

# CLUB GUIDE





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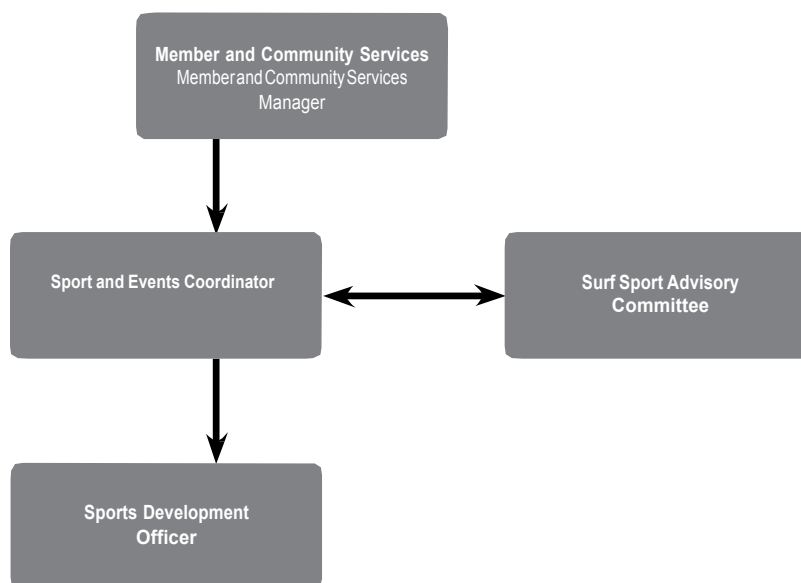


SECTION 12

SURF SPORTS

## 12.1 SLSWA SURF SPORTS STRUCTURE

The Surf Life Saving Western Australia Sport and Events Coordinator oversees all operational and planning aspects of Surf Sports. This Position reports to the Member and Community Services Manager.



The SLSWA Surf Sports department is supported by the Surf Sports Advisory Committee which has members elected through a call for nominations. The SLSWA Board of Directors shall appoint the Chairman and committee members in May of each odd year based upon expertise and merit with due consideration to geographic and technical knowledge.

This committee sits above several other specialised advisory panels which include:

- Competition Officials Advisory Panel
- Coaching Advisory Panel
- IRB Panel
- Surf Boat Panel
- Beach Panel

To find out more on how to join one of these Panels contact the surf Sports Department at SLSWA.

### Club Structure

Each Club has its own surf sports structure. The organisational structure, election of office bearers, reporting, and meeting procedures will be detailed in the club constitution respectively.

### Forums

SLSWA conducts two Sport Forums annually. At each forum there is a country club sports session which is held to specifically address ideas, concepts and feedback for the country clubs and this is followed by the metropolitan clubs session which covers general surf sports topics and feedback from metropolitan clubs. Each club should have one representative from their club at the Sports Forums who can best represent the club's position with respect to Surf Sports. The Forum provides the SLSWA Surf Sports staff with the opportunity to gain feedback and communicate concepts and vital surf sports information to the representatives.



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## 12.2 SURF SPORTS OPPORTUNITIES

Surf Sports offers many opportunities for all people involved in Surf Life Saving – that is in the capacity of exposure to varying events, athlete development, coaching and officiating.

### Surf Sports Season

Each season is split into four sections:

1. Winter competition and championships
2. Pre-Season Cup
3. Surf Premiership Series and Junior Carnivals
4. State and Australian Championships (Aussies)

### Winter competition and championships

The winter competition in WA consists of the following events:

- Inflatable Rescue Boat (IRB) competition and championships. There is also an Australian IRB Championships held in July each year
- Surf Board Riding Championships in both long and short board divisions. The Australian Championships board riding events occurs with the Aussies in March
- Pool Rescue competition and championships. There is also an Australian Pool Rescue Championships held in August each year

### Pre-Season Cup

Kick off your summer season preparation and test yourself in the Surf Life Saving WA Pre-Season Cup. The series was created as a number of competitive opportunities during the spring months leading into the regular season events of the Surf Premiership Series and State Championships. The series events are not just for the elite athletes. They are run under a relaxed atmosphere for the benefit of all competitors.

