



*Celebrating* **100 YEARS**

SERVING THE COMMUNITY SINCE 1922

## PARTNERSHIP INVITATION



MOOLOOLABA SURF LIFE SAVING CLUB



## OUR HISTORY

### 1922-1925

#### In the beginning

The club's origins can be traced back to November 1922 when it was known as the Mooloolah River Sports Club (MRSC).

### 1939-1945

#### Those fateful years

A new surf lifesaving clubhouse which was officially opened in March, 1939.

### 1925-1939

#### Developing years

By 1930 there were 70 members registered, including 11 women. The club's first surf boat The Spray was also launched in 1930.

### 1945-1960

#### The beginning of a golden era

The club's future was also secured through the introduction of a Nippers program in 1968.

### 1960-1980

#### In search of glory

Today Mooloolaba SLSC and Supporters Club are nationally and internationally recognised brands.



THE SURF CLUB  
MOOLOOLABA



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### 1980-1997

#### Decisive years

After a tragic fire which destroyed the old club house, club membership plummeted leaving it to a core group of a couple of dozen members to keep lifesaving operations going from makeshift accommodation. This group had to do all the fundraising duties yet still managed to keep up the club spirit during very difficult times. Their efforts were finally rewarded with the opening of the new clubhouse in December 1981.

### 1997- Nov 2022

#### 100 year anniversary celebrations in 2022

To celebrate the 100 year anniversary Mooloolaba SLSC have formed a Centenary Committee planning a range of events to commemorate this historic occasion. It will include but not be limited to a re-enactment of the 1st ever patrol, 100 year Gala Dinner, a book launch and special memorabilia and fantastic audio visual presentations.





## Our purpose

Provide patrolling services to Mooloolaba Beach through vigilance and service.

## Our vision

Zero Preventable Deaths on Mooloolaba Beach.

## Governance

Mooloolaba SLSC has a Governance Charter that sets out the codes of conduct, accountability, independence, ethical standards and compliance obligations of the organisation as well as the roles and responsibilities of the committees, directors and management. Mooloolaba SLSC complies with all relevant statutory and legislative requirements and has formal risk management and compliance reporting process. Our constitution is available on the website.

### Executive Committee

President  
Secretary  
Treasurer  
Captain  
Director of Surf Sports  
Chief Training Officer  
JAC Chairman

### Office Bearers

Vice President  
Vice Captain  
Asst. Director Surf Sports  
Asst. CTO  
IRB Officer  
First Aid Officer  
Asst. Secretary / Treasurer  
Surf Boat Captain  
Radio Officer  
Cadet Officers  
Club Supervisor  
Masters Representative  
Team Manager  
Safety Officer  
Lifesaving Gear and Equipment Officer  
Grievance Officer

Judiciary Committee

Governance and Advisory

Committee

Building and Review Committee

Club Patrons

Lifesaving Administration Staff

Junior Activities Committee

Coaching Team

Supporters Committee

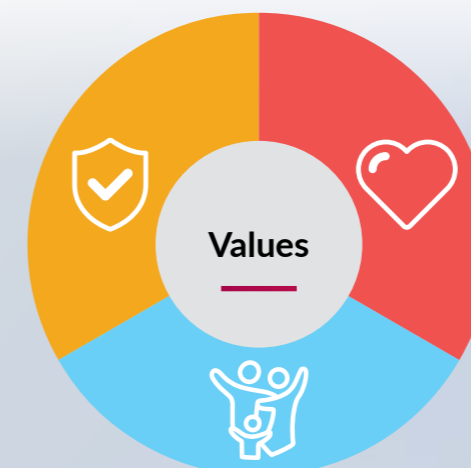


## Our mission

Re-establish our role as community leaders by *engaging and supporting* other likeminded community organisations through a structured engagement program.



Integrity & Humility



Passionate

Family Friendly



# PATROLLING SERVICES

## Our goals

- Professional, friendly and engaging beach patrols
- Proactive and preventative actions
- Continued investment in education and skill development

0

Preventable Deaths

Minimum 140

Beach Training Sessions During patrol (1 per patrol)

Minimum 1400

Preventative Actions (10 per patrol)



# EDUCATION - TEACHING SKILLS FOR LIFE

## Our goal

Continuous education and upskilling of new and existing members through recognised safety and education programs including:

- FirstAid
- Bronze Medallion
- Skills Maintenance Proficiency
- Powercraft and Public Safety Awards





## MEMBER ENGAGEMENT

Being an active club member is not simply about volunteering in patrolling our beaches. The Mooloolaba SLSC offers so much more for our members and ensures that we offer developmental and participation opportunities for all.

