Life Saving Victoria

Lifesaving capability and resourcing review







Meeting the changing needs of community, government and our volunteers

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Acknowledgements

Acknowledgement of Country

We at Life Saving Victoria acknowledge the Traditional Custodians of the land and waterways where our activities take place. We pay our respects to Elders past and present, and acknowledge that sovereignty has never been ceded.

The authors gratefully acknowledge the volunteer and community members, government entities and aquatic industry agencies that provided feedback via surveys, interviews and focus group sessions.

Government entities

Ambulance Victoria, Department of Environment, Land and Water Planning, Department of Justice and Community Safety, Department of Justice – Emergency Services Infrastructure Authority, Emergency Management Victoria, Emergency Services Telecommunication Authority, Tourism Victoria, Transport Safety Victoria and Water Police.

Agencies

Aquatics and Recreation Victoria, Australian Sailing, Boating Industry Association of Victoria, Kidsafe Victoria, Surfing Victoria and Triathlon Victoria.

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Executive summary

Life Saving Victoria (LSV) is the peak water safety agency in Victoria and was formed in 2002 following the successful merger of The Royal Life Saving Society Australia Victoria Branch (est. 1904) and Surf Life Saving Victoria (est. 1947).

Since the formation of LSV, there have been significant changes across the community, volunteer and government landscapes in Victoria. LSV recognises the need to adapt to these changes, as well as engage, prepare and utilise our volunteer members.

More than **37,000 volunteer** members across **57 Life Saving Clubs** patrol Victorian beaches and provide education and training in lifesaving activities. They are the primary contact between the public and LSV as an organisation. Thus, it is important for LSV to understand the 'what, how and when' of volunteer needs and expectations.

Purpose of the review

To provide a wide-ranging review of LSV's lifesaving capability and resourcing and identify any opportunities for improvement. Whilst the focus is primarily on coastal environments given current service provision, the report also addresses high level gaps and opportunities from an inland waterway perspective. The lifesaving capability and resourcing review (LCARR hereafter), was undertaken by LSV's Risk and Research Services department.

The review addressed three key areas:

A Community and government expectations and opportunities for lifesaving services.

B Volunteer membership engagement and sustainability in lifesaving services.

C Operational challenges and opportunities in lifesaving services.

Aims

The LCARR project aimed to determine:

A1 | Lifesaving services that the community expects LSV to provide, where and when.

A2 | Lifesaving services that the government expects LSV to provide, where and when.

B1 | Demographic characteristics of our volunteer members.

B2 | What our volunteer members want to do, where and when.

B3 | How we attract the people we need, equip them and retain them.

C1 | Any difference between community and government expectations and existing lifesaving service delivery.

C2 | Any opportunities for lifesaving service delivery based on organisational capability and positioning.

Findings

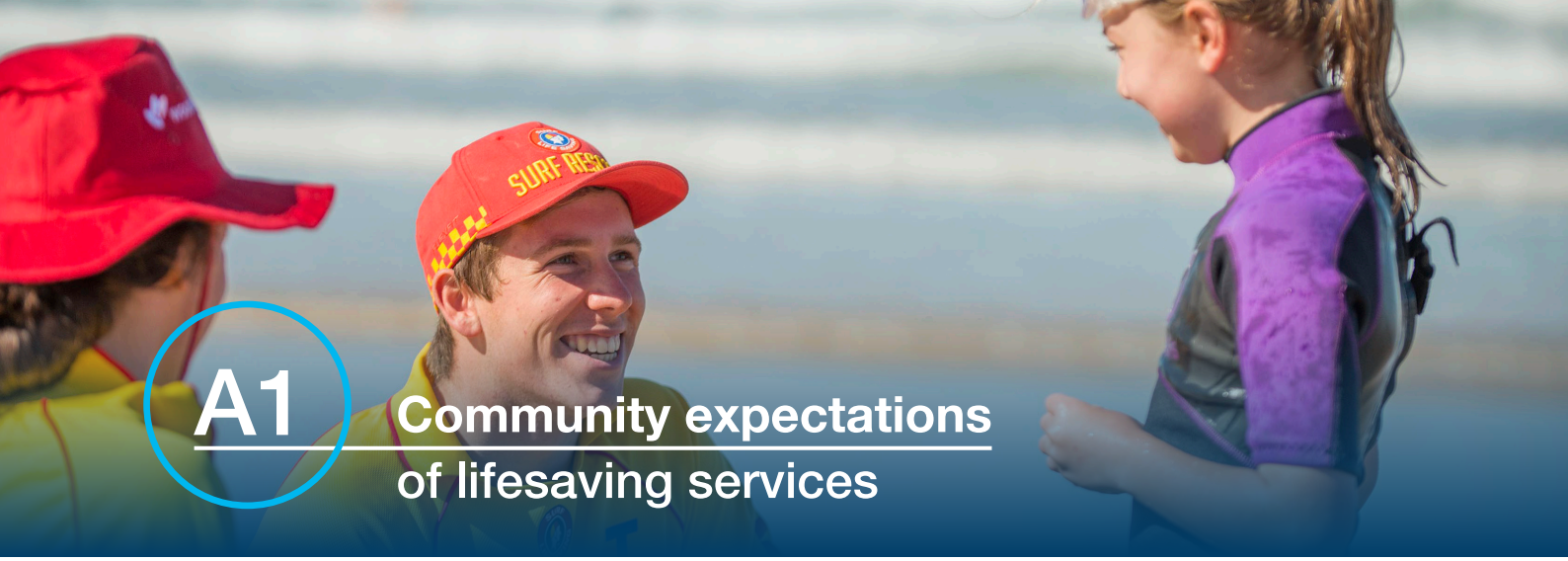
Government representatives, beachgoers and the Victorian public feel safer with lifeguards present and that beaches are important for overall health and wellbeing (average scores out of 10).

8.9 Beachgoers feel safer when there are lifeguards present

8.3 The beach is important for the community to be social and connected

8.5 The beach is a place for the community to be active

7.9 The beach is important for overall health and wellbeing



A1 Community expectations of lifesaving services

A1a | Overall perceptions

- LSV, particularly beach lifesavers, are an **iconic brand**, however, the strength of relationships and awareness varies between different segments of the Victorian community (see Table below).
- LSV is most widely known for its role in **coastal safety**.
- One of the main reasons people choose to visit a beach is because it is **patrolled**; lifesaving services are highly valued for the safety they provide.

	BY VICTORIA'S…				
	Public			Industry	
AWARENESS OF…	Australian-born	CALD*	Aboriginal & Torres Strait Islander	Aquatic industry	Coastal businesses
LSV	HIGH	MEDIUM	MEDIUM	HIGH	HIGH
LSV's role in water safety	HIGH	MEDIUM	LOW	HIGH	HIGH
Role of beach lifeguards	HIGH	HIGH	MEDIUM	HIGH	HIGH
LSV services and programs	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM

*Culturally and Linguistically Diverse communities, defined as people born overseas and/or who speak a language other than English at home.

A1b | Overall expectations

- Increase brand promotion through avenues other than just patrols.
- Focus on increased patrol coverage (geographically) and inland waterway safety.
- Strengthen active engagement between lifeguards/lifesavers and patrons.
- Develop tailored, flexible training and education.
- Strengthen collaboration and advocacy through partnerships – greater collaboration and resource sharing (information, equipment, patrolling members) between clubs and industry.
- Explore feasibility of formal pre- and/or post-season discussion groups or dedicated meetings between agencies, aquatic industry, government and LSV.



A2 Government expectations of lifesaving services

A2a | Overall perceptions

- **Company/organisation classification:** LSV is recognised as an iconic volunteer-based, non-government emergency service and water safety body. However, LSV's linkages with government agencies could be improved, and government would like greater accountability for coordinating activities and tracking spending.
- **Services:** Besides lifesaving operations, water safety services and community education, there is limited awareness of other LSV services, including: training, multicultural services, media and communications, and research.
- **Capability expansion:** Recent upgrades to LSV's capability are being welcomed; in particular, equipping helicopters with winch capability to support the emergency services and offering high quality first aid and cardiopulmonary resuscitation (CPR) training for the community.

A2b | Overall expectations

- **Strong partnerships:** Collaboration, emergency dispatch coordination, and data sharing.
- **Lifesaving services:** Education and training, service expansion, equipment, and club support.
- **Communication:** Inter-agency communication, public water safety messaging, and communication with volunteers.
- **Environment:** Environmental impact, and climate change.
- **Research:** Develop a monitoring, evaluation and reporting framework for lifesaving services.
- **Assurance:** Annual reporting on key assurance measures to ensure seasonal preparedness.





B Member expectations and how LSV can attract the right people, equip them and retain them

B1 | Demographic characteristics of our volunteer members

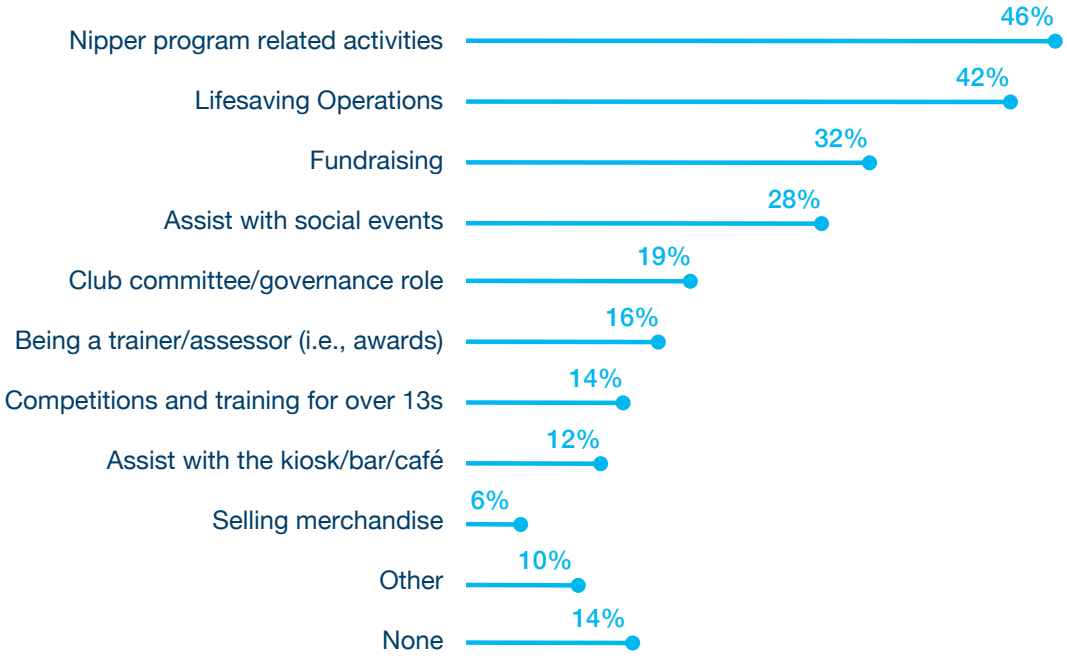
- 37,975 volunteer members (2019/20).
- Members aged 5-14 years and 40-54 years are strongly represented against the Victorian population.
- Members aged 20-34 years and 60+ years are underrepresented against the Victorian population.
- Overall, cultural diversity and people with disability are underrepresented compared to the Victorian population.

Demographic	LSV members 2019/20 (37,975)	Victorian population (5.9 million)	Priority areas for recruitment/retention
Gender	50% female 50% male	51% female 49% male	Ongoing, ensure adequate representation at all levels
Age	36% aged 5-14 years Higher representation of people aged 5-14 and 40-54 years	12% aged 5-14 years Higher representation of people aged 20-34 and 60 years and older	Key focus: retention in 20-34 year age group and recruitment/ retention in 60+ year age group
Aboriginal & Torres Strait Islander	0.2%	0.8%	Requires urgent focus
Disability	<1% have a disability	17% have a disability	Requires urgent focus
Higher education qualification	57%	39%	Requires focus
Work full-time	46%	34%	Requires focus
CALD COMMUNITIES			
Country of birth	90% Australia 10% Overseas	65% Australia 35% Overseas	Requires urgent focus
Speak English at home	99% (97% very well) European languages prominent	68% (55% very well) Chinese, Hindi, Vietnamese prominent	

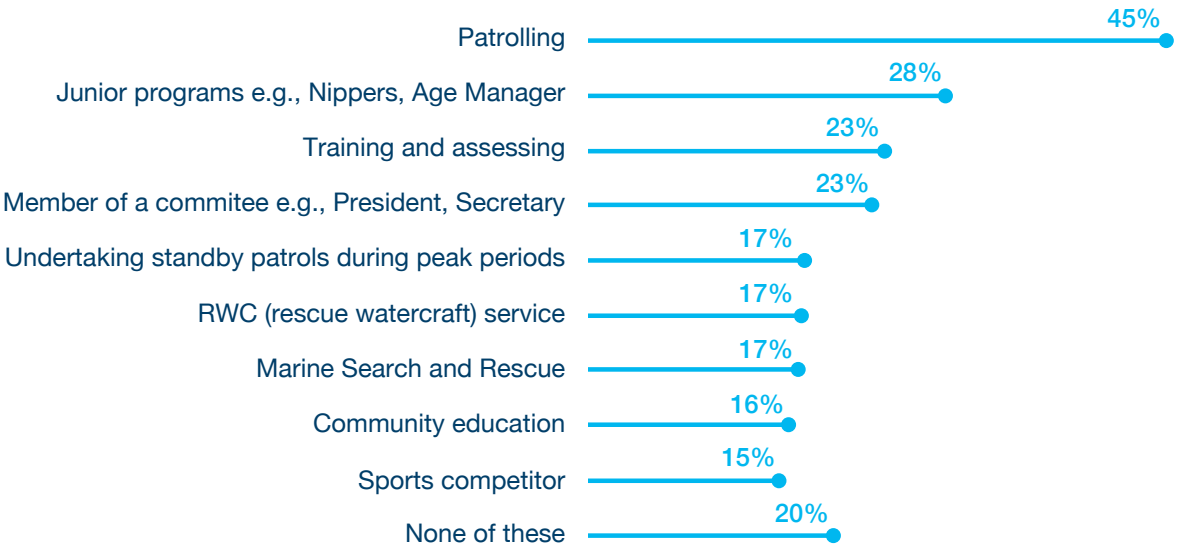
B2 | What our volunteer members want to do, where and when

- Top areas of current involvement: 46% Nippers, 42% Lifesaving Operations.
- 14% do not volunteer for their club, mostly due to other life/family/work priorities (38%).
- Top areas of future interest: 45% patrolling, 28% junior programs.

How our members volunteer for their club



Areas which members are interested in being involved with in the future





B3 | How we attract the people we need, equip them and retain them

Overall member satisfaction with:	4.4 Their life saving club	4.1 Life Saving Victoria

- **Why people engage with lifesaving:** Personal and community wellbeing, and upskilling.
- **Why youth engage with lifesaving:** Fun, meet new people, personal wellbeing, and upskilling.
- **Why people volunteer (age 17+):** Altruism, social benefits, enjoyment, and upskilling.

Attract

Ways to attract members:

- Flexible roles.
- Promote the benefits and opportunities within lifesaving through a life stages/age cohort approach.
- Reduce costs and/or provide incentives.
- Prioritise inclusivity and diversity – all people, all access.
- Youth: All of the above, plus: Promotion in secondary and tertiary environments (Active Training/Sport, Bronze Medallion, etc.); role model/leadership and career pathway development.

Equip

Ways to equip members:

- Flexibility (training, education, roles, patrolling requirements, resource sharing).
- Communication.
- Funding, incentives and recognition.
- Employment pathways.
- Leadership development.
- Youth-specific support: Fun and engaging, mentoring, post-Nippers opportunities.

Retain

Challenges of being a member: 36% nothing, 34% other priorities, 22% time commitment.

Ways to retain members:

- Flexibility and efficiency.
- Reduce fees and increase incentives.
- Culture; foster an open, welcoming environment.
- People; create and promote age-specific benefits and opportunities.
- Youth-specific: Safety and respect, flexibility and engagement, and incentives.



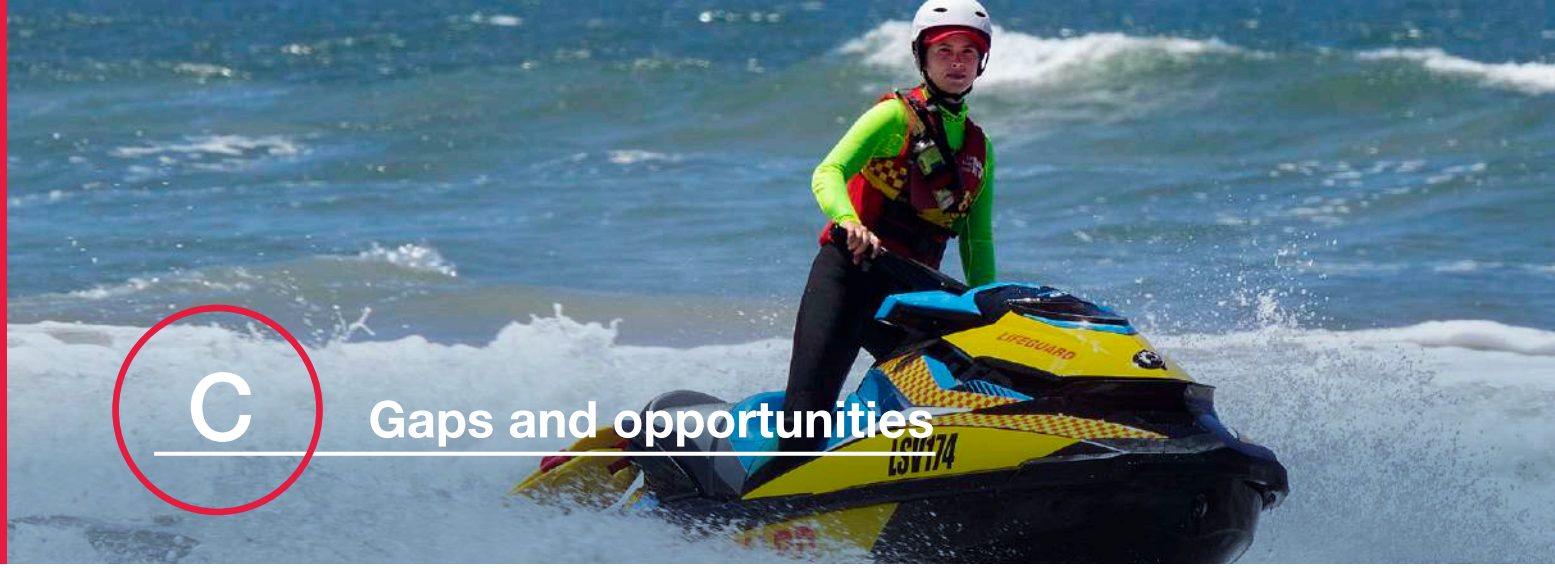
The volunteering landscape

Actions to improve retention and recruitment of volunteers in lifesaving need to be considered within the broader volunteering landscape in Victoria and Australia. An environmental scan of volunteering in Australia helped to frame LCARR, and to identify key factors influencing attraction, recruitment, upskilling and retention of volunteers.

These were compared with findings from the review to determine implications for LSV (see Table below).

Area	Finding	Implications for LSV
1. Volunteers in Australia are…	…mostly over the age of 35. Individuals aged 18-24 years are the least likely to volunteer.	The reduction in volunteering in individuals aged 18-24 years is consistent with LSV's membership and needs to be considered a natural part of attrition. However, retention may be improved through leadership development, focusing on varied pathway opportunities and flexibility in engagement.
2. The decline in young adult volunteers…	…is consistent across volunteering in Australia. Undertaking tertiary education, establishing early careers and starting a family are factors.	This is reflected in the LSV data on membership and patrolling.
3. Volunteering in emergency services…	…ranks below sports and physical recreation, religious and community welfare volunteering.	Promote volunteer opportunities in sports and community welfare. Outline career pathways and greater awareness of value propositions as a result of engaging in lifesaving.
4. LSV's patrolling members…	…feel a sense of community and view their role as potentially assisting in a transition into employment in emergency services.	Promote the sense of community, employment pathways and social aspects of lifesaving.
5. Volunteers in Australia prefer…	…diverse and short-term episodic roles rather than long-term singular roles.	This may be impacting length of membership/volunteering and types of activities LSV members engage in.
6. Digital and virtual volunteering…	…is increasingly popular rather than face to face, physical volunteering.	Continue to move processes online and create new volunteer roles that are adjuncts to in-person, on-site roles.





C Gaps and opportunities

Patrol timing expectations and potential opportunities for expansion

Taking into account the drowning statistics as well as community and government expectations, priority areas for the potential to expand service provision, where resources allow, is provided in the table below.

Time	Day	Community expectations (%)	Government expectations (%)	Member expectations: Peak season^ (%)	Member expectations: Shoulder season† (%)	Current service provision*	Priority for expansion**
Before 11am	Weekdays	29%	18%	91%	30%	Not currently provided	Not currently required
	Weekends	45%	36%	91%	47%	Provided at select locations*	Expand provision during peak season to 10am
11am-5pm	Weekdays	53%	64%	87%	47%	Provided at select locations*	Expand provision during peak season and on hot days
	Weekends	75%	91%	85%	83%	Provided	N/A
After 5pm	Weekdays	33%	91%	89%	28%	Provided at select locations*	Expand provision during peak season and on hot days
	Weekends	42%	91%	91%	32%	Provided at select locations*	Expand provision during peak season and on hot days

^Peak season: Boxing Day to Australia Day. †Shoulder season: before Boxing Day and after Australia Day.
*Select clubs/lifeguard services run patrols earlier, starting at 10am or extend later finishing at 6pm or 7pm in peak summer holiday periods.
**Taking into account community government and member expectations as well as beachgoer visitations and drowning and rescue data.

The following list indicates potential priority coastal locations for service provision/expansion based on overall beach hazard rating, beachgoer density, previous drowning incidents and input from members, the community and government. Further work is required to determine the suitability of any additional service and subsequent ideal type of service if appropriate.

Surf Coast beaches (Urquhart Bluff/Urquhart Bluff South, Fishermans, Point Roadknight)

Geelong beaches (Collendina)

Port Phillip bay beaches (Parkdale, Green Point Brighton, Middle Park, St Kilda)

Mornington Peninsula beaches (Rye, Rye Ocean, Safety)

Bass Coast beaches (Phillip Island)

South and East Gippsland beaches (Venus Bay No.2-5, Lake Tyers, Eastern, Lakes Entrance, Shelly)

Warrnambool beaches (Stingray Bay, 'The Flume', and west of the Warrnambool SLSC)

Potential opportunities for expansion to inland waterways

An analysis of inland visitation compared with drowning incidents highlights the potential for service/surveillance in inland waterways.

The highest proportion of drowning deaths are recorded to occur in waterways in Melbourne, such as the Yarra River and Maribyrnong River. The table below highlights areas for priority review, including Greater Melbourne, Hume and Latrobe-Gippsland regions.

Inland regions visited for aquatic recreation compared to drownings in the region and priority level for review:

Region	Percentage visitation (%)	Percentage drownings (%)	Priority level
Greater Melbourne Region (e.g., Maribyrnong River, Yarra River, Patterson Lakes)	21%	41%	HIGH
Hume Region (e.g., Eildon, Bonnie Doon, Lake Nagambie)	9%	16%	
Latrobe-Gippsland Region (e.g., Lakes Entrance, Paynesville)	7%	10%	
North West Region (e.g., Mildura, Swan Hill)	9%	7%	
Shepparton Region (e.g., Goulburn River, Waranga Basin, Yarrawonga)	9%	7%	
Ballarat Region (e.g., Lake Wendouree, Lake Burrumbeet)	7%	5%	
Bendigo Region (e.g., Lake Eppalock, Lake Boort)	4%	5%	
Warrnambool and South West Region (e.g., Lake Colac, Hopkins River)	1%	5%	
Geelong Region (e.g., Barwon River)	9%	2%	
Mornington Peninsula Region (e.g., Balcombe Creek)	6%	1%	
Other	19%	0%	
TOTAL	**100%**	**100%**	LOW



Lifesaving in one word...



Background

Life Saving Victoria (LSV) is the peak water safety agency in Victoria and was formed following the successful merger in 2002 of The Royal Life Saving Society Australia Victoria Branch (est. 1904) and Surf Life Saving Victoria (est. 1947).

Since the formation of LSV, there have been significant changes across the community, volunteer and government landscapes in Victoria. LSV recognises the need to adapt to these changes, as well as engage, prepare and utilise our volunteer members.

More than 37,000 volunteer members across 57 Life Saving Clubs patrol Victorian beaches and provide education and training in lifesaving activities. They are the primary contact between the public and LSV as an organisation. Hence, it is important for LSV to understand the 'what, how and when' of volunteer needs and expectations.

Purpose of the review

To provide a wide-ranging review of LSV's lifesaving capability and resourcing and identify any opportunities for improvement. The lifesaving capability and resourcing review (LCARR hereafter), was undertaken by LSV's Risk and Research Services department.

The review addressed three key areas:

- **A** Community and government expectations and opportunities for lifesaving services.
- **B** Volunteer membership engagement and sustainability in lifesaving services.
- **C** Operational challenges and opportunities in lifesaving services.

Aims

The LCARR project aimed to determine:

A1 | Lifesaving services that the community expects LSV to provide, where and when.

A2 | Lifesaving services that the government expects LSV to provide, where and when.

B1 | Demographic characteristics of our volunteer members.

B2 | What our volunteer members want to do, where and when.

B3 | How we attract the people we need, equip them and retain them.

C1 | Any difference between community and government expectations and existing lifesaving service delivery.

C2 | Any opportunities for lifesaving service delivery based on organisational capability and positioning.







The volunteering landscape

An environmental scan of volunteering in Australia helped frame LCARR. Key factors influencing lifesaving sector attraction, recruitment, upskilling and retention of volunteers were identified and are summarised below.

Key characteristics of volunteering in Australia and within the emergency services:

Area	Finding
1. Volunteers in Australia are…	…mostly over the age of 35. Individuals aged 18-24 years of age are the least likely to volunteer.
2. The decline in young adult volunteers…	…is consistent across volunteering in Australia. Undertaking tertiary education, establishing early careers and starting a family are factors.
3. Volunteering in emergency services…	…ranks below sports and physical recreation, religious and community welfare volunteering.
4. LSV's patrolling members…	…feel a sense of community and view their role as potentially assisting in a transition into employment in Emergency Services.
5. Volunteers in Australia prefer…	…diverse and short-term episodic roles rather than long-term singular roles.
6. Digital and virtual volunteering…	…is increasingly popular rather than face to face, physical volunteering.





Community expectations of lifesaving services

Section A1 Objective: To determine the lifesaving services that the community expects LSV to provide, as well as where and when.

This section describes the broader Victorian community's perceptions of LSV and the lifesaving services they expect LSV to provide. The community is divided into two groups: the public and industry.

Across most sections of the community, LSV is viewed as an iconic brand and is highly valued for its lifeguard service, safety provision, financial and social benefits, and coordinated approach across water safety. It is important for LSV to continue actively engaging and collaborating with communities that currently are not being targeted as effectively.

Community perceptions of lifesaving services

Awareness of lifesaving services

The level of awareness of LSV and its related activities varies among different segments of the community. Community awareness ranged from low to high; LSV should increase engagement efforts with Victoria's Culturally and Linguistically Diverse (CALD) communities and Aboriginal and Torres Strait Islander communities.

	BY VICTORIA'S…				
	Public			Industry	
AWARENESS OF…	Australian-born	CALD*	Aboriginal & Torres Strait Islander	Aquatic industry	Coastal businesses
LSV	HIGH	MEDIUM	MEDIUM	HIGH	HIGH
LSV's role in water safety	HIGH	MEDIUM	LOW	HIGH	HIGH
Role of beach lifeguards	HIGH	HIGH	MEDIUM	HIGH	HIGH
LSV services and programs	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM

*Culturally and Linguistically Diverse communities, defined as people born overseas and/or who speak a language other than English at home.

Public perceptions of lifesaving services

A community survey was conducted on 712 adult Victorian residents, and asked them to rate their level of awareness of LSV and its services out of 5 (a score of 5 indicated high awareness):

3.5	3.2	3.2	2.9	2.7
Role of beach lifeguards	Life Saving Victoria	Role of Life Saving Victoria in ensuring water safety	Services provided by Life Saving Victoria	Lifesaving related programs such as Nippers

The community survey also identified that:

- Victorians positively regard lifesaving services and highly value lifeguards' contribution to public safety.
- Families have a significantly higher awareness of LSV and lifesaving programs and are more likely to spend money at local businesses when they visit the beach than single people.
- While rescues and injury prevention activities are the lifeguards' most important roles, they also have the capability to actively reinforce water safety messages with the public.

CALD communities

People born overseas and who speak a language other than English at home have a slightly lower awareness of LSV and LSV's services, including lifesaving services and water safety programs.

Aboriginal and Torres Strait Islander communities

Although Aboriginal and Torres Strait Islander communities are aware of LSV as an organisation, there is currently minimal awareness of, interest in, and interaction with life saving clubs and LSV services and programs, compared with other sports.



Industry perceptions of lifesaving services

Aquatic industry

Eight representatives of six key water safety agencies identified the following themes among industry:

- Water safety is clearly a very high priority.
- There is strong awareness of LSV, particularly its coastal lifesaving services and role in drowning prevention advocacy, education and research.
- The professional development opportunities, training, and education provided by LSV are highly valued.

Coastal businesses

Local and regional businesses in coastal areas benefit from beach visitors, with Victorian studies showing that:

- A vast cross-section of people choose to visit a beach because it is patrolled.
- 9/10 people feel safer when lifeguards are present.
- 7/10 people feel the presence of lifeguards is 'highly important', particularly parents/guardians of young children and those aged 65 years and over.[1]

Interviews with 69 local businesses along Victoria's Surf Coast[2] (including local council, traders, accommodation providers, local tourism and traders' associations and life saving clubs) identified that businesses:

- Are highly aware of LSV's coastal safety presence through lifesaving services.
- Are aware and aligned with, LSV's mission to prevent aquatic death and injury. Further, in their position as potential safety advocates, they are willing to promote water safety materials through their business.
- Recognise the economic benefits of local lifesaving services as they funnel visitors to safe beaches.

1] Life Saving Victoria. (2020). *The economic and social benefits of the Victorian Lifeguard Service*. Life Saving Victoria: Melbourne.

2] StratHouse. (2018). *Surf Coast Blackspot Project – Victorian Information on Safety Initiative for Tourists (VISIT).* Life Saving Victoria: Melbourne.



Community expectations of lifesaving services

Across all areas of the community, expectations of LSV are to: provide patrol service coverage and inland waterway safety; deliver tailored, flexible training and education; and foster strong partnerships for collaboration and advocacy.

Public expectations of lifesaving services

Generally, the public perceives the lifesaving services provided by LSV as adequate, and that LSV already provides the water safety services they deem most important, that being:

- First aid and emergency care (85%).
- Water rescue (85%).
- Information to assist beach visitors (74%).

The most frequently mentioned services that the public would like to see improve are:

- Public education and training (17%).
- Advice and information to assist beachgoers (16%).
- Public water safety information (15%).
- Community engagement (14%).

CALD communities

LSV's Multicultural Department has a long and successful history of engagement with Victoria's CALD communities. Since 2007, over 150,000 multicultural participants have been involved in programs that provide fundamental water safety messages and education. These programs provide pathways to training, volunteering and employment.

Three in five CALD respondents 'never' or 'sometimes' see lifesaving patrols when they visit the beach. With lower awareness among this group, in addition to the improvements outlined above, they would like to see:

- More lifesavers patrolling more waterways,
- Greater public awareness and education,
- Local information in other languages,
- Lifesavers actively engaging with the community and
- Innovations (e.g., drone technology to spot rips, sharks, and distressed swimmers).

Aboriginal and Torres Strait Islander communities

Aboriginal and Torres Strait Islander peoples tend to have high cultural affinity with and/or exposure to open water but may lack the necessary knowledge and awareness to keep themselves and others safe, largely due to the absence of appropriate and flexible education and training opportunities.[3]

Limited engagement with LSV, including within LSV membership, signals a need to identify why lifesaving lacks appeal/opportunities for participation by Aboriginal and Torres Strait Islander peoples. Just 0.2% of LSV members identify as Aboriginal and/or Torres Strait Islander (compared to 0.8% of Victorians).

To foster stronger connections, LSV should connect with Aboriginal and Torres Strait Islander groups state-wide, to create appropriate, self-determined water safety, lifesaving and aquatic engagement, training and employment pathways.

3] Willcox-Pidgeon, S. M., Franklin, R. C., Leggat, P. A., & Devine, S. (2020). Identifying a gap in drowning prevention: high-risk populations. *Injury Prevention,* 26, 279-288.

Industry expectations of lifesaving services

Aquatic industry

The aquatic industry would like to see:

- Greater inland waterway safety and surveillance, and general expansion of patrol services (all waterways).
- More flexibility with training and award requalification, such as: assessment location variety and appropriateness; increasing online/blended delivery; reducing costs; and simplifying administrative processes.
- Greater collaboration and resource sharing between relevant agencies and life saving clubs as community hubs.
- Increased community-led water safety advocacy and awareness specific to multicultural groups and recreational activities, such as boating and rock fishing.

Coastal businesses

As one of Australia's most popular coastal tourist destinations, businesses within Victoria's Surf Coast provide a leading example of localised drowning prevention advocacy, which can be used as a template for regions in need of stronger connections with lifesaving and water safety.

There are opportunities for LSV to collaborate with local businesses to communicate beach safety messages to visitors, including through tourism and trader's associations, multicultural groups, local government, websites, social media, QR codes, and onsite information.

Patrol expectations

Survey responses from the public indicated they feel the most important time for lifesaving patrols on beaches is on weekends between 11am and 5pm: this is currently being met. Some members of the public indicated they would also like to see lifesaving patrols on weekends before 11am and weekdays after 5pm. The proportion of survey respondents who felt specific patrol times should occur is outlined in the following table.

Time	Day	Community expectations (% survey respondents)	Current service provision
Before 11am	Weekdays	29%	Not currently provided
	Weekends	45%	Provided at select locations*
11am-5pm	Weekdays	53%	Provided at select locations*
	Weekends	75%	Provided
After 5pm	Weekdays	33%	Provided at select locations*
	Weekends	42%	Provided at select locations*

*Select clubs/lifeguard services run patrols earlier, starting at 10am or extend later finishing at 6pm or 7pm in peak summer holiday periods.

The community also stated that patrols in peak periods would be valuable in additional areas, including popular stretches of these locations:

- Surf Coast beaches
- Port Melbourne to Brighton beach
- Mordialloc beach
- Mornington Peninsula beaches, particularly ocean beaches
- Phillip Island/ Bass Coast beaches



Government expectations of lifesaving services

Section A2 Objective: Lifesaving services that the government expects LSV to provide, where and when.

This section reviews Victorian Government expectations of lifesaving services. This is supported by expectations provided by a sample of local government representatives and coastal land managers regarding the paid lifeguard service.

State and local government representatives and land managers highly regard the services delivered by LSV and particularly value the lifesavers and lifeguards that provide supervision and support during emergency situations. State government representatives would like stronger, clearer linkages with LSV, and improved inter-agency communication and accountability.

Government perceptions of lifesaving services

Government recognises LSV's unique position as an iconic volunteer-based emergency service and reputable water safety organisation. LSV's strong, diverse volunteer base provides a crucial community service, and complements Emergency Management Victoria's (EMV) Community Resilience Framework. Government awareness of LSV's lifesaving operations, water safety services and community education is greater than for LSV's training, multicultural, media and communications and research services.

There are mixed views on LSV's position as a non-government volunteer organisation. Unlike other legislated volunteer Emergency Management agencies (e.g., Victoria SES and CFA), LSV is independent and has the flexibility to obtain funding through government grants, crowdsourcing and competitive innovation funds. However, representatives interviewed felt that this independence may impede LSV's linkages with government agencies.

Recent upgrades to LSV's capability are being welcomed; in particular, equipping helicopters with winch capability to support the emergency services, and offering high quality, flexible first aid and CPR training for the community.

Polling of government representatives (on a 0-10 scale where 10 indicates strongly agree) indicated they believe:

- **9.4** The beach is important for overall health and well being
- The beach is important for the community to be social and connected **9.2**
- **9.1** The beach is a place for the community to be active
- Beach goers feel safe knowing that lifeguards are present **8.9**

Financial benefits of the paid lifeguard service

The estimated value of coastal safety and lifesaving services per year in Australia is $6.1 Billion.[4]

The total economic value of lifeguard services in Victoria is estimated at **$2.6 million** per lifeguard site, per year.[5]

Three-quarters of beachgoers spend money during their visit to Victorian beaches, with an average spend of **$62.00** at local businesses.[5]

Local government and land manager insights on the paid lifeguard service

Perceptions

Water safety is generally a key priority among coastal councils, who highly value the paid lifeguard service for beachgoer safety, drowning and injury prevention, education and health and social benefits.

Coastal councils acknowledge the additional benefits of the lifeguard service to local businesses, as it attracts visitors to beaches.

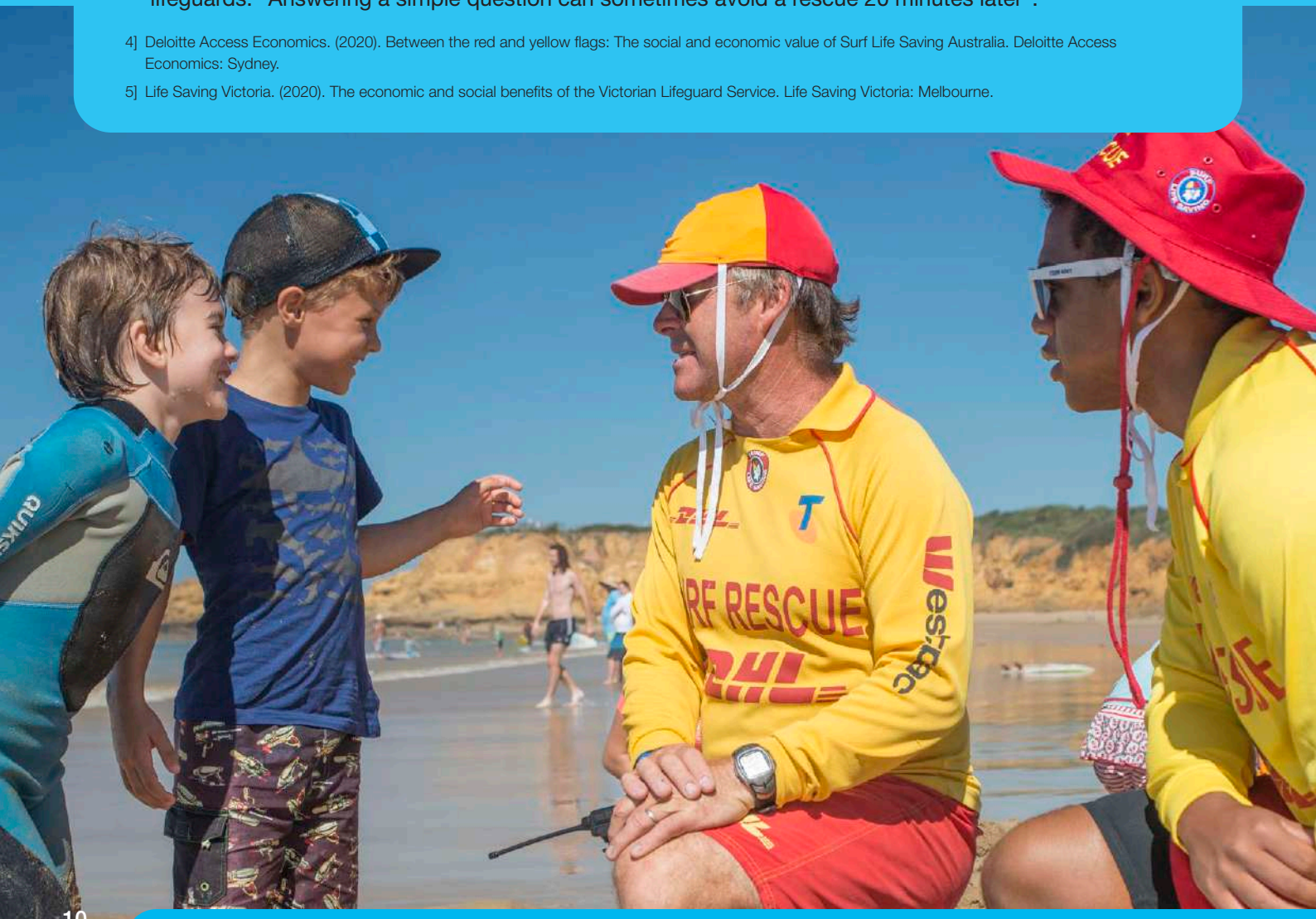
Councils trust LSV to deliver a professional and competent service: “[It] takes some of the risk out of it by being centrally organised through LSV”.

Council and land manager expectations

- Extend patrol service hours, particularly during peak season and weekends.
- Improve onsite education and promotion of the service to create open dialogue between beachgoers and lifeguards. “Answering a simple question can sometimes avoid a rescue 20 minutes later”.

4] Deloitte Access Economics. (2020). Between the red and yellow flags: The social and economic value of Surf Life Saving Australia. Deloitte Access Economics: Sydney.

5] Life Saving Victoria. (2020). The economic and social benefits of the Victorian Lifeguard Service. Life Saving Victoria: Melbourne.



Government expectations of lifesaving services

1. Strong partnerships

1.1

COLLABORATION

Strengthen links with government to improve advocacy and advisory capability (e.g., Victorian Water Safety Strategy); align water safety messaging; and streamline emergency response.

1.2

EMERGENCY DISPATCH COORDINATION

Improve emergency response coordination by communicating available services and resources. Refer to government (e.g., Water Police, Ambulance Victoria [AV]) line of command when multiple agencies are involved and in high-risk emergencies.

1.3

DATA SHARING

Communicate relevant data from LSV patrol locations to agencies (e.g., local or emerging hazards, observations of waterway users and craft, incident data, and emergency response capability). Share data to identify and respond to correlations between injury or drowning incidents and agency data (e.g., zoning, boating, and fishing regulations).

2. Lifesaving services

2.1

EDUCATION AND TRAINING

Train more volunteers and paid lifeguards. Promote quality community first aid training.

2.2

SERVICE EXPANSION

Provide satellite/roving/on-demand lifeguard services at popular unpatrolled beaches and inland waterways and extend patrol services into evenings on hot days.

2.3

EQUIPMENT

Expand drone and helicopter capabilities for offshore monitoring. Partner with AV to assist with on beach emergency callouts, and to engage with jet ski operators to carry CPR kits.

2.4

CLUB SUPPORT

Increase support for clubs negotiating building refurbishment/upgrade processes; and address building loopholes (e.g., old/void agreements).

3. Communication

3.1

INTER-AGENCY COMMUNICATION

Formalise and streamline communication avenues regarding operational/club issues and to advise of LSV staff changes. Conduct pre- and/or post-season information sharing sessions with relevant agencies.

3.2

PUBLIC SAFETY MESSAGING

Support government, industry, businesses, and other groups, to promote consistent onsite water safety measures (e.g., interpretative services at locations popular with CALD communities, and road safety signage approaching high risk locations conveying safe and/or patrolled swimming locations). Explore partnerships for advocating water safety (e.g., bottle shops in coastal regions and fishing/rock fishing workshop providers).

3.3

COMMUNICATION WITH VOLUNTEERS

Periodically communicate LSV's Standard Operating Procedures (SOPs) to ensure lifesavers/lifeguards are aware of responsibilities and processes. Disseminate information regarding current boating and PWC (personal watercraft or jet ski) regulations to members who operate such watercraft.

4. Environment

4.1

ENVIRONMENTAL IMPACT

Life saving clubs have a significant impact on the environment, particularly those located on sand dunes (key habitat, highly sensitive, prone to erosion), and require a sustained commitment to good environmental practice. Review and address the environmental impact of life saving clubs, including: club resource use, coastal zone degradation (especially erosion), litter, and parking.

4.2

CLIMATE CHANGE

Explore opportunities to expand and adapt lifesaving services, resources and advocacy across climate change-occurrences, e.g., heat health, disaster management, flooding and swift water rescues.

5. Monitoring, evaluation and reporting (MER) and research

5.1

MONITORING, EVALUATION AND REPORTING (MER)

MER frameworks are fundamental to government activities and would benefit LSV to measure the efficiency and effectiveness of their management strategies in a similar way. A MER framework for lifesaving services would be significant.

5.2

RESEARCH

Government has limited knowledge of LSV's risk and research services and activities. Promote this capability to facilitate collaboration with government agencies when applicable (see expectation 1.3). Additional research areas of concern include: CALD communities (e.g., fatal and non-fatal drowning and targeted water safety messaging) and bystander rescue (e.g., a portal for the public to report rescues, including rescues by surfers at high-risk beaches).

Patrol expectations

The government representatives feel the most important time for lifeguards to be patrolling beaches throughout the season (peak and shoulder) is weekends between 11am and 5pm, which is currently being met.

In peak season, they would like lifesaving patrols on weekends and weekdays after 5pm in hot conditions when beaches are predicted to be very busy.

Government suggestions on how to manage this increased demand for lifesaving services beyond traditional patrol hours (acknowledging resourcing considerations) include:

- Flexibility to extend or adapt patrols depending on weather, holidays and events. Once certain levels are expected to be met in terms of weather and number of beach users, this could trigger a level of service extension. “A beach rating could be used to pick the days that paid lifeguards attend more beaches outside of weekend volunteers.”
- Fewer lifesavers/lifeguards per patrol to enable extended services. “Have less lifeguards per shift but spread the beach presence out over a greater period of time”.

The proportion of government representatives who feel patrols should occur at specific times during peak season is outlined in the following table.