This is a great opportunity for clubs and competitors to put their training into practice and test themselves against the rest of the field. Made up of four exciting series - Board and Ski, Ironman, Beach, and Board and Swim and culminating in a series Grand Final, the Pre-Season cup is a great test for WA surf sports athletes and those wanting to give events a go and have some fun.

### Surf Premiership Series and Junior Carnivals

Surf Life Saving WA's Surf Sports Season will kick off the summer with the Surf Premiership Series. This series of competition is designed to provide members the opportunity to maintain their skills and fitness and engage in healthy competitive and team activity.

Over 8,000 junior members participate in Surf Life Saving's nipper programs, run at Surf Life Saving Clubs throughout Western Australia. The club run nippers programs introduce children to Surf Life Saving, the beach, rescue methods, surf sports and a range of other valuable life skills. Nippers in the older age groups of under 11's through to under 14's have the opportunity to compete in junior surf sports competition.



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### **SLSWA State Championships**

The pinnacle of the West Australian surf sports season is the State Championships. The following events make up the State Championships in WA:

- IRB Competition
- Board Riding
- Pool Rescue
- Champion Lifesaver
- Champion Patrol
- First Aid
- Rescue & Resuscitation (R&R) and Surf Belt Races
- Surf Championships

These events culminate with the blue-ribbon Senior State Championships in March with traditional surf swims, skis, boards, surf boats and beach events. Up to 1,000 senior and junior competitors will compete for glory.

### **The Aussies**

The Australian Surf Life Saving Championships, known as “The Aussies” dates back to the first edition conducted at Bondi Beach in March 1915. In the years since, The Aussies has become a major event on the Australian sporting landscape, in the magnitude of the Commonwealth Games, and consists of a two week festival of Surf Life Saving sport action including:

- Australian Youth Surf Life Saving Championships
- Australian Masters Surf Life Saving Championships
- Australian Open Surf Life Saving Championships

### **World Championships**

Every two years the International Life Saving Federation organises the Lifesaving World Championships, called Rescue Series. The World Championships include:

- National Teams World Championships
- Interclub Teams World Championships
- Masters World Championships
- Surfboats World Championships
- Inflatable Rescue Boats (IRB) World Championships
- Optional other Championships such as March Past, Long distance Race, etc

The World Championships typically involve between 3,000 and 5,000 competitors and officials and last some 12-14 days.

### **Athlete Development Pathways**

A variety of opportunities exist for members, ranging from club entry level up to elite athlete programs, club coaching programs, specialist camps, regional sport academy programs, Talented Athlete Programs, State and Australian High Performance programs, are examples to name a few. Selection criteria are available from SLSWA website.

The HPP has been designed to achieve several primary objectives:

- Recognise the past performances of HP athletes and provide them with ongoing assistance and support
- Encourage and motivate existing and aspiring HP athletes to aim for constant improvement
- To enhance the performances of WA athletes at State, National and International competitions
- Increase the number of WA athletes winning medals at Australian Surf Life Saving Championships
- Increase the profile of Surf Sports athletes for personal, club and state benefit
- To complement the coaching athletes receive at club level
- To provide specialist training/ education that may not be able to be delivered at club level
- To provide athletes with access to current sporting education, technology and facilities



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The HPP is a four tier program:

- *Tier 1 Elite Athletes* – Consisting of Open athletes who have demonstrated elite level performance by medalling in national SLS competition in the previous season and/or by being contracted Kellogg's Nutri-grain Competitors
- *Tier 2 National Standard Athletes* – Consisting of U19 & Open athletes who have demonstrated a national level performance by gaining a Top 6 finals position at the Australian SLS Championships and/or by placing in the top three in an individual discipline at the Interstate championships
- *Tier 3 Junior Elite Athletes* – Consisting of U15 & U17 athletes who have demonstrated national level performances by gaining a Top 6 finals position in the Australian SLS Championships and/or by placing in the top three in an individual discipline at the Interstate championships
- *Tier 4 Junior Development* – Consisting of U13 & U14 athletes who have demonstrated state level performance by medalling in the Junior Championships and/or have been selected in the SLSWA Development Squad

The WA Department of Sport and Recreation provides a support program for Country Athletes and Coaches to assist in gaining access to coaching and competition. Grants are available by application to the Department. Further details are available on the WA Sport & Recreation website.