Volunteering for other sporting events held on our beach, training sessions for all ages and skill levels in the water and on the beach, qualifications for various skillsets to make our community safer on the beach and participation as a competitor is available for all our members.

We also offer our youth members opportunities to develop personally through various programs including:

### Youth Development Program

where members are able to develop their leadership skills and to continue their engagement; and

### Our Youth Lifesavers Program

is aimed at 14 to 17 year old's in our club that allows all youth members to be involved in a variety of fun activities and opportunities whilst creating and building on lifelong friendships. This program is for every youth member regardless of what aspect of the club they are involved with.



## NIPPERS

### Our goal

To provide a safe environment to allow the introduction of surf safety programs to assist in the education of our junior members with a defined pathway in the achievement of the Bronze Medallion.

230+   200+

Junior activity member (5-13 years)

### Activation opportunities

- Season sign on day
- 22 Nipper Season weekends
- Awards nights
- Apparel positions on uniforms and equipment
- Christmas break up event



# SURF SPORTS

Mooloolaba SLSC is a venue of choice for national, state and interstate events including Aussie Titles, Inaugural IronX, Nippers, Open, Masters, Surf Boats and Champion Lifesavers.

## Our goal

To facilitate a fit and healthy lifestyle through a structured coaching program which enables the up skilling of our members and offers the ability to test ourselves against other clubs through competition.

## Club endorsed training

Mooloolaba SLSC prides itself on an encouraging and inclusive surf sports program that provides training to improve skills for both lifesaving and competition for members of all ages.



## Craft events

Board Race and Board Relay; Board Rescue; Ski Race, Double Ski Race and Ski Relay; Surf Race and Surf Teams; Iron Man and Iron Woman; Life Saver Relay; Cameron Relay; Taplin Relay

## IRB events

IRB Race and IRB Team Rescue; Mass Rescue; IRB Rescue; IRB Relay



## Surf boats

Open Men; Open Women; Reserve Grade Men; Under 19 Men; Under 23 Men; Under 23 Women; Masters Men; Masters Women

## Lifesaving events

Rescue Tube Race; Rescue Tube Rescue; First Aid; Champion Life Saver; Champion Patrol; Rescue and Resuscitation



## Pool rescue

Pool Rescue sees competitors' aquatic skills tested with many events including manikin tows, obstacle swims and tube swims carrying 'patients'

## Beach events

The beach sprint and beach relay events have been conducted at surf carnivals since the earliest days with both events making their debuts at the Australian titles in the 1919-20 season. Beach Run, Beach Flags and the traditional March Past and Belt Run.



# AWARDS

The Mooloolaba SLSC presents many awards each season affording naming rights opportunities for brands.

- Mae Gardiner Club Person of the Year Award
- Doug Jewry 'Junior Club Person of the Year
- Perce Berigan Nipper of the Year Award
- Daryle Payne Excellence Award
- Plus various Surf Sports Awards and Lifesaving Awards
- Senior Lifesaver of the Year
- Junior Lifesaver of the Year
- Cadet Lifesaver of the Year
- Patrol Captain of the Year
- Rookie Patrol Captain of the Year
- Inwood Family Shield Award Patrol of the Year
- Radio Operator of the Year
- Assessor of the Year
- Trainer of the Year
- IRB Award
- Lifesaving Excellence Award
- Patrolling Excellence



## COMMUNITY

### The Surf Club Mooloolaba and Brisbane Broncos community program

#### Inspiring Sunshine Coast youth

The relationship between The Surf Club Mooloolaba and the Brisbane Broncos was formed at the end of 2016 with a vision to be actively involved in the community by addressing issues in today's society and encouraging personal brand and respect within our younger generations.

With this partnership came Jack Reed, former NRL Brisbane Broncos player and local Sunshine Coast Superstar.

Jack is passionate about visiting our local schools, delivery presentations and being active on the oval. In our local High Schools, Jack, conducts presentations which cover a variety of issues in today's society – Drug and Alcohol Awareness, Relationships and Personal Branding, Cyber Safety and Social Media, whilst Primary Schools are presented with topics which encourage smarter choices around health, as well as personal and career inspirations and goals, "What do you want to be when you grow up?"