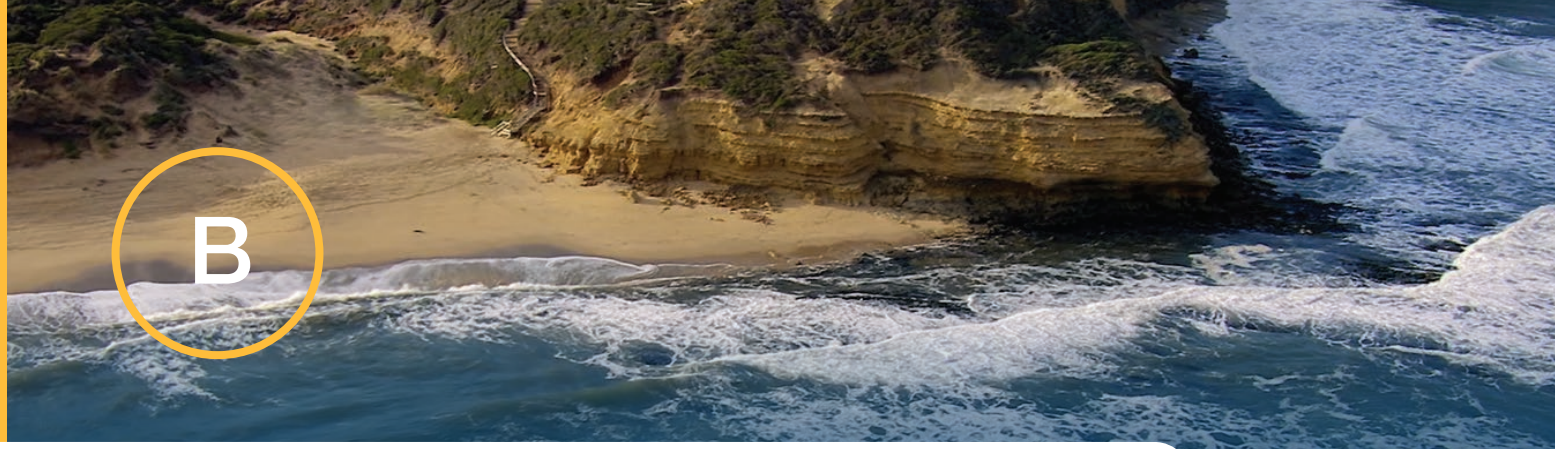
Time	Day	Community expectations (% survey respondents)	Current service provision*
Before 11am	Weekdays	18%	Not currently provided
	Weekends	36%	Provided at select locations*
11am-5pm	Weekdays	64%	Provided at select locations*
	Weekends	91%	Provided
After 5pm	Weekdays	91%	Provided at select locations*
	Weekends	91%	Provided at select locations*

*Select clubs/lifeguard services run patrols earlier, starting at 10am or extend later finishing at 6pm or 7pm in peak summer holiday periods.

The government representatives also stated that satellite or roving patrols in peak periods, and based on beach goer density, would be valuable in additional areas, including popular stretches of these locations:

- Surf Coast beaches
- Port Melbourne to Brighton beach
- Mordialloc beach
- Mornington Peninsula beaches, particularly ocean beaches
- Phillip Island/ Bass Coast beaches


"LSV manages their volunteer structure really well, in a high-risk environment. And I think there's opportunities for other organisations to learn about best-practice for dealing with volunteers."
State government representative



B

Life Saving Victoria's volunteer members

37,975
volunteer members in 2019/20

Section B Objectives:

B1 Demographic characteristics of our volunteer members.

B2 What our volunteer members want to do, where and when.

B3 How we attract the people we need, equip them and retain them.

This section describes LSV's volunteer membership, including:

- A comparison of member demographics with the wider Victorian population.
- A summary of what volunteer members want to do, where and when, and how LSV can better attract, equip and retain members.

Overview

Overall, LSV's volunteer members are satisfied with their club (4.4/5) and LSV (4.1/5). Most (86%) respondents actively volunteer for their club.

The member population demographics reflect Victoria in some, but not all areas. The membership feels that to ensure we attract and retain a range of members who possess the skills we need, and who represent all Victorians, LSV must:

- Create a larger base of lifesavers.
- Engage with all communities and promote the benefits of lifesaving (e.g., community engagement, lifesaving skills, fun and social environment).
- Streamline training, education and administration.
- Foster an inclusive, family-friendly environment.
- Respond to changing patrol needs with flexibility.

Sustained, positive engagement will continue to promote the iconic Australian lifesaving movement.

A profile of membership by club, including demographic and social-economic characteristics as well as survey responses is provided in Appendix I.

B1 | Demographic characteristics of our volunteer members

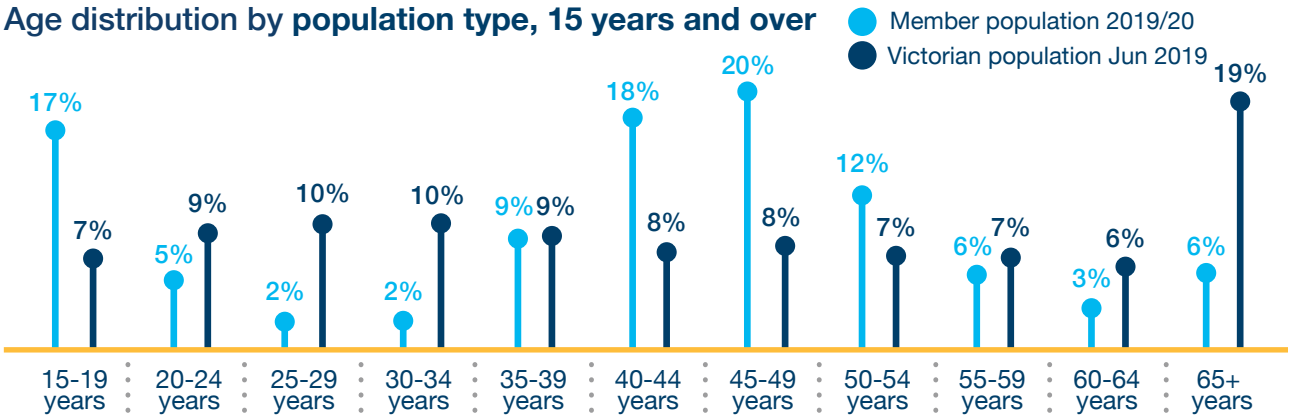
LSV membership compared with the Victorian population

In the 2019/20 season, 37,975 people were volunteer members with LSV. Our membership is balanced in terms of gender and very well represented by people aged between 5-14 and 40-54. Compared to the Victorian population[6], our membership is lacking in members who are:

- Aged between 20-34 and 60 years and older.
- Born overseas or identify as Aboriginal and/or Torres Strait Islander.
- Have a disability.

It is important to note there was a high proportion of missing data from Surfguard for country of birth, Aboriginal and/or Torres Strait Islander identity, and disability, which may affect the results.

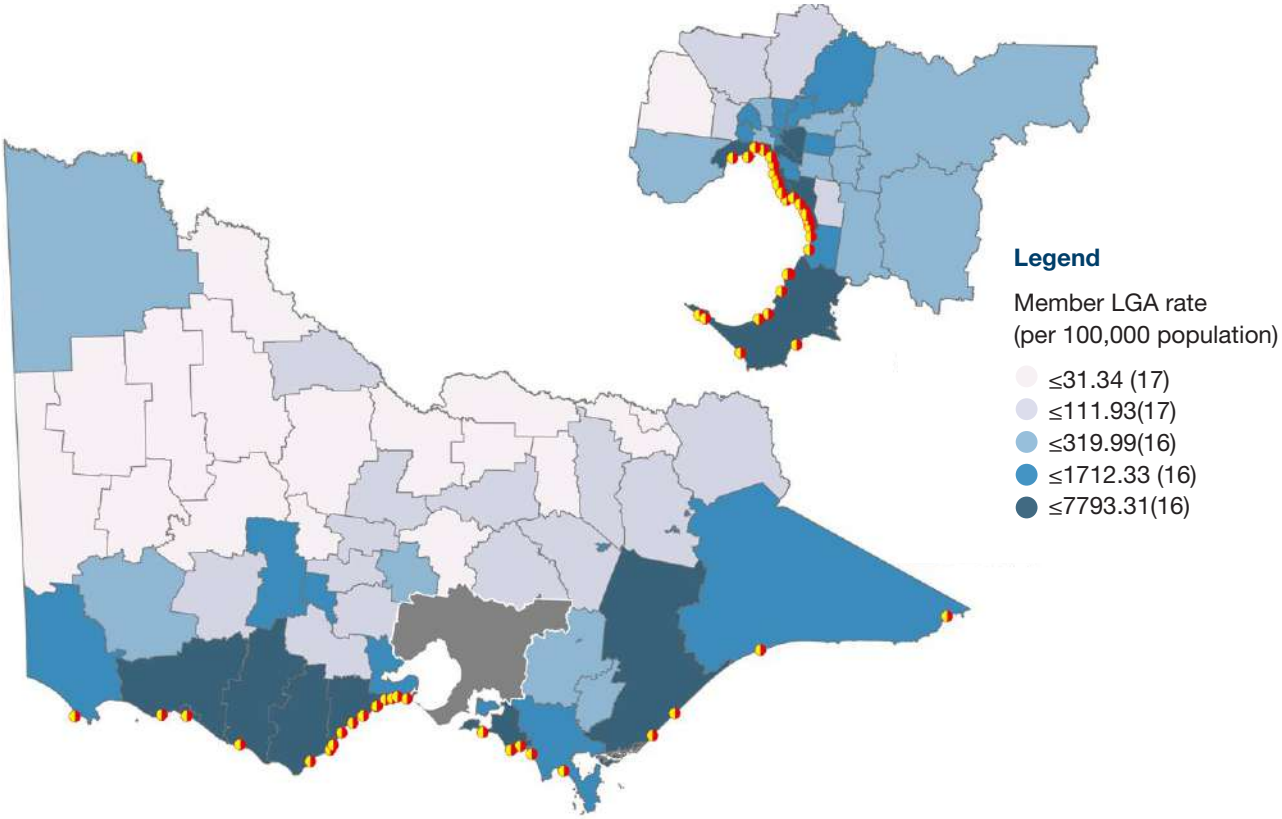
Age distribution by **population type, 15 years and over**



Demographic	LSV members 2019/20 (37,975)	Victorian population (5.9 million)[7]	Priority areas for recruitment/retention
Gender	50% female 50% male	51% female 49% male	Ongoing, ensure adequate representation at all levels
Age	36% aged 5-14 years Higher representation of people aged 5-14 and 40-54 years.	12% aged 5-14 years Higher representation of people aged 20-34 and 60 years and older	Key focus: retention in 20-34 year age group and recruitment/ retention in 60+ year age group
Aboriginal & Torres Strait Islander	0.2%	0.8%	Requires urgent focus
Disability	<1% have a disability	17% have a disability	Requires urgent focus
Higher education qualification	57%	39%	Requires focus
Work full-time	46%	34%	Requires focus
CALD COMMUNITIES			
Country of birth	90% Australia 10% Overseas	65% Australia 35% Overseas	Requires urgent focus
Speak English at home	99% (97% very well) European languages prominent	68% (55% very well) Chinese, Hindi, Vietnamese prominent	

6] Australian Bureau of Statistics. (2019). Australian Demographic Statistics, Table 52, Jun 2019 Estimated resident population by single year of age, Victoria. Australian Bureau of Statistics: Canberra.

7] Australian Bureau of Statistics. (2016). 2016 Census QuickStats. Retrieved from: quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/2?opendocument



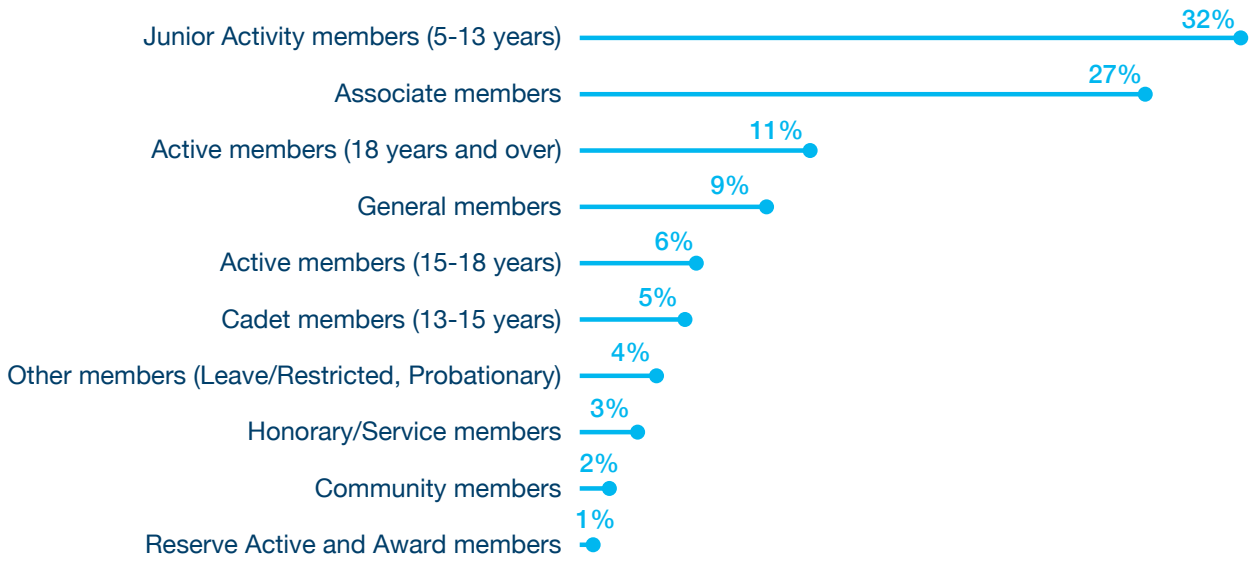
Distribution of LSV membership place of residence per 100,000 population.

Almost half (46%) of LSV's 57 life saving clubs have members that reside in a Local Government Area (LGA) that is on average a return trip of over 50km to the club. This is considered more than a typical day trip.[8] This highlights that there a large proportion of members who are not local to their club's LGA. Clubs whose members travel on average more than 100km include: Waratah Beach (149km), Venus Bay (145km), Wye River (140km), Kennett River (137km), Lorne (125km), Apollo Bay (120km), Inverloch (115km), Fairhaven (112km) and Woodside (101km).

Membership profiles

Associate members make up 38% of the member population, followed by adult Active members (16%) and General members (13%). Refer to Appendix II for membership definitions.

Membership categories 2019/20



8] Tourism Research Australia (2020). Domestic Tourism Statistics. Retrieved from: https://www.tra.gov.au/Archive-TRA-Old-site/Research/Domestic-tourism-by-Australians/Domestic-tourism-statistics/domestic-tourism-statistics

The following profiles provide a current snapshot of the different characteristics of a typical member within each membership type.

Junior Activity Members
…(5-13 years) a female or male aged 9 years

- 2 years of membership
- **12,212 Members**
  (32% of total members)



Cadet Members (13-15 years)
…a female or male aged 15 years

- 7 years of membership
- **2,012 Members**
  (5% of total members)



Active Members (15-18 years)
…a female or male aged 17 years



- **8 years of membership**
- Typical role: patrolling
- Also has a casual job
- Joined lifesaving…for fun, to gain experience
- Biggest challenge…other life/family/work priorities
- **Interested in…patrolling (including paid lifeguard)**
- **2,110 Active Members**
  (6% of total members)

Active Members (18 years and over)
…a male aged 40 years

- **7 years of membership**
- Typical role: patrolling/running Nippers activities
- Also works full time
- Joined lifesaving…to help others/the community, to be active
- Biggest challenge… other life/family/work priorities
- **Interested in… patrolling (including paid lifeguard), Junior programs**
- **4,285 Active Members**
  (11% of total members)



Reserve Active and Award Members
…a male aged 47 years



- **9 years of membership**
- Typical role: patrolling/Activities associated with Nippers program
- Also works full time
- Joined lifesaving…to help others/the community, for personal health and wellbeing
- Biggest challenge…other life/family/work priorities
- **Interested in…patrolling, standby patrols during peak periods**
- **290 Members**
  (1% of total members)

Associate Members
…a female aged 46 years



- **3 years of membership**
- Typical role: Activities associated with Nippers program, fundraising
- Also works full time
- Joined lifesaving… to help others/the community, to assist activities in which their children participate
- Biggest challenge…other life/family/work priorities
- **Interested in… junior programs e.g., Nippers, Age Manager**
- **10,438 Members**
  (27% of total members)

General Members
… a female aged 44 years



- **3 years of membership**
- Typical role: Activities associated with Nippers program, fundraising
- Also works full time
- Joined lifesaving… to help others/the community, to assist activities in which their children participate
- Biggest challenge…other life/family/work priorities
- **Interested in… junior programs e.g., Nippers, Age Manager**
- **3,465 Members**
  (9% of total members)

Honorary/Service Members
…a male aged 62 years



- **25 years of membership**
- Typical role: patrolling, fundraising
- Also works full time
- Joined lifesaving… to help others/the community, personal satisfaction
- Biggest challenge…other life/family/work priorities, conflict within in the club
- **Interested in…patrolling, being a committee member**
- **1,102 Members**
  (3% of total members)

B2 | What our voluteer members want to do, where and when

2,162
Past and present member responses aged 17+

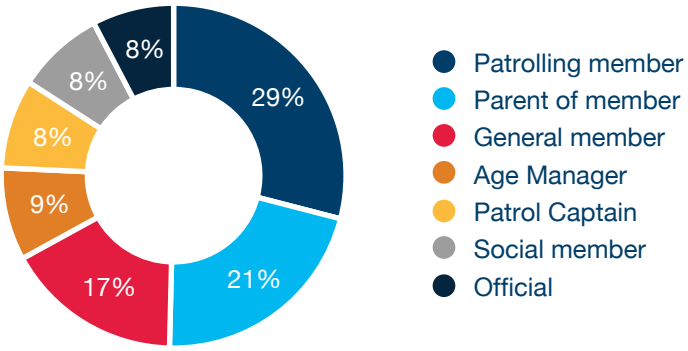
Member survey summary

Results in this section are somewhat skewed toward older members, as two-thirds of survey respondents were aged 45 years and above, which compares with 51% of adult members aged 45 years and above. Youth feedback is presented separately, given their unique circumstances and perspectives.

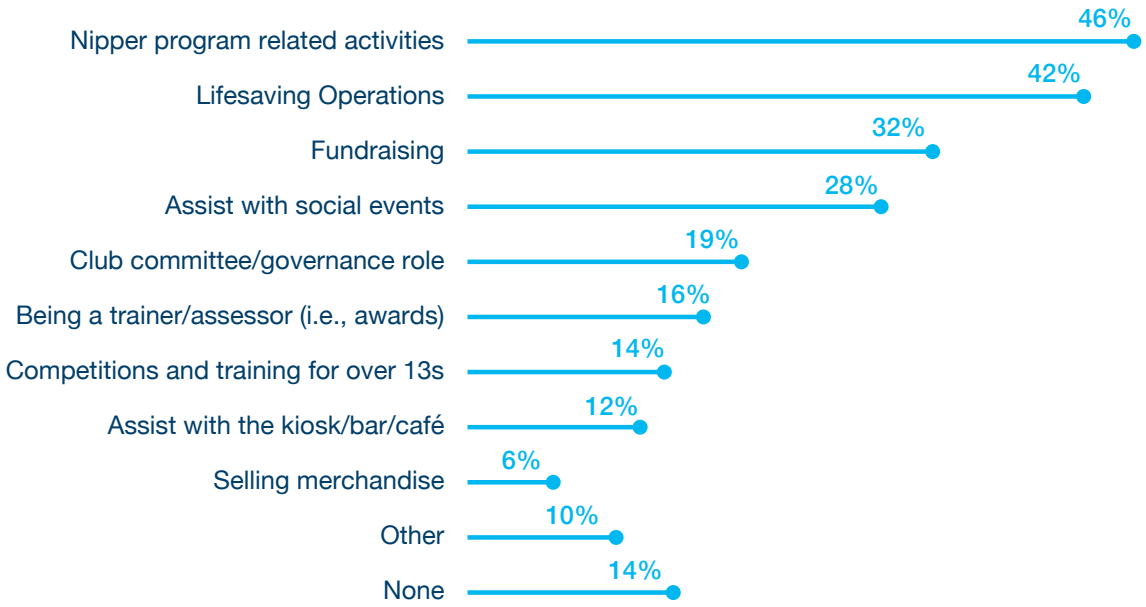
Members are primarily involved with Nippers, Lifesaving Operations and/or fundraising, and are interested in patrolling and Junior programs. Over half of the survey respondents patrolled in the 2019/20 season (43%) or within the past five years (8%). On average, patrolling members had been patrolling for five years at a club (ranging from one season to 56 years).

What our members currently do

Member roles within their life saving club - 2019/20 season



How our members volunteer for their club

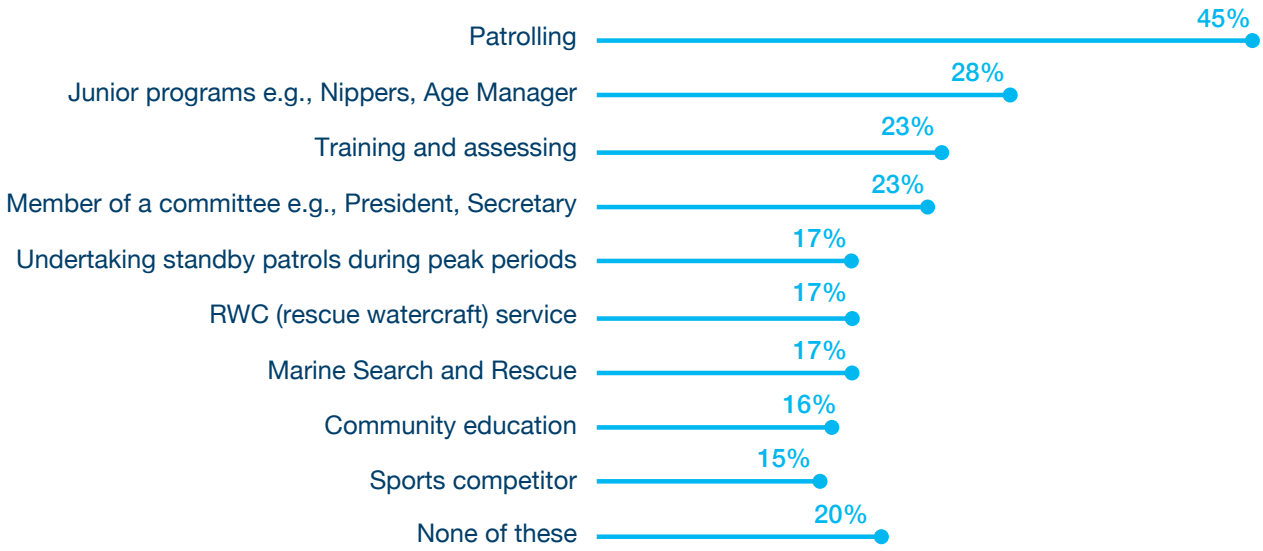


Why some members don't volunteer

- I have other life/ family/work priorities (38%)
- I volunteer for other organisation(s) (21%)
- I haven't been asked (14%)
- I don't know about volunteer opportunities available (12%)
- Travel distances (12%)

What our volunteers want to do

Areas which members are interested in **being involved with in the future**



Perspectives on lifesaving patrols

In addition to weekend patrols between 11am and 5pm, members feel that patrols should be extended during peak periods to begin before 11am and finish after 5pm on weekdays and weekends.

Time	Day	Member expectations Peak season: Boxing Day to Australia Day (% survey respondents)	Member expectations Shoulder season: before Boxing Day and after Australia Day (% survey respondents)	Current service provision
Before 11am	Weekdays	91%	30%	Not currently provided
	Weekends	91%	47%	Provided at select locations*
11am-5pm	Weekdays	87%	47%	Provided at select locations*
	Weekends	85%	83%	Provided
After 5pm	Weekdays	89%	28%	Provided at select locations*
	Weekends	91%	32%	Provided at select locations*

*Select clubs/lifeguard services run patrols earlier, starting at 10am or extend later finishing at 6pm or 7pm in peak summer holiday periods.

Twenty-two percent of members surveyed stated there were popular beaches near their club currently unpatrolled, and they felt these should also be patrolled. Locations with the highest number of responses were: Urquhart Bluff (Aireys Inlet), Stingray Bay (Warrnambool), Fishermans (Torquay), Collendina (Ocean Grove), Skenes Creek (Skenes Creek), Whites (Torquay), Venus Bay No. 2-5 (Venus Bay), Rye Ocean (Rye), Point Addis (Bells Beach), Parkdale (Parkdale), and North Lorne (Lorne).

The main reasons members felt these beaches need to have a lifesaving service was because they thought they were dangerous, busy/popular (particularly in the summer holiday season), or easily accessible e.g., to public transport or via caravan parks (and therefore busy).

The beaches identified by members, as well as the community and government, will be compared to those considered most hazardous (refer to section C) to identify priority beaches for lifesaving service provision.

B3 | How LSV can attract the people we need, equip them and retain them

Members are generally satisfied with their club and LSV, enjoy helping the community and being social, and require flexible engagement and a fun, supportive environment to continue lifesaving.

Feedback collected via the survey and lifesaving conferences (youth and adult) is summarised below. Refer to Appendix III for a summary of youth membership.

Overall satisfaction with:

4.4 ★★★★½ **Their life saving club**

4.1 ★★★★½ **Life Saving Victoria**

How LSV can attract new members

Most common reasons people join life saving clubs

- Social aspects & to help the community
- Mental wellness
- Training & fitness
- Career development & networking

Main reasons people volunteer for their club/LSV

- **54%** To help others/ community
- **42%** Personal/family involvement
- **40%** To learn new skills/upskill
- **51%** To spend time with my family/ friends
- **51%** To be part of a team

Most common reasons youth continue with lifesaving

- **71%** For fun
- **65%** Social/to be with my friends
- **58%** To keep physically & mentally fit

Most liked aspects of lifesaving



Least liked aspects of lifesaving



How LSV can attract new members

1. Highlight the social and community benefits of volunteering through a lifesaving lens. “Volunteering is not a favour, but a community service.”
2. Simplify sign-up processes and recognise prior learning in lifesaving qualifications.
3. Promote the benefits and opportunities within lifesaving, particularly the range of programs and upskilling available. This could be done through a life stages approach to enable optimal, cohort-specific engagement.
4. Prioritise inclusivity and diversity at all levels of club operation and membership. Specifically, Aboriginal and Torres Strait Islander and multicultural communities, and people with disabilities.
5. Reduce membership, programs and training costs by seeking sponsorship/scholarships for those most in need, and providing equipment and/or incentives for joining, e.g., older adult and student discounts.

How LSV can attract youth members

1. Incentivise or discount memberships, e.g., partnerships with secondary and tertiary student networks, new member packs/ equipment.
2. Role model/leadership and career pathway development.
3. Promote the benefits, opportunities and successes, particularly regarding fun; social, mental and physical health; and upskilling.
4. Demonstrate how youth are encouraged to develop and share ideas.



Equipping members with the skills they need

Members generally think their club's beach is sufficiently patrolled, but require improved flexibility with training and patrolling, and greater recognition, communication, resource sharing and leadership development. Youth need fun and engaging incentives, as well as mentoring, especially following Nippers.

The majority (83%) of members feel their club's beach is sufficiently patrolled to meet the needs of the public. The 8% of members who do not think their club's beach is sufficiently patrolled to meet the needs of the public, feel the following are required to assist their club in this area: more volunteer lifesavers, paid lifeguards, extended patrol hours, RWC (roving service), RWCs (at the club), CCTV, and drones.

To what extent do you agree or disagree with the following statements?*

4.3	4.1	4.0	4.0
I feel appropriately trained to undertake my role as a lifesaver	The quality of trainers/ assessors available to me through my club is high	The time commitment required of patrolling members at my club is reasonable (e.g., minimum patrol hour requirement)	I have sufficient opportunities and flexibility to access training and education through my club

*Scale from 1 to 5 where 1= strongly disagree and 5= strongly agree



How LSV can equip its members



Training

1. Reduce requirements to volunteer, especially simplification of requalification processes and associated administration work.
2. Expand online, onsite and blended modes of training to suit different needs.
3. Provide training-related incentives and recognise member achievements.
4. Communicate training courses and schedules directly to members, rather than through clubs.
5. Create more opportunities to undertake courses, particularly by encouraging clubs to make their courses widely available.
6. Formulate a state-wide framework for leadership development and career pathways.
7. Communicate the employment benefits of upskilling, training and network development.
8. Athletes should race in appropriate surf conditions to be 'rescue ready'.



Equipment

1. Reduce the burden on club trainers by providing more external, paid trainers to deliver courses internally.
2. Improve guidelines and communication to clubs for LSV equipment grant submissions.
3. Improve access to club facilities to foster a more welcoming environment to the community and enable members to maintain health, fitness and promote 'active training to be rescue ready' in situ to the public.
4. Provide financial assistance to officials to decrease incurred costs.
5. Work with our partners to consider sustainable and ethical procurement of gear and equipment.



People

1. Ensure messages from LSV reach volunteer members.
2. Build competence and continue building the Female Development Network and other initiatives that promote gender equality in all facets of lifesaving.
3. Demonstrate the benefits of clubs working together, to highlight the importance of strengthening member and community development. This can also facilitate resource sharing.
4. Encourage members to undertake roles suitable to their interests, and create flexible options within those roles.



Youth Members

1. Ensure Youth Ambassadors are involved in decision-making, meetings and communication channels.
2. Facilitate interactions between younger and older youth members, through a mentoring program, Life Saving Victoria Junior (LSVj) Advisory Committee, lifesaving conferences, online webinars, etc., particularly to support members transitioning from the Junior to Youth/Senior competition and as they embark on more advanced lifesaving roles and qualifications.



Nippers

1. Maximise engagement by ensuring training is 'interesting and fun', as 'not all children want to compete'.
2. Introduce new elements in training modules to keep older children interested in the program.
3. Encourage older children to participate beyond Nippers to retain parents and children by highlighting the benefits and opportunities of lifesaving for young people.
4. Plan initiatives carefully to minimise the likelihood of scheduling clashes with other major competitions.

Retaining members

Key aspects suggested to improve member retention include lower fees/increased incentives, flexibility with roles and requirements, simplification of processes, culture and recognition, and year-round engagement.

Four per cent of members intend to stop being a lifesaving member in the next 2-3 years. The top responses for what would encourage them to remain a lifesaving member for a longer period were: nothing, lower membership fees, flexibility with operational requirements, membership benefits scheme, and extending membership activities into the winter months.

Challenges of being a member

36%	34%	22%	14%	14%
Nothing	Other life/family/ work priorities	Time commitment	Conflict within the club	Long travel distances to and from the club

How LSV can retain members

Flexibility and efficiency

1. Develop role flexibility and initiatives that enable members to continue lifesaving despite work, family, study or other commitments, and encourage members to try a variety of roles.
2. Simplify requalification, membership sign-up and renewal processes, particularly time-consuming administration work and allow recognition of prior learning. Consider improving promotion of the Member App to encourage more efficient usage.
3. Encourage members to be part of clubs close to their residence and/or holiday residence, to reduce travel impacts and promote consistent engagement – particularly if members relocate and terminate their existing membership due to distance. Explore travel sponsorship options.
4. Encourage greater linkages between clubs e.g., metropolitan and regional, to allow easier movement of members between clubs and experience across different clubs.

Fees and incentives

1. Explore solutions for members facing financial difficulty.
2. Develop a plan for year-round engagement, including social gatherings, water sports, training and regular meetings.
3. Recognise member achievements to ensure members feel valued, regardless if their contribution is large or small.
4. Encourage clubs to generate employment opportunities and provide career support, e.g., letters of recommendation.

Culture

1. Ensure clubs actively foster an open, welcoming environment, and are receptive to new members and ideas, and promote clubs demonstrating this.
2. Encourage clubs to allow inter-club participation in activities and resource-sharing (e.g., patrolling, training), especially to prevent smaller clubs from losing members to bigger clubs.
3. Foster social connectedness within and between clubs, particularly to reduce cumulative drop-off effects when networks of families and friends cease membership.
4. Encourage clubs to develop, review and act upon their values, ensuring they reflect the desired culture and not personal beliefs or vested interests.

People

1. Create and promote age-specific benefits and opportunities, such as older adult programs and reduced their patrolling requirements or tasks, and for parents whose children lose interest during or following Nippers.
2. Support smaller clubs to retain members, particularly Nippers and Youth members. Promote the capabilities and opportunities of smaller, regional clubs, to prevent movement to bigger clubs.
3. Explore strategies to increase the number of members returning to lifesaving following injury and serious illness, and especially focus on injury prevention and wellbeing following return to activity post-COVID-19.
4. Develop partnerships with bodies such as Access for all Abilities to create fun and appropriate programs. Promote ongoing engagement with local government to provide equipment such as beach wheelchairs and other onsite services.

How LSV can retain youth members

1. Safety and respect

- Reinforce the importance of adhering to Child Safe Standards to all clubs.
- Listen to youth and work together to find solutions.

2. Flexbility and engagement

- Ensure initiatives grow and change with the cohort, particularly following Nipper program completion. Involve youth in these development processes.
- Recognise and promote the successes of athletes and other high achieving youth members.
- Accommodate members involved in many extra-curricular activities to encourage ongoing engagement.

3. Incentives

- Reduce equipment costs and/or provide year-round incentives.
- Consider the Aquatic Sport Review findings, particularly carnival duration and timing efficiency, and prioritise water events.
- Advocate for clubs to organise transport for youth competitors who would otherwise be unable to travel to carnivals, training, and other activities.



Past member insights

Past members mainly joined to engage with Nipper-related activities (46%), volunteered for their club to help others/the community (54%), did not renew their membership due to other commitments (35%), and were unlikely to continue membership even with intervention.

Main reason why past members became a member

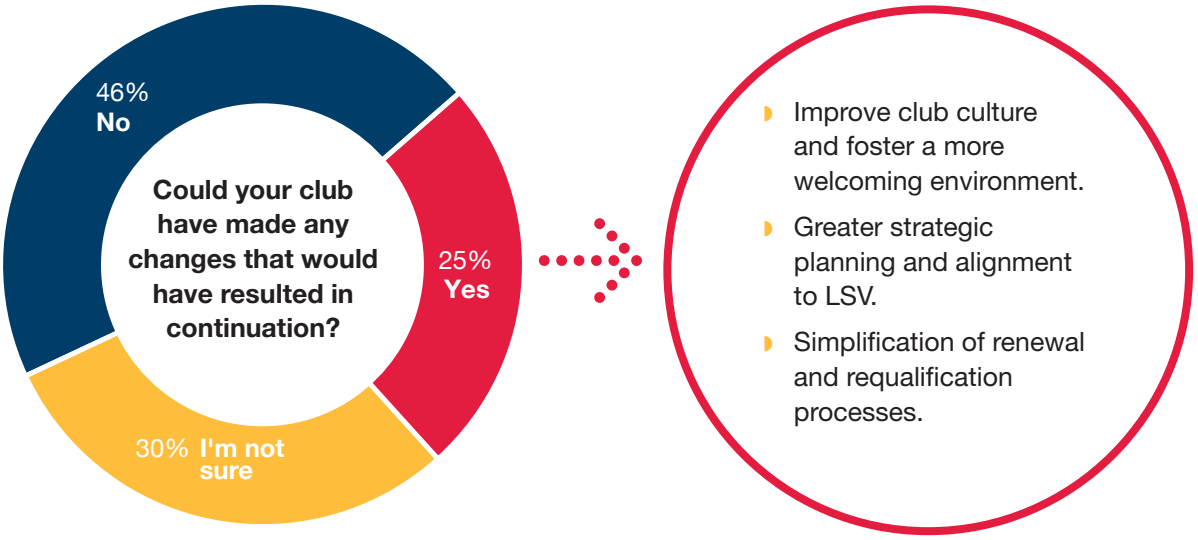
26%	12%	9%	11%
My children started Nippers	I wanted to become a lifesaver	I was a Nipper as a child	Requirement when my child started Nippers

Main reasons past members had for volunteering for their life saving club

54%	42%	40%	35%	35%
To help others/the community	Personal/family involvement	To learn new skills/upskill	To do something worthwhile	To have fun

Main reasons why past members did not renew their membership

35%	12%	9%	9%	9%	9%
Other commitments (e.g., family) or other interests	Long distance from home to club	Club culture at the time didn't fit with my values	I lost interest	For health reasons	I didn't feel that my volunteering efforts were recognised/ rewarded by my club



Attract, equip and retain members

Actions to improve retention and recruitment of volunteers in lifesaving need to be considered within the broader volunteering landscape in Victoria and Australia.

The key factors influencing attraction, recruitment, upskilling and retention of volunteers in Australia are compared with findings from the current review to determine implications for LSV.

Area	Finding	Implications for LSV
1. Volunteers in Australia are…	…mostly over the age of 35. Individuals aged 18-24 years are the least likely to volunteer.	The reduction in volunteering in individuals aged 18-24 years is consistent with LSV's membership and needs to be considered a natural part of attrition. However, retention may be improved through leadership development, focusing on varied pathway opportunities and flexibility in engagement.
2. The decline in young adult volunteers…	…is consistent across volunteering in Australia. Undertaking tertiary education, establishing early careers and starting a family are factors.	This is reflected in the LSV data on membership and patrolling.
3. Volunteering in emergency services…	…ranks below sports and physical recreation, religious and community welfare volunteering.	Promote volunteer opportunities in sports and community welfare. Outline career pathways and greater awareness of value propositions as a result of engaging in lifesaving.
4. LSV's patrolling members…	…feel a sense of community and view their role as potentially assisting in a transition into employment in emergency services.	Promote the sense of community, employment pathways and social aspects of lifesaving.
5. Volunteers in Australia prefer…	…diverse and short-term episodic roles rather than long-term singular roles.	This may be impacting length of membership/volunteering and types of activities LSV members engage in.
6. Digital and virtual volunteering…	…is increasingly popular rather than face to face, physical volunteering.	Continue to move processes online and create new volunteer roles that are adjuncts to in-person, on-site roles.

Attracting young adults (18-24 years)

Volunteering attraction and retention may be improved for people aged 18-24 through: promotion of personal upskilling and social benefits, workplace 'soft skill' development and career/resume value-add, role flexibility, university sport, and, altruistic outputs related to a cause and/or helping children.[9,10,11,12]

Increasing the number of young adults who volunteer as part of LSV may benefit children involved in lifesaving, as those aged 18–24 years consciously or unconsciously take on leadership and mentoring roles for youth. Inspiring children in lifesaving volunteering through adults closer to their age may drive a sustainable, cyclical pathway process, whereby the generations moving through adolescence into adulthood are satisfied and supported to provide the mentoring benefits they received.[13] Furthermore, strategies should be evaluated and evolve over time, in accordance with cohort changes, particularly given the multi-dimensional nature of life for young adults today.[14]

What does this look like for LSV?

- LSVj – further leadership pathways after Junior Board engagement.
- Youth Innovation Challenge (Operation Nippers – SRC bridging/mentoring program).
- Youth Symposium.
- YIPS (Youth Involvement Programs).
- Junior Development Camp leaders (promote the key drivers for young adult engagement above).
- Encourage young people to engage with lifesaving in ways that interest them, e.g., sport, leadership, knowledge, technology, environment, design, etc.
- University recruitment for volunteer roles in Aquatic Sport and lifesaving that contain upskilling opportunities, including metropolitan and regional, multicultural, and Torres Strait Islander partnerships. Partner with universities to offer discount club memberships and practical upskilling training and education, e.g., patrolling, officiating qualifications, youth mentor roles. Promote volunteer lifesaving as a pathway to boost career opportunities, particularly during winter months and orientation weeks.



9] Auld, C. (2004). Behavioural characteristics of student volunteers. *Australian Journal on Volunteering*, 9(2), 8-18.

10] Mirsafian, H., & Mohamadinejad, A. (2012). Sport volunteerism: a study on volunteering motivations in university students. *Journal of Human Sport & Exercise*, 7(1), 73-84.

11] Hustinx, L., Handy, F., Cnaan, R. A., Brudney, J. L., Pessi, A. B., & Yamauchi, N. (2010). Social and cultural origins of motivations to volunteer: A comparison of university students in six countries. *International sociology*, 25(3), 349-382.

12] Shields, P. O. (2009). Young adult volunteers: Recruitment appeals and other marketing considerations. *Journal of Nonprofit & Public Sector Marketing*, 21(2), 139-159.

13] Peachey, J. W., Lyras, A., Cohen, A., Bruening, J. E., & Cunningham, G. B. (2014). Exploring the motives and retention factors of sport-for-development volunteers. *Nonprofit and Voluntary Sector Quarterly*, 43(6), 1052-1069.

14] Grönlund, H. (2011). Identity and volunteering intertwined: Reflections on the values of young adults. *VOLUNTAS: International journal of voluntary and nonprofit organisations*, 22(4), 852-874.



Gaps and opportunities

Section C Objectives:

C1 Any difference between community and government expectations and existing lifesaving service delivery.

C2 Any opportunities for lifesaving service delivery based on organisational capability and positioning.

This section describes the gaps and opportunities identified by the community, government and volunteer members, including:

- How we address any identified gaps in service provision.
- Any operational areas that require further in-depth review.

"Preventative actions, I think were something that I was more involved with over the summer period than actual rescues."
Lifeguard

Gaps	Opportunities
Lifesaving service provision	
People seldom ask lifeguards for safety information or advice, however, they would feel comfortable to do so.	A review of lifeguards' practice and training would assist in determining when and how lifeguards can be encouraged to inform beach goers about water safety information.
Whilst the majority of people visit the beach during patrol hours, they do visit beaches outside of patrol times as well, particularly warm summer evenings.	The hazardous nature of open waterways, prior history of drowning incidents and popularity of locations creates a strong argument for the ongoing provision of the lifeguard services and need for expansion on operating days, times and areas. Obtain member insights regarding appropriate risk mitigations and safety protocols to help determine the feasibility of evening patrols.
People want additional Victorian beaches and popular rivers and lakes to be patrolled.	Review service provision: make lifesaving services more innovative and advanced (e.g., drone technology to spot rips, sharks, distressed swimmers).
LSV should have a greater role in responding to aquatic emergencies.	Collaboration and linking services between LSV, TSV and BIAV. Provide government agencies with a compendium of LSV's services and resources to simplify the process of targeted, timely service delivery.
Share equipment and human resources to run large events, such as sailing.	Scope for LSV to provide a water safety component for Australian Sailing Victoria's events and school programs.

Gaps	Opportunities
Lifesaving service provision (continued)	
Expand inland waterway safety.	Greater collaboration between Play it Safe by the Water (PISBTW) agencies and local government on projects related to inland waterway safety, including the provision of training for inland lifeguards in key risk areas.
Improve relations between lifesavers and surfers. Improve relations between LSV and SLSCs.	Streamline LSV and LSC/SLSC administrative processes for the provision of services and resources and reduce expenses. Advocate for community-based approaches within clubs.
Physical and mental burnout of patrolling members.	Develop a larger reserve pool of volunteer patrollers. Case studies of large clubs – how they attract, equip and retain their members.
Members are interested in patrolling, but the requirements can be a barrier to engagement.	Improve use of technology, including an App or online portal for members/youth-specific area.
Gap between local businesses and life saving clubs.	Utilise local business services for events, Nipper BBQs, etc., or, encourage businesses to donate a membership to someone in need. These actions could also help promote the businesses.
Public awareness and education on water safety	
Greater public awareness and education on water safety.	Promotion of the services lifesavers provide and the skills they have, through social and other media. Promotion, local community events, better interaction with community (e.g., lifeguards speaking to people on the beach) and maintenance of onsite signage. Create greater awareness amongst multicultural communities. Local businesses and life saving clubs could be used to enhance water safety messaging, safe behaviours and promote local businesses.
Develop greater linkages with local government.	Potential for LSV to link in with council-run Operation Summer Safe initiatives.
A focus on improving multicultural water safety awareness, knowledge and skills.	Work with the Multicultural Projects team to develop greater patrolling member diversity, so lifesavers can provide information in-language and be seen as a mentor for multicultural youth.
Improve links with parents/carers, early childhood educators and health services.	Develop e-learning tools. Collaborate with organisations such as Playgroup Victoria to promote water safety messages.
More efforts to create awareness around inland water safety. Promote water safety information to broader communities like divers and rock fishers.	Community education projects through LSV's support and involvement.
Greater collaboration between PISBTW agencies.	Focus on key messages and reiterate the importance of a coordinated summer safety response.

Diversity and inclusion	
Aboriginal and Torres Strait Islander peoples* *Follow the principles of self-determination: Aboriginal and Torres Strait Islander peoples know what they need to succeed and should be given the tools and support to create appropriate, fun, and engaging water safety and lifesaving activities that focus on participation over competition.	Tailored water safety education and training initiatives to be developed by and for Aboriginal and Torres Strait Islander peoples. Explore teaching and learning methods within lifesaving qualifications that do not rely on written comprehension skills, such as discussion- and practical-based testing. Explore development of sustainable lifesaving and employment networks at a local level between Aboriginal and Torres Strait Islander communities (particularly youth), LSV, the aquatic industry and LSCs/SLSCs. Relationships must be based on long-term trust, planning, flexibility, understanding of complexity, and commitment to action.
Environment	
Concerns about beach and ocean environmental issues.	LSV to take an active role in environmental issues around beaches and the sea (e.g., littering, wildlife, water quality, single use plastics at beach kiosks, waste management).

"I think the way to go about it is tagging on to existing things, that one, Indigenous people are involved in, and two, find ways to make lifesaving look as cool and fun as it is…like doing surf lessons, onto the Surfers Rescue program, then with the same group and same coaches, doing lifesaving."
Industry respondent



Patrols

Patrol timing expectations and potential opportunities for expansion

The public and government feels the most important time for lifeguards to be patrolling beaches is weekends between 11am and 5pm, which is being met. In addition, the public would like to see lifesaving patrols on weekends before 11am and weekdays after 5pm. In peak season, the government, would like to see lifesaving patrols on weekends and weekdays after 5pm in hot conditions when beaches are predicted to be very busy.

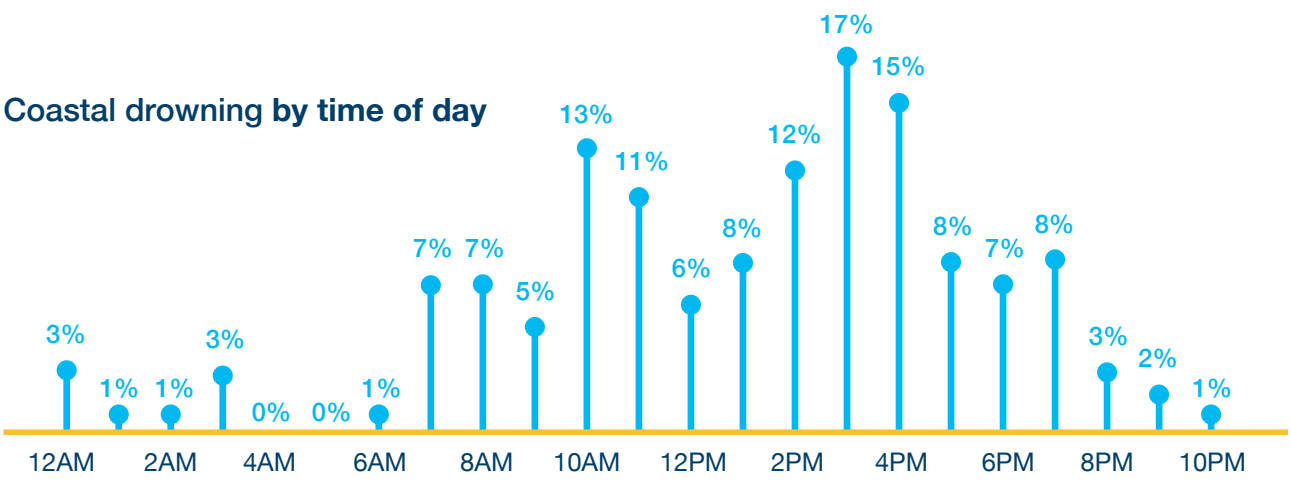
Members also feel that, in addition to weekend patrols between 11am and 5pm, patrols should be extended during peak periods to begin before 11am and finish after 5pm on weekdays and weekends. The fatal drowning data indicates that the key times for coastal drowning incidents are typically between 10am and 7pm.