### **Development for Coaches**

A club coach is someone who educates, trains and assists the development of people with an interest in Surf Sports. In many instances, the club coach will prepare an athlete or group of athletes for events and competitions.

Further growth of an individual's expertise in instruction, education and knowledge of competitive development, are methods of personal improvement for a Surf Sports coach. Your Club is required to have accredited coaches to be covered by SLSWA insurance for any surf sports discipline.

Members who could benefit from coaching courses include existing coaches, competitors, officials, surf sports administrators, race secretaries and team managers.

Coaching development can provide:

- Opportunities for people to become involved
- Chances to be creative
- Avenues for a Club to develop
- A means by which competitors can develop
- Resources of which the whole Club and its members can benefit

Reasons for coaching development include:

- To increase the quality of coaching delivered
- Encourage a greater skill level for all ages
- Improve lifesaving skills through education, training, junior development activities, coaching and accreditation
- To increase the numbers of coaches, officials and competitors in surf lifesaving
- Pathways to High Performance and State Team programs

SLSWA regularly conducts coaching courses that comply with SLSA and Australian Sports Commission standards. Information on courses may be found on the SLSWA website, detailing time, place, cost and booking procedure.

Courses run by SLSWA include:

- Foundation and Development Coaching requiring re-licensing every four years
- Performance Coaching requiring re-licensing every four years



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Courses run by SLSA nationally include:

- High Performance requiring re-licensing every four years

The minimum requirement for a club coach is a Foundation Surf Coach Accreditation which is aimed at Junior Age Group Managers and coaches who are just beginning their coaching career. Development, Performance and High Performance courses provide more advanced accreditation. With all coaching accreditation, re-licensing or updating of skills is required according to original qualifications.

### **Development for Officials**

Accredited Surf Sports Officials are essential to the success of any surf carnival or event. For this reason, SLSA designed an 'Officials Education Program' to raise the standard of Surf Sports.

Officials are required at all levels of competition. Some carnivals require Clubs participating in competition to fulfil a quota of officials in order to compete. To become an official at State or National level, individuals must nominate to the respective bodies.

SLSWA regularly conducts officials' courses that comply with SLSA and Australian Sports Commission standards. Information on courses may be found on the SLSWA website, detailing time, place, cost and booking procedure.

There are three levels of officials' accreditation, as follows:

- Level One, requiring re-licensing every four years
- Level Two, requiring re-licensing every four years
- Level Three, requiring re-licensing every four years

With all official accreditation, re-licensing or updating of skills is required according to original qualification (see specifications above).

All levels of officials' accreditation share three basic objectives. These are:

- To educate our members to successfully administer their duties
- Ensure that each member who is appointed an official at any carnival, event or championship has the best understanding of Surf Sports
- Ensure that there are sufficient qualified officials available to conduct Surf Sports activities at all levels

If your members are interested in becoming accredited officials or their official qualifications need relicensing, contact your Club training representative. SLSWA has recently opened up opportunities for clubs to deliver their own officials' courses within their regions, similar to the Training and Education model utilizing training consultants. If your club is interested in this opportunity, contact SLSWA Surf Sports staff who will put you in touch with an official course presenter in your region or arrange alternative training.



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## 12.3 TOURING TEAMS

Being part of the Touring team is a great experience and an effective way to retain members and create a sense of belonging to a club. Opportunities to tour at State, National and International level may present themselves, with the same principles applying. There are a number of issues to be considered before taking a team away, especially when there are members under the age of 18 years. The following components will create a balanced and well managed team and tour:

### **Behaviour**

There should be a minimum standard of behaviour maintained by all members of the team, reflecting the ideals of the SLSA Codes of Conduct.

### **Codes of Conduct**

A code of conduct for touring teams ensures that members, friends and family agree to a certain standard of behaviour. If an incident arises that breaches this agreement whilst travelling, team management may reference the Code of Conduct to ascertain whether further action is required.

### **Team Manager**

The key tasks of the Team Manager include organising travel, accommodation, entries, supervising team conduct and general travel coordination. The Team Manager should be issued with a clear job description stating their role and responsibilities.

### **Head Coach**

The Head Coach's role is to support the Team Manager, in addition to encouraging team and individual peak performances in training and competition.