Jack has worked with and will continue to work with all 12 Junior Rugby League Clubs on the Sunshine Coast, helping to promote Rugby League and provide support and knowledge to their coaching teams. Jack has also visited more than 40 schools, reaching approximately 10,000 students annually, spreading his positive messages to our younger community.

The Mooloolaba SLSC is proud to be associated with this program and supports Jack Reed with his School, Junior Rugby League Clubs and other community group visits. Annually, an event called "Broncos on the Beach" is held at The Surf Club Mooloolaba. It is a fantastic event, which we are lucky to have had some great past and present Broncos players a part of.



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## COMMUNITY



### Starfish program

Mooloolaba Surf Life Saving Club is proud to commence a new initiative, the Starfish Nippers, a modified and structured nipper program designed for children and young adults with a disability. The programs aim is to give young people with a range of abilities, the opportunity to enjoy experiencing beach safety and water awareness skills with the one-to-one support of water safety.

It features beach and water activities such as games, beach flags, wading, swimming and boards modified to suit the individual's needs.



### Accessible beaches program

An initiative in conjunction with Sunshine Coast Council, providing improved accessibility so more people can enjoy our beautiful beach.

Our committed volunteer lifesavers manage bookings for our local community and visitors.

### Water safety for major events

Each year Mooloolaba Surf Life Saving Club and its active members provide water safety for the swim legs of these events.

- Ironman 70.3 Sunshine Coast
- Mooloolaba Mile Ocean Swim
- Mooloolaba Triathlon Festival

### Vietnam Vets & ex-services BBQ

For the past 15 years the Mooloolaba Surf Life Saving club has provided the Vietnam Vets & Ex-Services Sunshine Coast Branch (VVSC), the use of our members BBQ & kitchen facilities for their Thursday morning BBQ's.

### Surf skills and awareness programs for schools & corporate groups

Important safety information is integrated into activities such as surf negotiation, board paddling and beach games. We can modify the program to suit their needs.

### Christmas Eve & Santa

Before his mammoth flight around the world later that night - Santa drops by Mooloolaba Beach to greet the kids. This has become a tradition over many years, with hundreds of people turning out in the past to meet Santa.

### Anzac Day dawn service

At 5:00am on 25th April of each year, large numbers from our community gather to honour and remember all Australians who served and continue to serve Down service on Mooloolaba beach attracting around 8,000 people.

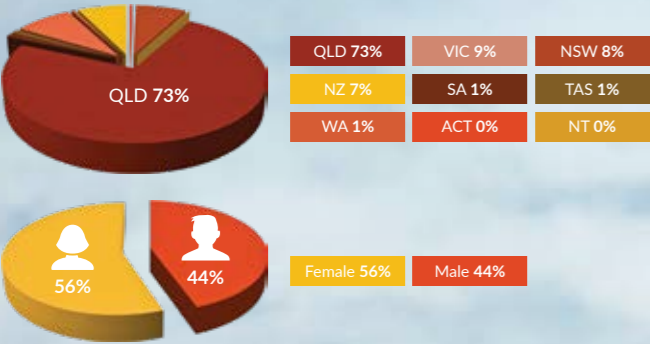


# THE SURF CLUB MOOLOOLABA

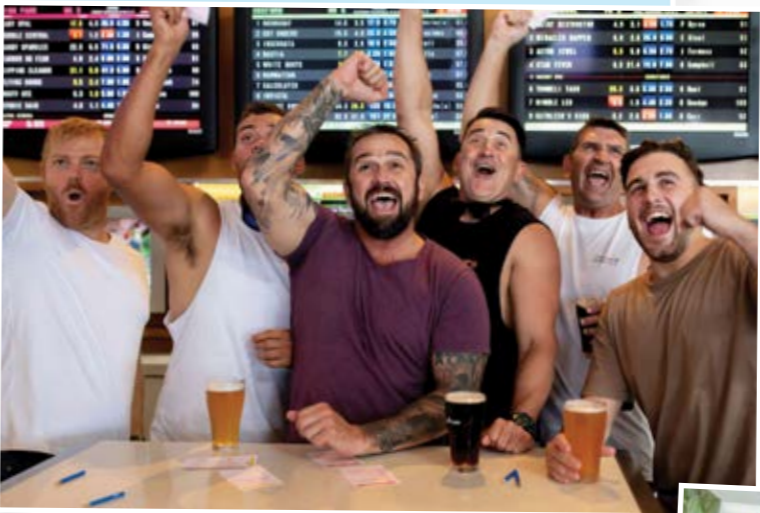
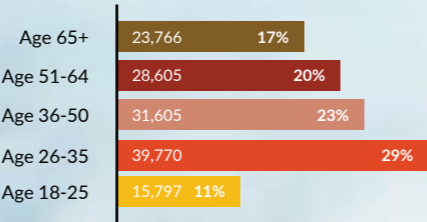
The Surf Club Mooloolaba is able to assist sponsors leverage any investment in the Mooloolaba Surf Life Saving Club.