Taking into account the drowning statistics as well as community and government expectations, priority areas for the potential to expand service provision, where resources allow, is provided in the table below.

Time	Day	Community expectations (%)	Government expectations (%)	Member expectations: Peak season^ (%)	Member expectations: Shoulder season† (%)	Current service provision*	Priority for expansion**
Before 11am	Weekdays	29%	18%	91%	30%	Not currently provided	Not currently required
	Weekends	45%	36%	91%	47%	Provided at select locations*	Expand provision during peak season to 10am
11am-5pm	Weekdays	53%	64%	87%	47%	Provided at select locations*	Expand provision during peak season and on hot days
	Weekends	75%	91%	85%	83%	Provided	N/A
After 5pm	Weekdays	33%	91%	89%	28%	Provided at select locations*	Expand provision during peak season and on hot days
	Weekends	42%	91%	91%	32%	Provided at select locations*	Expand provision during peak season and on hot days

^Peak season: Boxing Day to Australia Day. †Shoulder season: before Boxing Day and after Australia Day.
*Select clubs/lifeguard services run patrols earlier, starting at 10am or extend later finishing at 6pm or 7pm in peak summer holiday periods.
**Taking into account community government and member expectations as well as beachgoer visitations and drowning and rescue data.

Coastal drowning by time of day



Patrol location expectations and potential opportunities for expansion

The beaches and coastal areas for potential expansion of service provision identified by members, as well as the community and government, are compared below to those considered most hazardous and also with high visitation, to identify priority beaches for lifesaving service provision.

Coastal regions visited for aquatic recreation compared to drownings in the region:

Region	Percentage visitation (%)	Percentage drownings (%)
Mornington Peninsula (e.g., Sorrento, Mount Martha, Rosebud)	25%	31%
Port Phillip Bay (e.g., Williamstown, St Kilda, Brighton)	22%	18%
Geelong and Bellarine Peninsula (e.g., Queenscliff, Ocean Grove, Point Lonsdale)	17%	13%
Bass Coast/Phillip Island (e.g., Cape Woolamai, Wonthaggi, San Remo)	14%	22%
Surf Coast (e.g., Anglesea, Torquay, Lorne)	11%	15%
Other	8%	0%
TOTAL	100%	100%

Beach hazard rating

The number of beaches within each LGA with a high hazard rating (over 1.5) but currently without lifesaving service provision is provided in the table below. The hazard rating is based on history of fatal and non-fatal drowning incidents, ABSAMP beach hazard rating, and exposure estimate from a survey of a representative sample of Victorians.

Local Government Area	Number of beaches	Average hazard rank
Mornington Peninsula (S)	21	1.81
Bass Coast (S)	18	1.93
Surf Coast (S)	10	1.98
Greater Geelong (C)	9	1.72
Colac-Otway (S)	7	1.69
Glenelg (S)	6	1.77
Port Phillip (C)	4	1.85
Warrnambool (C)	3	2.00
Bayside (C)	3	1.77
Queenscliffe (B)	3	1.74
East Gippsland (S)	2	2.39
Moyne (S)	2	1.73
Wellington (S)	1	2.29
Frankston (C)	1	1.95
Kingston (C) (Vic.)	1	1.90
Wyndham (C)	1	1.75
Corangamite (S)	1	1.68
Hobsons Bay (C)	1	1.67
Melbourne (C)	1	1.59
South Gippsland (S)	1	1.53
TOTAL	96	1.84

The subset of beaches that have a high overall hazard rating (over 1.5) and lifesaving services are provided for the West, Central and East regions in the maps below. These highlight where additional services may be prioritised. Note that not all beaches will require, or could feasibly include, a lifesaving service (e.g., Punchbowl in Bass Coast Shire which is a rock fishing blackspot location).







The below list indicates potential priority locations for service provision/expansion based on the overall beach hazard rating, plus beachgoer density, previous drowning incidents and input from members, the community and government. Further work is required to determine the suitability of any additional service and subsequent ideal type of service if appropriate.

Surf Coast beaches (Urquhart Bluff/Urquhart Bluff South, Fishermans, Point Roadknight)

Geelong beaches (Collendina)

Port Phillip bay beaches (Parkdale, Green Point Brighton, Middle Park, St Kilda)

Mornington Peninsula beaches (Rye front and ocean, Safety)

Bass Coast beaches (Phillip Island)

South and East Gippsland beaches (Venus Bay No.2-5, Lake Tyers, Eastern, Lakes Entrance, Shelly)

Warrnambool beaches (Stingray Bay, 'The Flume', and west of the Warrnambool SLSC)

Potential opportunities for expansion to inland waterways

An analysis of inland visitation compared with drowning incidents highlights the potential for service/surveillance in inland waterways. The highest proportion of drowning deaths are recorded to occur in waterways in Melbourne, such as the Yarra River and Maribyrnong River.

The table below highlights areas for priority review including the Greater Melbourne, Hume and Latrobe-Gippsland regions.

Inland regions visited for aquatic recreation compared to drownings in the region and priority level for review.

Region	Percentage visitation (%)	Percentage drownings (%)	Priority level
Greater Melbourne Region (e.g., Maribyrnong River, Yarra River, Patterson Lakes)	21%	41%	HIGH
Hume Region (e.g., Eildon, Bonnie Doon, Lake Nagambie)	9%	16%	
Latrobe-Gippsland Region (e.g., Lakes Entrance, Paynesville)	7%	10%	
North West Region (e.g., Mildura, Swan Hill)	9%	7%	
Shepparton Region (e.g., Goulburn River, Waranga Basin, Yarrawonga)	9%	7%	
Ballarat Region (e.g., Lake Wendouree, Lake Burrumbeet)	7%	5%	
Bendigo Region (e.g., Lake Eppalock, Lake Boort)	4%	5%	
Warrnambool and South West Region (e.g., Lake Colac, Hopkins River)	1%	5%	
Geelong Region (e.g., Barwon River)	9%	2%	
Mornington Peninsula Region (e.g., Balcombe Creek)	6%	1%	
Other	19%	0%	
TOTAL	**100%**	**100%**	LOW

Previous research by LSV[15] utilised the sum of waterway lengths within each LGA, in order to account for the potential influence of the size of the waterway and subsequent increased level of exposure to that waterway. This highlighted the following waterways at excess drowning risk in metropolitan Melbourne:

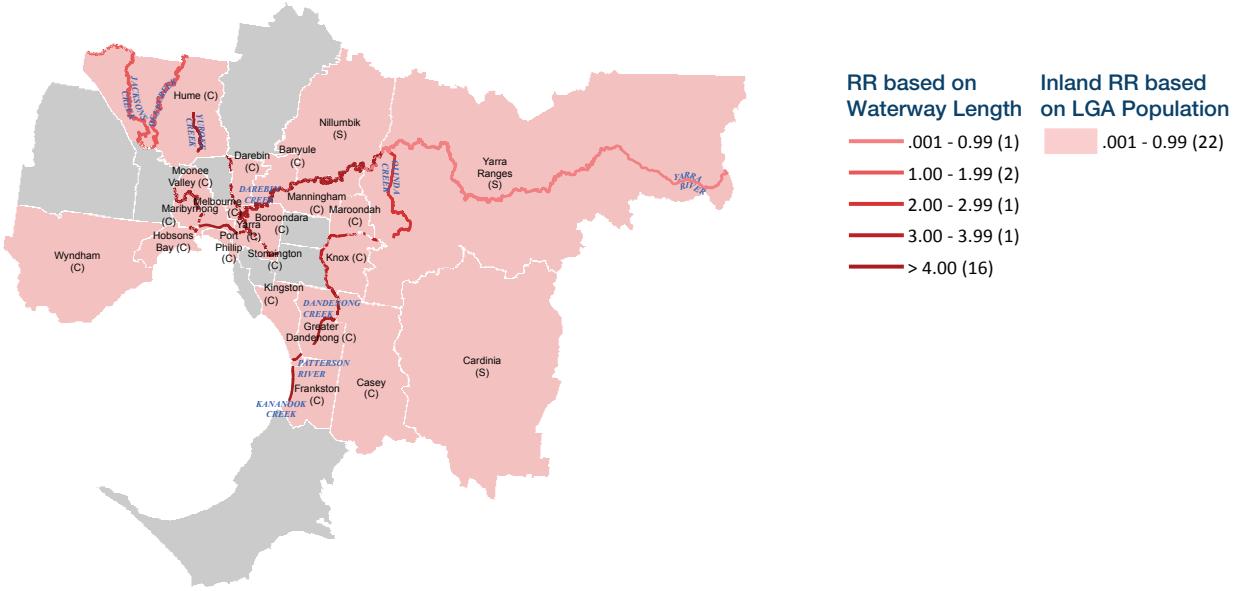
- Yarra River
- Maribyrnong River
- Dandenong Creek

And in regional Victoria:

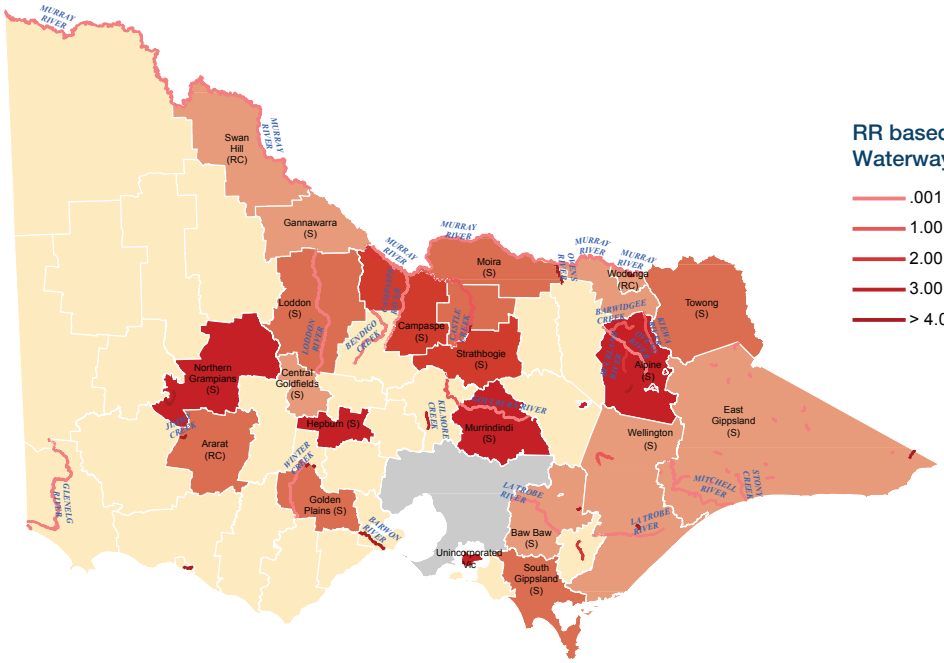
- Mackenzie River
- Barwon River
- Goulburn River
- Ovens River
- Mitchell River
- Murray River

Risk profiles and risk assessments with updated incident and exposure data will assist LSV to refine the priority inland waterways and most appropriate service/surveillance options for these waterways.

Inland Waterway Drowning Prevention Project
Geographic Analysis (LGA - Metropolitan Melbourne)



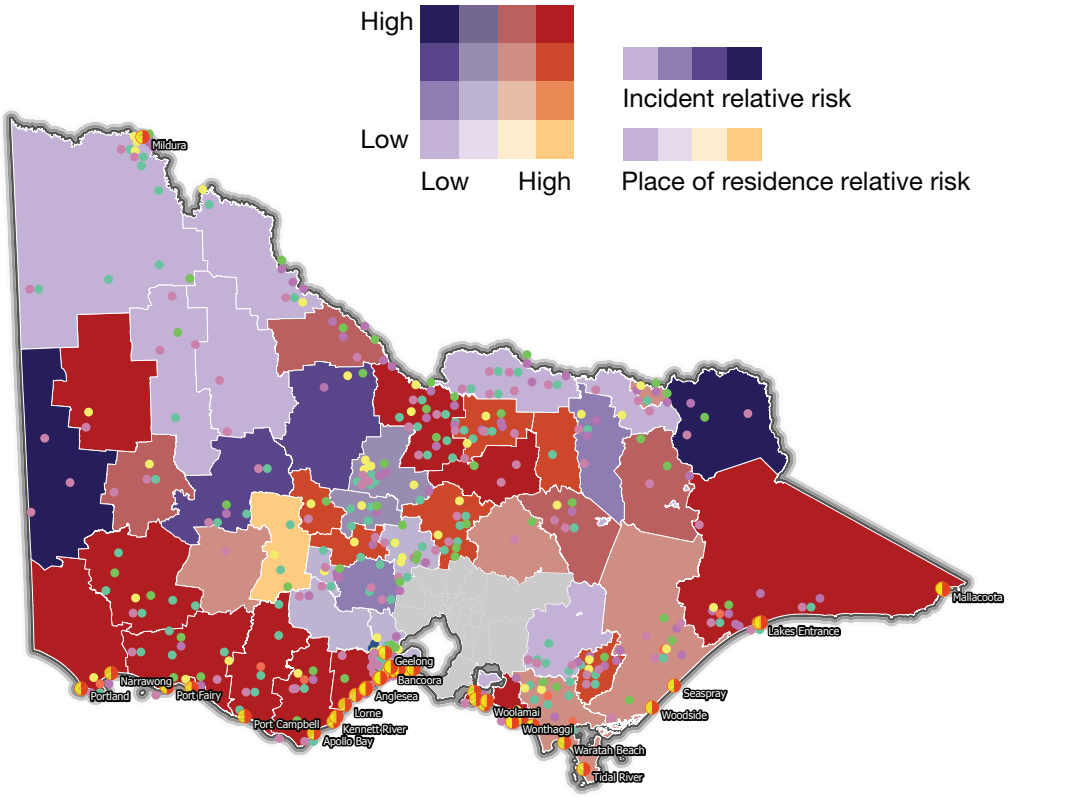
Inland Waterway Drowning Prevention Project
Geographic Analysis (LGA - Regional Victoria)

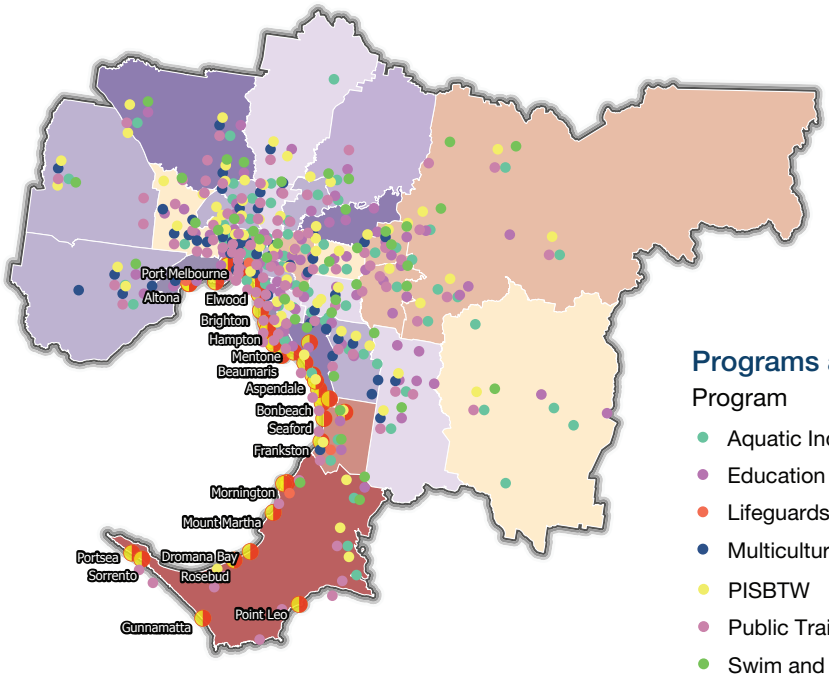


15] Matthews, B., and Andronaco, R. (2015). Inland Waterway Drowning in Victoria: 2002-2012. Life Saving Victoria, Port Melbourne.

The following map highlights the geographical distribution of LSV programs and services in response to composite risk of drowning based on incident and resident locations. This will help LSV better inform program and service resource allocation and more targeted drowning prevention approaches, e.g., risk assessment prioritisation, lifesaving service provision, and public awareness raising for local residents and/or international tourists. Relative risk of drowning by place of residence is utilised to direct the provision of, for example, education program delivery.

Incident and place of residence risk rating





Programs and services

Program

- Aquatic Industry
- Education Program
- Lifeguards
- Multicultural Programs
- PISBTW
- Public Training
- Swim and Survive
- Lifesaving services

Methods

The following table summarises research methods used throughout the project.

Objective	Method	Data Source/Target group
All	Environmental analysis	Internal reports (Volunteering summary report; Sport review; Volunteer training review); external reports.
A1 Lifesaving services that the community expects LSV to provide, where and when.	Online survey	Community survey of Victorian adults (2018-19, n=712).
	Other surveys	Beach visitor surveys: Surf Coast (n=729) and Mornington Peninsula (n=437) Black Spot projects; Lifeguard service review (n=176).
	One-to-one interviews/ Focus groups	Key stakeholders from business (n=69 Surf Coast businesses) and industry (n=8 interviewees from 6 PISBTW agencies).
A2 Lifesaving services that the government expects LSV to provide, where and when.	Focus groups/ One-to-one interviews/ Targeted polling	Key stakeholders from eight relevant State Government departments (n=12): AV, Department of Environment, Land and Water Planning, Department of Justice – Emergency Services Infrastructure Authority, Emergency Management Victoria, Emergency Services Telecommunication Authority, Tourism Victoria, Transport Safety Victoria and Water Police. Victoria State Emergency Service and Department of Health and Human Services were unable to participate due to the 2019/20 bushfires and COVID-19. Poll of 10 of these stakeholders.
B1 Demographic characteristics of our volunteer members.	Volunteer Mini-Census (SurfGuard database update)	Volunteer members (n=2,162) update to SurfGuard. Total volunteer members via SurfGuard (n=37,975).
B2 What our volunteer members want to do, where and when.	Online survey	Volunteer members (n=2,162): 97% Current members, 3% Past members; 100% (57) club representation with at least 5% responses from each club.
B3 How we attract the people we need, equip and retain them.	Focus groups	7 of 11 planned sessions conducted with volunteer members (n=33). Participants were: ◗ 50% female/male, aged 45-54 years (median). ◗ From 18 different roles (e.g., Presidents and committee members, patrolling members, Patrol captains, Trainers and Assessors, Age Managers. ◗ From 35 clubs (44% of total LSV clubs). 32% bay, 68% surf.
	One-to-one interviews	Youth feedback (n=3); Sport review (n=14).
	Member profiles	Member profiles published in LSV's eNews between August 2018 - December 2019 (n=5).
	Targeted polling	◗ 2019 Life saving club Conference attendees (n=146). ◗ 2019 Youth Symposium attendees (n=36). ◗ Life Saving Operations Council (n=11).
C1 Any difference between community and government expectations and existing lifesaving service delivery.	Surveys; interviews/focus groups/targeted polls	As per objective A.1 and A.2
C2 Any opportunities for lifesaving service delivery based on organisational capability and positioning.	Spatial epidemiology	Overlay historical fatal and non-fatal drowning incidents with online survey data. Lifesaving service locations: analysis of existing vs recommended locations. Volunteer sites, lifeguard, RWC service, Helicopter and services (Lifesaving Operations).

Victorian Life Saving Clubs Profile

37,975 Members (2018/19 – 2019/20)

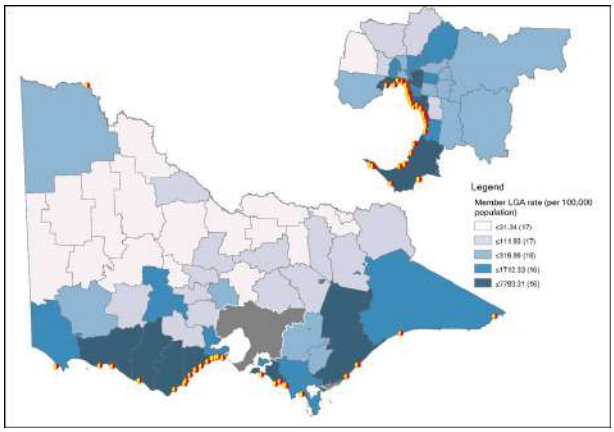
16% Active Members

4 Median years of membership

4.4 Satisfaction with club (state average)

4.1 Satisfaction with LSV (state average)

(Rating out of 5)

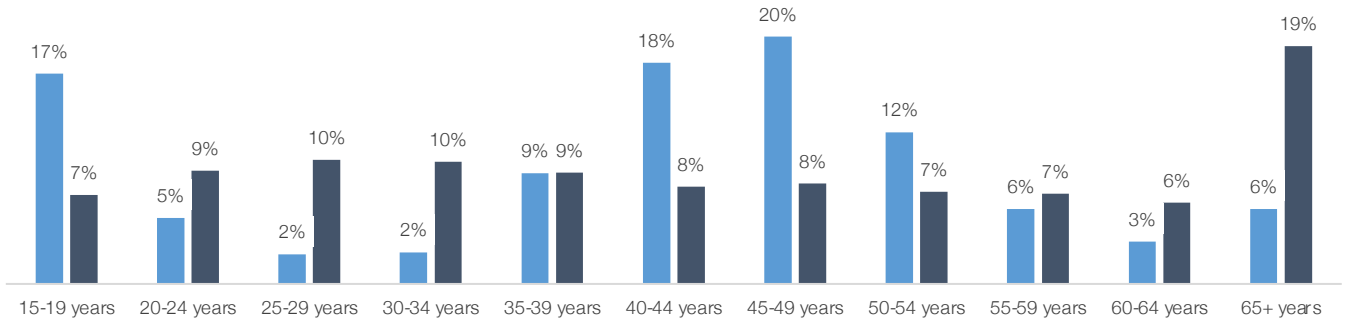


43km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club.*

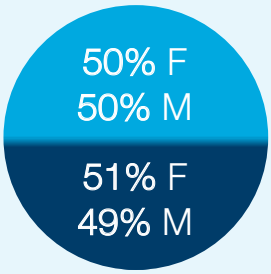
Demographic characteristics

- Youth (15-19) and adult (35-54) age groups well represented against the LGA population.
- Improve retention of youth members into their 20s and 30s; promote membership through peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples and people with disability.

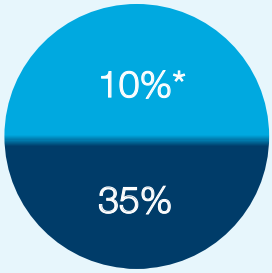
Age distribution by population type, 15 years and over



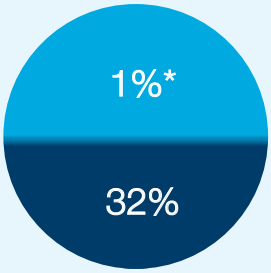
Gender



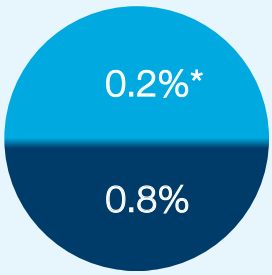
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



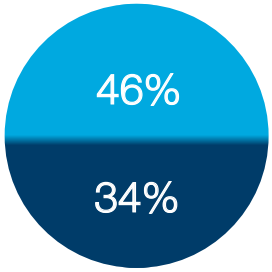
Member population (2019/20) Victorian population (June 2016)

*Based only on club members who have provided this information in Surfguard.

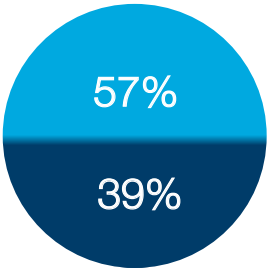
Victorian Life Saving Clubs Profile

Socio-economic characteristics

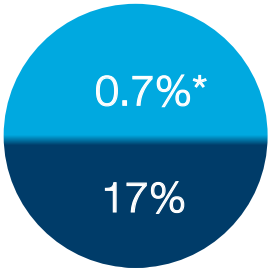
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Member population (2019/20) ■ Victorian population (June 2016)
*Based only on club members who have provided this information in Surfguard

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=2,162)	
Most important* reasons members volunteer (n=1898): **4.5** Helping others/the community **4.4** Enjoyment **4.3** Being a team member **Rating out of 5*	Main challenges to being a member (n=1842): **38%** Nothing **35%** I have other life/family/work priorities **23%** The time commitment
Areas members are interested in being involved with in the future (n=1719): **47%** Patrolling **29%** Junior programs **24%** Training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period (n=354): **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements
The majority, **83%** of members think their club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like: • More volunteer lifesavers; paid lifeguards; extended patrol hours; RWC (roving service); RWCs (at the club); CCTV; and drones.	**Recruitment opportunity:** **60%** of Victorian residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Altona
Life Saving Club Profile

659 Members (2018/19 – 2019/20)

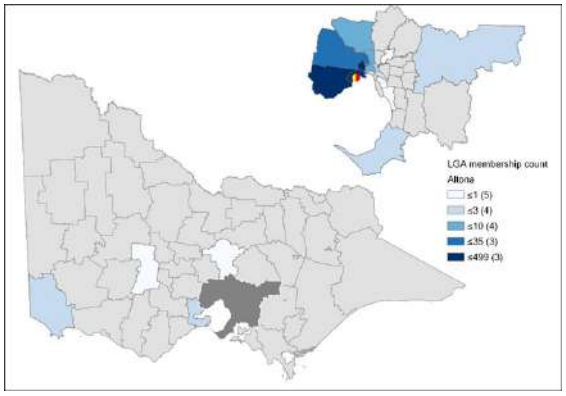
14% Active Members

4 Median years of membership (state median: 4)

4.8 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

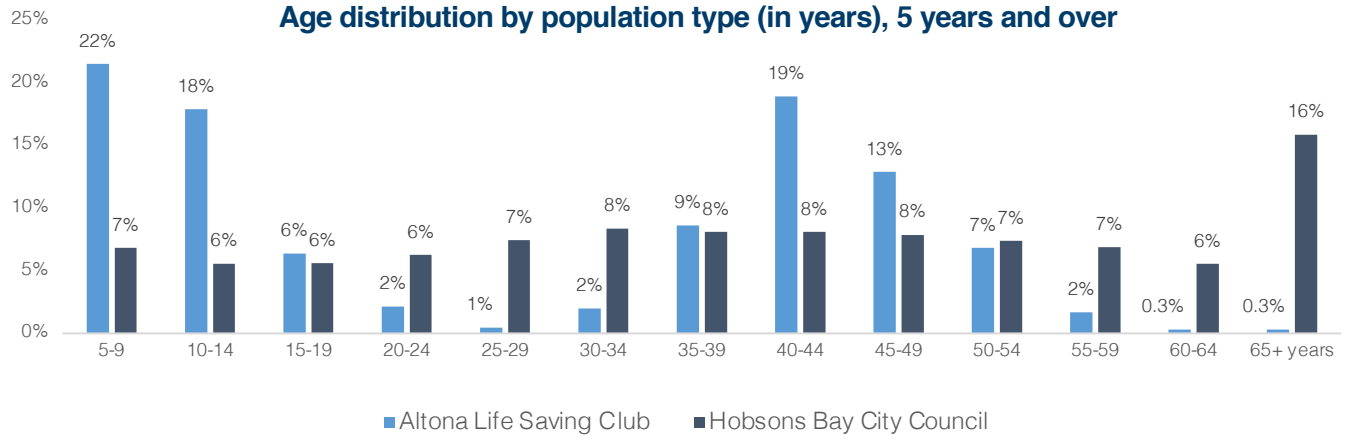
(Rating out of 5)



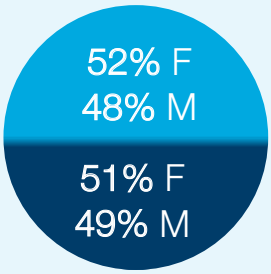
9km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

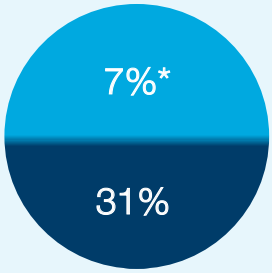
- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.



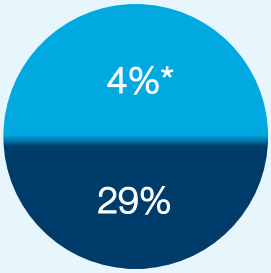
Gender



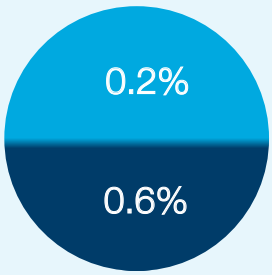
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



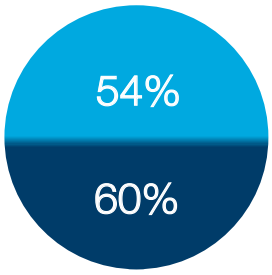
Altona Surf Life Saving Club Hobsons Bay City Council

*Based only on club members who have provided this information in Surfguard.

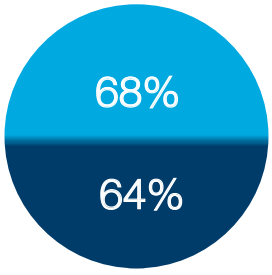
Altona
Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Altona Life Saving Club ■ Hobsons Bay City Council

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=55; 51 current): 88% Active Members	
Most important* reasons members volunteer for Altona LSC/LSV (n=47): **4.5** Enjoyment **4.4** Helping others/the community **4.3** Being a team member **Rating out of 5*	Main challenges to being a member (n=46): **43%** I have other life/family/work priorities **39%** Time commitment **37%** Nothing
Areas members are interested in being involved with in the future (n=39): **44%** Patrolling **38%** Junior programs **28%** Sports competitor	What could be done to encourage members to remain a lifesaving member for a longer period (n=9): **56%** Nothing **33%** Easier membership processes; reduced administration requirements
Of 47 respondents, **72%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like (n=6): **83%** Paid lifeguards; more volunteer lifesavers **67%** CCTV; extended patrol hours	**Recruitment opportunity:** **62%** of Hobsons Bay City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Anglesea
Surf Life Saving Club Profile

1442 Members (2018/19 – 2019/20)

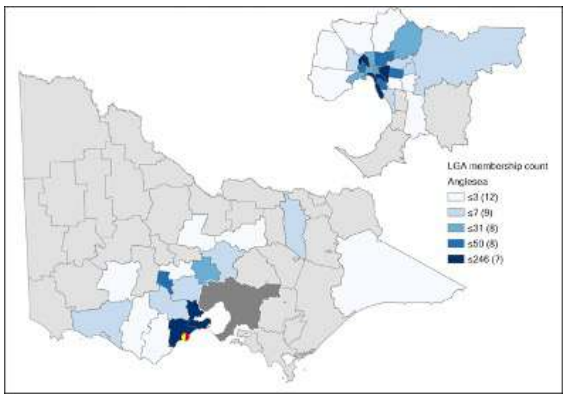
16% Active Members

6 Median years of membership (state median: 4)

4.3 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

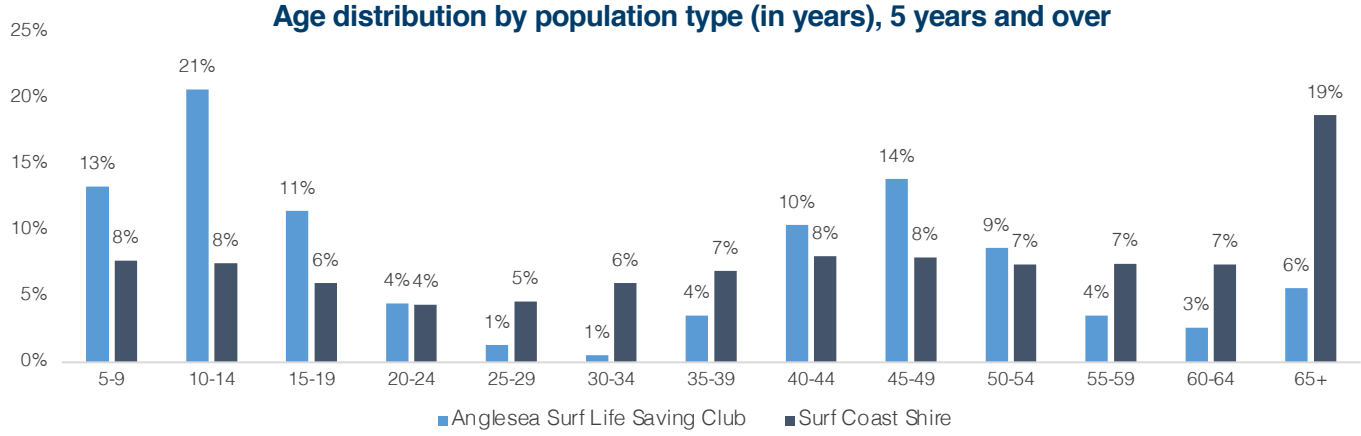


98km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

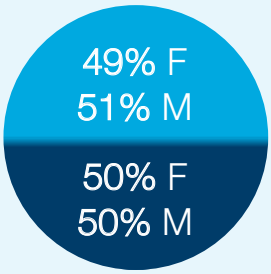
Demographic characteristics

- Youth and parent age groups (5-24 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

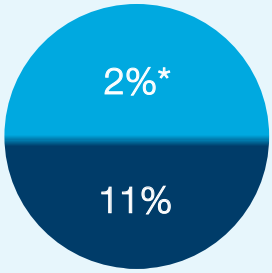
Age distribution by population type (in years), 5 years and over



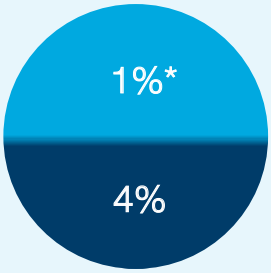
Gender



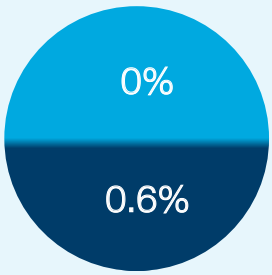
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



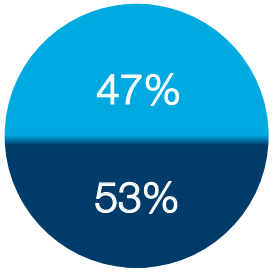
Anglesea Surf Life Saving Club Surf Coast Shire

*Based only on club members who have provided this information in Surfguard.

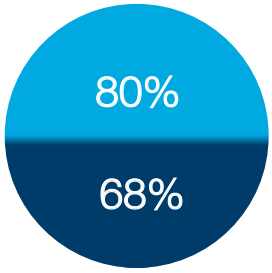
Anglesea Surf Life Saving Club Profile

Socio-economic characteristics

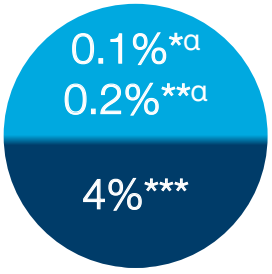
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Anglesea Surf Life Saving Club ■ Surf Coast Shire

*Medical condition **Visual/Sight [a] Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=90; 87 current): 45% Active Members	
Most important* reasons members volunteer for Anglesea SLSC/LSV (n=77): **4.4** Helping others/the community **4.3** Enjoyment **4.2** Being a team member **Rating out of 5*	Main challenges to being a member (n=79): **41%** I have other life/family/work priorities **32%** Nothing **26%** Long travel distances to and from the club
Areas members are interested in being involved with in the future (n=76): **33%** Patrolling **30%** Junior programs **28%** Member of a committee	What could be done to encourage members to remain a lifesaving member for a longer period (n=16): **38%** Lower membership fees **31%** Nothing **31%** Easier membership processes; flexibility with operational requirements
Of 79 respondents, **79%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like (n=12): **83%** More volunteer lifesavers • Other responses: extended patrol hours; RWC (roving service)	**Recruitment opportunity:** **52%** of Surf Coast Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Apollo Bay
Surf Life Saving Club Profile

636 Members (2018/19 – 2019/20)

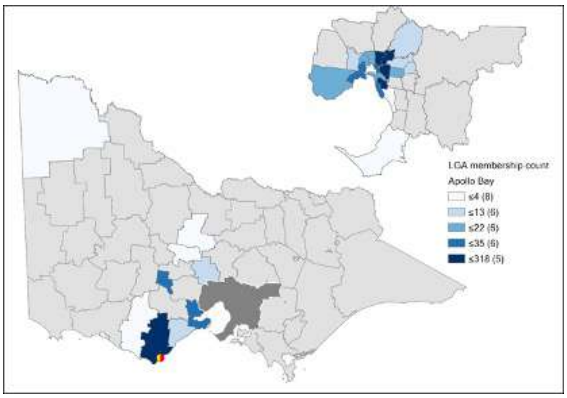
22% Active Members

5 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

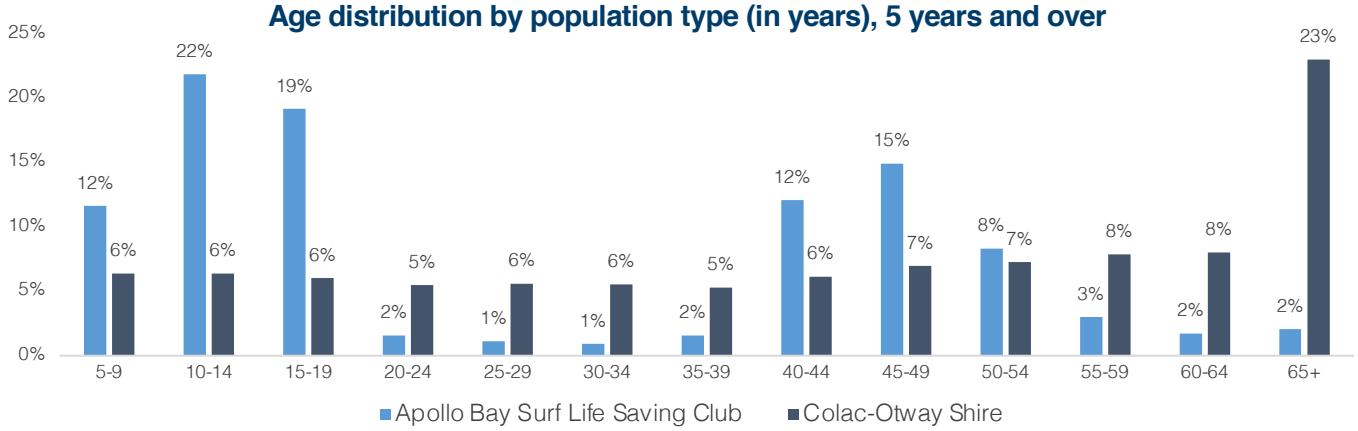


120km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

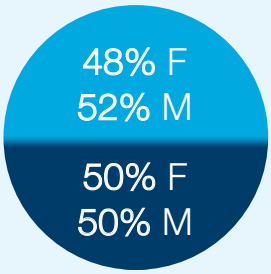
Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

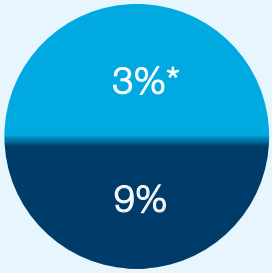
Age distribution by population type (in years), 5 years and over



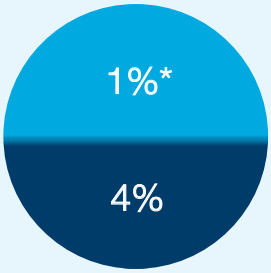
Gender



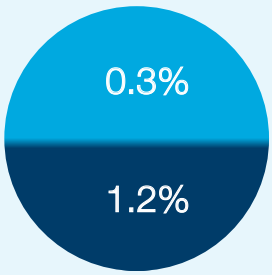
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



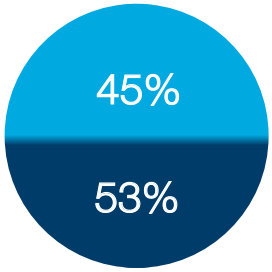
Apollo Bay Surf Life Saving Club Colac-Otway Shire

*Based only on club members who have provided this information in Surfguard.

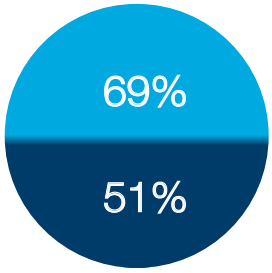
Apollo Bay Surf Life Saving Club Profile

Socio-economic characteristics

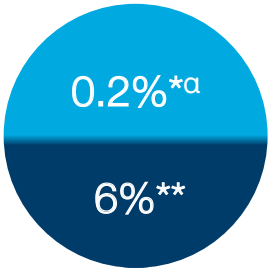
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Apollo Bay Surf Life Saving Club ■ Colac-Otway Shire

*Medical condition ᵅBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=40; 40 current): 68% Active Members

Most important* reasons members volunteer for Apollo Bay SLSC/LSV (n=38):

4.3 Being a team member
4.2 Working with a respected community organisation

**Rating out of 5*

Main challenges to being a member (n=37):

41% I have other life/family/work priorities
32% Long travel distances to and from the club; nothing

Areas members are interested in being involved with in the future (n=32):

50% Patrolling
31% Member of a committee; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period (n=6):

- Easier membership processes
- Membership benefits scheme; nothing; reduced administration requirements

Of 38 respondents, **87%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like (n=5):

- Paid lifeguards
- More volunteer lifesavers
- RWCs (at the club); RWC (roving service)

Recruitment opportunity:

53% of Colac-Otway Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Aspendale Life Saving Club Profile

480 Members (2018/19 – 2019/20)

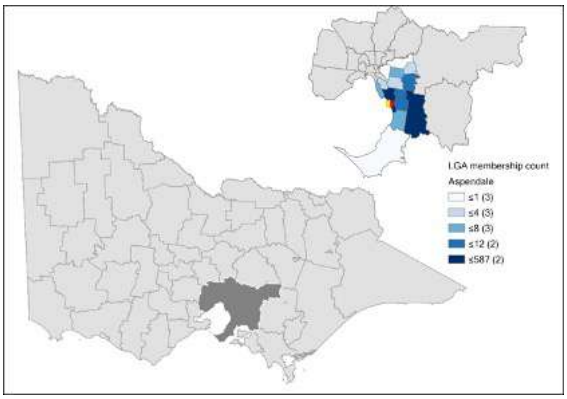
8% Active Members

3 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

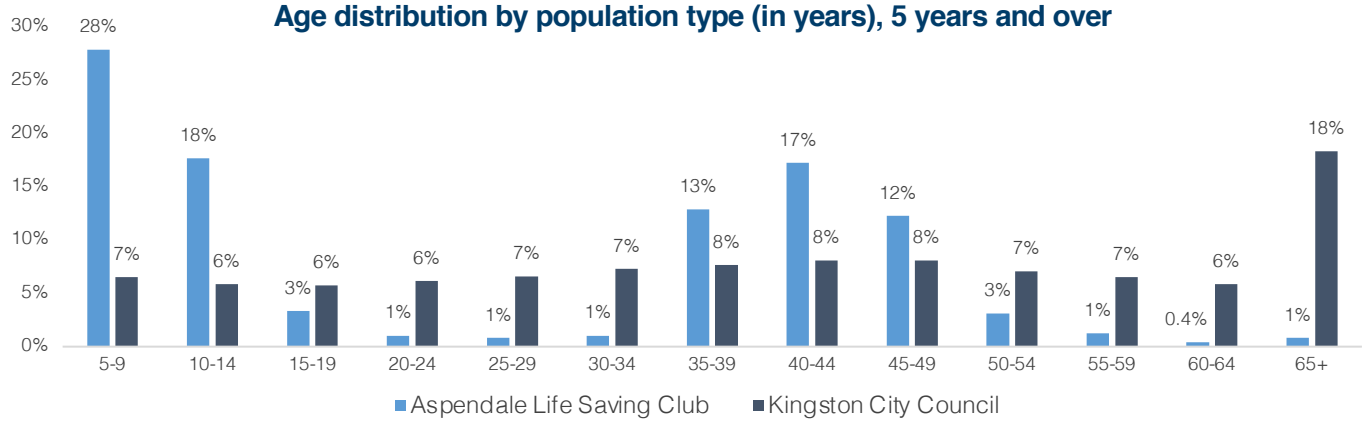


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

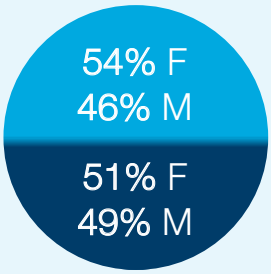
Demographic characteristics

- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, males, multicultural communities, and people with disability.

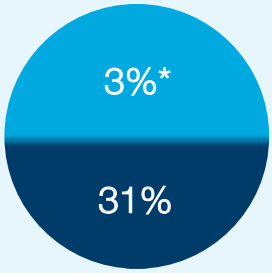
Age distribution by population type (in years), 5 years and over



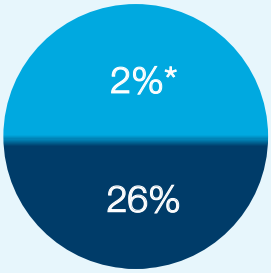
Gender



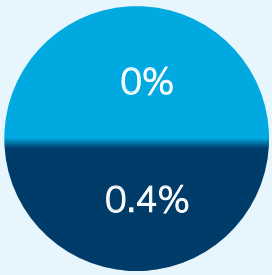
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



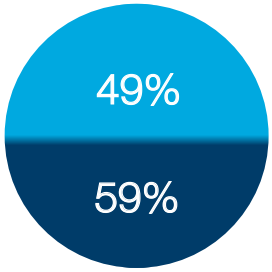
Aspendale Life Saving Club Kingston City Council

*Based only on club members who have provided this information in Surfguard.