### **Team Captain**

The appointment of a Team Captain ensures a strong relationship between athletes and team management, whilst providing opportunities for members to support the club and team in a managerial capacity.

### **Chaperones**

Chaperones are an essential part of the team when touring with members under the age of 18 years. The chaperone ensures these members are well looked after and are conducting themselves in an appropriate manner. It is beneficial to have chaperones reflecting the genders represented by the team.

Please refer to the Member Development Officer for clarification on Member Screening requirements for each of these positions.



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## 12.4 TOURING TEAM SELECTION POLICY

### Criteria

A clear document detailing the selection criteria and process should be made readily available for athletes and coaches reference. This will allow members the opportunity to review set criteria and establish goals to meet these.

The selection criteria can be dependent on many factors including team size, team configurations, age groups, types of events and venue. SLSA have a national selection policy as does SLSWA; these can be used as a guide and found on the SLSWA website for the High Performance Program and State Team/Development Squad.

### Panel

The selection policy provides the selectors with a point of reference from which they can make their decisions. It is advised that when forming a panel, a minimum of three people should be appointed to allow balanced discussions to reach a decision. As an example a balanced panel could include the Club Head Coach or other suitably qualified discipline coach.





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## 12.5 PLANNING AND CONDUCTING A SPECIAL EVENT

Surf lifesaving clubs have been conducting events for years – these events can be aimed at our own members or to the community to raise money for surf equipment or to raise profile for the Clubs. Some events include ocean swims, marathons, triathlons and a host of other activities.

### Overview

Planning is vital to the function of any Club, with the planning for events easily incorporated into this process. Although the scale of events vary enormously, the principles for event management remain the same, whether it be the establishment of a community program, recruitment of volunteers, or the running of a surf sports competition.

### Event management

Event management refers to the planning for events which:

- Usually occur once a year, or less frequently
- Are either open to the public or a specific interest group
- Have predetermined opening and closing dates

Examples of events include SLSWA Surf Premiership Series rounds, Junior carnivals, ocean swims, triathlons, board/ski/boat carnival, and endurance Ironman races. Celebrations to mark special occasions, fundraising drives and club recruitment days may also be included in this classification.

### Why Run an Event?

It is important that those planning the event are clear about why the event is being held. Having a list of objectives is useful. The event could have a number of outcomes including:

- To provide an avenue for top competition
- To promote the activity to newcomers
- To give benefits to sponsors, VIPs and volunteers
- To obtain media coverage of your activity
- Raise funds – In addition to host club fees for hosting a sanctioned SLSWA event, your club could run a sausage sizzle, open the club kiosk and promote your club/beach to the general SLSWA membership. If your club is interested in hosting a sanctioned SLSWA carnival, please contact the Surf Sports Department at SLSWA

### Event Planning

The following areas should be considered when planning an event:

- Timing
- Organising Committee
- The Event Manager
- The Officials
- Finances
- Publicity
- Promotion/advertising
- Sponsorship
- Council Approvals
- Beach Plan
- Equipment



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### Timing

Always allow sufficient time. Make a timetable of actions to be undertaken prior to the event. Two to four months is generally needed to plan a community event. For larger events a year or more may be needed.

Avoid clashes with other events, eg. elections and other major sporting events. Where possible it may pay to combine complementary events, for example a trade fair in conjunction with a surfing event.

### Event Manager

An Event Manager, or Director, needs to be appointed. The Event Manager is responsible for the overall planning, coordination and evaluation of the event. The Event Manager must liaise with the organising body, the community, officials and other volunteers. An essential function of the Event Manager should be to delegate the tasks required to suitably qualified and available people.

The person appointed to this position should be a good manager and be:

- Positive and enthusiastic
- Well-organised
- A good leader
- A good communicator
- Reliable

Lots of people have these qualities and will make excellent Event Managers. The Event Manager does not have to have had previous experience at event management.

### Sponsorship

Sponsorship is a business deal between two parties where both parties benefit from the arrangement. It is an agreement or contract with terms that can be quite specific. Value must be given to both sides. For an event such as an Ocean Swim, the best and probably easiest sponsorship to obtain is in the form of a product or service.