- Nationally recognised venue
- Approximately 260,000 visitors through the doors annually
- Digital and physical in-venue exposure opportunities
- 21,000 email database members
- Experiences, money can't buy, exclusive access opportunities

Membership  
50,000+ members



Visitors  
260,000 visitors



## REACH AND IMPACT



**100**

years of services in 2022

**2,750,000+**

visitors to Mooloolaba annually

**260,000**

in foot traffic per annum to  
The Surf Club



**1,450+**

volunteer members

**800+**

males



**650+**

females

**180+**

First Aid actions



**1,800+**

preventative actions  
and rescues

**10,000**

families reached per year as  
part of Broncos Program



**430+**

Nippers

**50**

years of Nippers



**20%**

growth in Nippers last 2 years



## The Surf Club



**10,013**

likes



**110,595**

check-ins



**1,900+**

Instagram followers



**21,000**

database



**70,000+**

website visitors each year



## MSLSC



**2,239**

likes



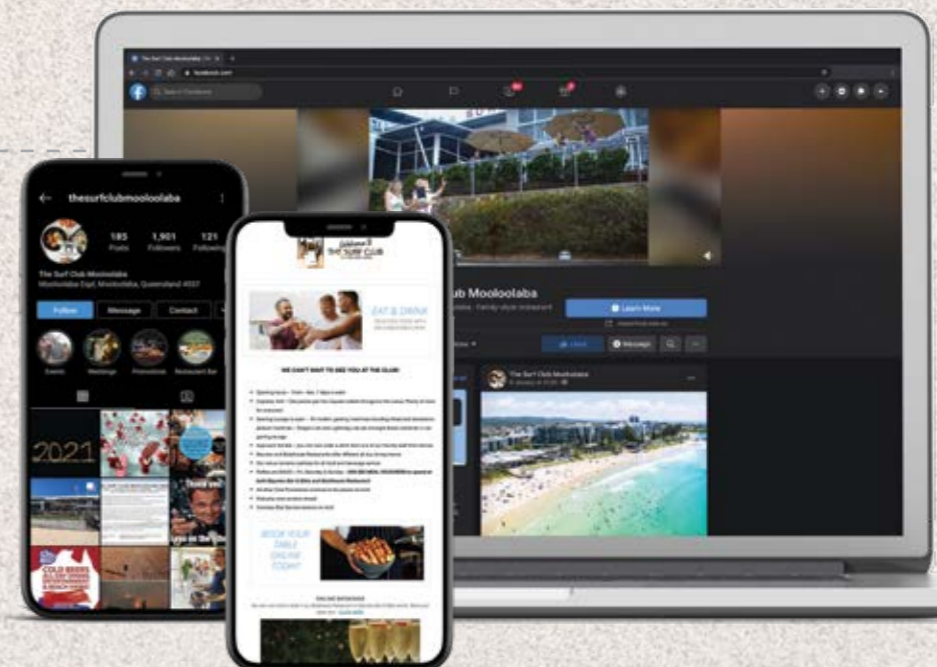
**3,130**

check-ins



**1,450**

database



## Partnership opportunities

The Mooloolaba Surf Life Saving Club and The Surf Club Mooloolaba are a powerful conduit to a large audience locally as well as across the state and the nation. A partnership whilst helping deliver a vital community service is not a request for philanthropy, with such significant reach and impact a partnership can deliver on commercial, brand and community engagement objectives.

Assets available at both Clubs provide our sponsorship partners an opportunity to achieve some key brand objectives:

- Impact brand image, visibility and awareness
- Stimulate sales, trial or usage
- Access to talent/ambassadors
- Delivering foot traffic to your business
- Delivering online traffic to your website
- Entertaining clients
- Money-can't-buy experiences for customers or consumers
- Motivating employees
- Showcasing community and social responsibility
- Product display/demonstration
- Networking with co-sponsors
- Complete online and social media campaigns
- Media equivalency

### Tiers

#### Principal



#### Gold



#### Silver



#### Bronze



Refer to accompanying document for more information on investment levels.



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### Mooloolaba Surf Life Saving Club

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