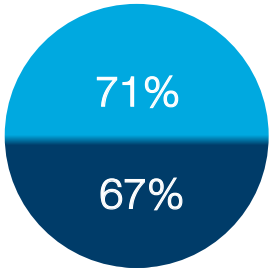
Aspendale Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Aspendale Life Saving Club ■ Kingston City Council

*Visual/Sight ɑ Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=25; 23 current): 96% Active Members	
Most important* reasons members volunteer for Aspendale LSC/LSV (n=22): **4.6** Being a team member; enjoyment; helping others/the community **Rating out of 5*	Main challenges to being a member (n=22): **41%** I have other life/family/work priorities **36%** Nothing • Other responses: Intra-club conflict; lack of encouragement to take on leadership roles; lack of resources; risk of injury/ill health; time commitment
Areas members are interested in being involved with in the future (n=19): **63%** Patrolling **47%** Junior programs; undertaking evening patrols	What could be done to encourage members to remain a lifesaving member for a longer period (n=6): • Access to training; leadership/PD opportunities
Of 22 respondents, **73%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like: • RWC (roving service) • RWCs (at the club)	**Recruitment opportunity:** **62%** of Kingston City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Bancoora
Surf Life Saving Club Profile

444 Members (2018/19 – 2019/20)

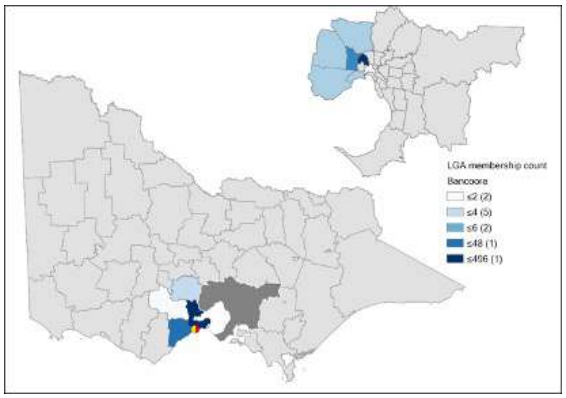
12% Active Members

4 Median years of membership (state median: 4)

4.3 Satisfaction with club (state average: 4.4)

3.6 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

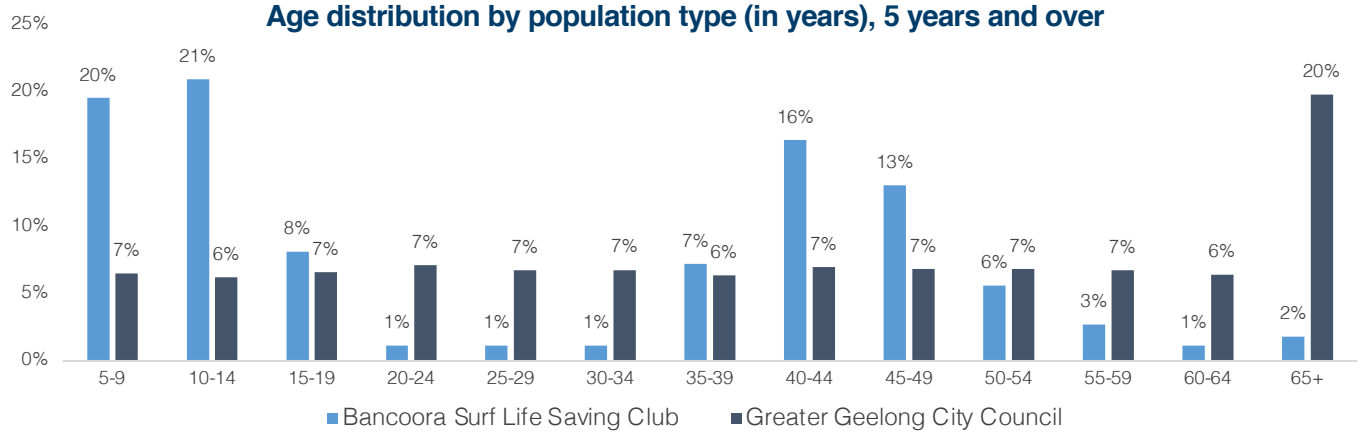


21km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

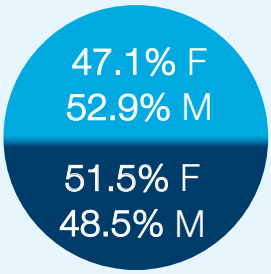
Demographic characteristics

- Youth and parent age groups (5-19 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples and people with disability.

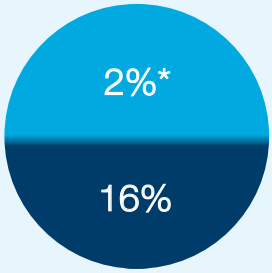
Age distribution by population type (in years), 5 years and over



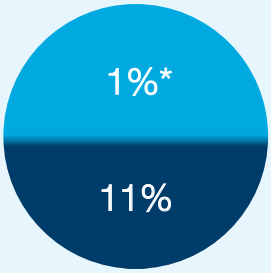
Gender



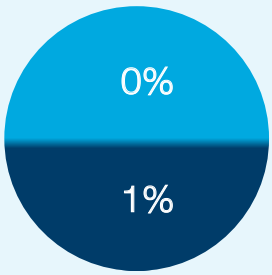
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



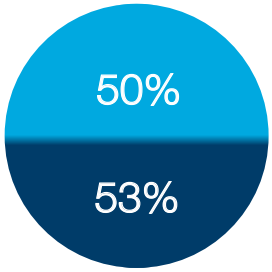
Bancoora Surf Life Saving Club Greater Geelong City Council

*Based only on club members who have provided this information in Surfguard.

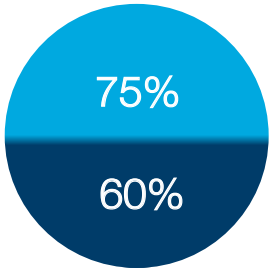
Bancoora
Surf Life Saving Club Profile

Socio-economic characteristics

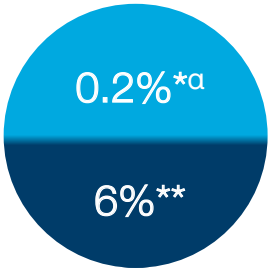
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Bancoora Surf Life Saving Club ■ Greater Geelong City Council

*Visual/Sight [a] Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=15; 14 current): 69% Active Members

Most important* reasons members volunteer for Bancoora SLSC/LSV (n=12):

4.7 Being a team member
4.5 Enjoyment; helping others/the community

**Rating out of 5*

Main challenges to being a member (n=12):

67% I have other life/family/work priorities; time commitment
17% Long travel distances to and from the club; nothing

Areas members are interested in being involved with in the future (n=12):

58% Patrolling
50% Junior programs
- New innovations e.g. RPAS (drones)

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 12 respondents, **75%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

59% of Greater Geelong City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Barwon Heads 13th Beach Surf Life Saving Club Profile

400 Members (2018/19 – 2019/20)

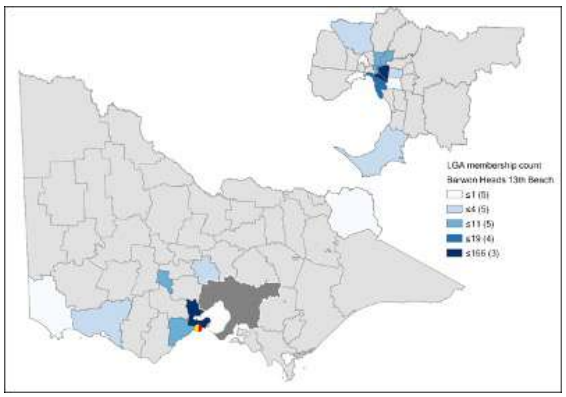
11% Active Members

3 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

3.8 Satisfaction with LSV (state average: 4.1)

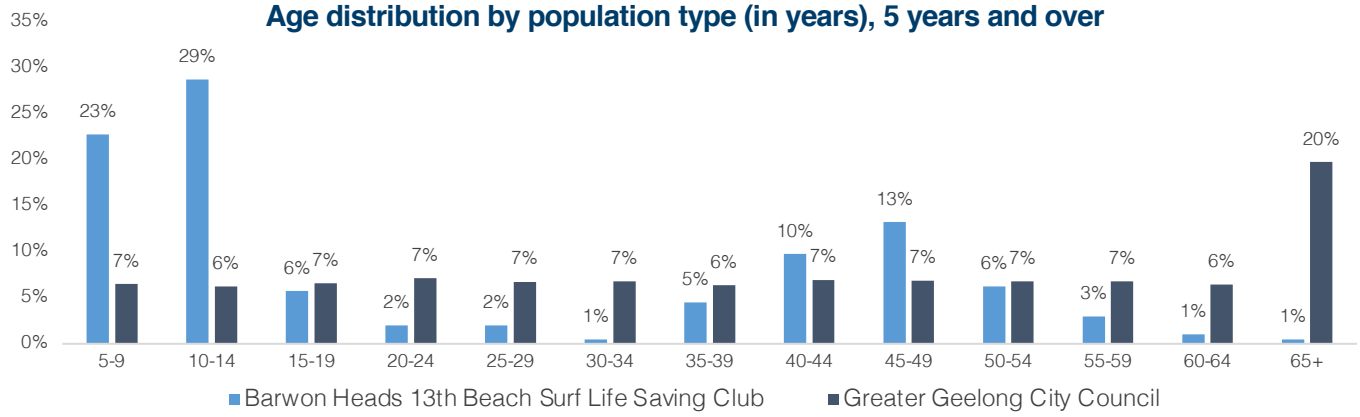
(Rating out of 5)



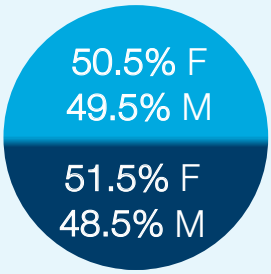
65km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

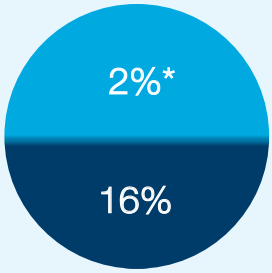
- Youth and parent age groups (5-19 and 40-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



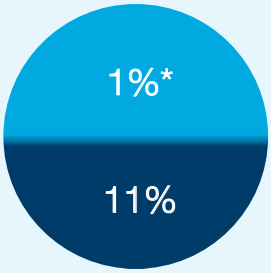
Gender



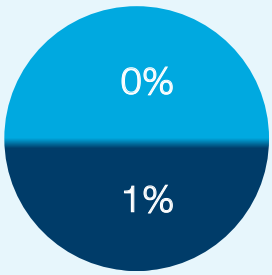
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



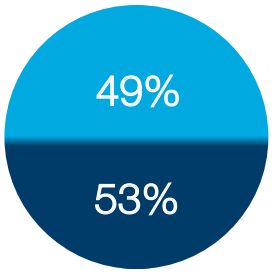
Barwon Heads 13th Beach Surf Life Saving Club ■ Greater Geelong City Council

*Based only on club members who have provided this information in Surfguard.

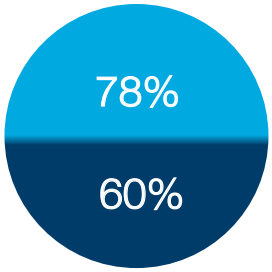
Barwon Heads 13th Beach Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Barwon Heads 13th Beach Surf Life Saving Club ■ Greater Geelong City Council
† No data, overall state average provided
*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=20; 18 current): 53% Active Members	
Most important* reasons members volunteer for Barwon Heads 13th Beach SLSC/LSV (n=17): **4.4** Enjoyment **4.2** Helping others/the community; social contact *(Rating out of 5)*	Main challenges to being a member (n=17): **53%** Nothing **29%** I have other life/family/work priorities **67%** Time commitment
Areas members are interested in being involved with in the future (n=12): **36%** RWC (jet ski) service; sports competitor; training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period (n=8): • Flexibility with operational requirements; recognition of service • Access to training; lower fees; reduced administration; subsidised training
Of 16 respondents, **75%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **59%** of Greater Geelong City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Beaumaris Life Saving Club Profile

226 Members (2018/19 – 2019/20)

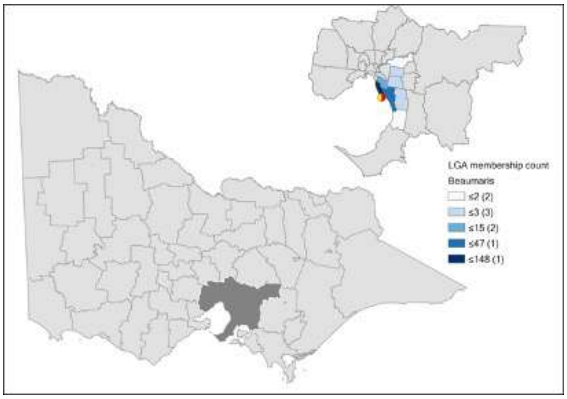
12% Active Members

3 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

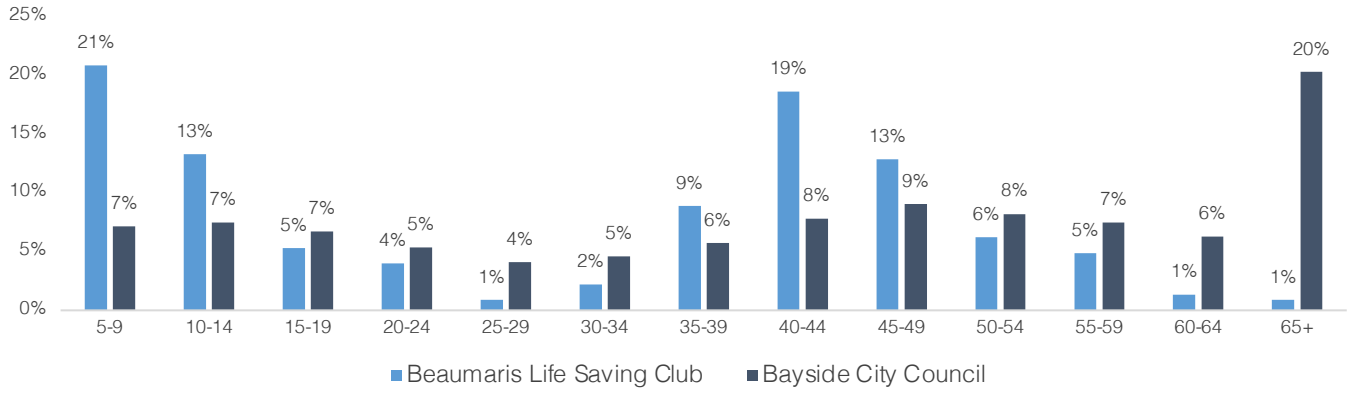


5km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

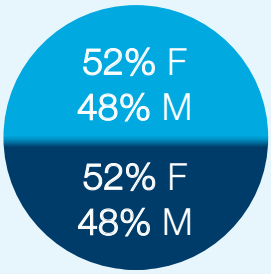
Demographic characteristics

- Nipper and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.

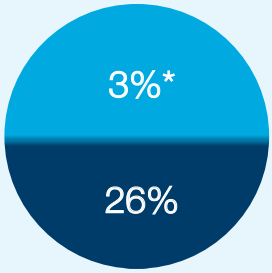
Age distribution by population type (in years), 5 years and over



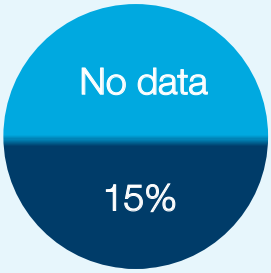
Gender



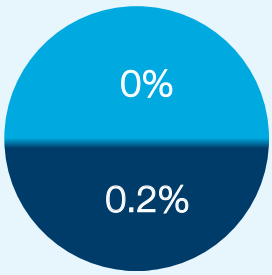
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



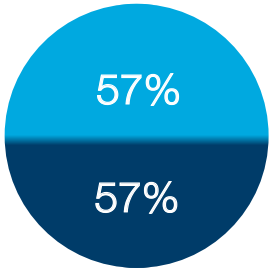
Beaumaris Life Saving Club Bayside City Council

*Based only on club members who have provided this information in Surfguard.

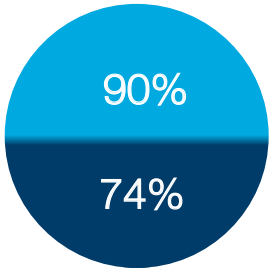
Beaumaris Life Saving Club Profile

Socio-economic characteristics

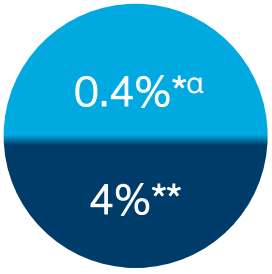
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Beaumaris Life Saving Club ■ Bayside City Council

*Medical condition ªBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=9; 9 current): 67% Active Members	
Most important* reasons members volunteer for Beaumaris LSC/LSV (n=8): **4.1** Enjoyment; helping others/the community **4.0** Being a team member; working with a respected community organisation **Rating out of 5*	Main challenges to being a member (n=8): **50%** Time commitment **50%** Nothing
Areas members are interested in being involved with in the future (n=7): • Junior programs • Administration; patrolling	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 8 respondents, **100%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **57%** of Bayside City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Black Rock Life Saving Club Profile

323 Members (2018/19 – 2019/20)

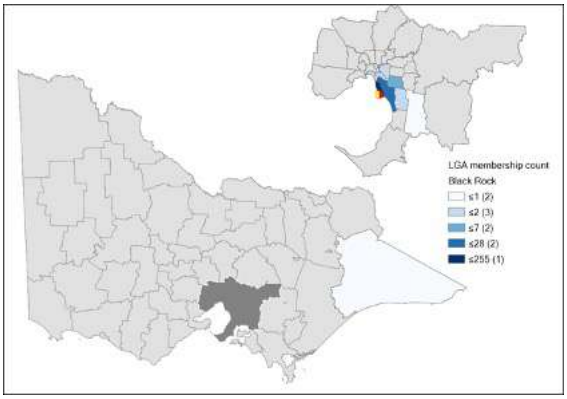
22% Active Members

4 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

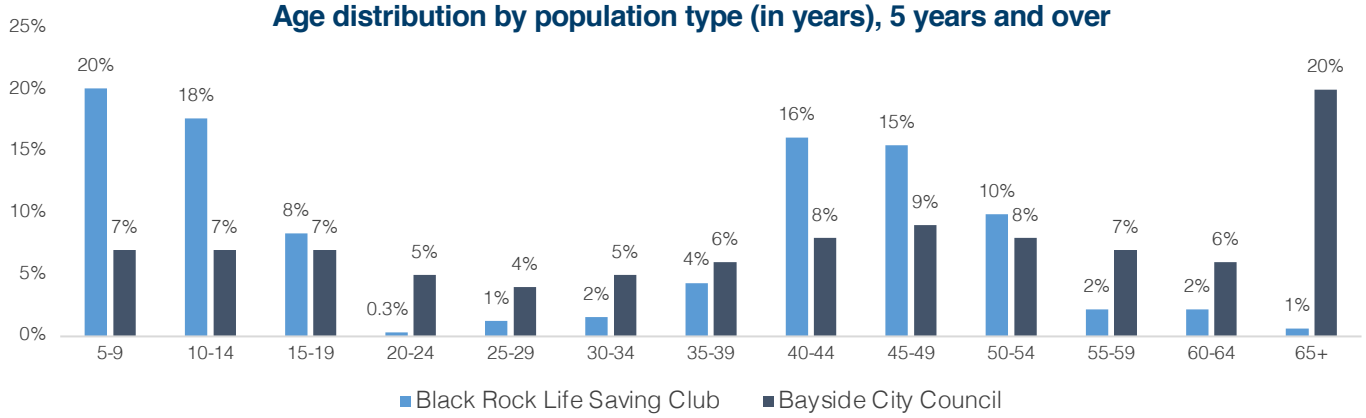


5km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

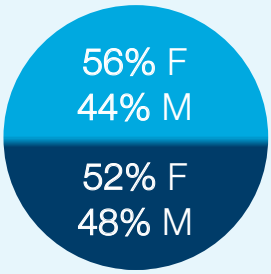
Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities and people with disability.

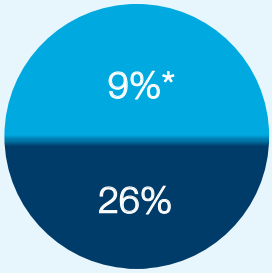
Age distribution by population type (in years), 5 years and over



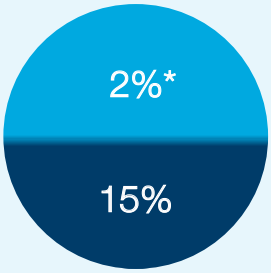
Gender



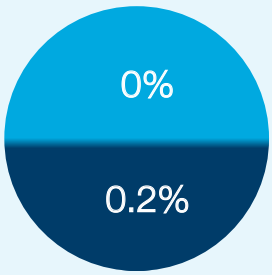
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



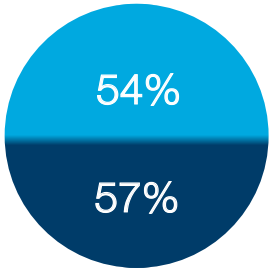
Black Rock Life Saving Club Bayside City Council

*Based only on club members who have provided this information in Surfguard.

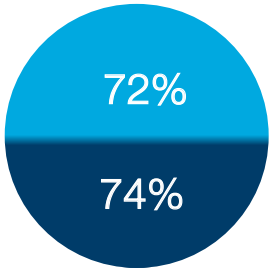
Black Rock Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Black Rock Life Saving Club ■ Bayside City Council

*Medical condition **Visual/Sight ª Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=32; 32 current): 94% Active Members	
Most important* reasons members volunteer for Black Rock LSC/LSV (n=32): **4.6** Enjoyment **4.4** Helping others/the community **4.3** Being a team member **Rating out of 5*	Main challenges to being a member (n=32): **47%** I have other life/family/work priorities **38%** Time commitment **28%** There is or has been conflict within the club
Areas members are interested in being involved with in the future (n=30): **33%** Sports competitor **27%** Patrolling **23%** Junior programs; member of a committee	What could be done to encourage members to remain a lifesaving member for a longer period (n=9): • Nothing • Reduced administration requirements
Of 32 respondents, **88%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **57%** of Bayside City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Bonbeach Life Saving Club Profile

308 Members (2018/19 – 2019/20)

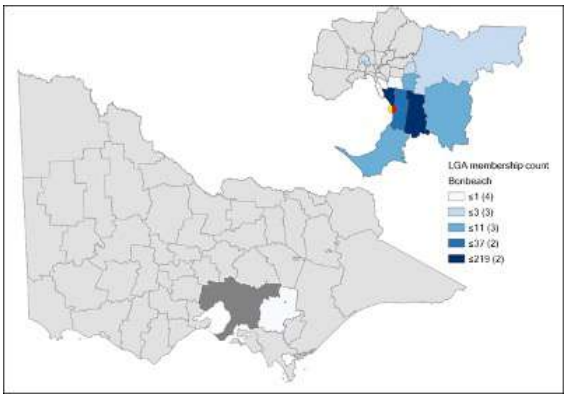
22% Active Members

2 Median years of membership (state median: 4)

4.8 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

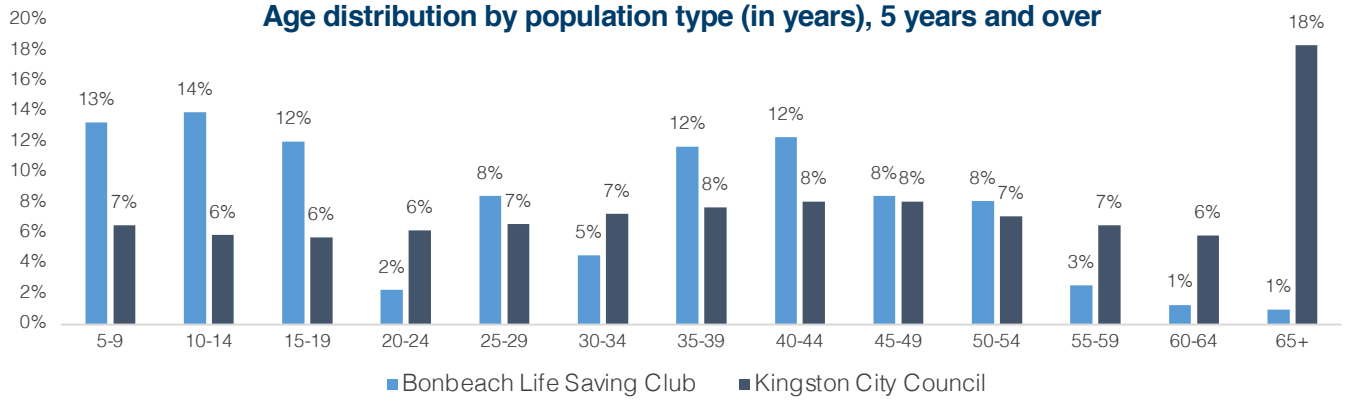
(Rating out of 5)



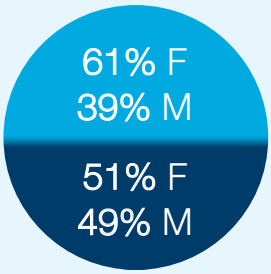
11km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

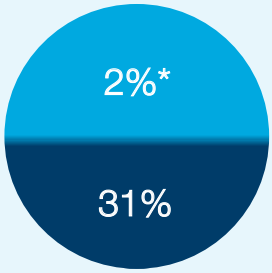
- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.



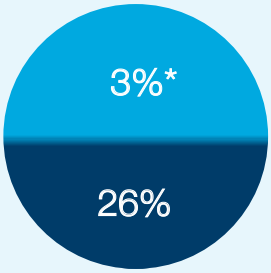
Gender



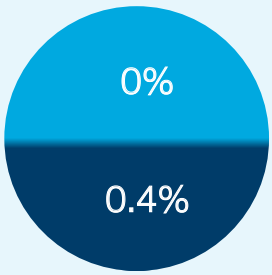
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



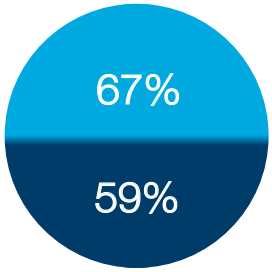
Bonbeach Life Saving Club Kingston City Council

*Based only on club members who have provided this information in Surfguard.

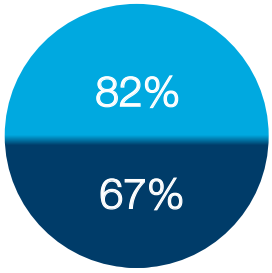
Bonbeach Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Bonbeach Life Saving Club ■ Kingston City Council

*Visual/Sight ɑ Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=13; 13 current): 77% Active Members

Most important* reasons members volunteer for Bonbeach LSC/LSV (n=13):

4.6 Helping others/the community
4.5 Enjoyment
4.4 Working with a respected community organisation

**Rating out of 5*

Main challenges to being a member (n=12):

83% Nothing
- Other responses: Long travel distances to and from the club; other life/family/work priorities

Areas members are interested in being involved with in the future (n=10):

80% Patrolling
- Other responses: Community education; development programs; junior programs; peak-period standby patrols; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 13 respondents, **92%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

62% of Kingston City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Brighton Life Saving Club Profile

690 Members (2018/19 – 2019/20)

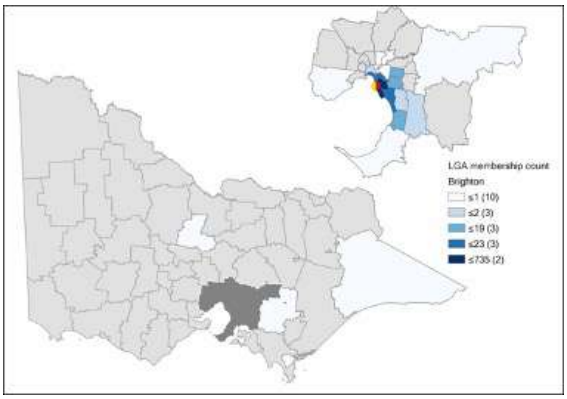
16% Active Members

3 Median years of membership (state median: 4)

4.1 Satisfaction with club (state average: 4.4)

3.8 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

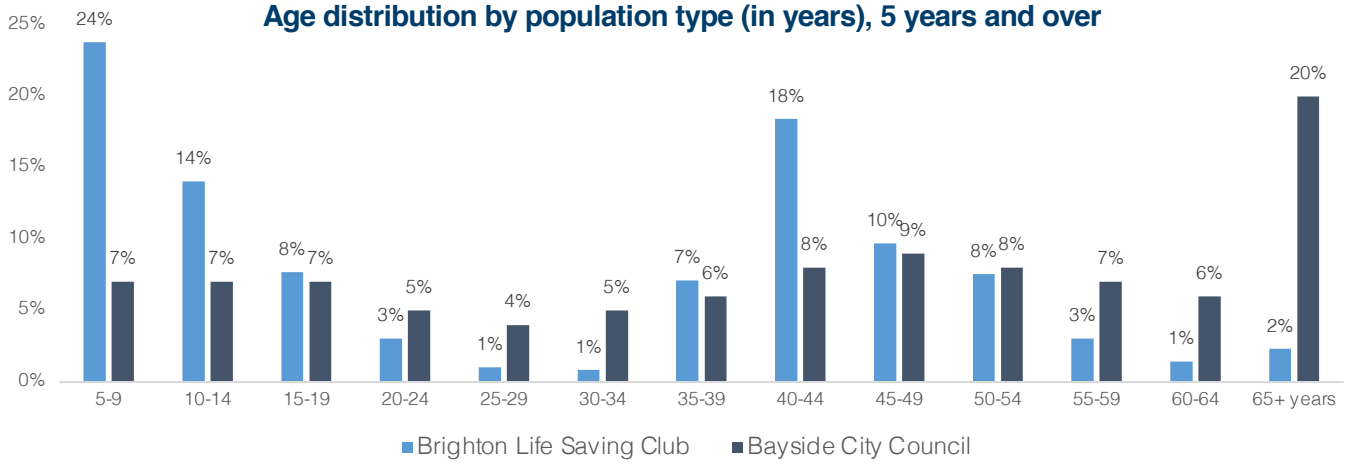


5km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

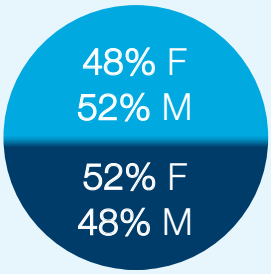
Demographic characteristics

- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities and people with disability.

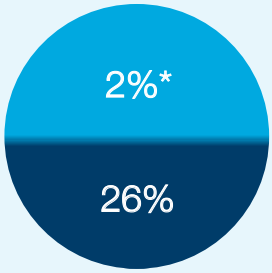
Age distribution by population type (in years), 5 years and over



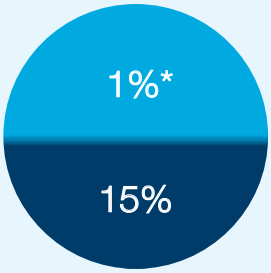
Gender



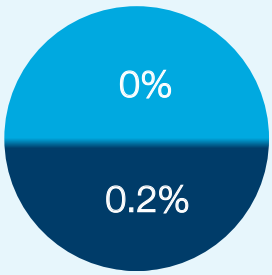
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



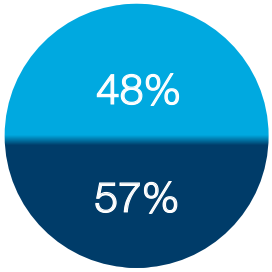
Brighton Life Saving Club Bayside City Council

*Based only on club members who have provided this information in Surfguard.

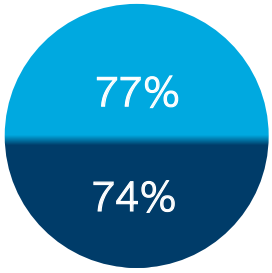
Brighton Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Brighton Life Saving Club ■ Bayside City Council

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=31; 31 current): 77% Active Members

Most important* reasons members volunteer for Brighton LSC/LSV (n=29):

4.3 Enjoyment; helping others/the community
4.2 Being a team member; social contact

**Rating out of 5*

Main challenges to being a member (n=28):

54% Nothing
18% I have other life/family/work priorities
14% Time commitment

Areas members are interested in being involved with in the future (n=23):

61% Patrolling
30% Junior programs
22% Marine Search and Rescue; RWC service

What could be done to encourage members to remain a lifesaving member for a longer period (n=7):

- Extending membership activities into the winter months
- Nothing
- Other responses: Flexibility/easier membership processes and access to training

Of 29 respondents, **79%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:

- More volunteer lifesavers
- Extended patrol hours

Recruitment opportunity:

57% of Bayside City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Cape Paterson Surf Life Saving Club Profile

630 Members (2018/19 – 2019/20)

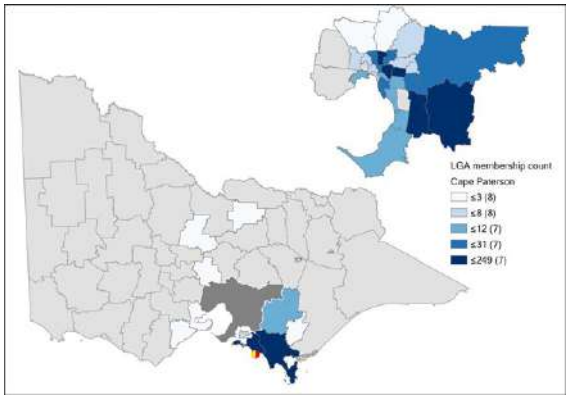
14% Active Members

4 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

4.3 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

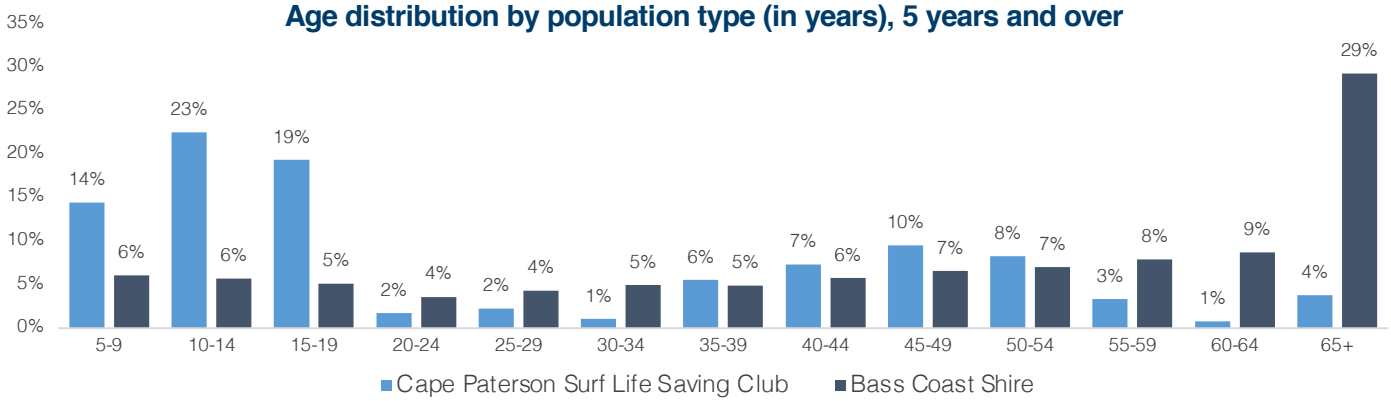


91km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

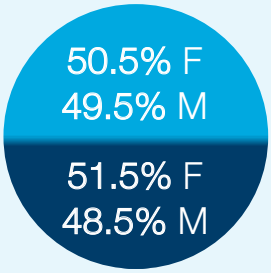
Demographic characteristics

- Youth (5-19) and parent (35-54) age groups well represented against the LGA population.
- Improve retention of youth members into their 20s and 30s; promote membership through peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.

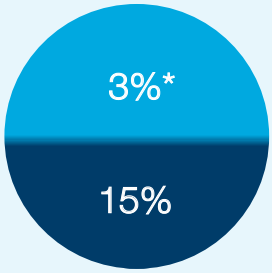
Age distribution by population type (in years), 5 years and over



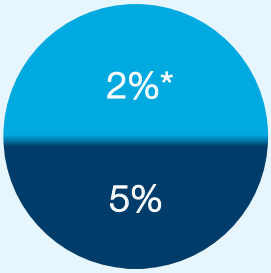
Gender



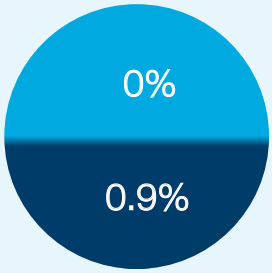
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



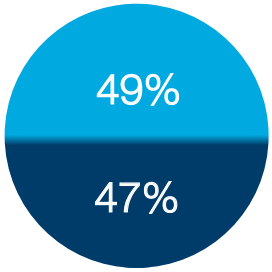
Cape Paterson Surf Life Saving Club Bass Coast Shire

*Based only on club members who have provided this information in Surfguard.

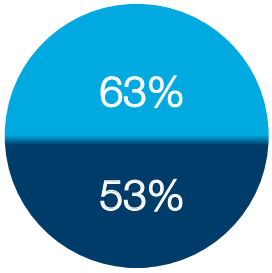
Cape Paterson Surf Life Saving Club Profile

Socio-economic characteristics

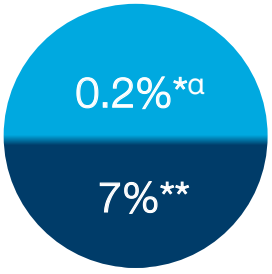
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Cape Paterson Surf Life Saving Club ■ Bass Coast Shire

*Medical condition ᵅBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=42; 42 current): 54% Active Members

Most important* reasons members volunteer for Cape Paterson SLSC/LSV (n=38):

4.4 Enjoyment
4.3 Helping others/the community
4.2 Being a team member

**Rating out of 5*

Main challenges to being a member (n=37):

49% Nothing
30% I have other life/family/work priorities; long travel distances to and from the club

Areas members are interested in being involved with in the future (n=36):

33% Member of a committee; patrolling
25% Junior programs

What could be done to encourage members to remain a lifesaving member for a longer period (n=5):

- Recognition of service
- Other responses: Flexibility with operational requirements and roles; lower fees

Of 39 respondents, **92%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:

- Extended patrol hours; paid lifeguards

Recruitment opportunity:

56% of Bass Coast Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Carrum Surf Life Saving Club Profile

293 Members (2018/19 – 2019/20)

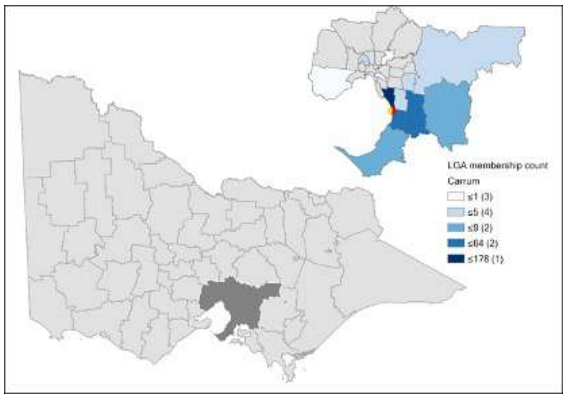
12% Active Members

4 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

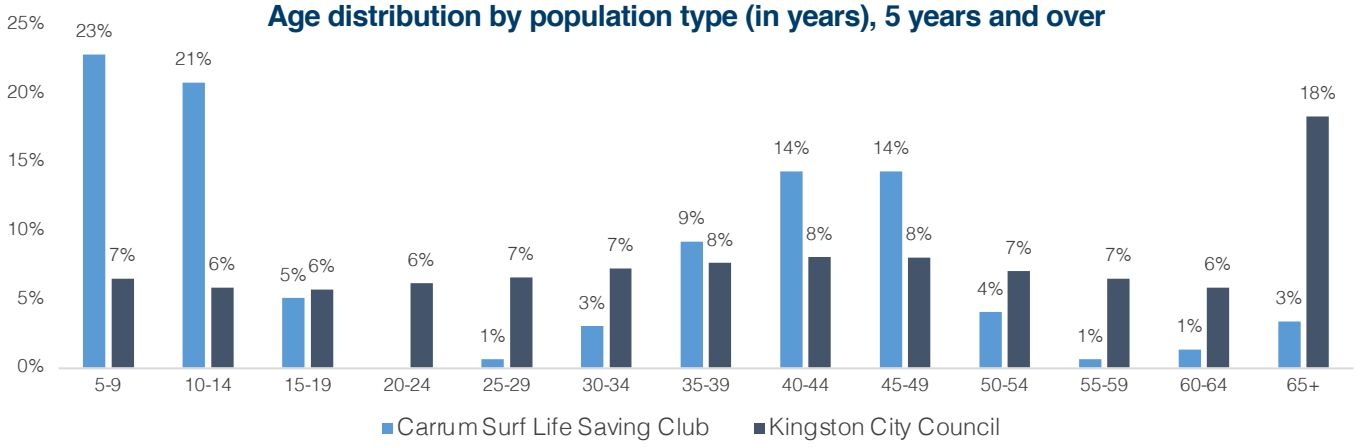


9km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

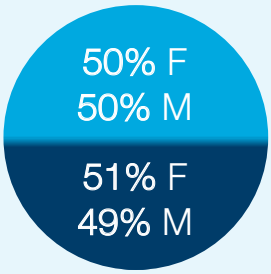
Demographic characteristics

- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, and people with disability.

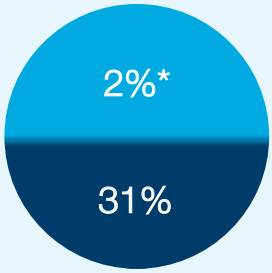
Age distribution by population type (in years), 5 years and over



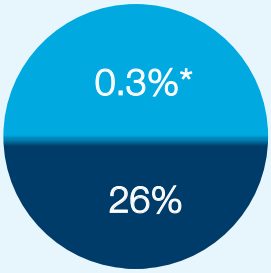
Gender



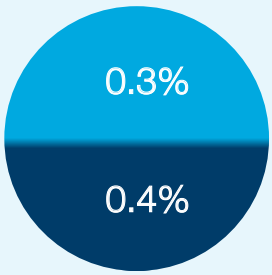
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



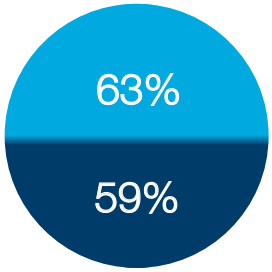
Carrum Surf Life Saving Club Kingston City Council

*Based only on club members who have provided this information in Surfguard.

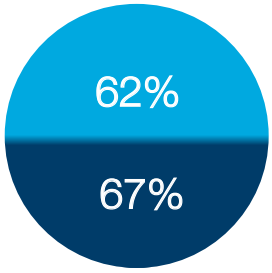
Carrum Surf Life Saving Club Profile

Socio-economic characteristics

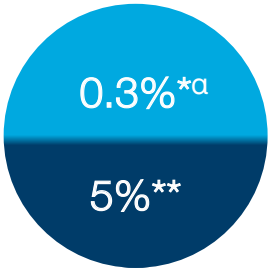
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Carrum Surf Life Saving Club ■ Kingston City Council

*Medical condition [a]Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=22; 22 current): 82% Active Members	
Most important* reasons members volunteer for Carrum SLSC/LSV (n=21): **4.6** Being a team member; helping others/the community **4.4** Enjoyment **Rating out of 5*	Main challenges to being a member (n=20): **45%** Nothing **30%** Other life/family/work priorities **25%** Time commitment
Areas members are interested in being involved with in the future (n=20): **65%** Patrolling **50%** Training and assessing **35%** Member of a committee; undertaking evening patrols during peak periods	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 21 respondents, **76%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **62%** of Kingston City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Chelsea Longbeach Life Saving Club Profile

431 Members (2018/19 – 2019/20)

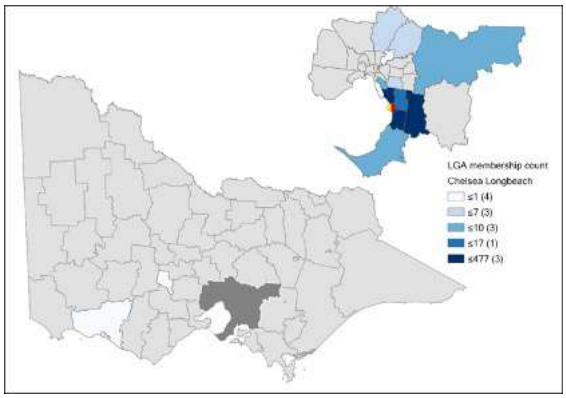
31% Active Members

4 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

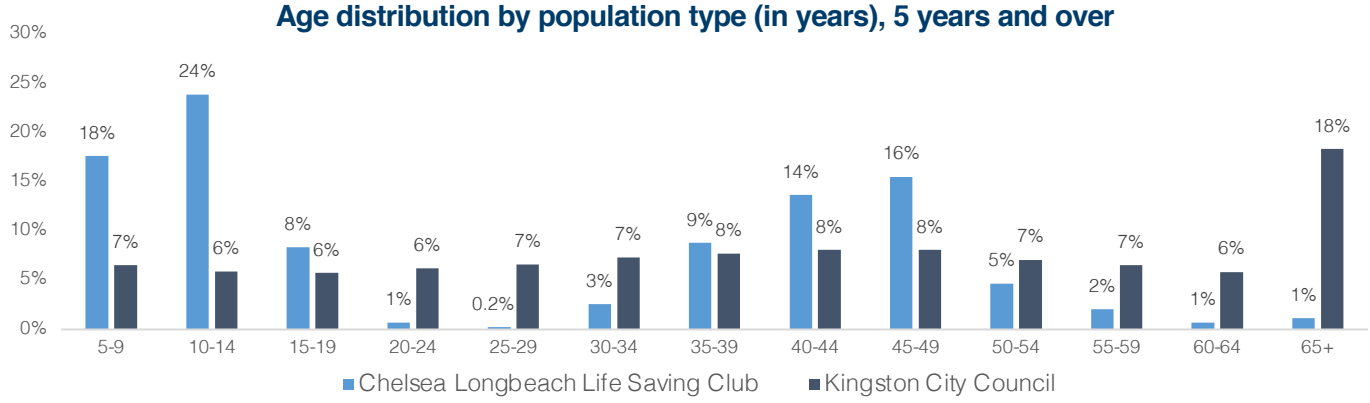


7km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

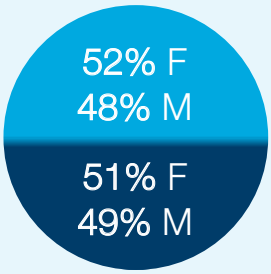
Demographic characteristics

- Youth and parent age groups (5-19 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.