Sponsors worth approaching are:

- Suppliers appropriate to the disciplines of your event. Eg. Swimming products or a towels supplier for an Ocean Swim
- Printer – to provide free or heavily discounted printing of posters and flyers
- Radio station – to seek advertising spots, presence at the event with PA and personnel

Naturally, time does not want to be wasted by chasing numerous minor sponsors but the event can quickly become financially viable if a number of sponsors are obtained.

Whatever the size of the sponsorship being sought, the same principles should be applied.

- You are not seeking a donation – you are offering a promotional opportunity for the sponsor
- List the benefits that you are offering the sponsors. For example:
  - name on display board at the event
  - name on any printed material, eg. poster and program
  - naming rights for an activity
  - promotion on the PA
  - opportunity to display their own banners
- List the benefits to the club/event
- Make the proposal a written one. Personalise the proposal, do not send it 'to the manager'. Find out who is the manager and make an appointment to meet with the appropriate person
- Keep sponsors well informed so that they feel part of the event
- Send a personalised invitation to the sponsor and their family. Look after any sponsor who comes to the event
- Send the sponsor an event report at the completion of the event



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### **Approvals**

When managing an event various approvals are required:

- Surf Life Saving Western Australia requires Approval to Conduct a Special Event Application – this is compulsory. With these various support documentation may be required such as a risk management plan to be submitted prior to approval being granted by SLSWA
- Police
- Local Streets and Highways
- Beaches, local parks and reserves, Local Government Authorities, Councils and DEC Ensure appropriate permits and approvals are obtained before conducting any event

### **Safety**

The provision of safety management is vital to the conduct of all SLSA events and competitions. Safety and rescue plans are an integral part of event planning. Contingency plans are also an invaluable tool when putting together an event that is or could be adversely affected by the weather and conditions.

### **Conclusion**

Managing events should be enjoyable. With careful planning and implementation, events should be successful and rewarding for all involved. Not only the event participants but the event manager and the team of organisers should have had a lot of fun and enjoyment and hopefully met the goals and objectives of the event.

For assistance with completing a Special Event Application for a non-SLSWA carnival such as an Ocean Swim, contact the SLSWA Lifesaving Staff and they'll be able to provide all the forms and information relating to hosting these events and formulating risk management plans. If your club is interested in hosting a SLSWA event, contact the SLSWA Surf Sports staff.



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## 12.6 CLUB SURF SPORTS STRUCTURE

Developing a Surf Sports structure that suits your club is pivotal to its success. Club management systems which are well-organised and operate effectively, and where procedures are adhered to, can result in events running very efficiently.

### Identifying your Clubs needs

- The following principles should be identified by your Club to categorise its needs:
- The goals and vision of your Club
- The values that drive your Club – issues to be considered include financial principles, poaching, developing juniors, team selections
- The Plan - this can start with a SWOT analysis, highlighting a Club's strengths, weaknesses, opportunities and threats.
- Some clubs may use market research and a needs analysis

### Creating a plan

The following tools may be used when creating a Surf Sports plan for your Club:

- Form a Surf Sports Competition Committee
- Study past competitive results
- Analyse the strengths and weaknesses of departments within your club to evaluate its effectiveness and formulate some strategies to improve section weaknesses
- Prepare a plan with defined goals and objectives, assign tasks to reach achievable goals
- Follow the plan
- Evaluate the plan, assessing strategies and objectives, to ensure future success

### Surf Sports Competition Committee

An important step in the initial planning process is the formation of the Surf Sports Competition Committee. The Committee is responsible for shaping and implementing the development plan. The Committee may be comprised of past champions, coaches, competitors, outside experts, or interested Club members.

This group should be focused on evaluating past results, analysing present results and statistics and planning the future development of the Club. Once the objectives are set and endorsed the Committee should actively work to achieve the departmental goal.

A Surf Sports Committee structure that suits your Club will vary depending on the size and needs of members, whilst taking into account the availability of finances and human resources.

Key positions in your committee:

- Team Manager
- Head Coach
- Sectional Coaches and Captains
- Age Group Managers

The Team Manager and the Head Coach are integral to the efficient implementation of the Surf Sports plan. Regular contact with each section of the Club is required to ensure that all areas are well informed and properly resourced.

Below is an example organisational structure and reporting arrangement for a medium sized club. Sectional Managers may be added or removed according to the size of the club.

