to time by the Management Committee, or as authorized under the Club Constitution. These Committees are required to report their actions and recommendations back to the Management Committee for ratification or otherwise.
Examples of these sub-Committees include the Junior Activities Committee (Nippers), Building Committee, Competition Selection Committee, Judiciary Committee, Social Committee etc.
They are generally formed of Management Committee members, and/or experienced Club members whose expertise will assist the Club in the relevant area. The President is ex-officio Chairman of all sub-Committees.