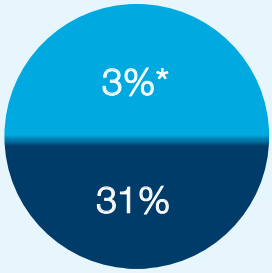
Age distribution by population type (in years), 5 years and over



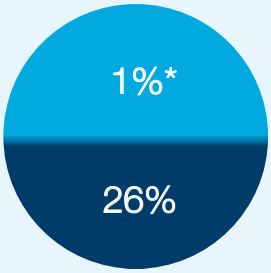
Gender



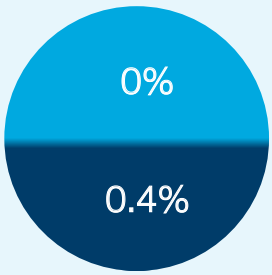
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



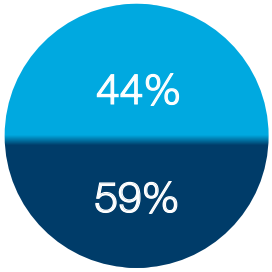
Chelsea Longbeach Life Saving Club Kingston City Council

*Based only on club members who have provided this information in Surfguard.

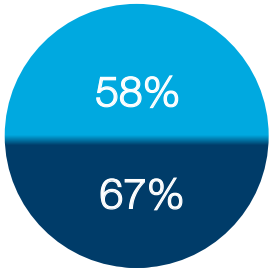
Chelsea Longbeach Life Saving Club Profile

Socio-economic characteristics

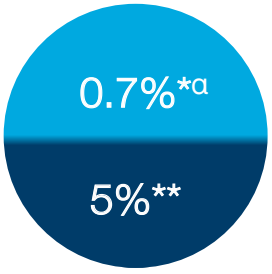
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Chelsea Longbeach Life Saving Club ■ Kingston City Council

*Medical condition ªBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=33; 32 current): 97% Active Members	
Most important* reasons members volunteer for Chelsea Longbeach LSC/LSV (n=31): **4.7** Enjoyment; helping others/the community **4.5** Social contact **Rating out of 5*	Main challenges to being a member (n=30): **50%** I have other life/family/work priorities **40%** There is or has been conflict within the club **30%** Time commitment
Areas members are interested in being involved with in the future (n=29): **52%** Patrolling **34%** Peak-period standby patrols **31%** Member of a committee	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 30 respondents, **77%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **62%** of Kingston City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Dromana Bay Life Saving Club Profile

409 Members (2018/19 – 2019/20)

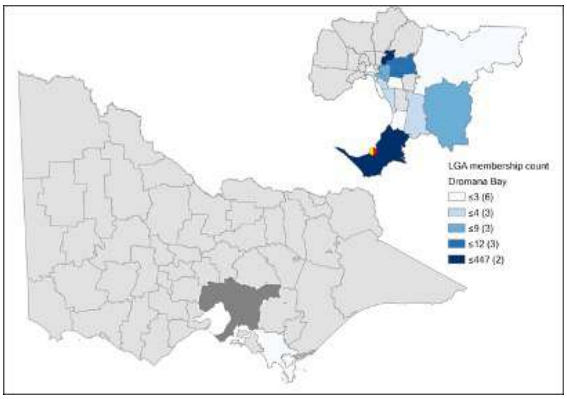
10% Active Members

3 Median years of membership (state median: 4)

4.1 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

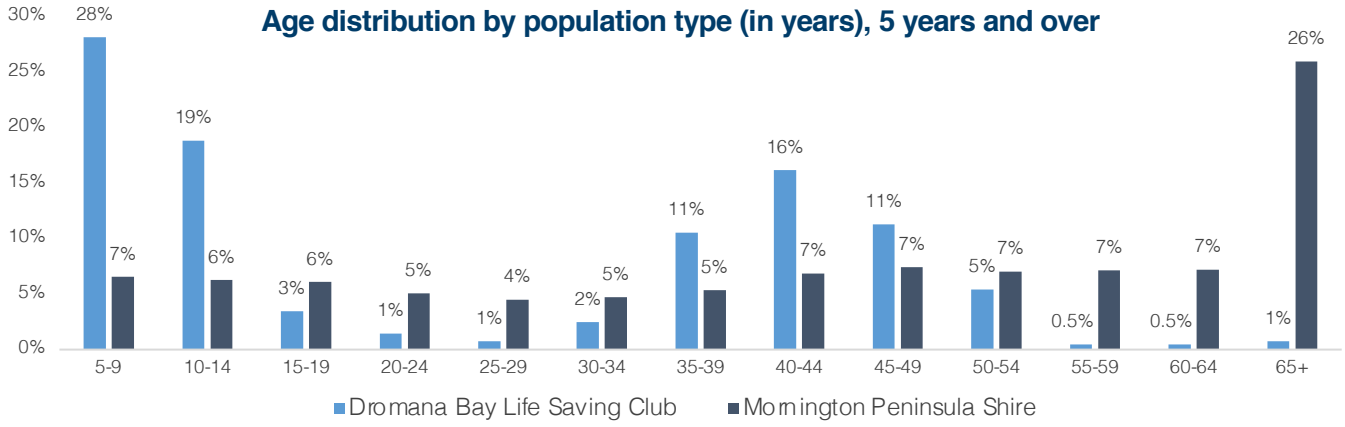
(Rating out of 5)



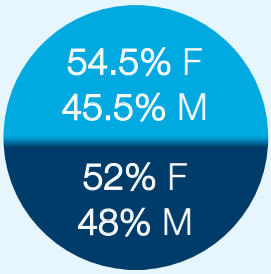
19km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

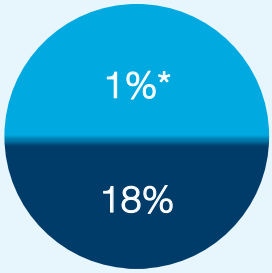
- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples and people with disability.



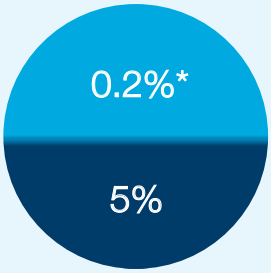
Gender



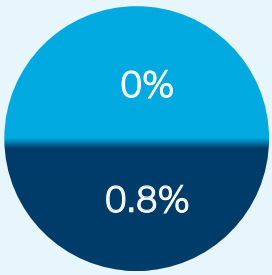
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



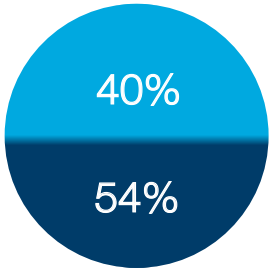
Dromana Bay Life Saving Club Mornington Peninsula Shire

*Based only on club members who have provided this information in Surfguard.

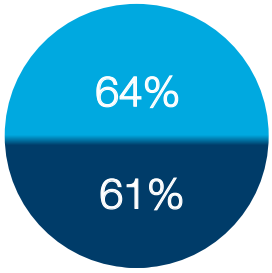
Dromana Bay Life Saving Club Profile

Socio-economic characteristics

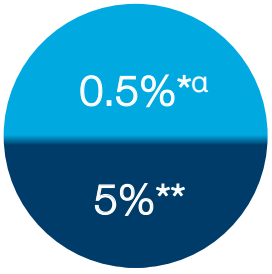
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Dromana Bay Life Saving Club ■ Mornington Peninsula Shire

*Medical condition ᵃBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=16; 16 current): 93% Active Members

Most important* reasons members volunteer for Dromana Bay LSC/LSV (n=14):

4.8 Enjoyment
4.6 Helping others/the community
4.4 Being a team member; working with a respected community organisation

**Rating out of 5*

Main challenges to being a member (n=11):

55% There is or has been conflict within the club
45% The time commitment
27% My volunteering efforts are not recognised/rewarded; I have other life/family/work priorities

Areas members are interested in being involved with in the future (n=13):

77% Patrolling
62% Undertaking evening patrols during peak periods
54% Junior programs

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 14 respondents, **57%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:
- More volunteer lifesavers

Recruitment opportunity:

60% of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Edithvale Life Saving Club Profile

242 Members (2018/19 – 2019/20)

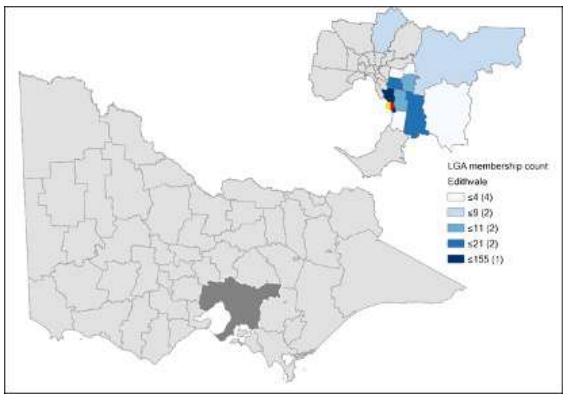
41% Active Members

3 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

3.6 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

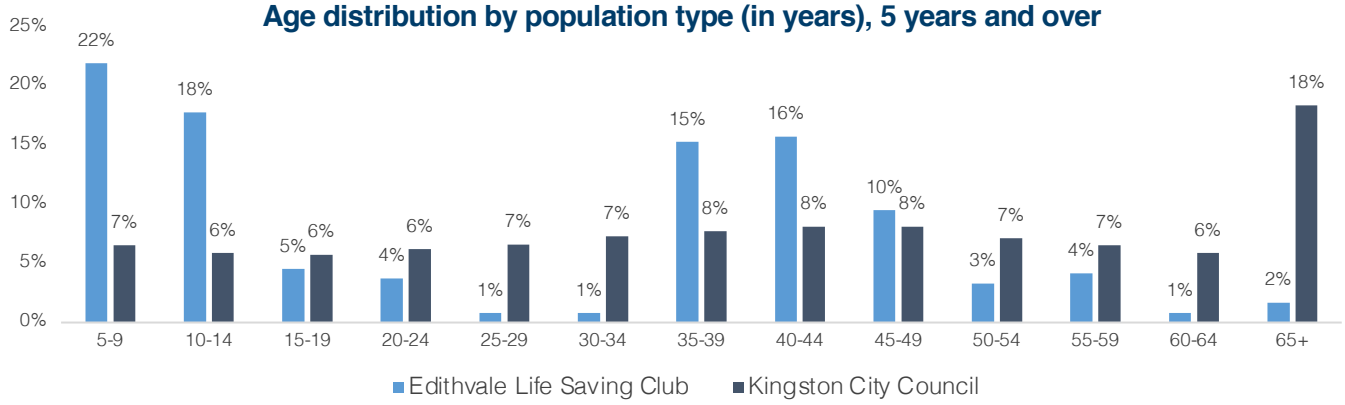


11km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

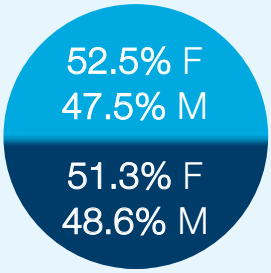
Demographic characteristics

- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 25-34 years, older adults, multicultural communities, and people with disability.

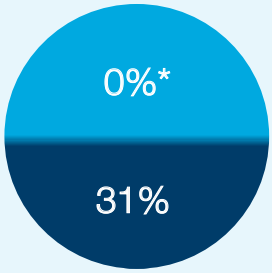
Age distribution by population type (in years), 5 years and over



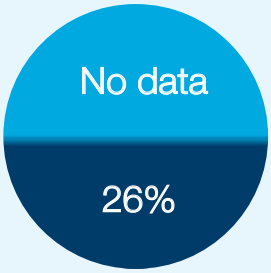
Gender



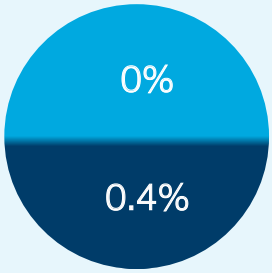
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



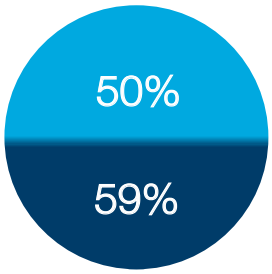
Edithvale Life Saving Club Kingston City Council

*Based only on club members who have provided this information in Surfguard.

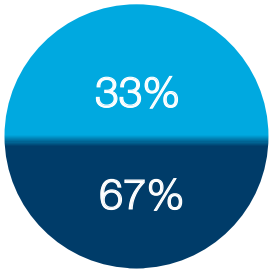
Edithvale Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Edithvale Life Saving Club ■ Kingston City Council
†No data, overall state average provided
*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=8; 8 current): 88% Active Members

Most important* reasons members volunteer for Edithvale LSC/LSV (n=7):

4.7 Social contact
4.6 Working with a respected community organisation

**Rating out of 5*

Main challenges to being a member (n=7):

43% Time commitment
29% Long travel distances to and from the club; nothing; other life/family/work priorities

Areas members are interested in being involved with in the future (n=7):

- Patrolling; training and assessing
- Paid work at LSV

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 7 respondents, **100%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

62% of Kingston City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Elwood Life Saving Club Profile

740 Members (2018/19 – 2019/20)

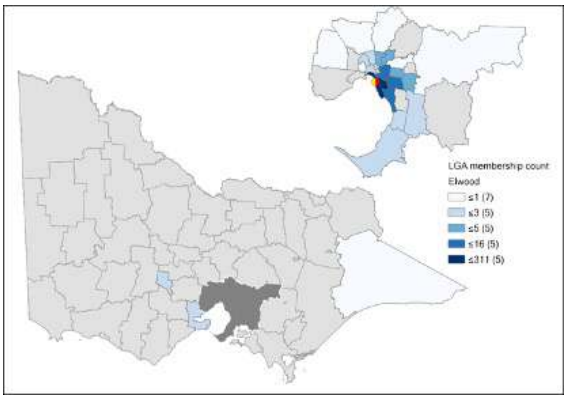
12% Active Members

3 Median years of membership (state median: 4)

4.2 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

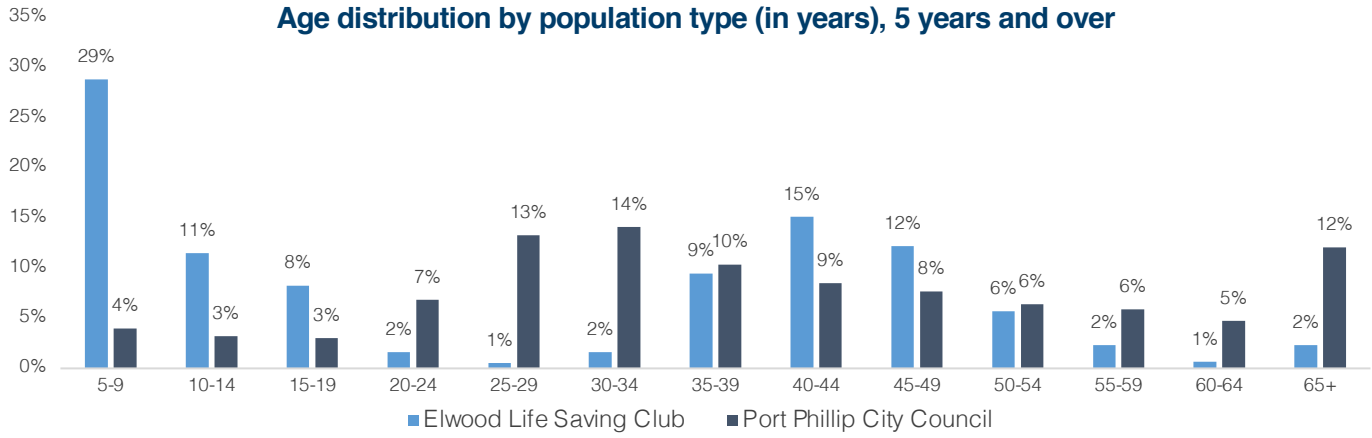
(Rating out of 5)



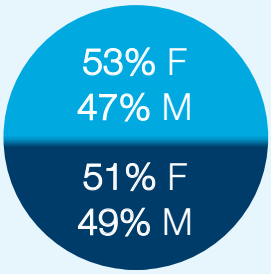
6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

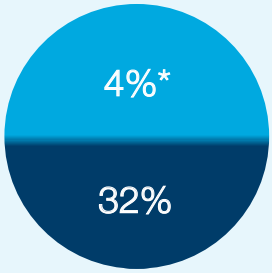
- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, and people with disability.



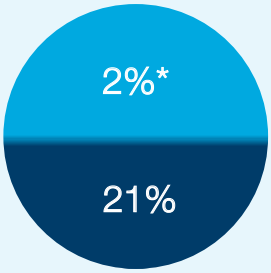
Gender



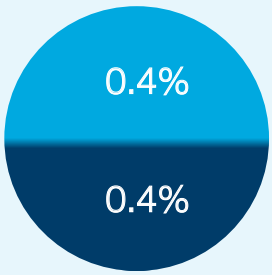
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



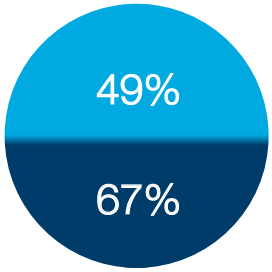
Elwood Life Saving Club Port Phillip City Council

*Based only on club members who have provided this information in Surfguard.

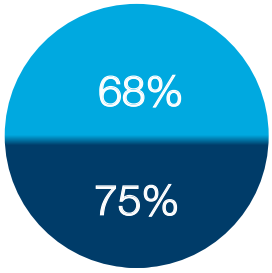
Elwood
Life Saving Club Profile

Socio-economic characteristics

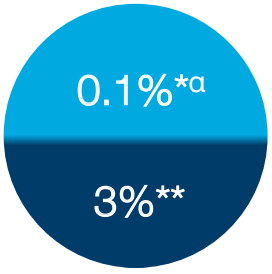
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Elwood Life Saving Club ■ Port Phillip City Council

*Visual/Sight ª Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=21; 20 current): 80% Active Members

Most important* reasons members volunteer for Elwood LSC/LSV (n=19):

4.5 Helping others/the community
4.3 Being a team member; enjoyment

**Rating out of 5*

Main challenges to being a member (n=16):

50% I have other life/family/work priorities
25% Long travel distances to and from the club; nothing

Areas members are interested in being involved with in the future (n=13):

54% Junior programs
38% Marine Search and Rescue; patrolling

What could be done to encourage members to remain a lifesaving member for a longer period (n=6):

- Nothing
- Other responses: Access to training; flexibility with operational requirements; recognition of service; reduced administration requirements

Of 18 respondents, **89%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

61% of Port Phillip City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Fairhaven
Surf Life Saving Club Profile

1369 Members (2018/19 – 2019/20)

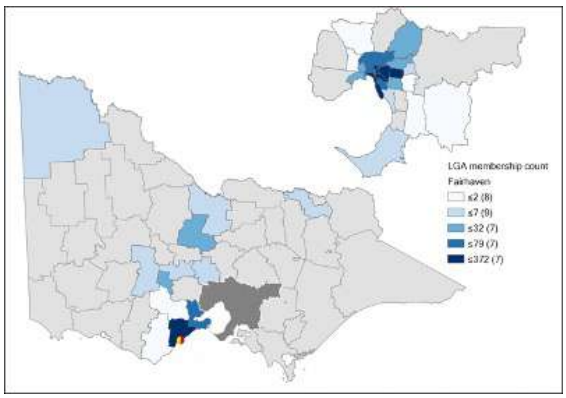
21% Active Members

7 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

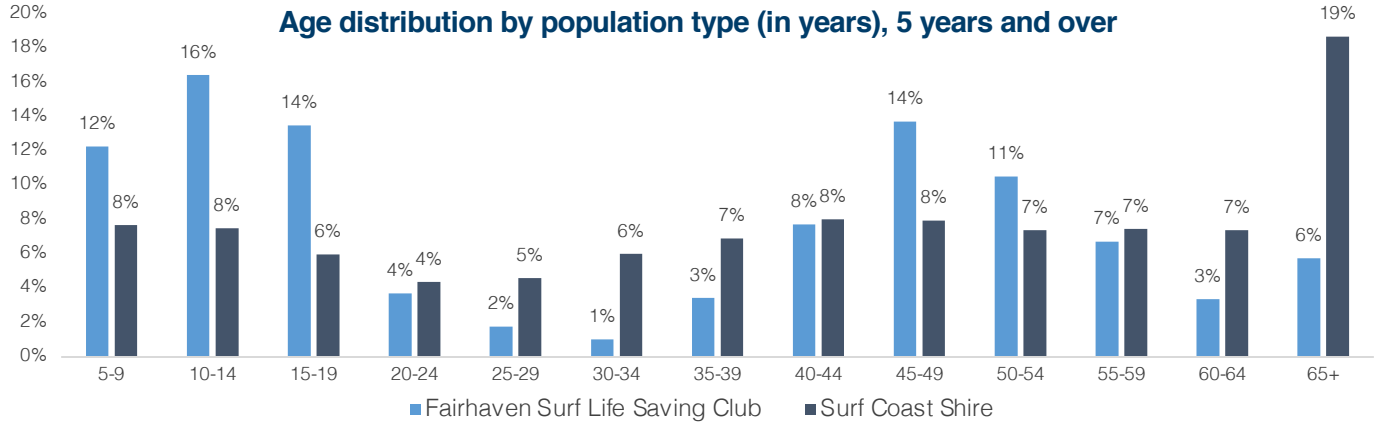
(Rating out of 5)



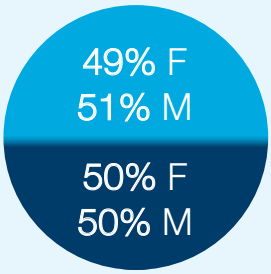
112km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

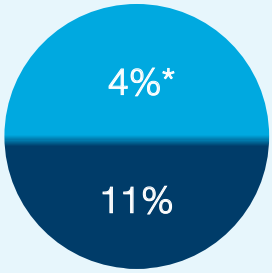
- Youth and parent age groups (5-19 and 40-59) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



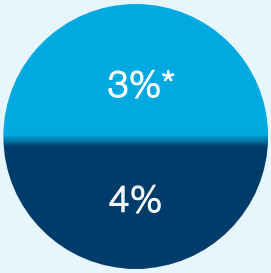
Gender



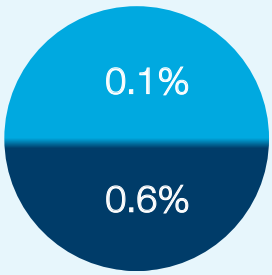
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



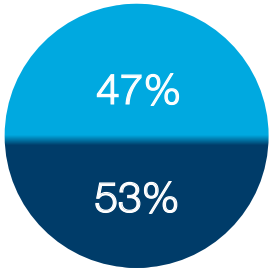
Fairhaven Surf Life Saving Club Surf Coast Shire

*Based only on club members who have provided this information in Surfguard.

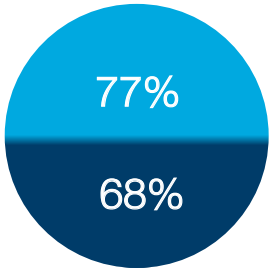
Fairhaven
Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Fairhaven Surf Life Saving Club ■ Surf Coast Shire

*Medical condition **Visual/Sight ª Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=82; 80 current): 40% Active Members

Most important* reasons members volunteer for Fairhaven SLSC/LSV (n=72):

4.5 Helping others/the community
4.4 Enjoyment
4.3 Being a team member

**Rating out of 5*

Main challenges to being a member (n=74):

48% Nothing
32% I have other life/family/work priorities
23% Long travel distances to and from the club

Areas members are interested in being involved with in the future (n=69):

36% None of these; patrolling
25% Junior programs

What could be done to encourage members to remain a lifesaving member for a longer period (n=7):

- Membership benefits scheme
- Easier membership processes; lower fees; nothing; receiving subsidies for training

Of 74 respondents, **93%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:

- More volunteer lifesavers; paid lifeguards
- Drones; extended patrol hours

Recruitment opportunity:

52% of Surf Coast Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Frankston Life Saving Club Profile

422 Members (2018/19 – 2019/20)

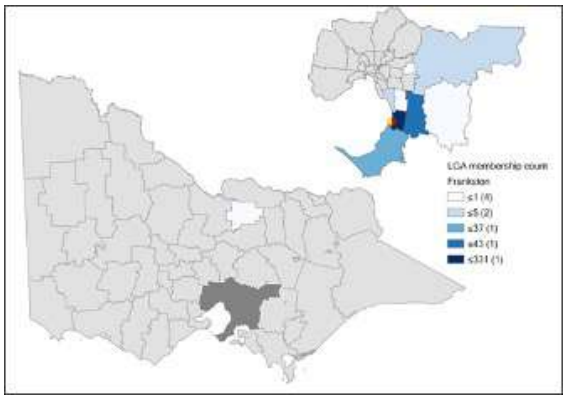
16% Active Members

3 Median years of membership (state median: 4)

4.3 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

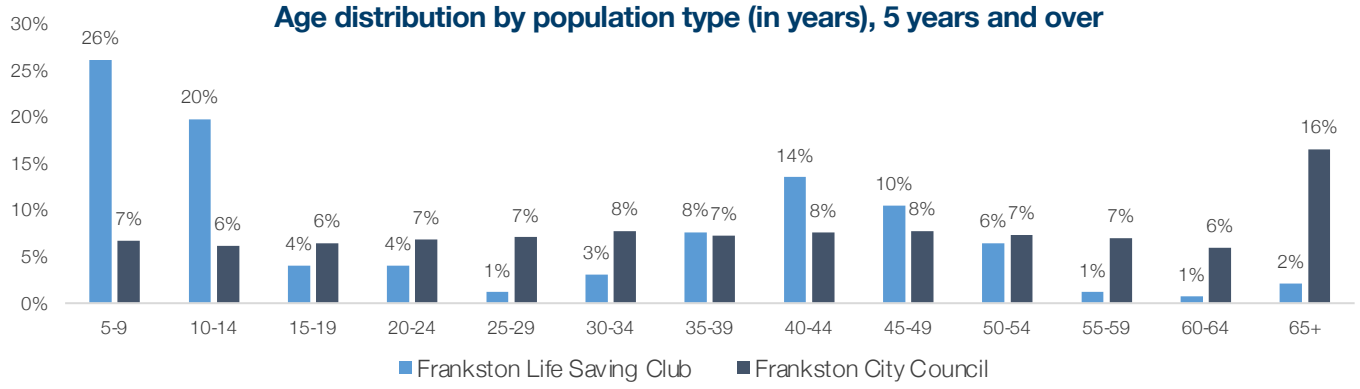
(Rating out of 5)



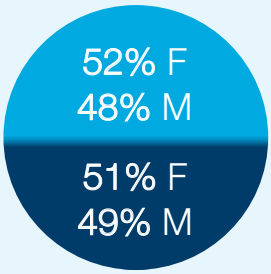
7km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

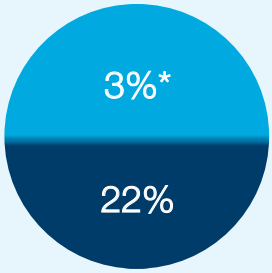
- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



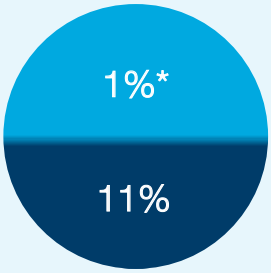
Gender



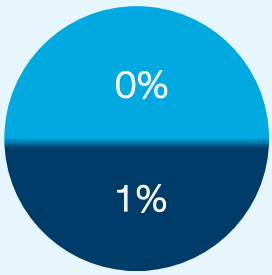
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



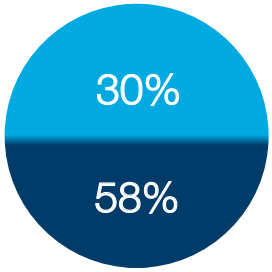
Frankston Life Saving Club Frankston City Council

*Based only on club members who have provided this information in Surfguard.

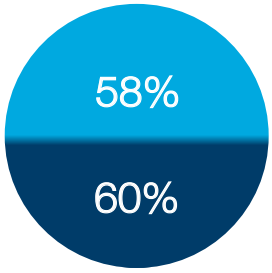
Frankston Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Frankston Life Saving Club ■ Frankston City Council

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=23; 22 current): 73% Active Members

Most important* reasons members volunteer for Frankston LSC/LSV (n=21):

4.7 Helping others/the community
4.4 Being a team member; working with a respected community organisation

**Rating out of 5*

Main challenges to being a member (n=20):

50% I have other life/family/work priorities
35% Nothing; there is or has been conflict within the club

Areas members are interested in being involved with in the future (n=16):

50% Patrolling; junior programs
31% Marine Search and Rescue; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 21 respondents, **67%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:

- More volunteer lifesavers
- Paid lifeguards
- Other responses: CCTV; drones

Recruitment opportunity:

62% of Frankston City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Gunnamatta Surf Life Saving Club Profile

285 Members (2018/19 – 2019/20)

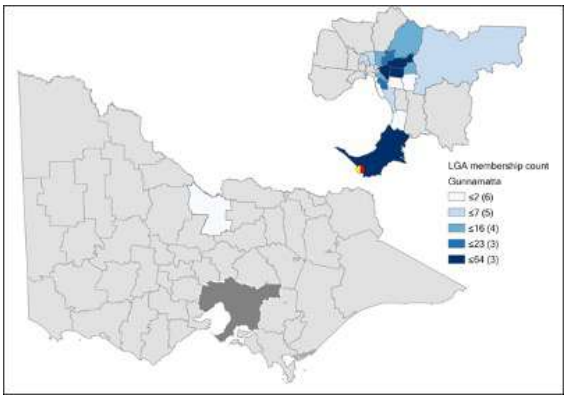
26% Active Members

6 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

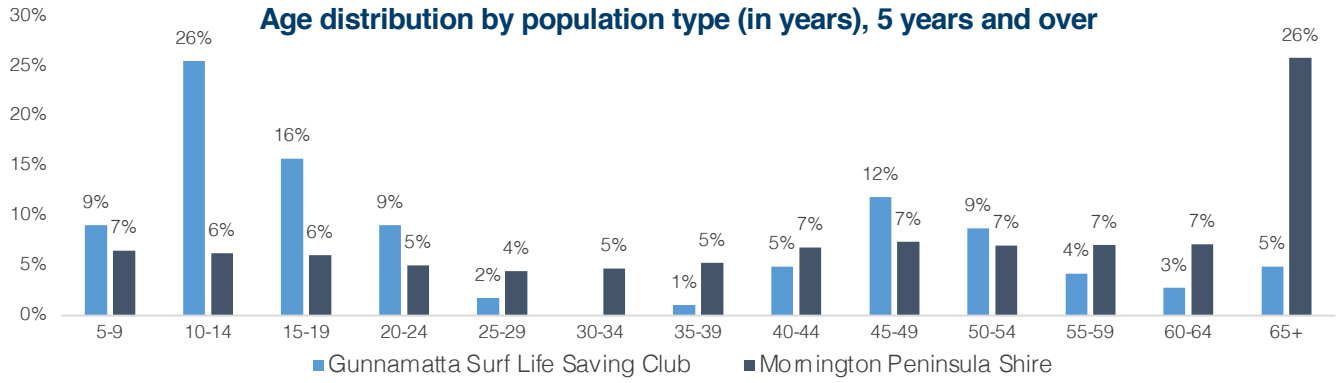
(Rating out of 5)

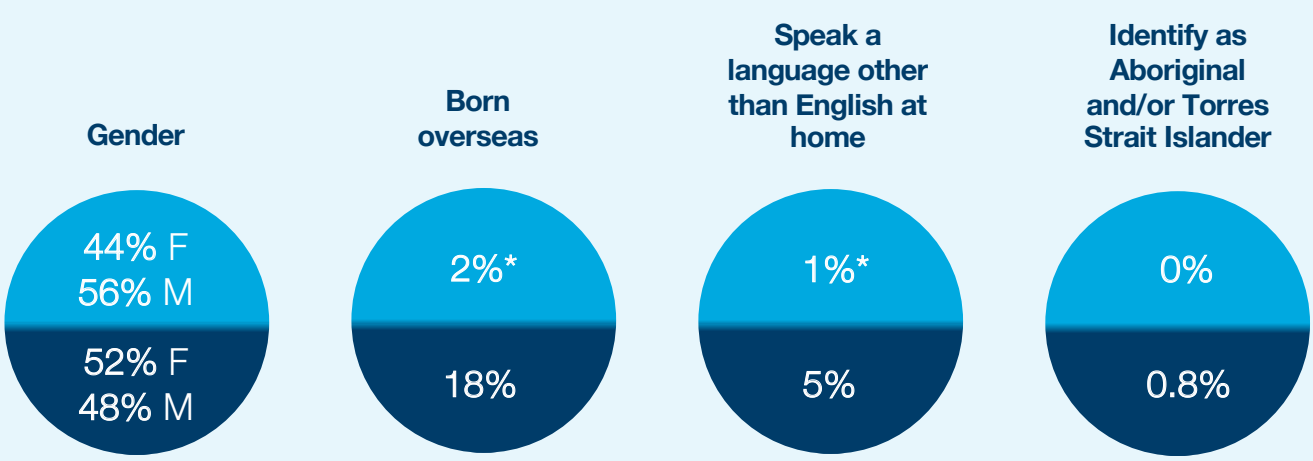


76km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-24 and 45-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with female and older adult LGA residents, as well as residents from diverse groups, in particular, multicultural communities and Aboriginal and Torres Strait Islander peoples.



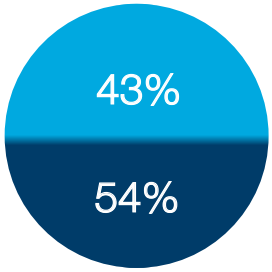


*Based only on club members who have provided this information in Surfguard.

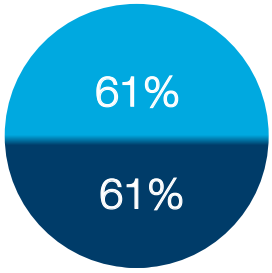
Gunnamatta Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Gunnamatta Surf Life Saving Club ■ Mornington Peninsula Shire

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=43; 40 current): 68% Active Members

Most important* reasons members volunteer for Gunnamatta SLSC/LSV (n=38):

4.5 Enjoyment; helping others/the community
4.4 Being a team member

**Rating out of 5*

Main challenges to being a member (n=37):

38% Nothing
24% I have other life/family/work priorities
19% Long travel distances to and from the club

Areas members are interested in being involved with in the future (n=37):

73% Patrolling
43% Training and assessing
32% Member of a committee

What could be done to encourage members to remain a lifesaving member for a longer period (n=8):

- Nothing
- Ability to take on different roles
- Flexibility with operational requirements; recognition of service

Of 39 respondents, **85%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:

- More volunteer lifesavers
- CCTV; drones; RWCs (at the club)

Recruitment opportunity:

60% of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Half Moon Bay Surf Life Saving Club Profile

330 Members (2018/19 – 2019/20)

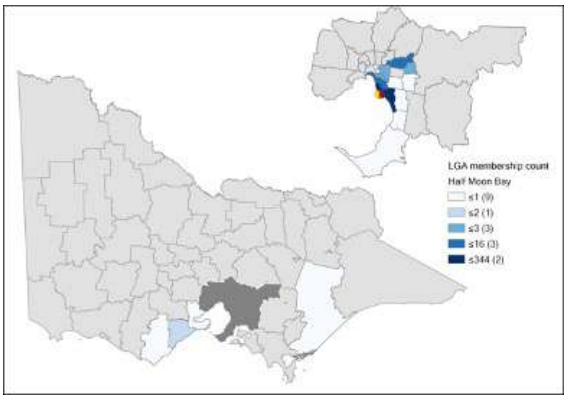
26% Active Members

4 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

3.9 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

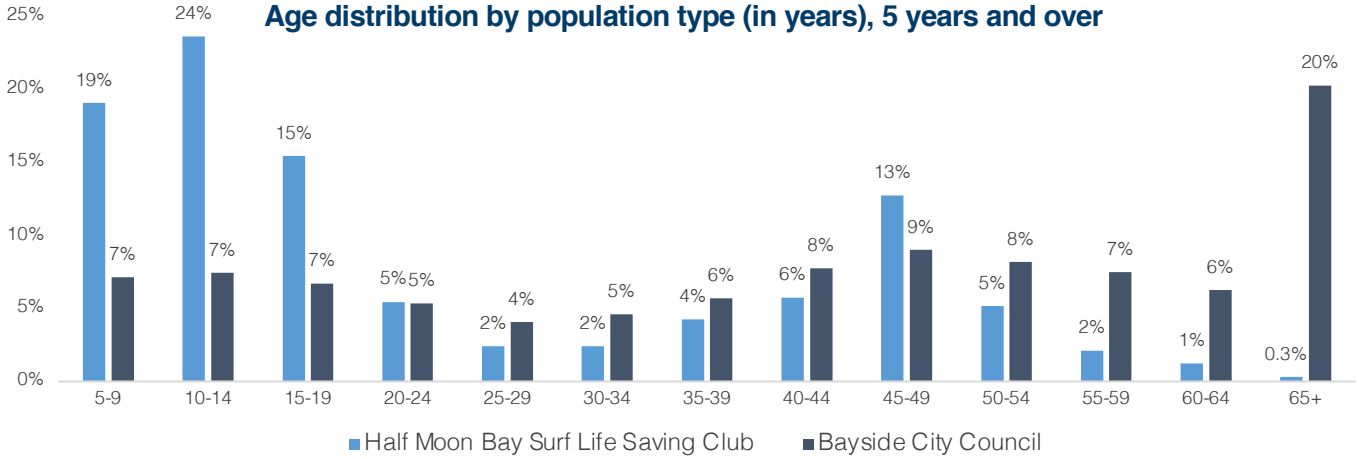


7km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

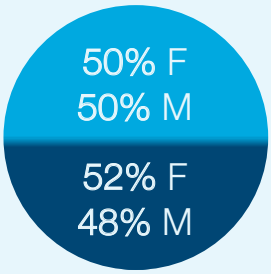
Demographic characteristics

- Youth (5-19) and adult (20-24 and 45-49) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

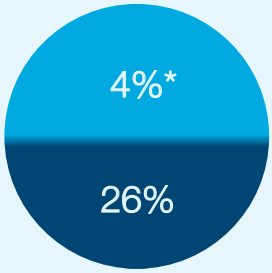
Age distribution by population type (in years), 5 years and over



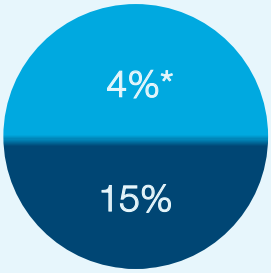
Gender



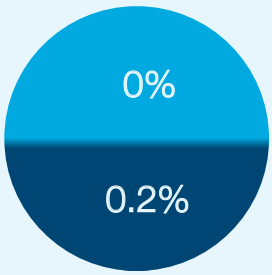
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



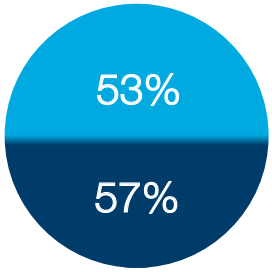
Half Moon Bay Surf Life Saving Club Bayside City Council

*Based only on club members who have provided this information in Surfguard.

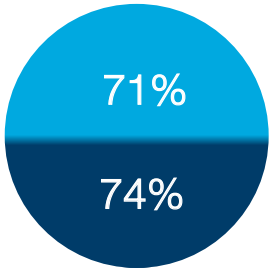
Half Moon Bay Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Half Moon Bay Surf Life Saving Club ■ Bayside City Council

*Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=23; 22 current): 73% Active Members	
Most important* reasons members volunteer for Half Moon Bay SLSC/LSV (n=19): **4.5** Being a team member **4.4** Social contact **4.3** Enjoyment; helping others/the community **Rating out of 5*	Main challenges to being a member (n=17): **41%** I have other life/family/work priorities **35%** Nothing **24%** Time commitment
Areas members are interested in being involved with in the future (n=19): **63%** Patrolling **32%** Junior programs **26%** Marine Search and Rescue; paid work at LSV; sport; training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period (n=5): • Lower membership fees • Recognition of service; reduced administration requirements
Of 19 respondents, **100%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **57%** of Bayside City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Hampton Life Saving Club Profile

704 Members (2018/19 – 2019/20)

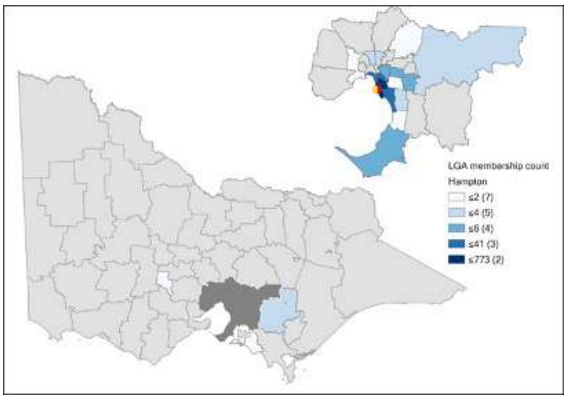
15% Active Members

4 Median years of membership (state median: 4)

4.3 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

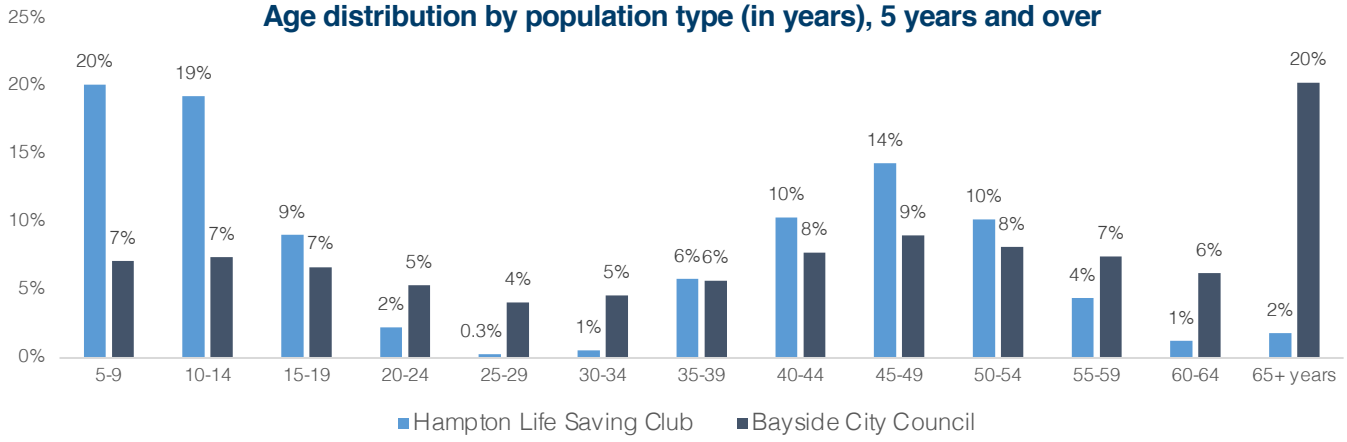


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

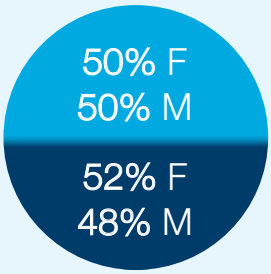
Demographic characteristics

- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities and people with disability.

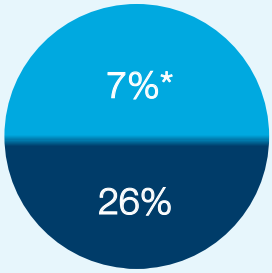
Age distribution by population type (in years), 5 years and over



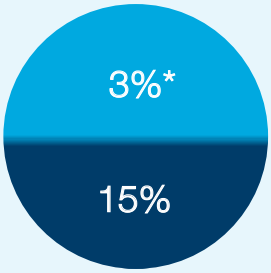
Gender



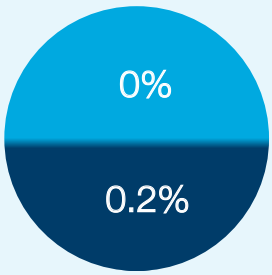
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



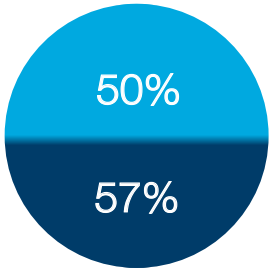
Hampton Life Saving Club Bayside City Council

*Based only on club members who have provided this information in Surfguard.

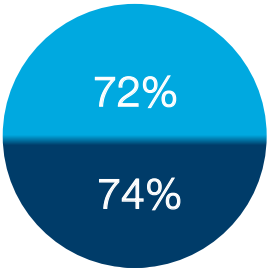
Hampton Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Hampton Life Saving Club ■ Bayside City Council

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=41; 39 current): 84% Active Members

Most important* reasons members volunteer for Hampton LSC/LSV (n=35):

4.7 Helping others/the community
4.5 Enjoyment
4.3 Being a team member

**Rating out of 5*

Main challenges to being a member (n=34):

35% Nothing
29% I have other life/family/work priorities; there is or has been conflict within the club

Areas members are interested in being involved with in the future (n=31):

55% Patrolling
32% Development programs; junior programs

What could be done to encourage members to remain a lifesaving member for a longer period (n=11):

- Nothing
- Recognition of service
- Other responses: different role opportunities; flexibility with operational requirements; lower fees; membership benefits scheme

Of 35 respondents, **91%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

57% of Bayside City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Inverloch Surf Life Saving Club Profile

766 Members (2018/19 – 2019/20)

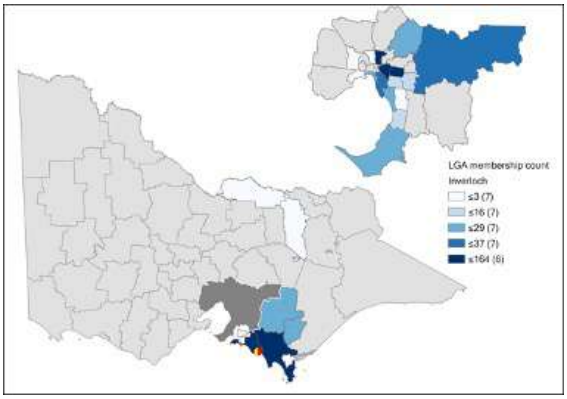
20% Active Members

5 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

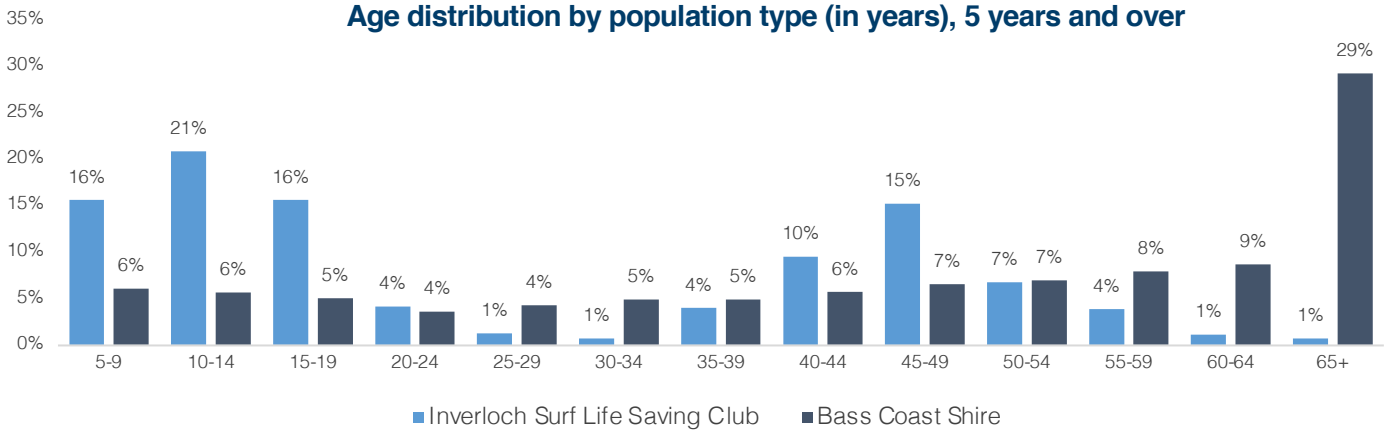


115km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

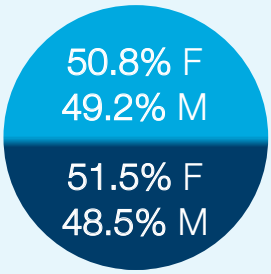
Demographic characteristics

- Youth (5-19), young adult (20-24) and parent (40-54) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples and people with disability.