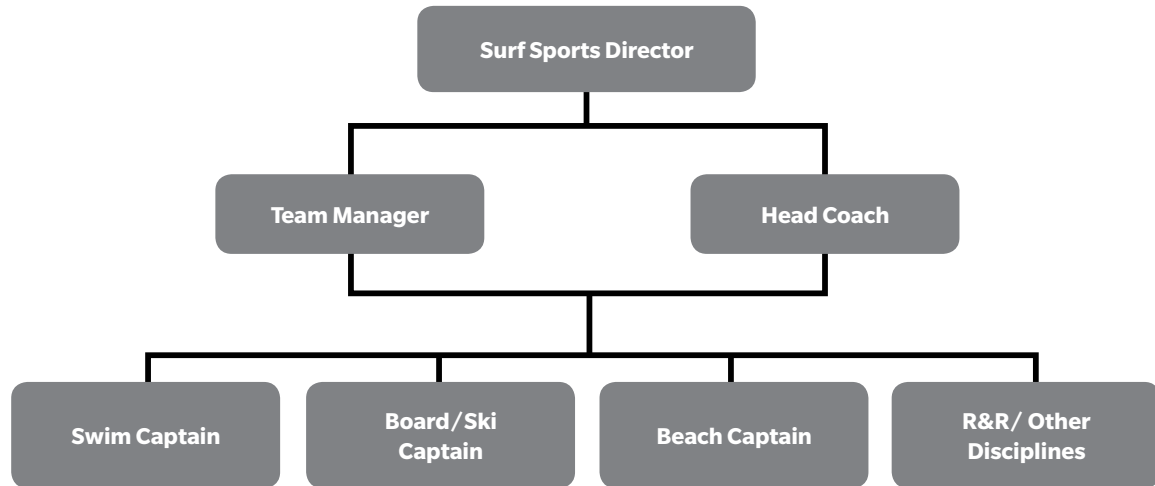


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### Planning for Success

Strengths and weaknesses within your Club should be identified prior to making changes to existing systems. The following example audit questions may be used to assist your Surf Sports Department:

#### Strengths

- good participation base
- excellent swim coach
- well performed management
- ability to share vision
- widely regarded as strong
- plenty of children
- good sport role models
- a developing club culture
- excellent old boys & girls network
- flat-water training venues

#### Weaknesses

- no beach section coach
- no head coach
- no recognised ski coach
- average board coach
- large clubs are political
- few funds dedicated to surf sports equipment
- beach suitable for surf events
- gym need

After completing an audit of your Surf Sports Department/Committee, the results should be used to further develop successes and correct identified weaknesses. A set of objectives should be established and strategies planned to implement and then achieve goals, both long and short term.

The objectives should be tested to evaluate whether they are meeting set goals. Strategies designed to implement the Surf Sports plan, may then require adjustment to meet the identified needs.



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### **Surf Sports Participation**

Surf Sports is an ideal tool to develop members' skills and fitness. Participation in club activities should encourage fun and enjoyment, coinciding with a sense of challenge and achievement felt after reaching individual athletic potential.

Clubs are encouraged to conduct Surf Sports competitions and develop programs that are accessible and fun for their members. These can include: ocean swims, Sunday surf races, board races and even ironman and club training sessions.

Many events can be modified or adapted to suit the Club's needs and ensure that every individual and section of the Club can benefit from Surf Sports.

Reasons for competitor development include:

- To encourage motivated, fit lifesavers
- To increase participation
- To create awareness
- To offer valuable and rewarding experiences
- To offer specialisation of skills
- Attract members

It is important to remember that any person may become a competitive member, irrespective of their stage of development, skill and fitness level. Competitors benefit from an environment that is enjoyable and motivating, as it enhances personal skill development, thus creating a sense of achievement.

Team work and camaraderie are integral in the physical, mental and social development of a competitor.

For more information on how to get your club involved in Surf Sports or to enhance your involvement, contact the SLSWA Surf Sports staff who will be more than happy to work with you and your individual clubs needs/goals.

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Special thanks and acknowledgement to Surf Life Saving New South Wales for allowing their West Australian counterparts to use their Guide as a basis for the creation of the WA version.



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Monday to Friday 8.30am to 5.00pm

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