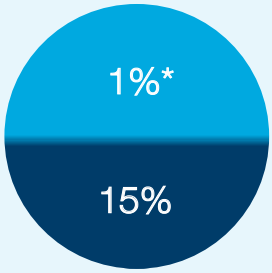
Age distribution by population type (in years), 5 years and over



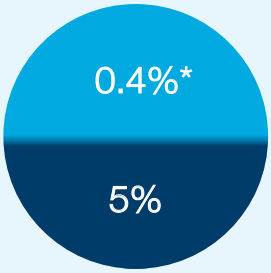
Gender



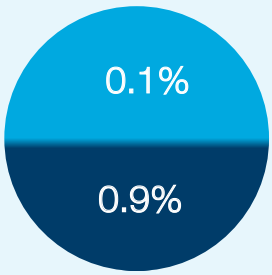
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



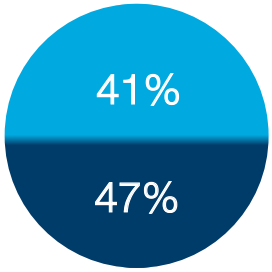
Inverloch Surf Life Saving Club Bass Coast Shire

*Based only on club members who have provided this information in Surfguard.

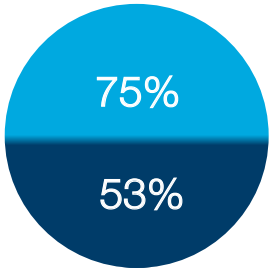
Inverloch Surf Life Saving Club Profile

Socio-economic characteristics

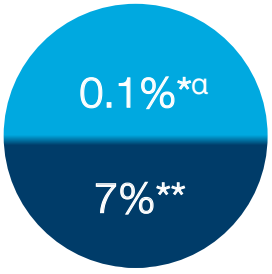
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Inverloch Surf Life Saving Club ■ Bass Coast Shire

*Visual/Sight [a] Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=50; 48 current): 83% Active Members

Most important* reasons members volunteer for Inverloch SLSC/LSV (n=46):

4.5 Helping others/the community
4.2 Being a team member; enjoyment; social contact

**Rating out of 5*

Main challenges to being a member (n=47):

49% Nothing
30% I have other life/family/work priorities; long travel distances to and from the club
19% There is or has been conflict within the club

Areas members are interested in being involved with in the future (n=39):

54% Patrolling
31% Member of a committee
28% Junior programs

What could be done to encourage members to remain a lifesaving member for a longer period (n=9):

- Nothing
- Lower membership fees; membership benefits scheme

Of 46 respondents, **96%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

56% of Bass Coast Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Jan Juc
Surf Life Saving Club Profile

884 Members (2018/19 – 2019/20)

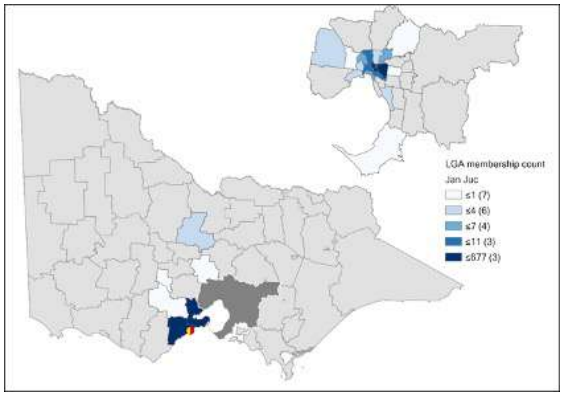
20% Active Members

4 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

3.9 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

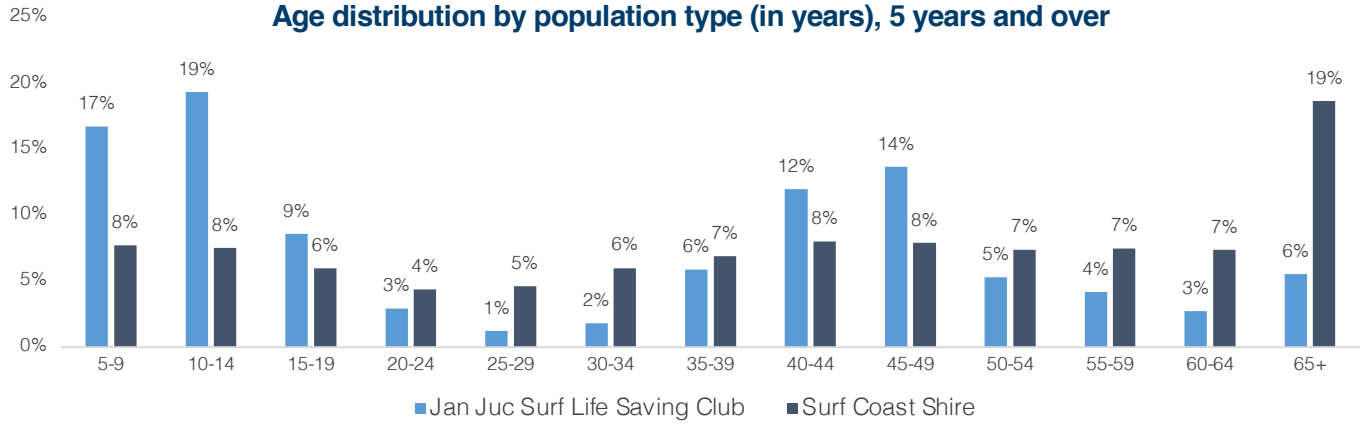


17km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-19 and 40-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.

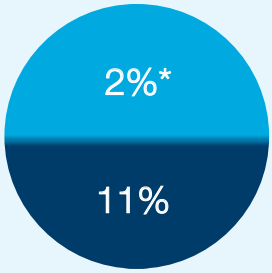
Age distribution by population type (in years), 5 years and over



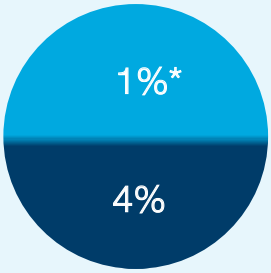
Gender



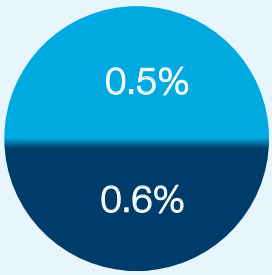
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



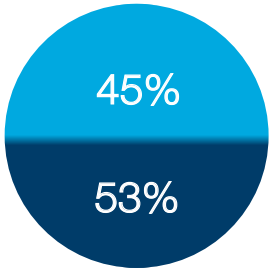
Jan Juc Surf Life Saving Club Surf Coast Shire

*Based only on club members who have provided this information in Surfguard.

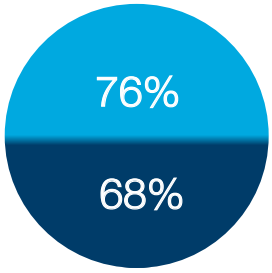
Jan Juc
Surf Life Saving Club Profile

Socio-economic characteristics

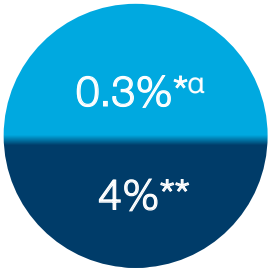
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Jan Juc Surf Life Saving Club ■ Surf Coast Shire

*Medical condition ɑBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=70; 70 current): 54% Active Members	
Most important* reasons members volunteer for Jan Juc SLSC/LSV (n=67): **4.6** Helping others/the community **4.4** Enjoyment; social contact **Rating out of 5*	Main challenges to being a member (n=66): **41%** I have other life/family/work priorities **38%** Nothing **26%** Time commitment
Areas members are interested in being involved with in the future (n=63): **40%** Patrolling **32%** None of these **22%** Sports competitor	What could be done to encourage members to remain a lifesaving member for a longer period (n=9): • Extending membership activities into the winter months; lower fees; reduced administration requirements
Of 65 respondents, **80%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **52%** of Surf Coast Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Kennett River Surf Life Saving Club Profile

153 Members (2018/19 – 2019/20)

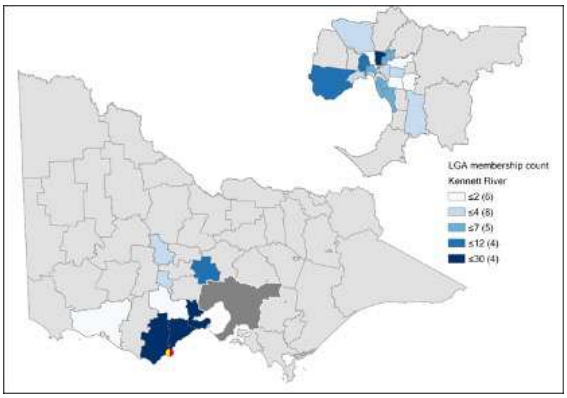
14% Active Members

2 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

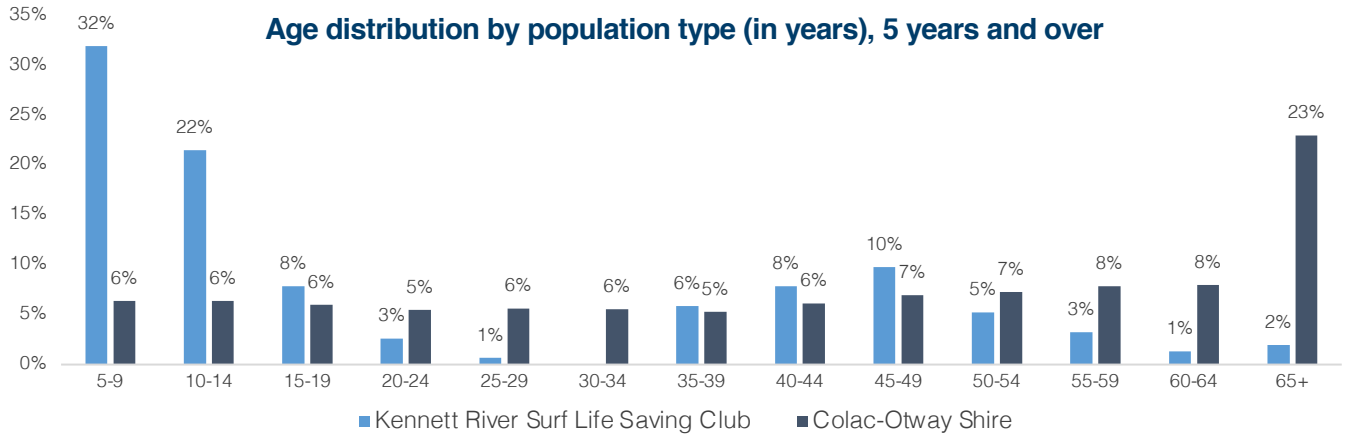
(Rating out of 5)



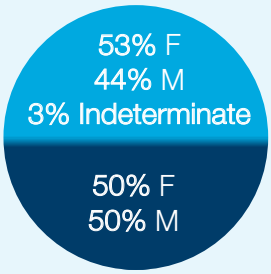
137km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

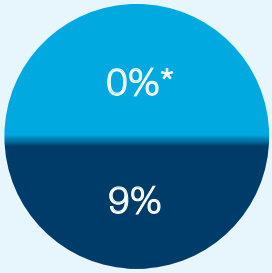
- Youth and parent age groups (5-19 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



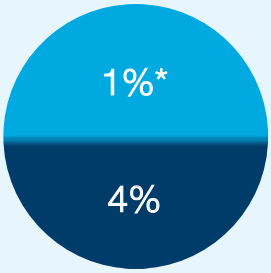
Gender



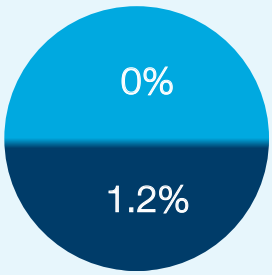
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



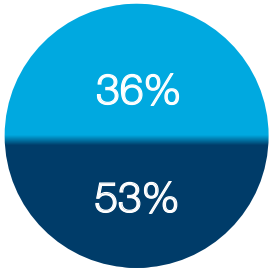
Kennett River Surf Life Saving Club ■ Colac-Otway Shire

*Based only on club members who have provided this information in Surfguard.

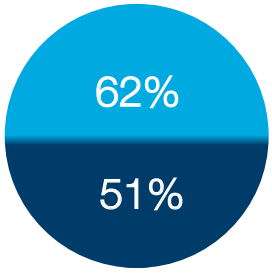
Kennett River Surf Life Saving Club Profile

Socio-economic characteristics

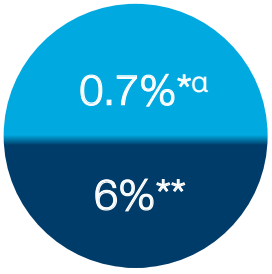
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Kennett River Surf Life Saving Club ■ Colac-Otway Shire

*Medical condition αBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=9; 8 current): 75% Active Members	
Most important* reasons members volunteer for Kennett River SLSC/LSV (n=7): **4.4** Enjoyment; helping others/the community **4.1** Being a team member **Rating out of 5*	Main challenges to being a member (n=7): **57%** Lack of training, and upskilling/development opportunities; long travel distances; there is or has been conflict within the club
Areas members are interested in being involved with in the future: • Patrolling • Peak-period standby patrols; training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 7 respondents, **86%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **53%** of Colac-Otway Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Lorne
Surf Life Saving Club Profile

1361 Members (2018/19 – 2019/20)

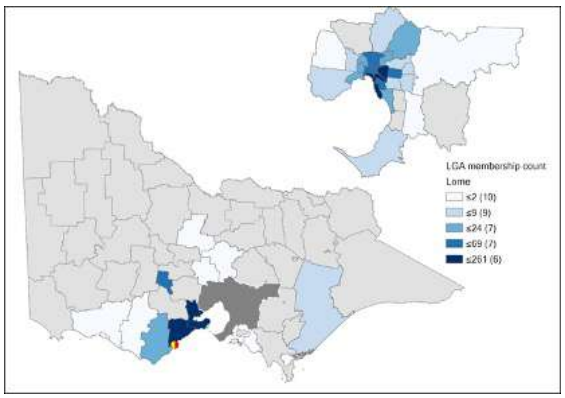
18% Active Members

6 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

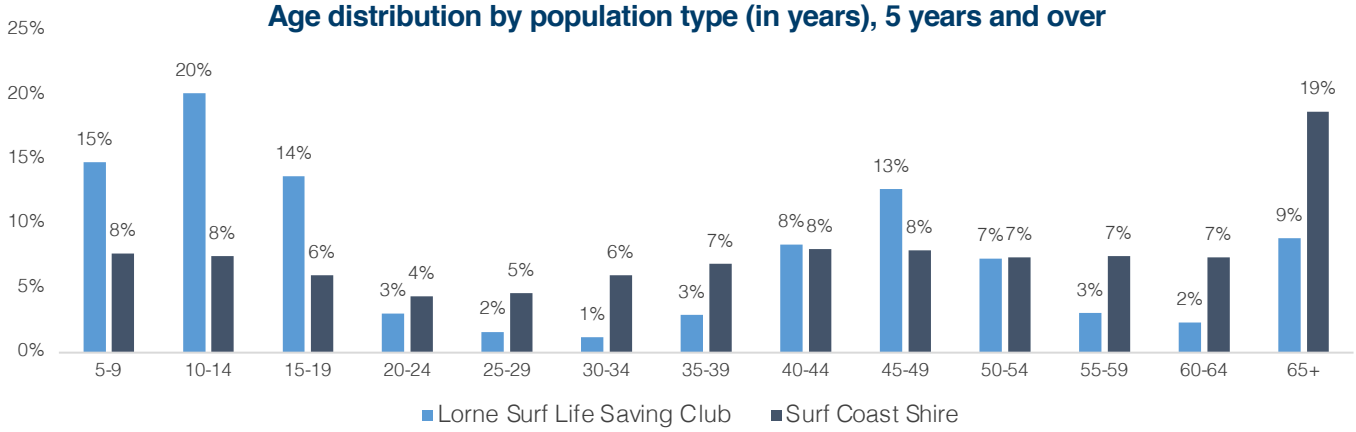


125km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

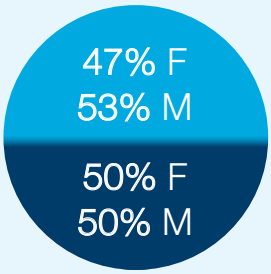
Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

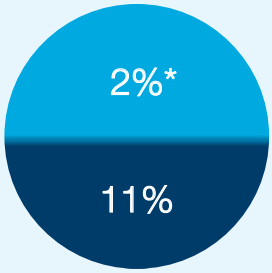
Age distribution by population type (in years), 5 years and over



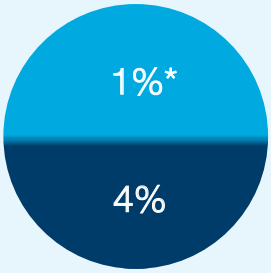
Gender



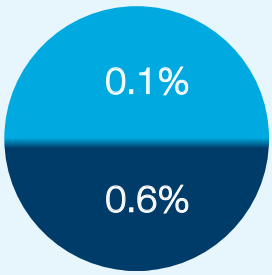
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



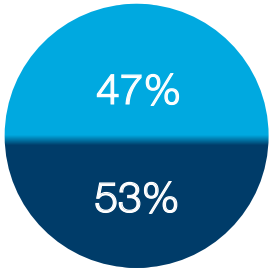
Lorne Surf Life Saving Club Surf Coast Shire

*Based only on club members who have provided this information in Surfguard.

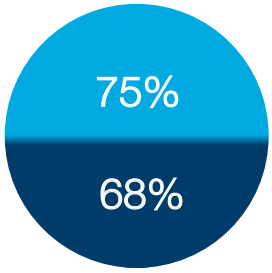
Lorne
Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Lorne Surf Life Saving Club ■ Surf Coast Shire

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=65; 64 current): 39% Active Members	
Most important* reasons members volunteer for Lorne SLSC/LSV (n=58): **4.4** Enjoyment; helping others/the community **4.3** Social contact **Rating out of 5*	Main challenges to being a member (n=55): **53%** Nothing **29%** I have other life/family/work priorities **22%** Long travel distances to and from the club
Areas members are interested in being involved with in the future (n=56): **39%** None of these; patrolling **27%** Training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period (n=8): **63%** Nothing **25%** Easier membership processes
Of 59 respondents, **90%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **52%** of Surf Coast Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Mallacoota
Surf Life Saving Club Profile

51 Members (2018/19 – 2019/20)

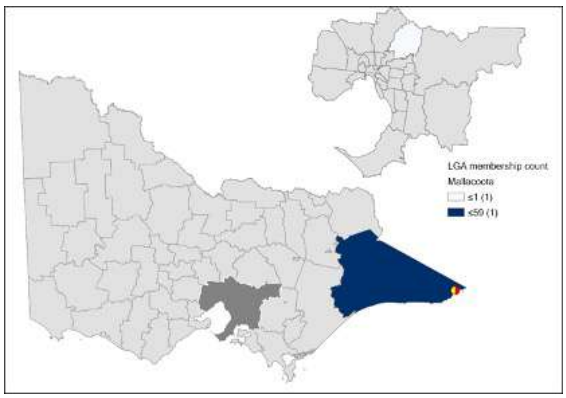
49% Active Members

3 Median years of membership (state median: 4)

5 Satisfaction with club (state average: 4.4)

4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

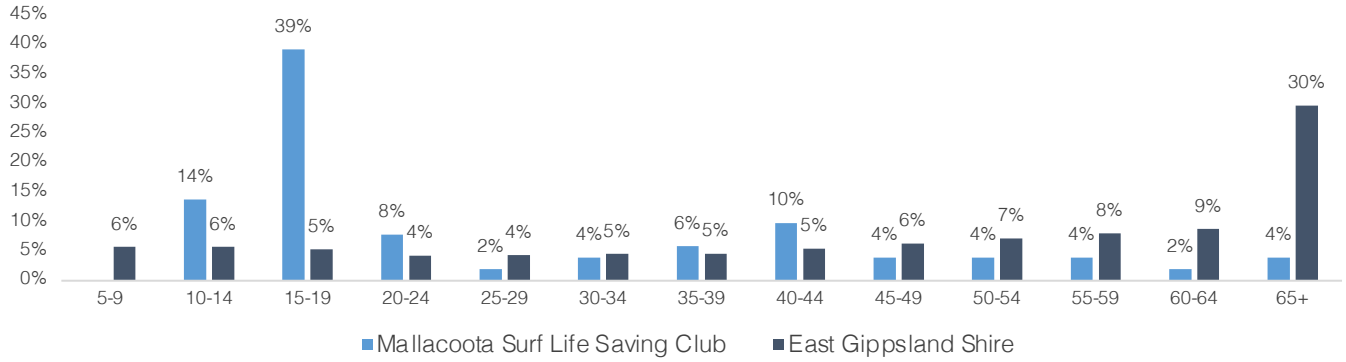


12km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

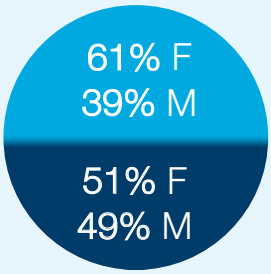
Demographic characteristics

- Youth (10-19) and adult (20-24 and 35-44) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with male and older adult LGA residents, as well as residents from diverse groups, in particular, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

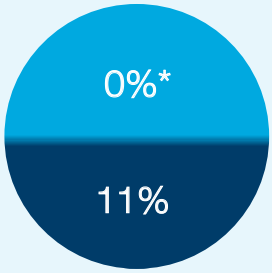
Age distribution by population type (in years), 5 years and over



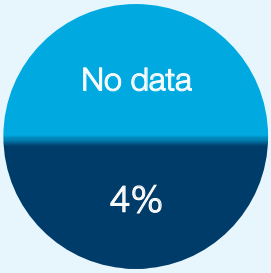
Gender



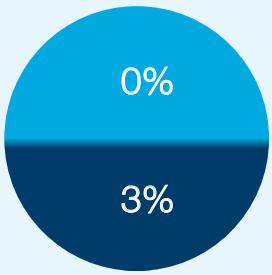
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



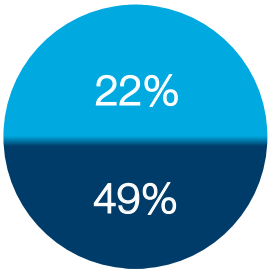
Mallacoota Surf Life Saving Club ■ East Gippsland Shire

*Based only on club members who have provided this information in Surfguard.

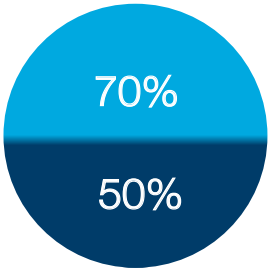
Mallacoota
Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Mallacoota Surf Life Saving Club ■ East Gippsland Shire
† No data, overall state average provided
*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=5; 4 current)

Most important* reasons members volunteer for Mallacoota SLSC/LSV (n=3):

5.0 Helping others/the community

4.7 Flexible work and working times; interesting work; training and upskilling opportunities; up-to-date equipment

**Rating out of 5*

Main challenges to being a member (n=3):

- I have other life/family/work priorities; lack of resources
- Other responses: Lack of training and PD opportunities; long travel distances to and from the club; nothing; time commitment

Areas members are interested in being involved with in the future (n=3):

- Patrolling
- Community education; junior programs; Marine Search and Rescue; RWC (jet ski) service

Recruitment opportunity:

54% of East Gippsland Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Mentone Life Saving Club Profile

1076 Members (2018/19 – 2019/20)

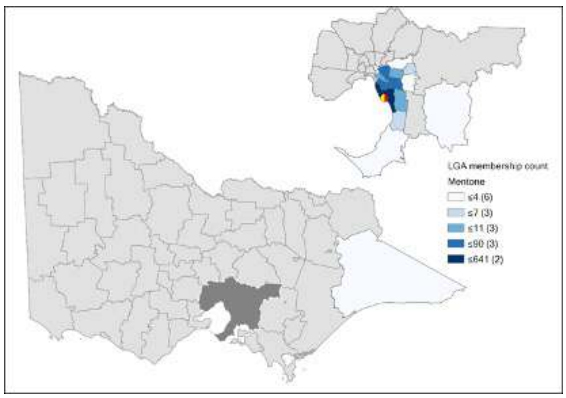
60% Active Members

4 Median years of membership (state median: 4)

4.3 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

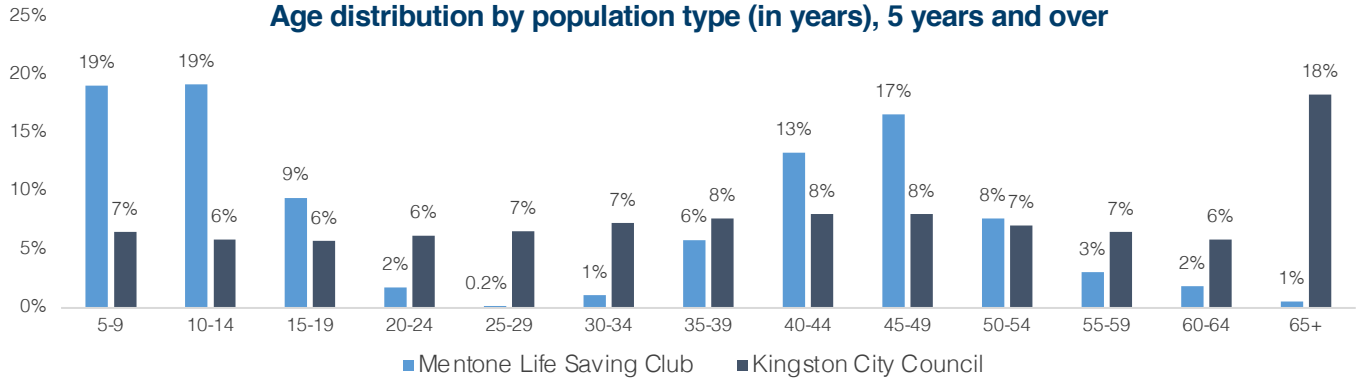
(Rating out of 5)



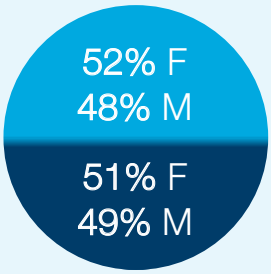
6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

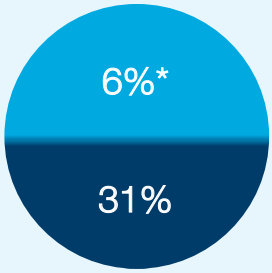
- Youth and parent age groups (5-19 and 40-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, and people with disability.



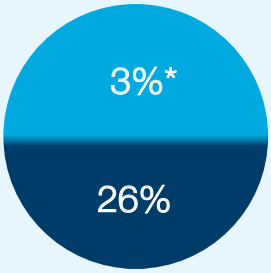
Gender



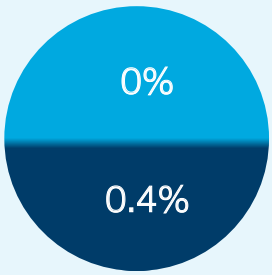
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



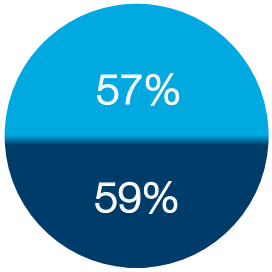
Mentone Life Saving Club ■ Kingston City Council

*Based only on club members who have provided this information in Surfguard.

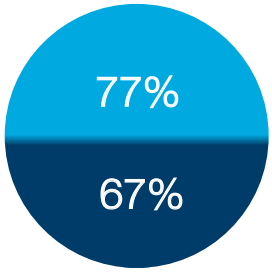
Mentone Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Mentone Life Saving Club ■ Kingston City Council

*Medical condition αBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=77; 74 current): 79% Active Members	
Most important* reasons members volunteer for Mentone LSC/LSV (n=68): **4.4** Enjoyment Social contact **4.3** Helping others/the community **4.1** Social contact **Rating out of 5*	Main challenges to being a member (n=67): **40%** Nothing; other life/family/work priorities **30%** Time commitment
Areas members are interested in being involved with in the future (n=62): **37%** Patrolling **35%** Junior programs **23%** Community education	What could be done to encourage these members to remain a lifesaving member for a longer period (n=17)? **41%** Flexibility with operational requirements **29%** Lower membership fees
Of 69 respondents, **78%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like: • Extended patrol hours • Drones; more volunteer lifesavers; paid lifeguards; RWC (roving service)	**Recruitment opportunity:** **62%** of Kingston City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Mildura
Life Saving Club Profile

90 Members (2018/19 – 2019/20)

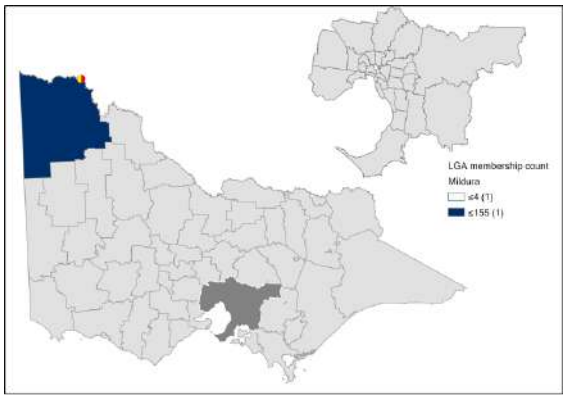
23% Active Members

3 Median years of membership (state median: 4)

3.7 Satisfaction with club (state average: 4.4)

5 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

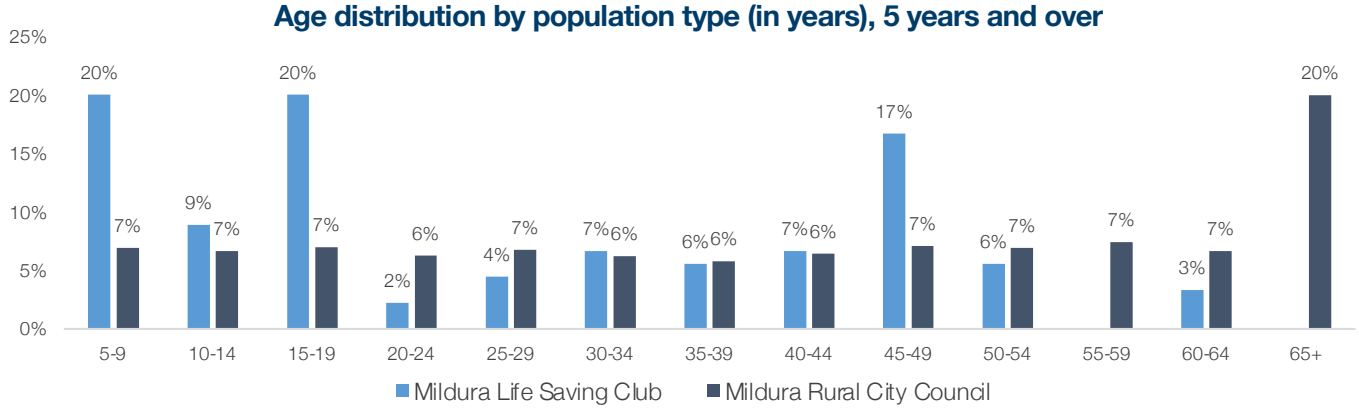


22km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

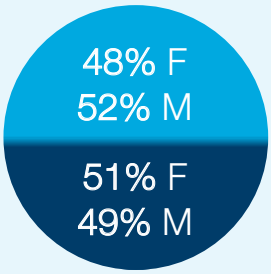
Demographic characteristics

- Youth (5-19) and parent (30-49) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

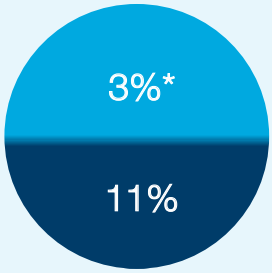
Age distribution by population type (in years), 5 years and over



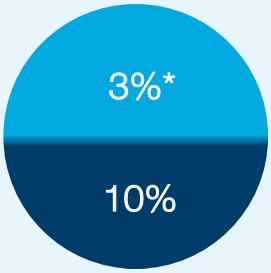
Gender



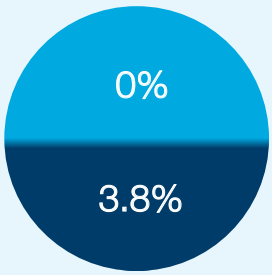
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



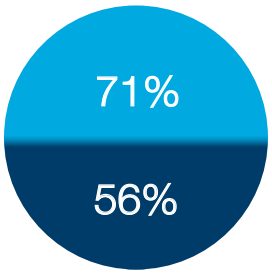
Mildura Life Saving Club Mildura Rural City Council

*Based only on club members who have provided this information in Surfguard.

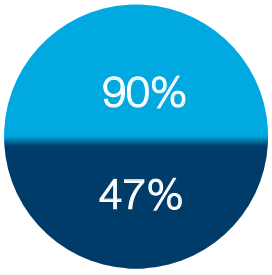
Mildura
Life Saving Club Profile

Socio-economic characteristics

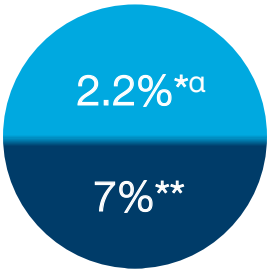
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Mildura Life Saving Club ■ Mildura Rural City Council

*Medical condition ªBased only on club members who have provided this information in Surfguard

**Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=3; 3 current)	
Most important reasons members volunteer for Mildura LSC/LSV (n=3): **Rating of 5/5:** Being a team member; enjoyment; helping others/the community; interesting work; social contact	Main challenges to being a member (n=3): • Nothing • Time commitment
Areas members are interested in being involved with in the future (n=3): • Patrolling • Junior programs; member of a committee; peak-period evening patrols; RWC (jet ski) service; volunteering at LSV	**Recruitment opportunity:** **55%** of Mildura Rural City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Mordialloc Life Saving Club Profile

712 Members (2018/19 – 2019/20)

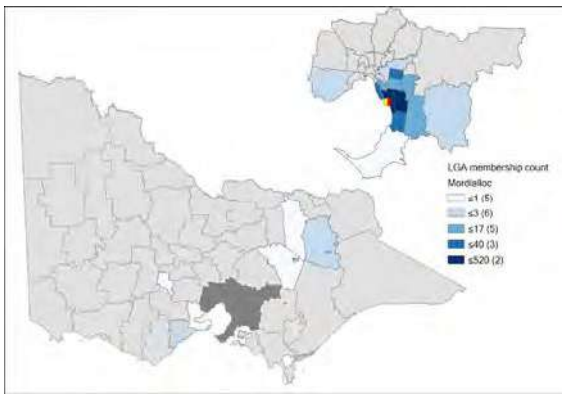
16% Active Members

4 Median years of membership (state median: 4)

4.2 Satisfaction with club (state average: 4.4)

3.9 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

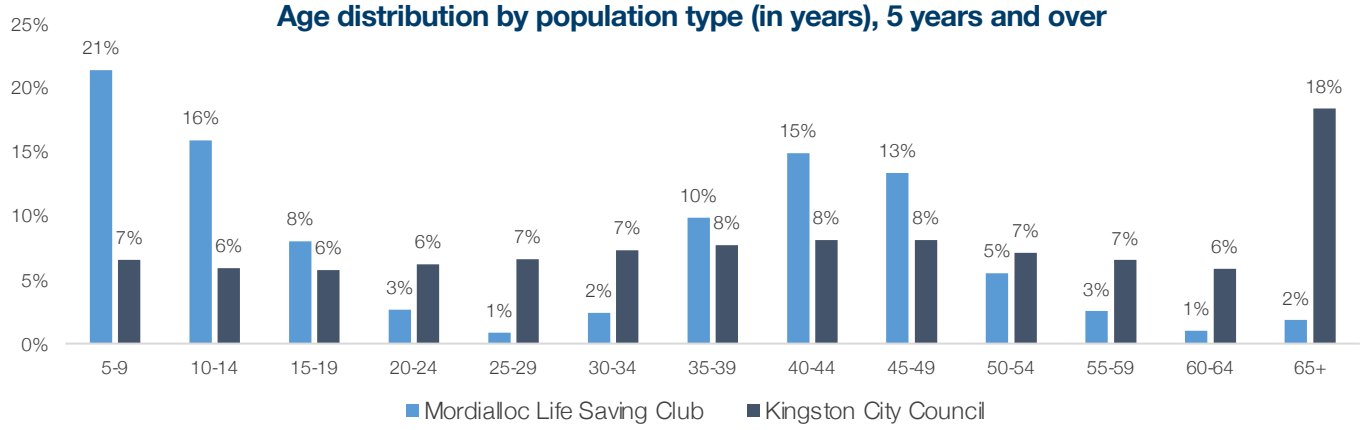


9km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

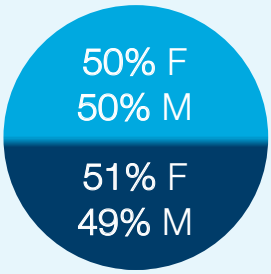
Demographic characteristics

- Youth and parent age groups (5-19 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, adults aged 20-34 years, older adults, multicultural communities, and people with disability.

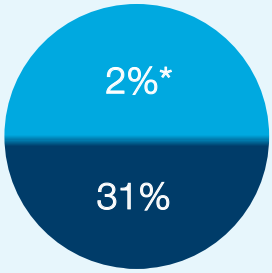
Age distribution by population type (in years), 5 years and over



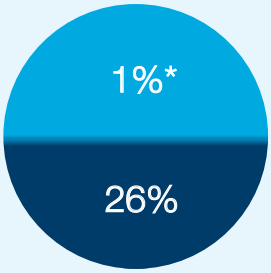
Gender



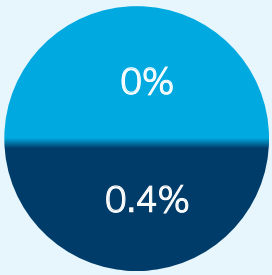
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



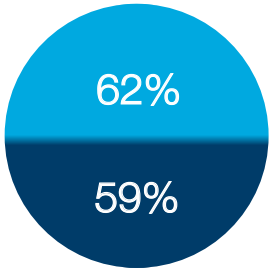
Mordialloc Life Saving Club Kingston City Council

*Based only on club members who have provided this information in Surfguard.

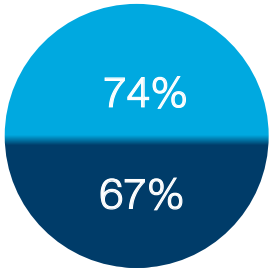
Mordialloc
Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Mordialloc Life Saving Club ■ Kingston City Council

*Medical condition [a]Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=62; 58 current): 86% Active Members	
Most important* reasons members volunteer for Mordialloc LSC/LSV (n=54): **4.5** Being a team member; enjoyment; helping others/the community **Rating out of 5*	Main challenges to being a member (n=53): **36%** I have other life/family/work priorities **34%** Nothing **26%** Intra-club conflict; time commitment
Areas members are interested in being involved with in the future (n=49): **63%** Patrolling **31%** Junior programs; sports competitor	What could be done to encourage these members to remain a lifesaving member for a longer period (n=12)? **50%** Lower membership fees • Other responses: Easier membership processes; recognition of service
Of 54 respondents, **76%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like: • Paid lifeguards	**Recruitment opportunity:** **62%** of Kingston City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Mornington Life Saving Club Profile

857 Members (2018/19 – 2019/20)

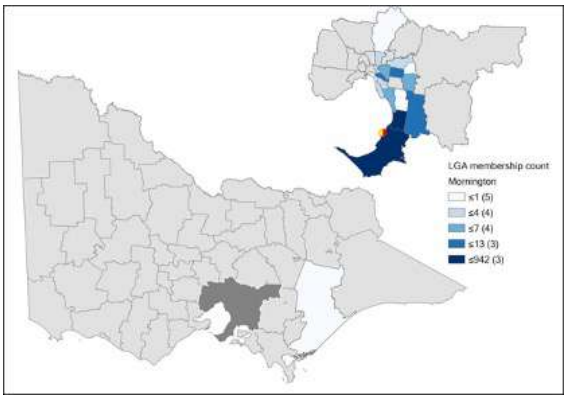
13% Active Members

4 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

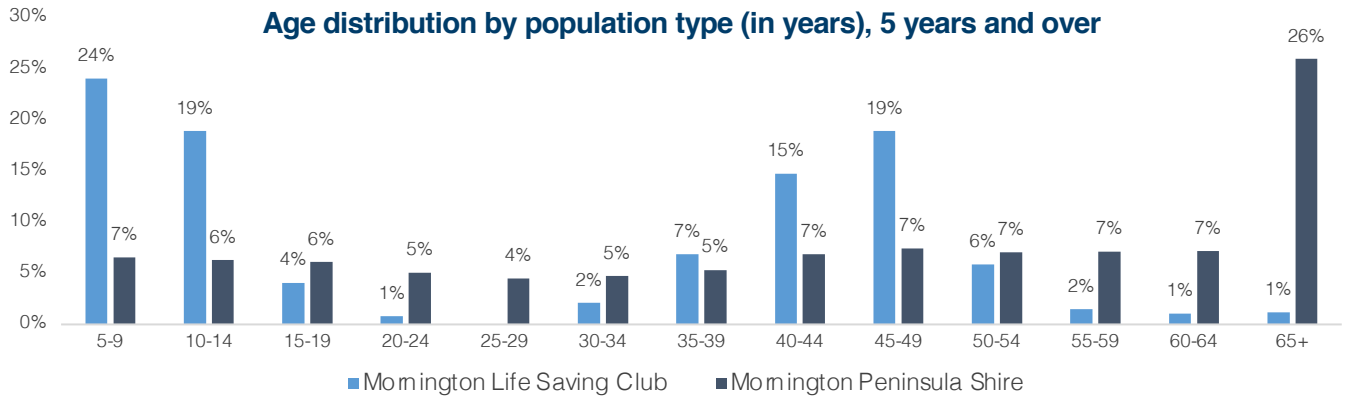
(Rating out of 5)



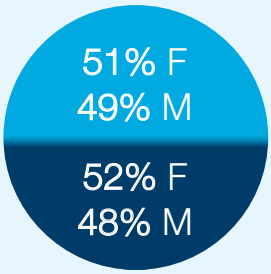
10km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

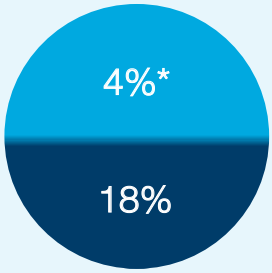
- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, and people with disability.



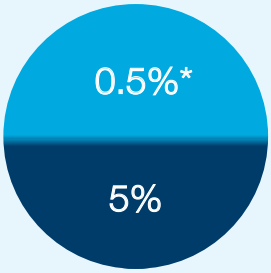
Gender



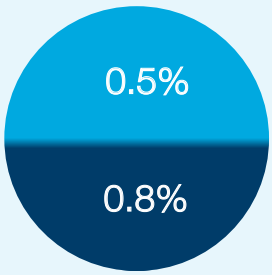
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



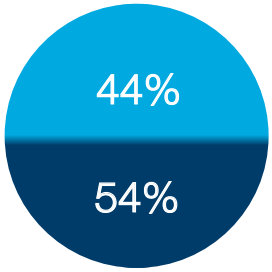
Mornington Life Saving Club Mornington Peninsula Shire

*Based only on club members who have provided this information in Surfguard.

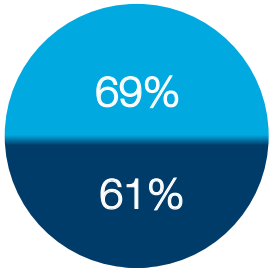
Mornington Life Saving Club Profile

Socio-economic characteristics

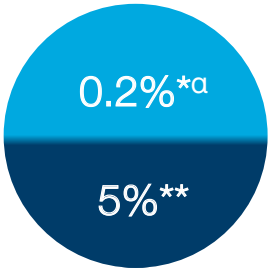
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Mornington Life Saving Club ■ Mornington Peninsula Shire

*Visual/Sight ɑ Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=44; 44 current): 81% Active Members	
Most important* reasons members volunteer for Mornington LSC/LSV (n=41): **4.5** Enjoyment; helping others/the community **4.3** Being a team member **Rating out of 5*	Main challenges to being a member (n=38): **45%** I have other life/family/work priorities **37%** Nothing **32%** Time commitment
Areas members are interested in being involved with in the future (n=38): **50%** Patrolling **47%** Junior programs **26%** Development programs	What could be done to encourage members to remain a lifesaving member for a longer period (n=8): • Further leadership/PD opportunities; lower membership fees • Nothing
Of 40 respondents, **98%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **60%** of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Mount Martha Life Saving Club Profile

1101 Members (2018/19 – 2019/20)

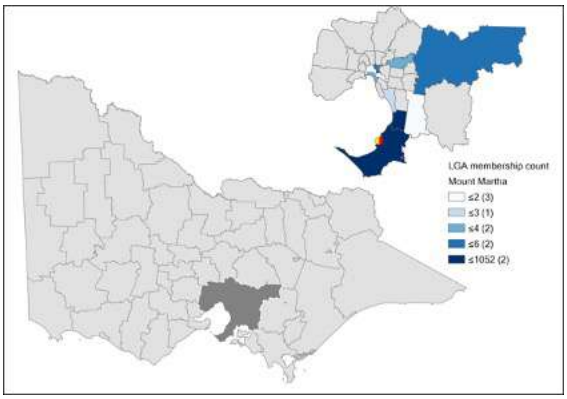
14% Active Members

4 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

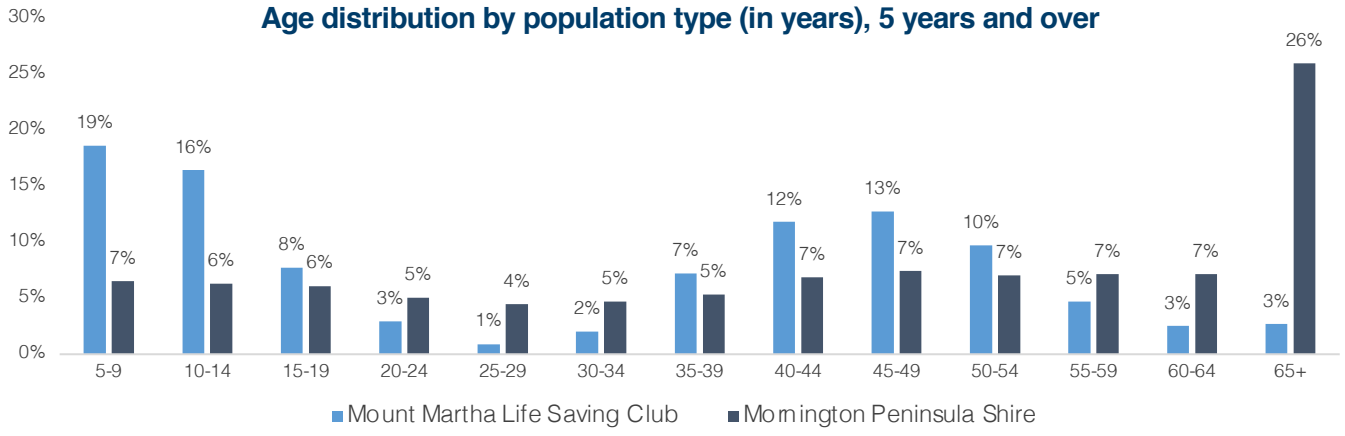
(Rating out of 5)

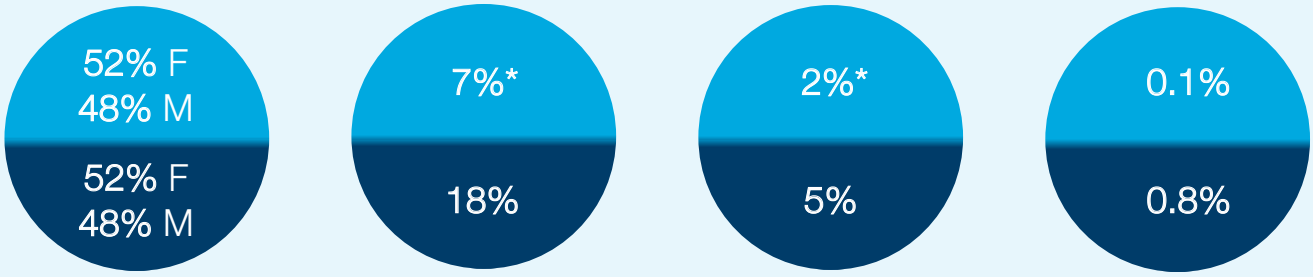


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



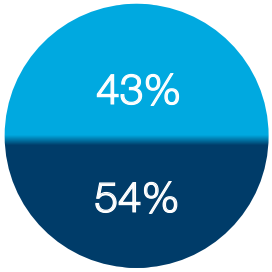


*Based only on club members who have provided this information in Surfguard.

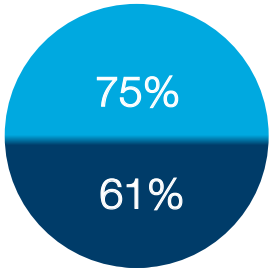
Mount Martha Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Mount Martha Life Saving Club ■ Mornington Peninsula Shire

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=75; 75 current): 80% Active Members

Most important* reasons members volunteer for Mount Martha LSC/LSV (n=71):

4.6 Social contact
4.5 Enjoyment; helping others/the community

**Rating out of 5*

Main challenges to being a member (n=73):

51% Nothing
36% I have other life/family/work priorities
19% Time commitment

Areas members are interested in being involved with in the future (n=69):

55% Patrolling
28% Member of a committee; undertaking standby patrols during peak periods

What could be done to encourage members to remain a lifesaving member for a longer period (n=8):

- Membership benefits scheme; nothing
- Flexibility with operational requirements; extending activities into the winter months; lower membership fees

Of 73 respondents, **90%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

60% of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Ocean Grove Surf Life Saving Club Profile

1528 Members (2018/19 – 2019/20)

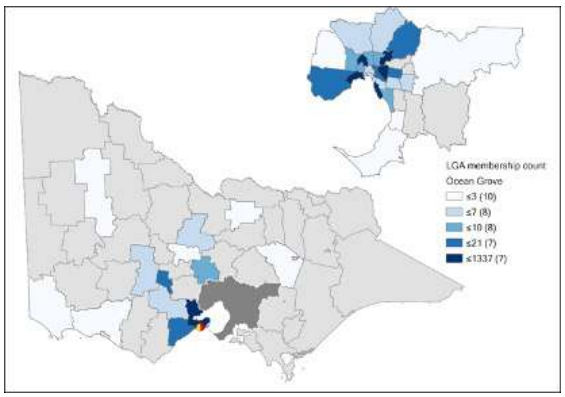
12% Active Members

3 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

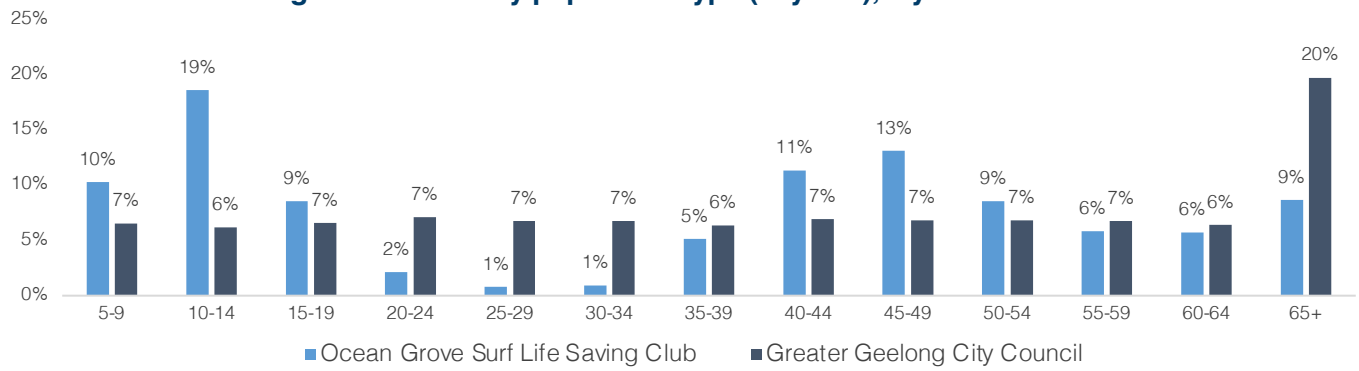


32km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

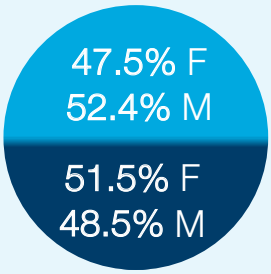
Demographic characteristics

- Youth (5-19) and adult (40-54 and 60-64) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

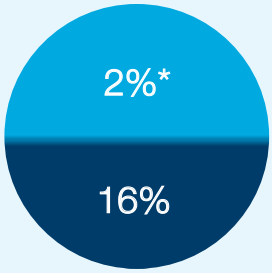
Age distribution by population type (in years), 5 years and over



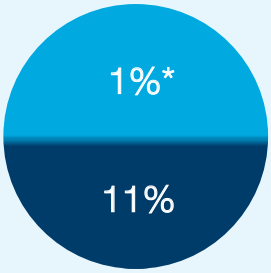
Gender



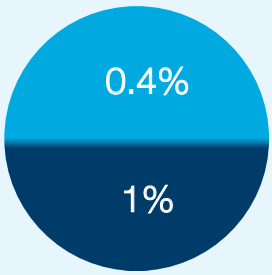
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



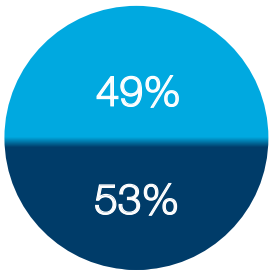
Ocean Grove Surf Life Saving Club Greater Geelong City Council

*Based only on club members who have provided this information in Surfguard.

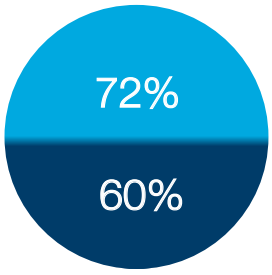
Ocean Grove Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Ocean Grove Surf Life Saving Club ■ Greater Geelong City Council

*Medical condition **Visual/Sight [a] Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=125; 121 current): 50% Active Members	
Most important* reasons members volunteer for Ocean Grove SLSC/LSV (n=111): **4.5** Helping others/the community **4.4** Enjoyment **4.1** Social contact **Rating out of 5*	Main challenges to being a member (n=109): **41%** Nothing **22%** I have other life/family/work priorities **20%** There is or has been conflict within the club
Areas members are interested in being involved with in the future (n=101): **34%** None of these; patrolling **23%** Junior programs	What could be done to encourage members to remain a lifesaving member for a longer period (n=17): **35%** Lower membership fees; membership benefits scheme **24%** Nothing
Of 115 respondents, **85%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like (n=5): • Extended patrol hours; more volunteer lifesavers • Paid lifeguards	**Recruitment opportunity:** **59%** of Greater Geelong City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Point Leo Surf Life Saving Club Profile

1398 Members (2018/19 – 2019/20)

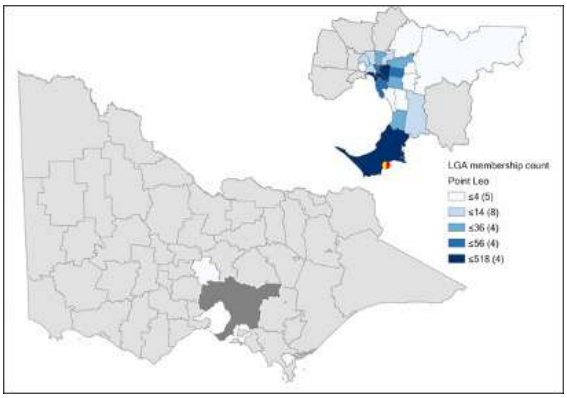
18% Active Members

4 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

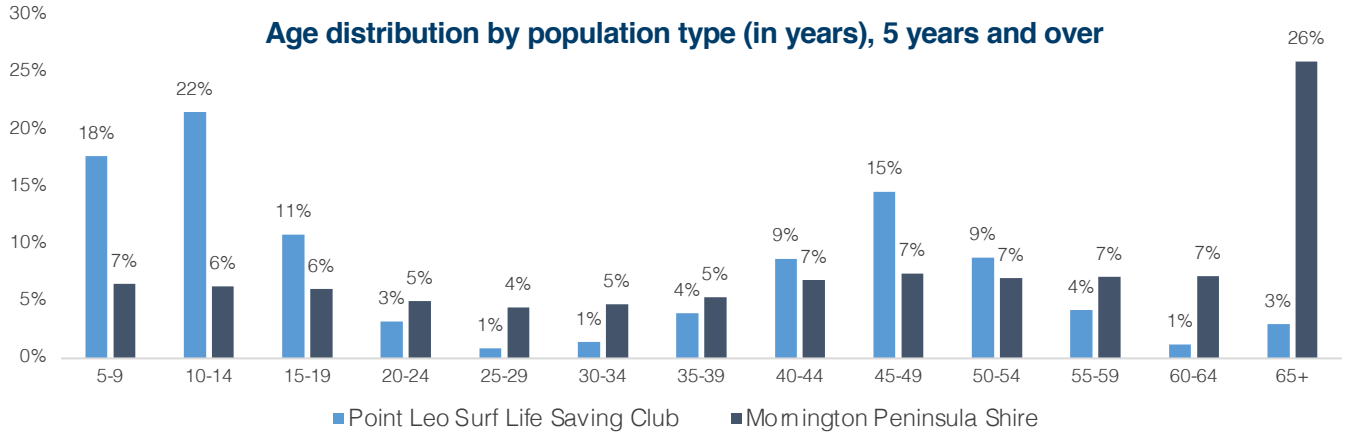
(Rating out of 5)

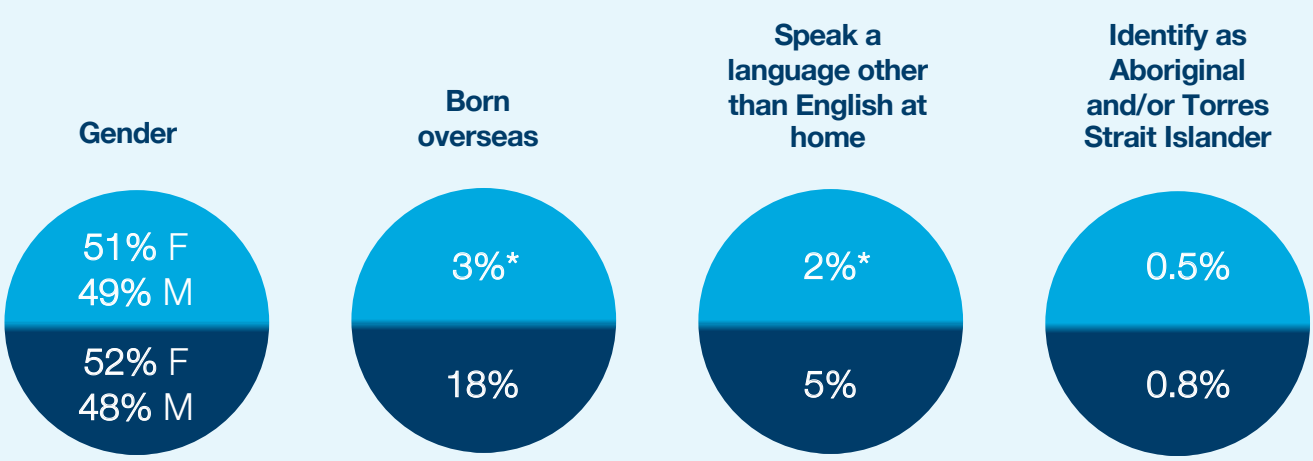


53km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 25-34 years, older adults, multicultural communities, and people with disability.



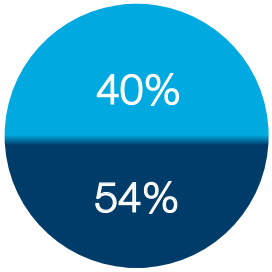


*Based only on club members who have provided this information in Surfguard.

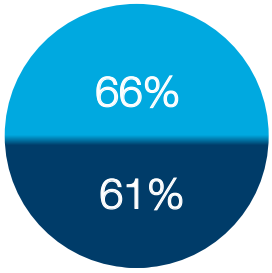
Point Leo Surf Life Saving Club Profile

Socio-economic characteristics

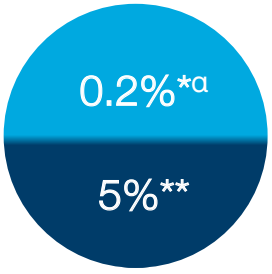
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Point Leo Surf Life Saving Club ■ Mornington Peninsula Shire

*Medical condition ɑBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=59; 58 current): 69% Active Members	
Most important* reasons members volunteer for Point Leo SLSC/LSV (n=54): **4.4** Helping others/the community **4.3** Being a team member; enjoyment **Rating out of 5*	Main challenges to being a member (n=49): **43%** Nothing **37%** I have other life/family/work priorities **22%** Time commitment
Areas members are interested in being involved with in the future (n=47): **38%** Patrolling **36%** Junior programs **28%** Member of a committee	What could be done to encourage members to remain a lifesaving member for a longer period (n=8): • Reduced administration requirements • Nothing • Other responses: Access to training and year-round activities; easier membership and administration processes
Of 53 respondents, **89%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **60%** of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Point Lonsdale Surf Life Saving Club Profile

1230 Members (2018/19 – 2019/20)

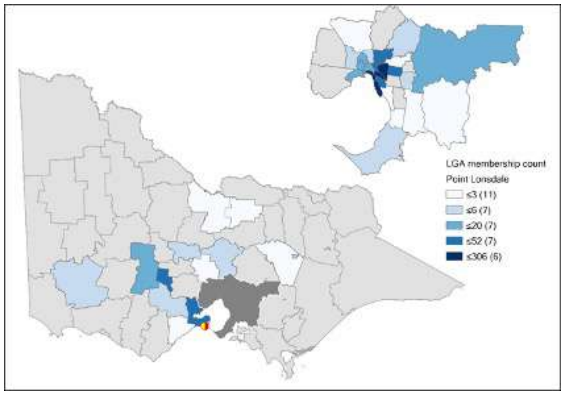
17% Active Members

6 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.3 Satisfaction with LSV (state average: 4.1)

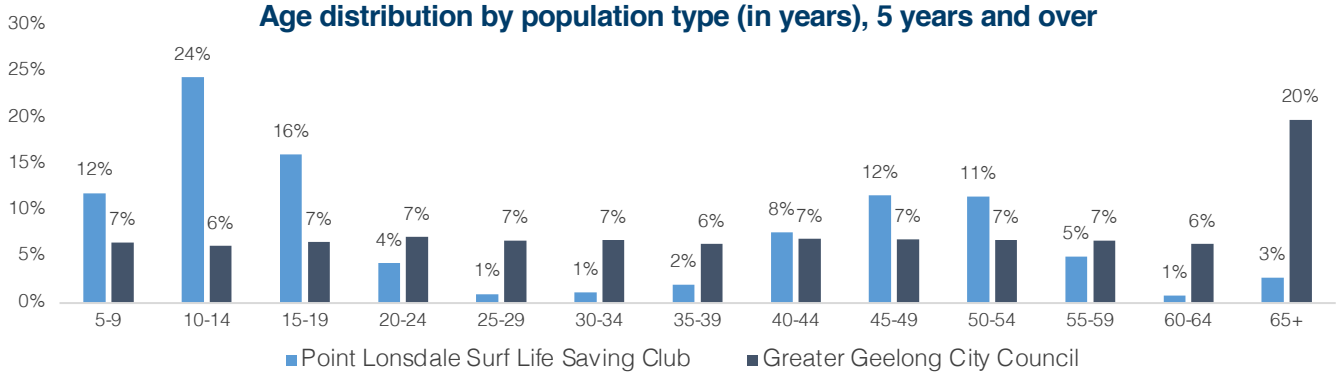
(Rating out of 5)

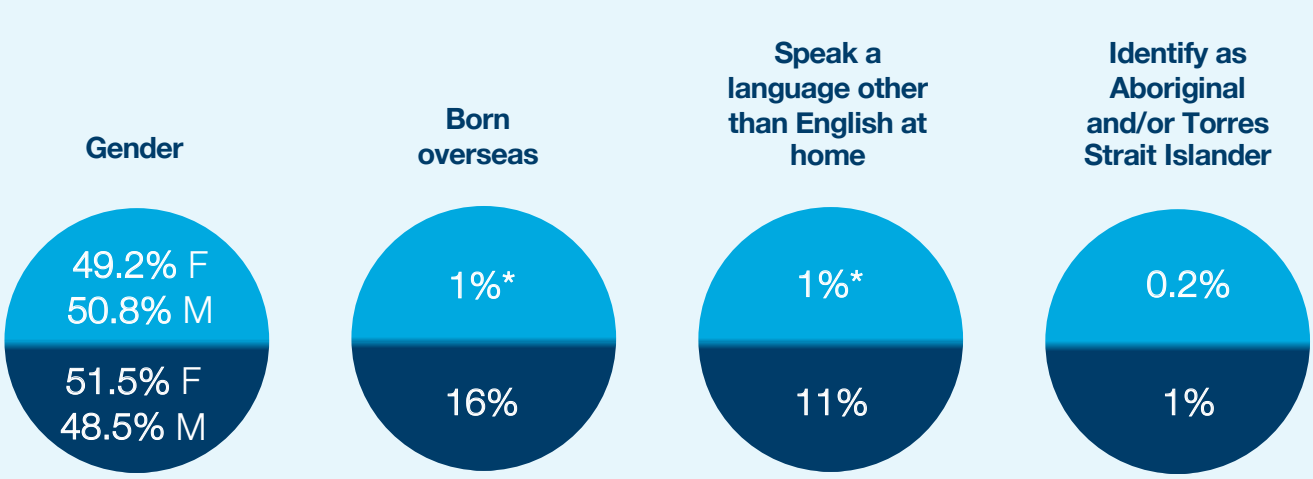


94km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



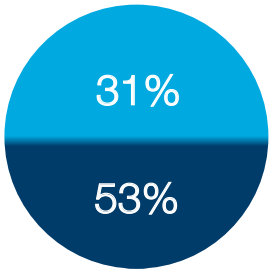


*Based only on club members who have provided this information in Surfguard.

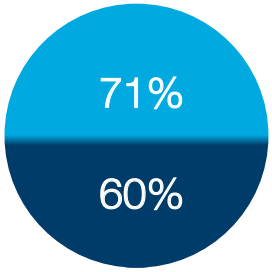
Point Lonsdale Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Point Lonsdale Surf Life Saving Club ■ Greater Geelong City Council

*Medical condition **Visual/Sight ª Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=60; 60 current): 43% Active Members

Most important* reasons members volunteer for Point Lonsdale SLSC/LSV (n=55):

4.7 Helping others/the community
4.4 Enjoyment
4.3 Being a team member

**Rating out of 5*

Main challenges to being a member (n=55):

42% I have other life/family/work priorities
25% Nothing
16% Time commitment

Areas members are interested in being involved with in the future (n=50):

34% Junior programs
30% Training and assessing
28% Patrolling

What could be done to encourage members to remain a lifesaving member for a longer period (n=12):

42% Leadership/PD opportunities
33% Nothing
25% Membership benefits scheme; reduced administration requirements

Of 54 respondents, **70%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like (n=5):

- More volunteer lifesavers
- Paid lifeguards
- CCTV; extended patrol hours

Recruitment opportunity:

59% of Greater Geelong City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Port Campbell Surf Life Saving Club Profile

284 Members (2018/19 – 2019/20)

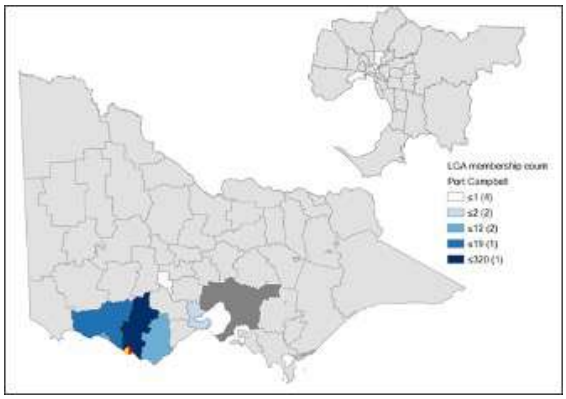
31% Active Members

7 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.6 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

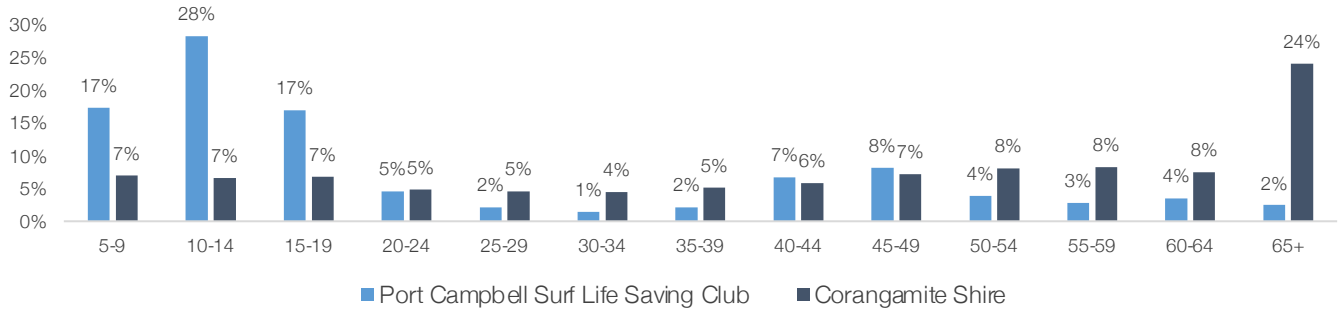


27km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

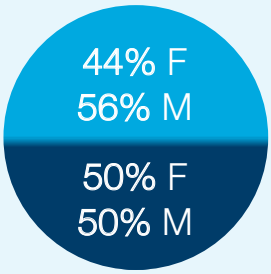
Demographic characteristics

- Youth (5-19), young adult (20-24) and parent age groups (40-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

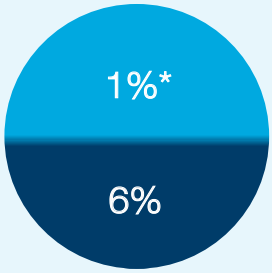
Age distribution by population type (in years), 5 years and over



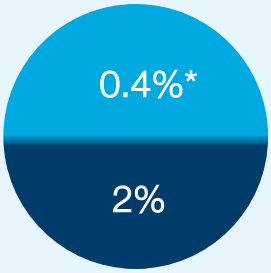
Gender



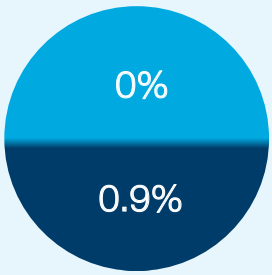
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



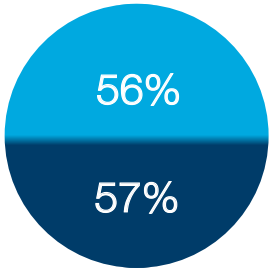
Port Campbell Surf Life Saving Club Corangamite Shire

*Based only on club members who have provided this information in Surfguard.

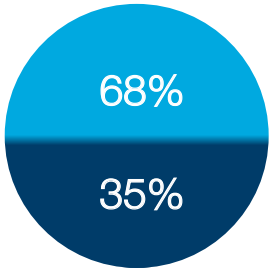
Port Campbell Surf Life Saving Club Profile

Socio-economic characteristics

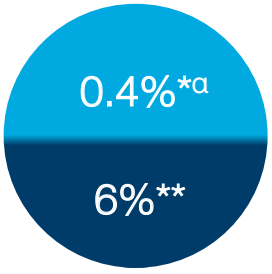
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Port Campbell Surf Life Saving Club ■ Corangamite Shire

*Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=17; 17 current): 65% Active Members

Most important* reasons members volunteer for Port Campbell SLSC/LSV (n=17):

4.6 Enjoyment
4.5 Helping others/the community
4.4 Being a team member

**Rating out of 5*

Main challenges to being a member (n=17):

71% Nothing
18% I have other life/family/work priorities
12% Time commitment

Areas members are interested in being involved with in the future (n=15):

73% Patrolling
53% Member of a committee
47% Marine Search and Rescue; RWC (jet ski) service

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 17 respondents, **94%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

48% of Corangamite Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Port Fairy
Surf Life Saving Club Profile

721 Members (2018/19 – 2019/20)

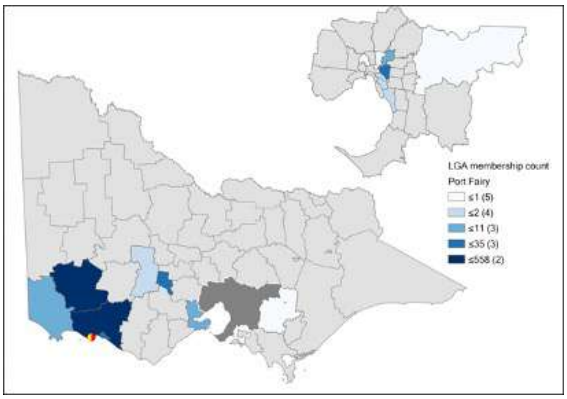
24% Active Members

4 Median years of membership (state median: 4)

4.2 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

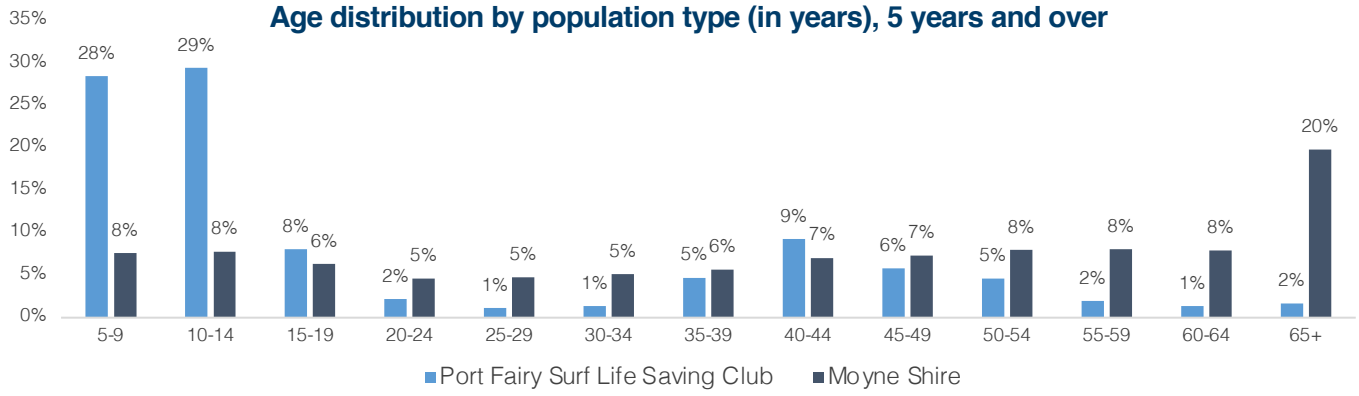
(Rating out of 5)



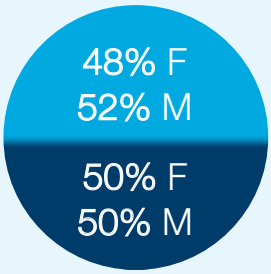
43km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

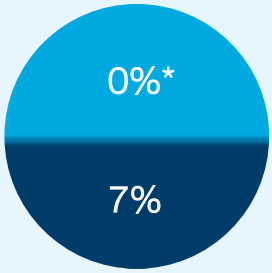
- Youth and parent age groups (5-19 and 40-44) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



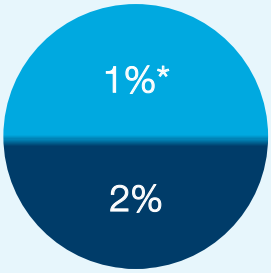
Gender



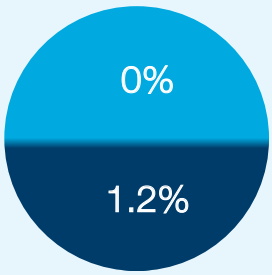
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



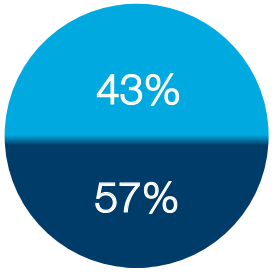
Port Fairy Surf Life Saving Club ■ Moyne Shire

*Based only on club members who have provided this information in Surfguard.

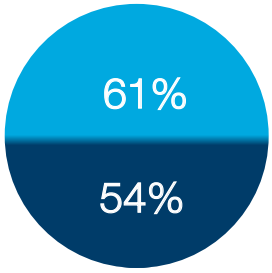
Port Fairy Surf Life Saving Club Profile

Socio-economic characteristics

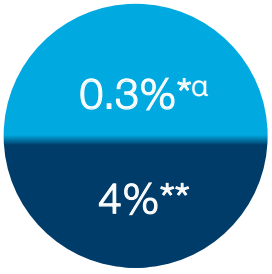
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Port Fairy Surf Life Saving Club ■ Moyne Shire

*Medical condition ᵅBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=16; 14 current): 29% Active Members	
Most important* reasons members volunteer for Port Fairy SLSC/LSV (n=13): **4.5** Helping others/the community **4.4** Enjoyment; being a team member **Rating out of 5*	Main challenges to being a member (n=13): **38%** Time commitment **31%** I have other life/family/work priorities
Areas members are interested in being involved with in the future (n=10): • Junior programs; patrolling • Administrative duties; community education; member of a committee; none of these	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 12 respondents, **83%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **46%** of Moyne Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Port Melbourne Life Saving Club Profile

842 Members (2018/19 – 2019/20)

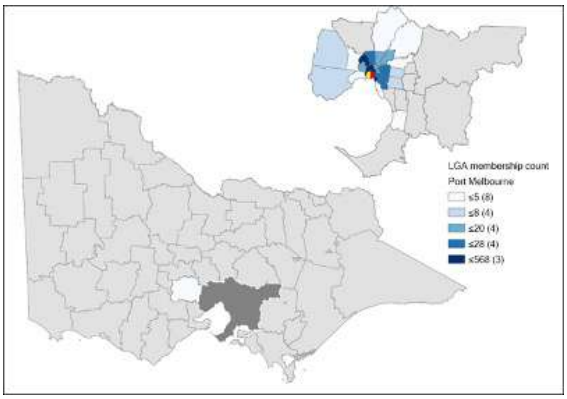
16% Active Members

2 Median years of membership (state median: 4)

4.5 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

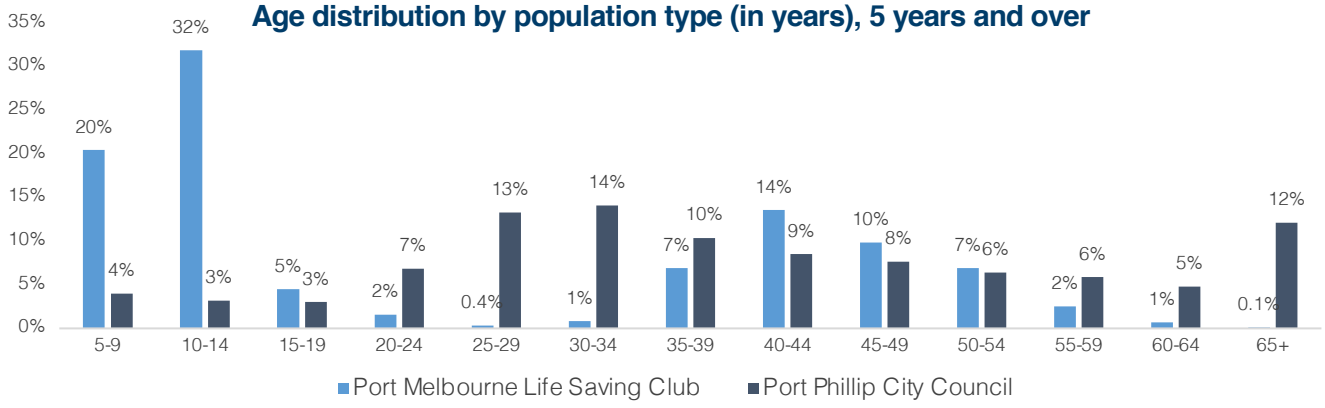


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

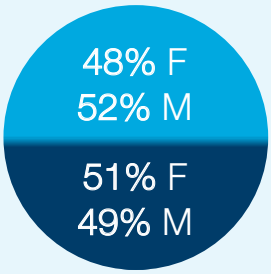
Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, and people with disability.

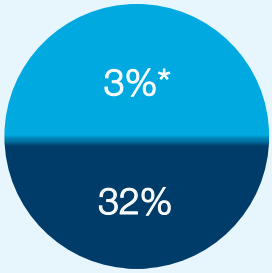
Age distribution by population type (in years), 5 years and over



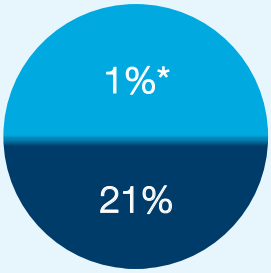
Gender



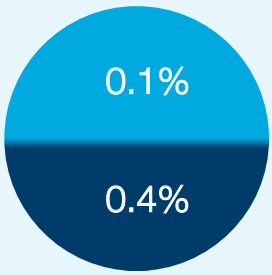
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



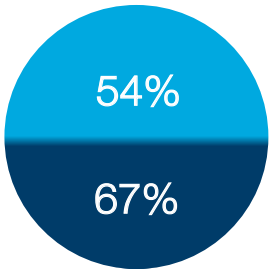
Port Melbourne Life Saving Club Port Phillip City Council

*Based only on club members who have provided this information in Surfguard.

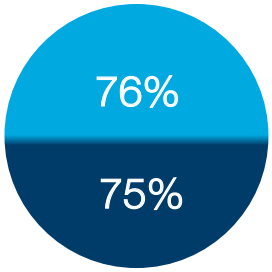
Port Melbourne Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Port Melbourne Life Saving Club ■ Port Phillip City Council

†No data, overall state average provided

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard

***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=24; 22 current): 76% Active Members	
Most important* reasons members volunteer for Port Melbourne LSC/LSV (n=21): **4.7** Enjoyment **4.6** Helping others/the community **4.3** Being a team member **Rating out of 5*	Main challenges to being a member (n=20): **65%** Nothing **30%** I have other life/family/work priorities **15%** Time commitment
Areas members are interested in being involved with in the future (n=20): **65%** Junior programs **45%** Patrolling **35%** Community education	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 21 respondents, **86%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **61%** of Port Phillip City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Portland Surf Life Saving Club Inc Profile

245 Members (2018/19 – 2019/20)

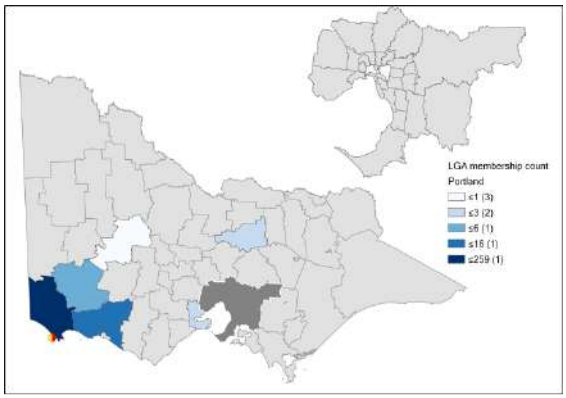
23% Active Members

6 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

3.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

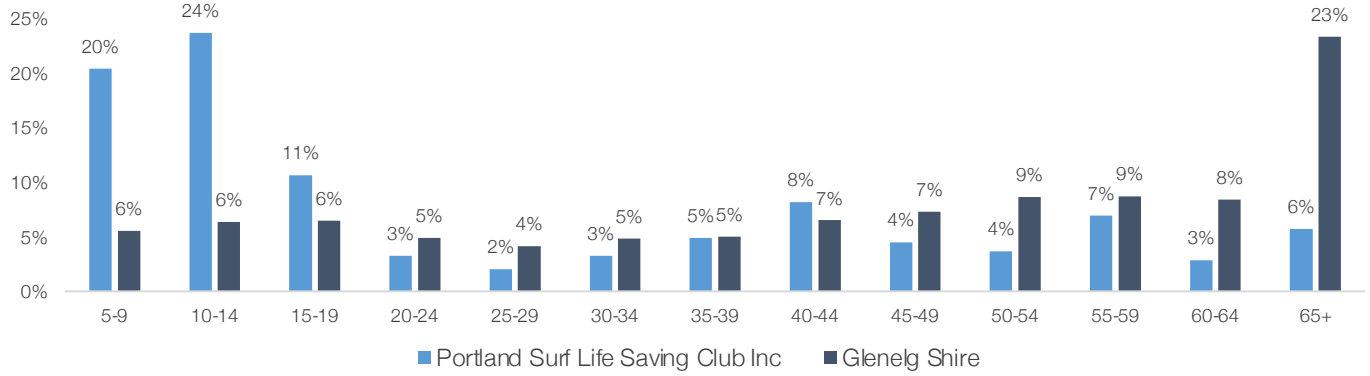


32km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

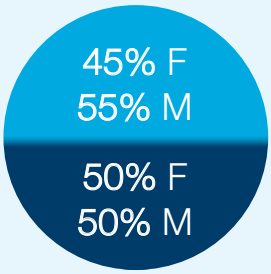
Demographic characteristics

- Youth (5-19) and parent age groups (35-44) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, and people with disability.

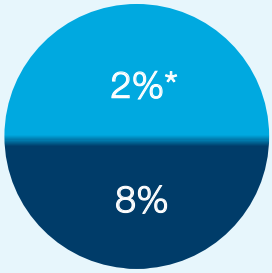
Age distribution by population type (in years), 5 years and over



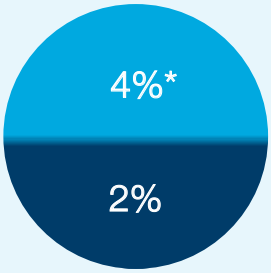
Gender



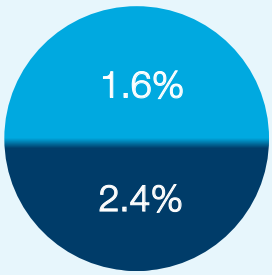
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



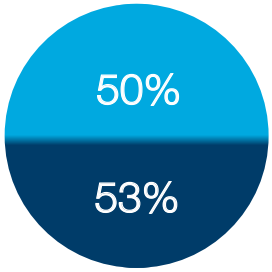
Portland Surf Life Saving Club Inc Glenelg Shire

*Based only on club members who have provided this information in Surfguard.

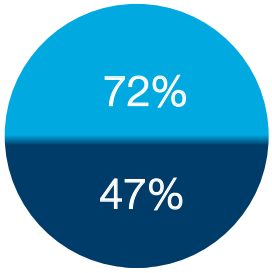
Portland Surf Life Saving Club Inc Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Portland Surf Life Saving Club Inc ■ Glenelg Shire

*Visual/Sight [a] Based only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=16; 16 current): 75% Active Members	
Most important* reasons members volunteer for Portland SLSC Inc/LSV (n=16): **4.5** Helping others/the community **4.4** Enjoyment **4.3** Social contact **Rating out of 5*	Main challenges to being a member (n=16): **63%** I have other life/family/work priorities **38%** Time commitment **31%** Long travel distances to and from the club
Areas members are interested in being involved with in the future (n=16): **63%** Patrolling **31%** Junior programs **25%** Training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period (n=7): • Flexibility with operational requirements • Easier membership processes; nothing; reduced administration requirements
Of 16 respondents, **88%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **51%** of Glenelg Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Portsea
Surf Life Saving Club Profile

3961 Members (2018/19 – 2019/20)

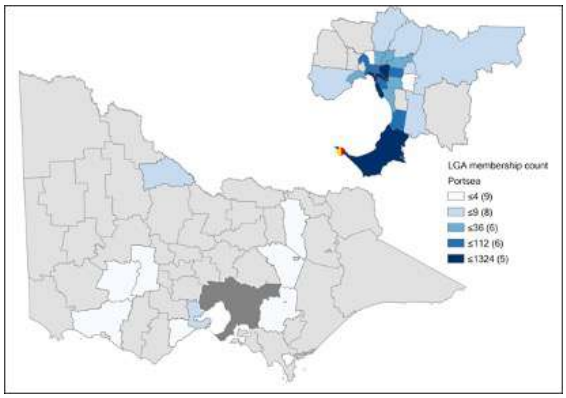
11% Active Members

4 Median years of membership (state median: 4)

4.3 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

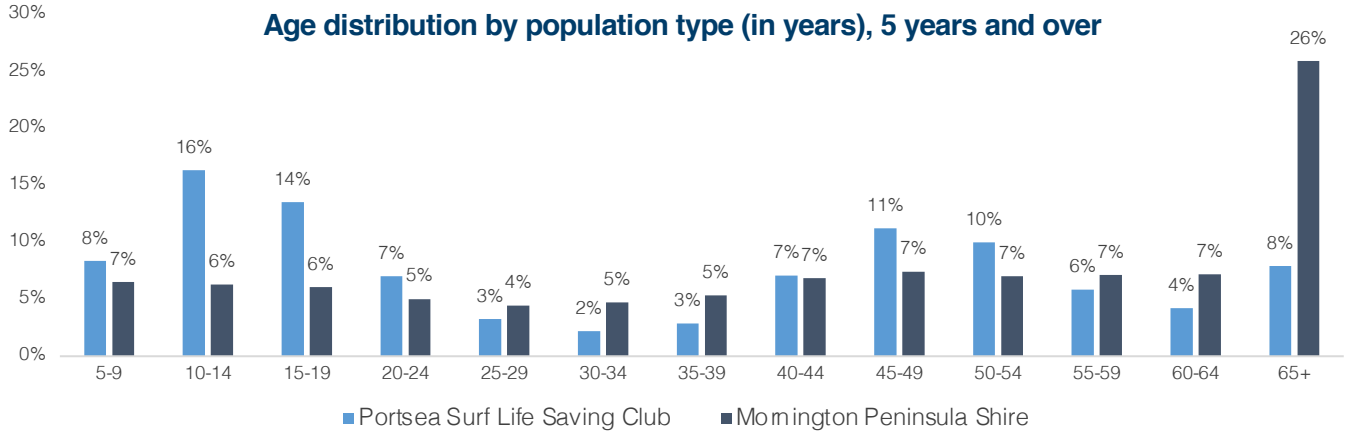
(Rating out of 5)

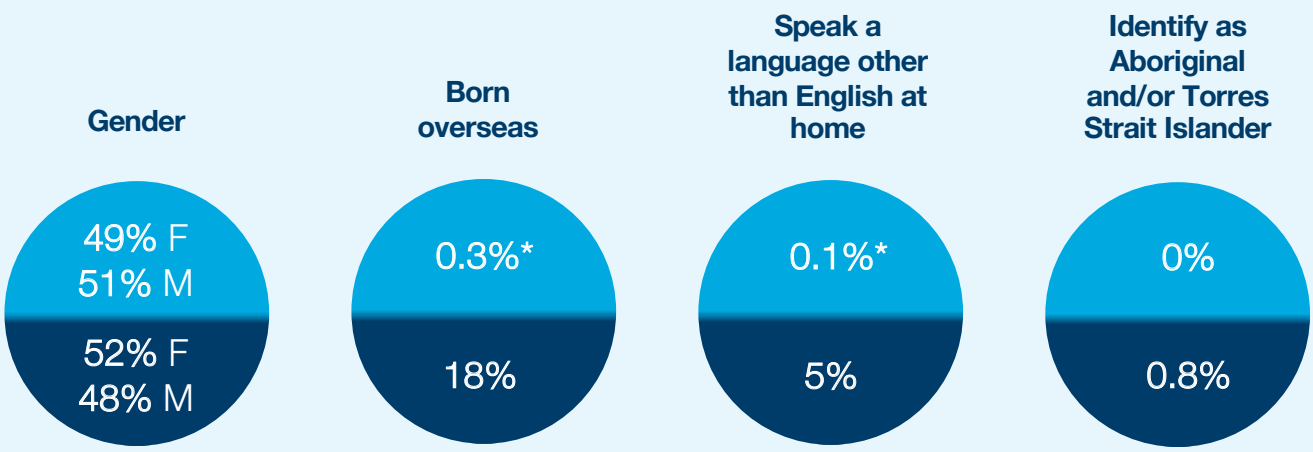


82km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-24 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



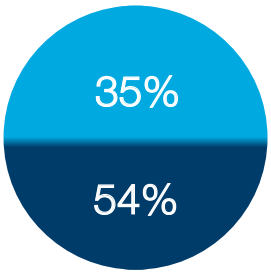


*Based only on club members who have provided this information in Surfguard.

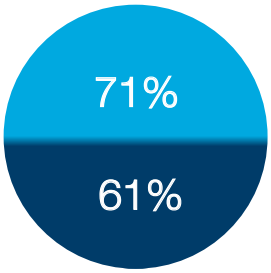
Portsea Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Portsea Surf Life Saving Club ■ Mornington Peninsula Shire
†No data, overall state average provided
*Medical condition **Visual/Sight ɑ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=90; 89 current): 48% Active Members

Most important* reasons members volunteer for Portsea SLSC/LSV (n=83):

4.3 Enjoyment
4.2 Being a team member; helping others/the community

**Rating out of 5*

Main challenges to being a member (n=82):

48% Nothing
28% I have other life/family/work priorities
22% Time commitment

Areas members are interested in being involved with in the future (n=75):

63% Patrolling
32% None of these
25% Junior programs

What could be done to encourage members to remain a lifesaving member for a longer period (n=9):

67% Flexibility with operational requirements
- Other responses: Further leadership or professional development opportunities; ability to take on different roles; extending membership activities into the winter months

Of 83 respondents, **83%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:
- Paid lifeguards
- Extended patrol hours
- More volunteer lifesavers

Recruitment opportunity:

60% of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Rosebud & McCrae Life Saving Club Profile

53 Members (2018/19 – 2019/20)

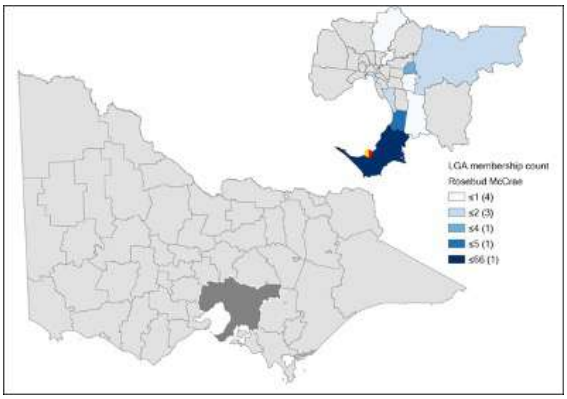
59% Active Members

12 Median years of membership (state median: 4)

3.9 Satisfaction with club (state average: 4.4)

3.8 Satisfaction with LSV (state average: 4.1)

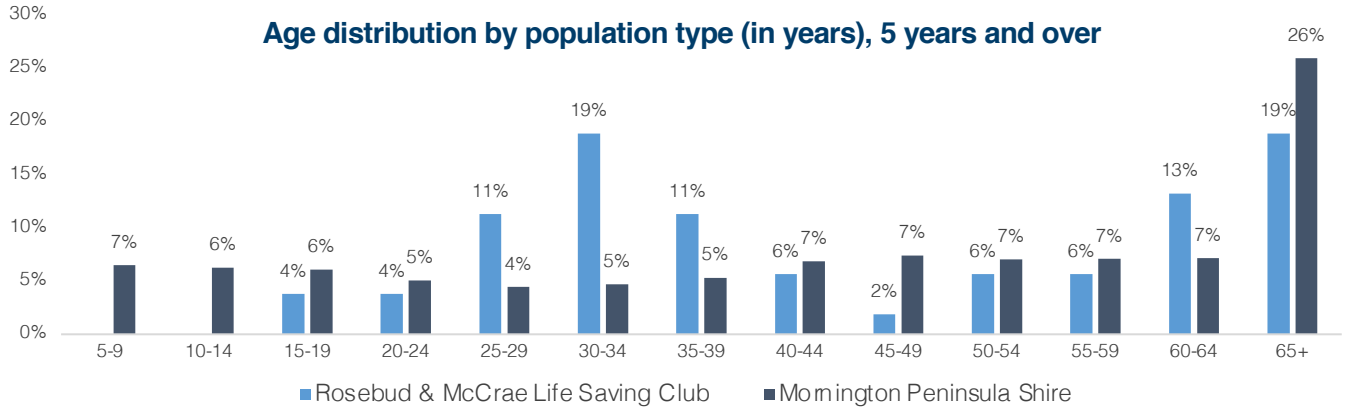
(Rating out of 5)



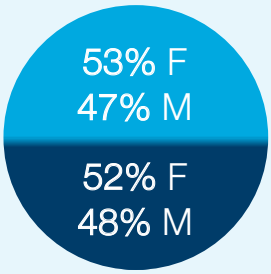
20km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

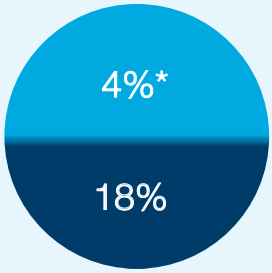
- Adult age groups (25-39) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 5-19 years, multicultural communities, Aboriginal and Torres Strait Islander peoples and people with disability.



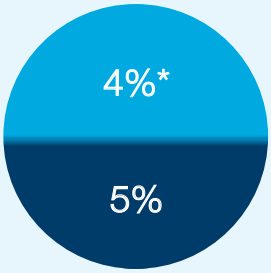
Gender



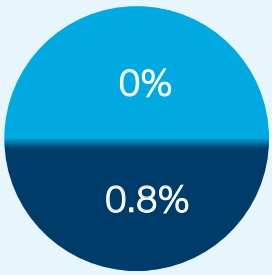
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



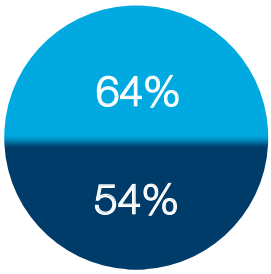
Rosebud & McCrae Life Saving Club Mornington Peninsula Shire

*Based only on club members who have provided this information in Surfguard.

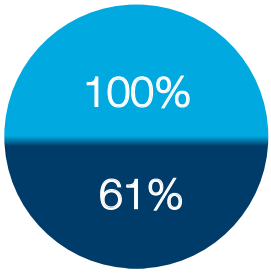
Rosebud & McCrae Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Rosebud & McCrae Life Saving Club ■ Mornington Peninsula Shire

†No data, overall state average provided

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard

***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=13; 11 current): 73% Active Members

Most important* reasons members volunteer for Rosebud & McCrae LSC/LSV (n=10):

4.6 Helping others/the community
4.3 Being a team member
4.2 Enjoyment

**Rating out of 5*

Main challenges to being a member (n=10):

60% The time commitment
30% I have other life/family/work priorities
20% Intra-club conflict; long travel distances to and from the club; nothing

Areas members are interested in being involved with in the future (n=8):

- Member of a committee; sports competitor; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 10 respondents, **80%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

60% of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Sandridge Life Saving Club Profile

61 Members (2018/19 – 2019/20)

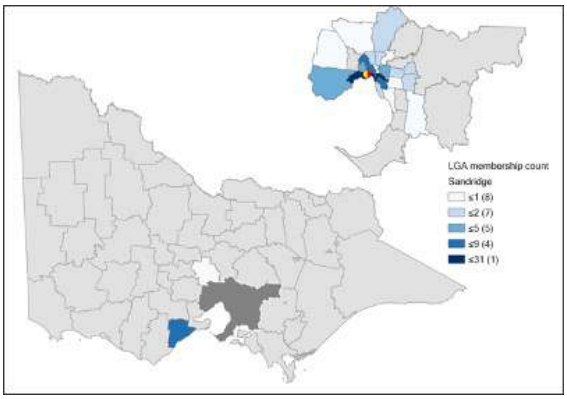
71% Active Members

5 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.1 Satisfaction with LSV (state average: 4.1)

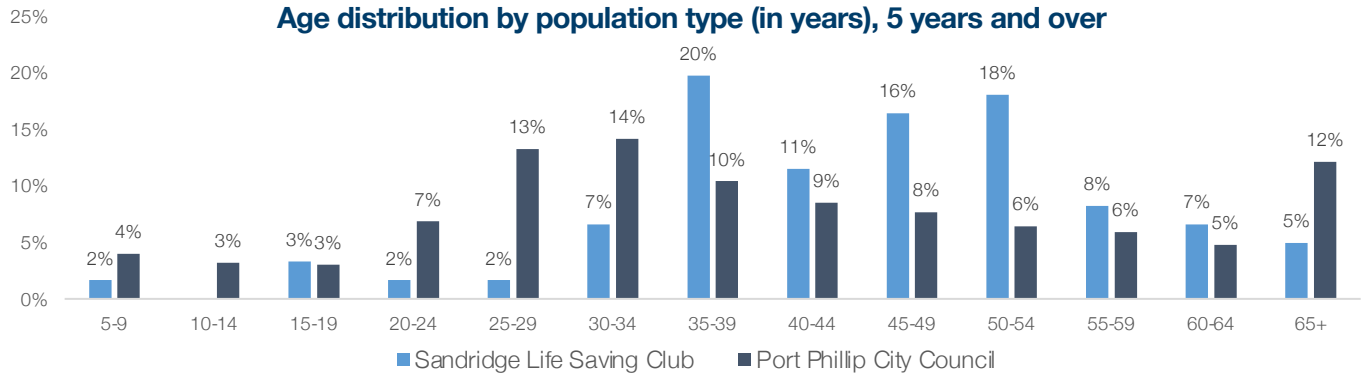
(Rating out of 5)



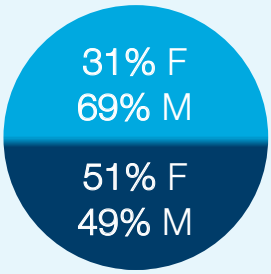
18km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

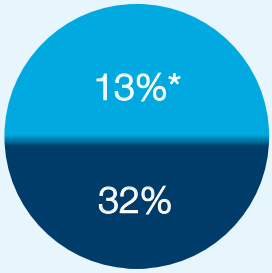
- Youth (5-19) and adult age groups (35-64) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents that are female, and people from diverse groups, in particular, young people, older adults, multicultural communities, and people with disability.



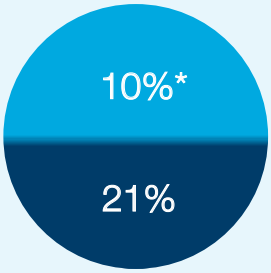
Gender



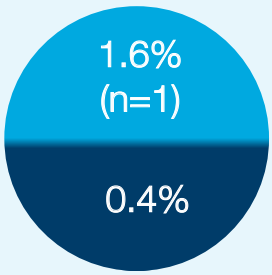
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



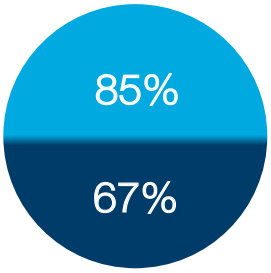
Sandridge Life Saving Club Port Phillip City Council

*Based only on club members who have provided this information in Surfguard.

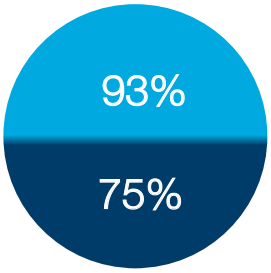
Sandridge Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Sandridge Life Saving Club ■ Port Phillip City Council
†No data, overall state average provided
*Medical condition **Visual/Sight ª Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=16; 15 current): 100% Active Members

Most important* reasons members volunteer for Sandridge LSC/LSV (n=14):

4.5 Being a team member; enjoyment
4.4 Helping others/the community

**Rating out of 5*

Main challenges to being a member (n=14):

71% Nothing
21% I have other life/family/work priorities; time commitment

Areas members are interested in being involved with in the future (n=13):

85% Patrolling
62% Marine Search and Rescue; RWC (jet ski) service

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 13 respondents, **92%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

61% of Port Phillip City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Sandringham Life Saving Club Profile

415 Members (2018/19 – 2019/20)

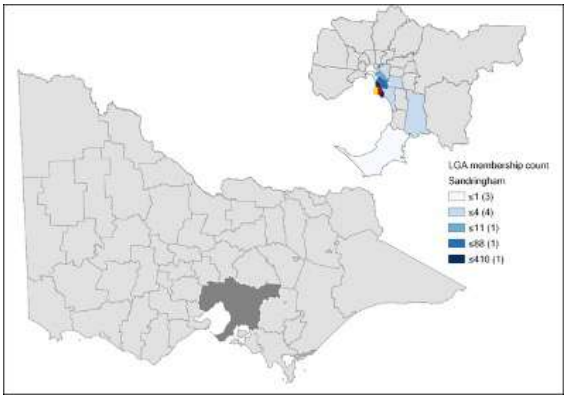
9% Active Members

3 Median years of membership (state median: 4)

4.8 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

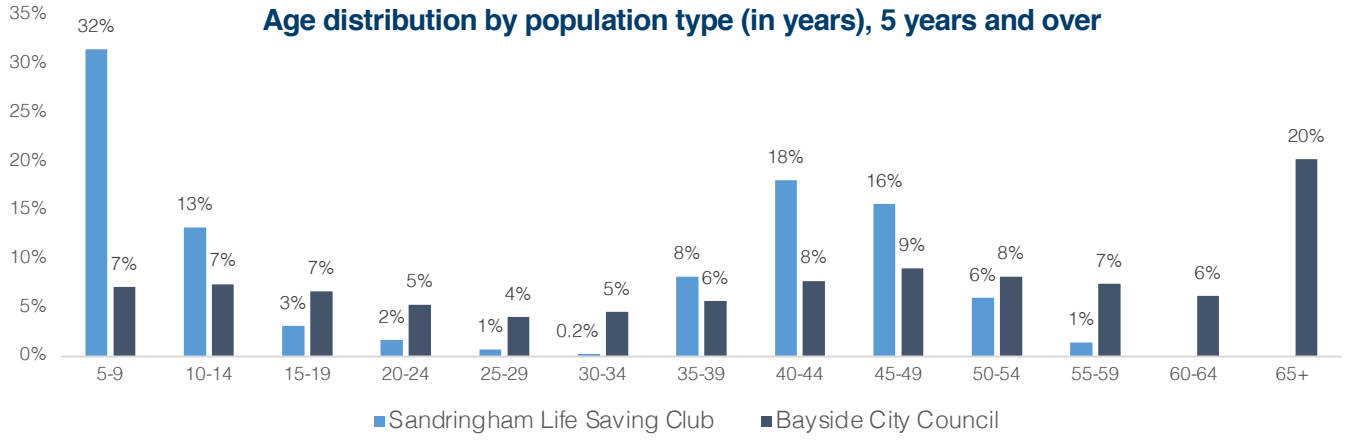
(Rating out of 5)

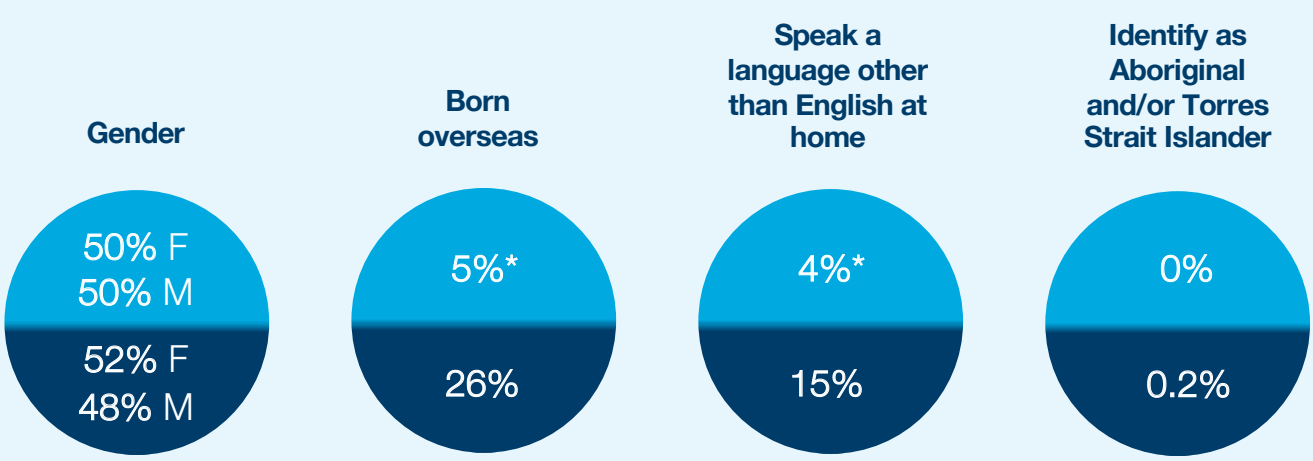


4km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Nipper and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities and people with disability.



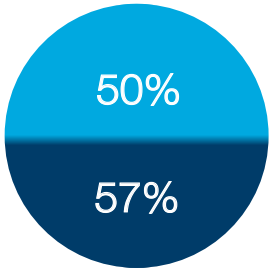


*Based only on club members who have provided this information in Surfguard.

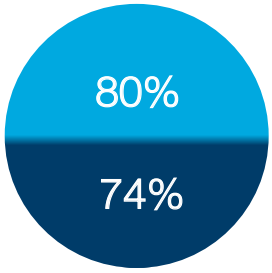
Sandringham Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Sandringham Life Saving Club ■ Bayside City Council

*Medical condition **Visual/Sight ª Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=14; 14 current): 79% Active Members

Most important* reasons members volunteer for Sandringham LSC/LSV (n=14):

4.8 Enjoyment
4.6 Being a team member; helping others/the community; social contact

**Rating out of 5*

Main challenges to being a member (n=14):

50% I have other life/family/work priorities
36% Time commitment
21% Nothing; there is or has been conflict within the club

Areas members are interested in being involved with in the future (n=14):

64% Member of a committee
57% Patrolling
- Other responses: Peak-period standby patrols; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 14 respondents, **86%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

57% of Bayside City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Seaford Life Saving Club Profile

214 Members (2018/19 – 2019/20)

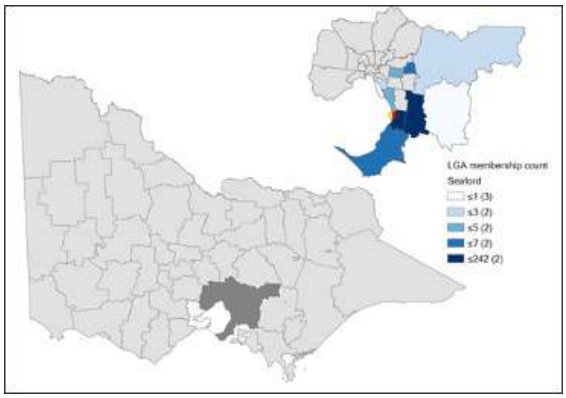
16% Active Members

4 Median years of membership (state median: 4)

4.4 Satisfaction with club (state average: 4.4)

4.3 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

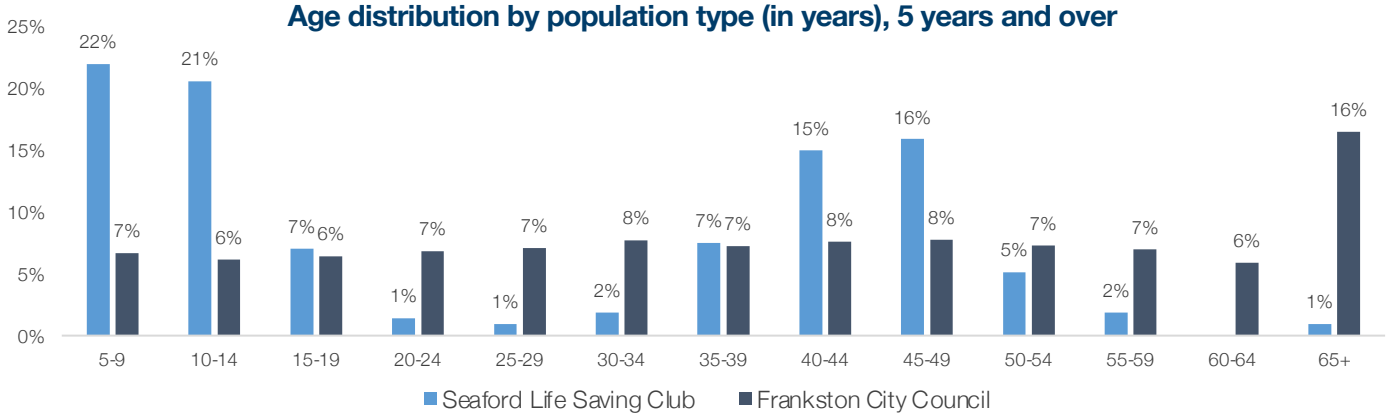


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

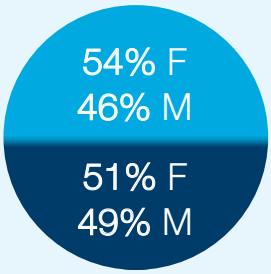
Demographic characteristics

- Youth (5-19) and parent (35-49) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities and people with disability.

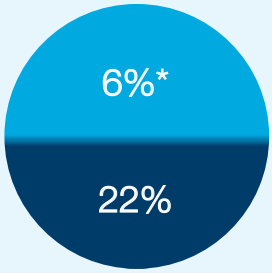
Age distribution by population type (in years), 5 years and over



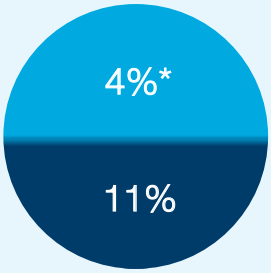
Gender



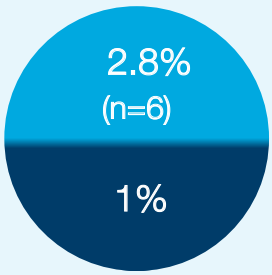
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



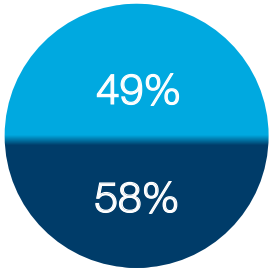
Seaford Life Saving Club ■ Frankston City Council

*Based only on club members who have provided this information in Surfguard.

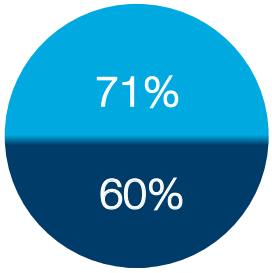
Seaford Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Seaford Life Saving Club ■ Frankston City Council

*Medical condition **Visual/Sight [a] Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=21; 21 current): 76% Active Members	
Most important* reasons members volunteer for Seaford LSC/LSV (n=20): **4.6** Helping others/the community **4.5** Enjoyment **4.3** Social contact **Rating out of 5*	Main challenges to being a member (n=20): **55%** I have other life/family/work priorities **30%** Nothing **25%** Time commitment; intra-club conflict
Areas members are interested in being involved with in the future (n=18): **61%** Patrolling **39%** Training and assessing **33%** Marine Search and Rescue	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 20 respondents, **75%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like: • CCTV; extended patrol hours; more volunteer lifesavers; RWC (roving service)	**Recruitment opportunity:** **62%** of Frankston City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Seaspray
Surf Life Saving Club Profile

659 Members (2018/19 – 2019/20)

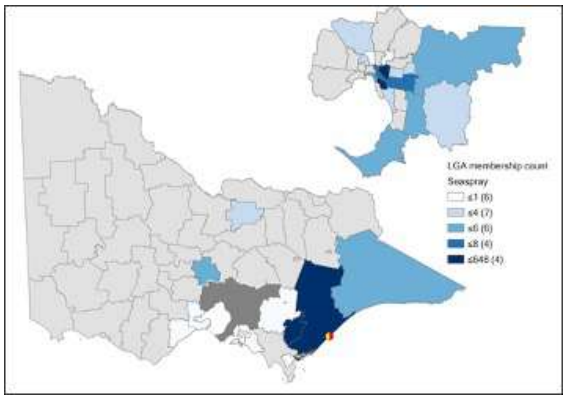
11% Active Members

4 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

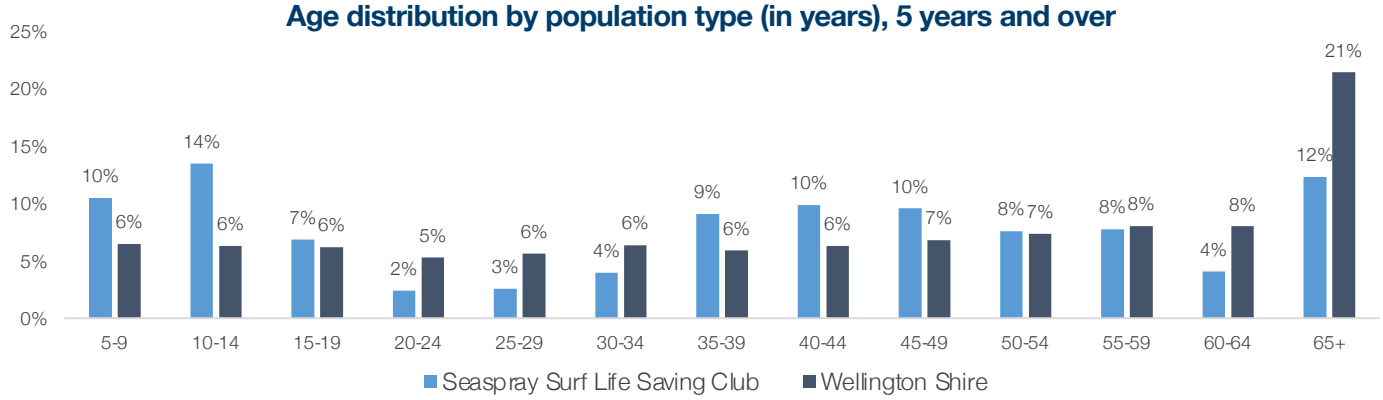


70km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

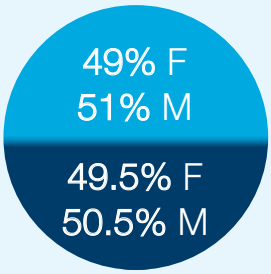
Demographic characteristics

- Youth (5-19) and parent (35-59) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

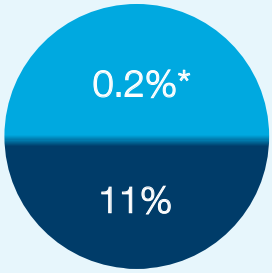
Age distribution by population type (in years), 5 years and over



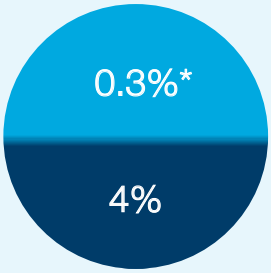
Gender



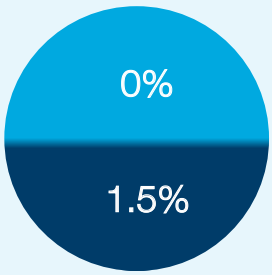
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



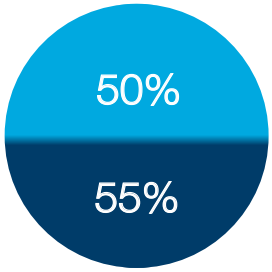
Seaspray Surf Life Saving Club Wellington Shire

*Based only on club members who have provided this information in Surfguard.

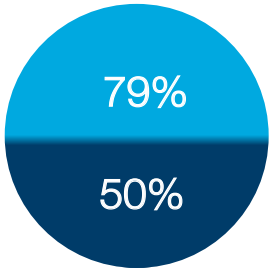
Seaspray
Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Seaspray Surf Life Saving Club ■ Wellington Shire
†No data, overall state average provided
*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=23; 22 current): 32% Active Members	
Most important* reasons members volunteer for Seaspray SLSC/LSV (n=22): **4.5** Helping others/the community **4.3** Enjoyment **4.2** Social contact **Rating out of 5*	Main challenges to being a member (n=21): **38%** Nothing **24%** I have other life/family/work priorities; long travel distances to and from the club
Areas members are interested in being involved with in the future (n=22): **45%** None of these **27%** Training and assessing **23%** Community education	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 22 respondents, **86%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **53%** of Wellington Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Sorrento Surf Life Saving Club Profile

543 Members (2018/19 – 2019/20)

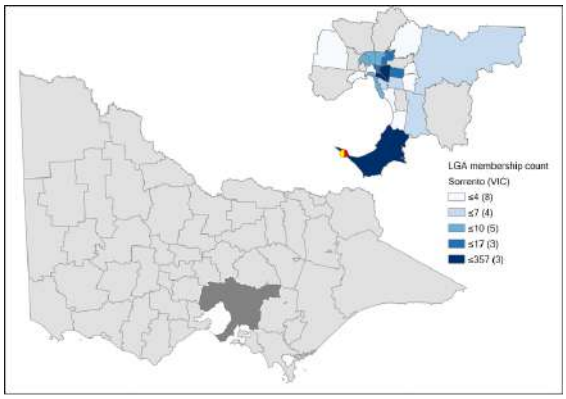
23% Active Members

5 Median years of membership (state median: 4)

3.8 Satisfaction with club (state average: 4.4)

3.6 Satisfaction with LSV (state average: 4.1)

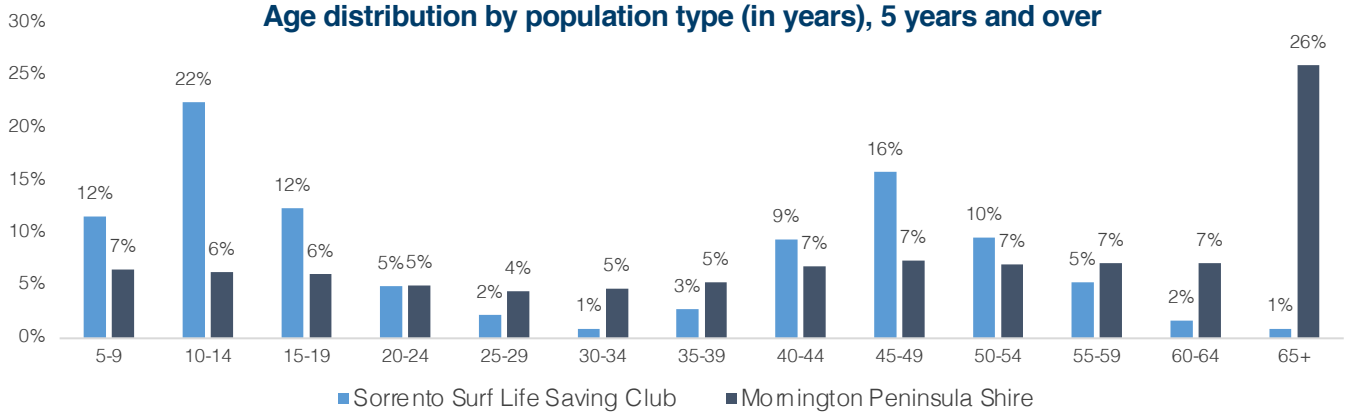
(Rating out of 5)

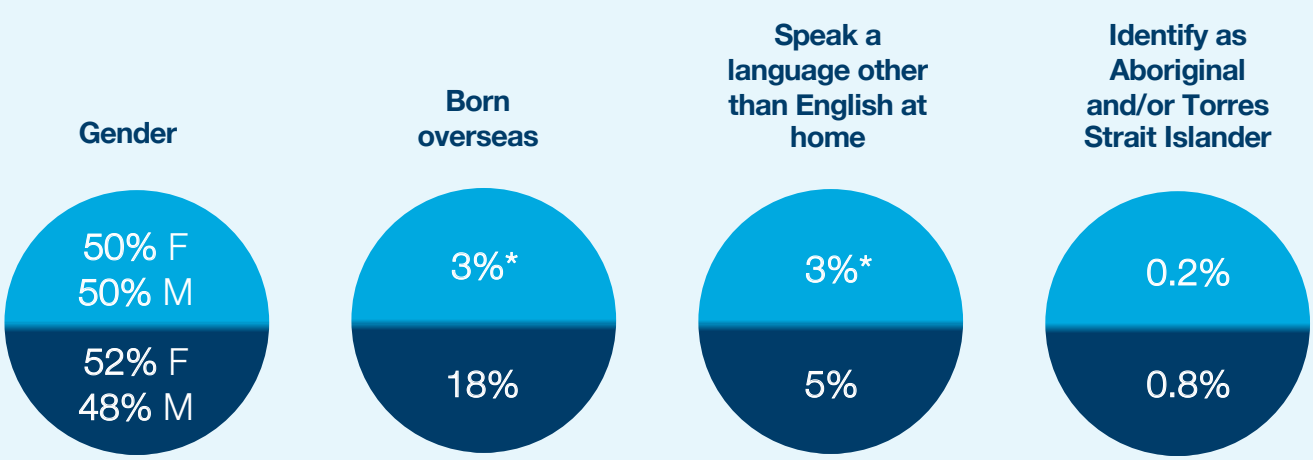


41km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-24 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



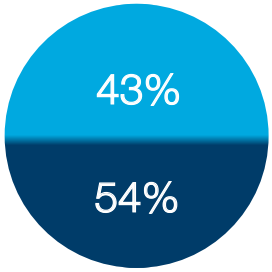


*Based only on club members who have provided this information in Surfguard.

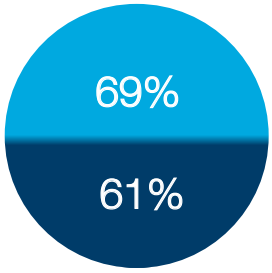
Sorrento Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Sorrento Surf Life Saving Club ■ Mornington Peninsula Shire

*Medical condition ɑBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=18; 18 current): 83% Active Members

Most important* reasons members volunteer for Sorrento SLSC/LSV (n=18):

4.6 Helping others/the community
4.4 Enjoyment
4.3 Being a team member

**Rating out of 5*

Main challenges to being a member (n=17):

53% There is or has been conflict within the club
47% I have other life/family/work priorities
35% Time commitment

Areas members are interested in being involved with in the future (n=17):

47% Patrolling
35% RWC (jet ski) service; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period (n=7):

- Receiving subsidies for training; nothing
- Easier membership processes

Of 18 respondents, **72%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:

- More paid lifeguards; more volunteer lifesavers
- Drones; extended patrol hours

Recruitment opportunity:

60% of Mornington Peninsula Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

South Melbourne Life Saving Club Profile

415 Members (2018/19 – 2019/20)

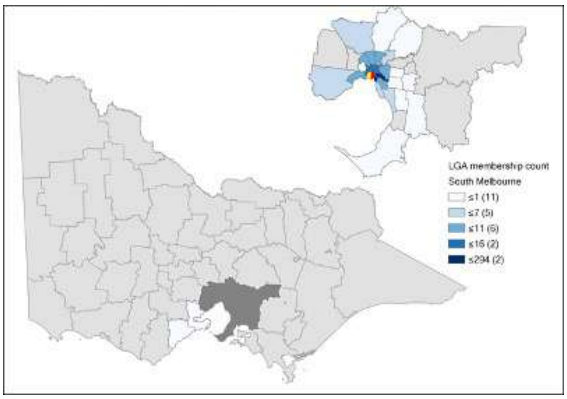
17% Active Members

3 Median years of membership (state median: 4)

4.2 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

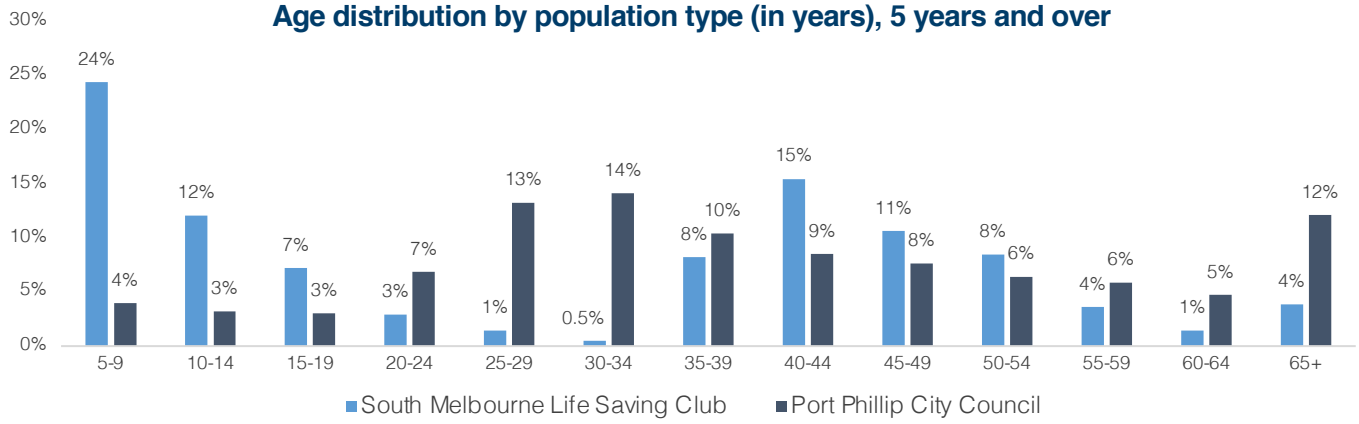


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

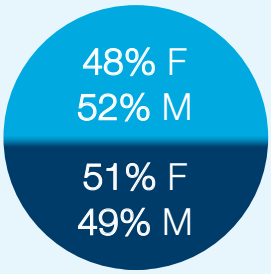
Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents aged 20-34 years, older adults, multicultural communities, and people with disability.

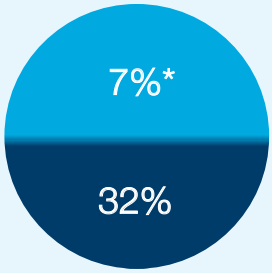
Age distribution by population type (in years), 5 years and over



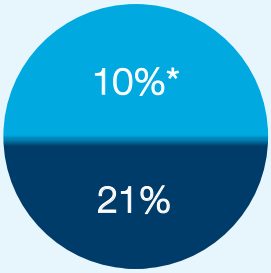
Gender



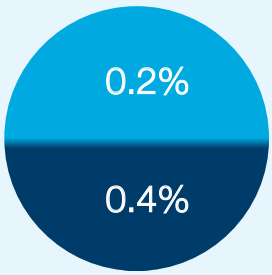
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



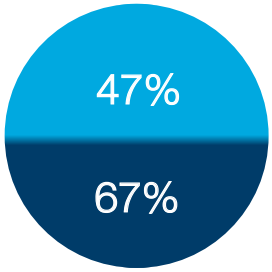
South Melbourne Life Saving Club Port Phillip City Council

*Based only on club members who have provided this information in Surfguard.

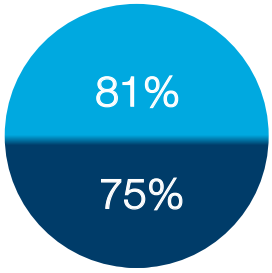
South Melbourne Life Saving Club Profile

Socio-economic characteristics

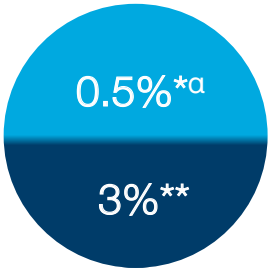
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ South Melbourne Life Saving Club ■ Port Phillip City Council

*Medical condition ªBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=28; 28 current): 71% Active Members

Most important* reasons members volunteer for South Melbourne LSC/LSV (n=26):

4.3 Enjoyment; helping others/the community
4.2 Being a team member

**Rating out of 5*

Main challenges to being a member (n=26):

38% I have other life/family/work priorities
35% Time commitment
27% Nothing; intra-club conflict

Areas members are interested in being involved with in the future (n=25):

56% Patrolling
40% Junior programs
28% New innovations e.g., drones; paid lifeguarding; peak-period standby patrols; RWC (jet ski) service; volunteering/paid work at LSV

What could be done to encourage members to remain a lifesaving member for a longer period (n=9):

- Access to training; extending membership activities into the winter months; further leadership/PD opportunities; lower membership fees

Of 26 respondents, **65%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

61% of Port Phillip City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

St Kilda Life Saving Club Profile

61 Members (2018/19 – 2019/20)

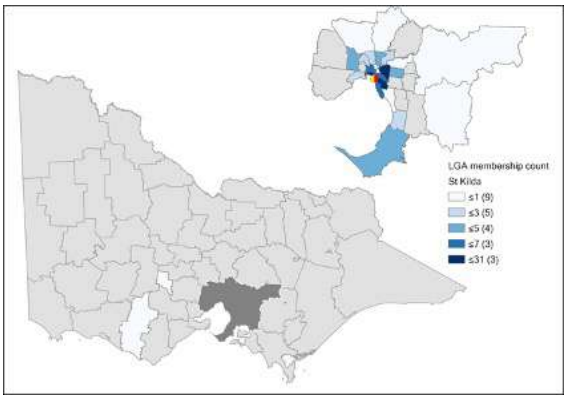
72% Active Members

4 Median years of membership (state median: 4)

4.0 Satisfaction with club (state average: 4.4)

4.0 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

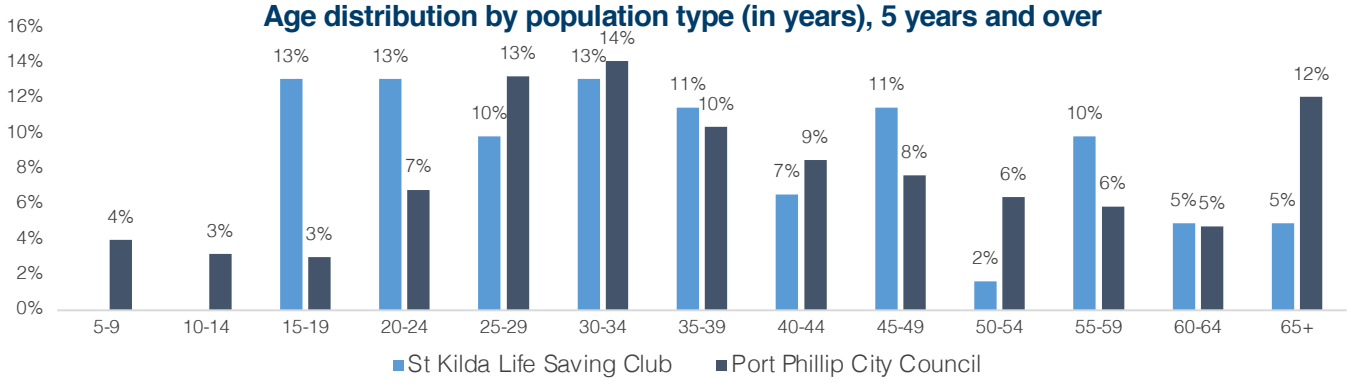


17km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

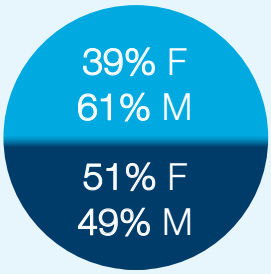
Demographic characteristics

- Youth and adult age groups (15-24 and 35-39) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents that are female, young people aged 5-14 years, and people from diverse groups, in particular, older adults, multicultural communities, and people with disability.

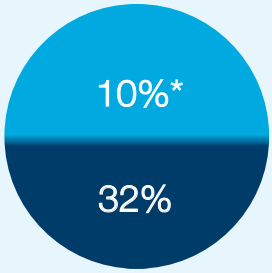
Age distribution by population type (in years), 5 years and over



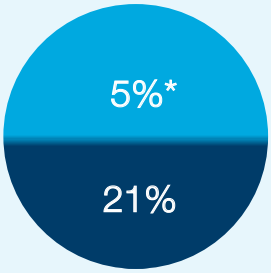
Gender



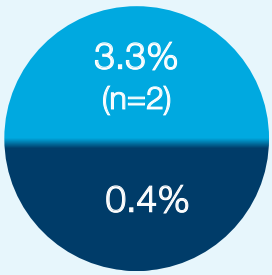
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



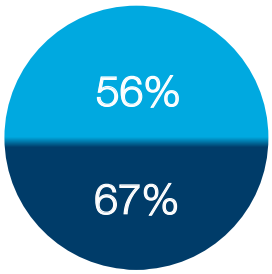
St Kilda Life Saving Club Port Phillip City Council

*Based only on club members who have provided this information in Surfguard.

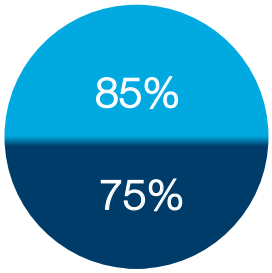
St Kilda Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ St Kilda Life Saving Club ■ Port Phillip City Council
†No data, overall state average provided
*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=15; 14 current): 77% Active Members

Most important* reasons members volunteer for St Kilda LSC/LSV (n=13):

4.6 Enjoyment; helping others/the community
4.5 Being a team member

**Rating out of 5*

Main challenges to being a member (n=13):

62% I have other life/family/work priorities
38% Intra-club conflict
15% A lack of equipment, training and upskilling/development opportunities

Areas members are interested in being involved with in the future (n=12):

75% Patrolling
50% Sports competitor
- Other responses: Helicopter Service; Marine Search and Rescue; member of a committee; new innovations e.g. drones

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 13 respondents, **62%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

61% of Port Phillip City Council LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Surf Life Saving Lakes Entrance Club Profile

369 Members (2018/19 – 2019/20)

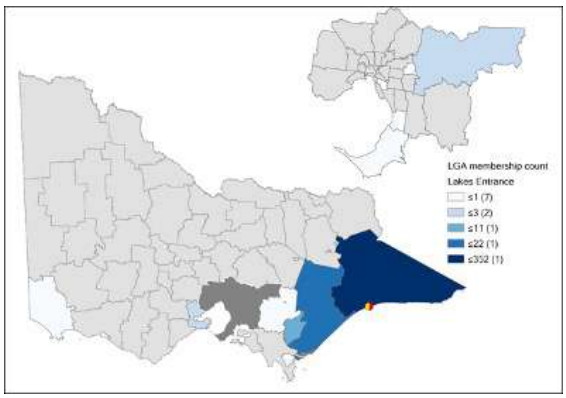
22% Active Members

6 Median years of membership (state median: 4)

4.1 Satisfaction with club (state average: 4.4)

3.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

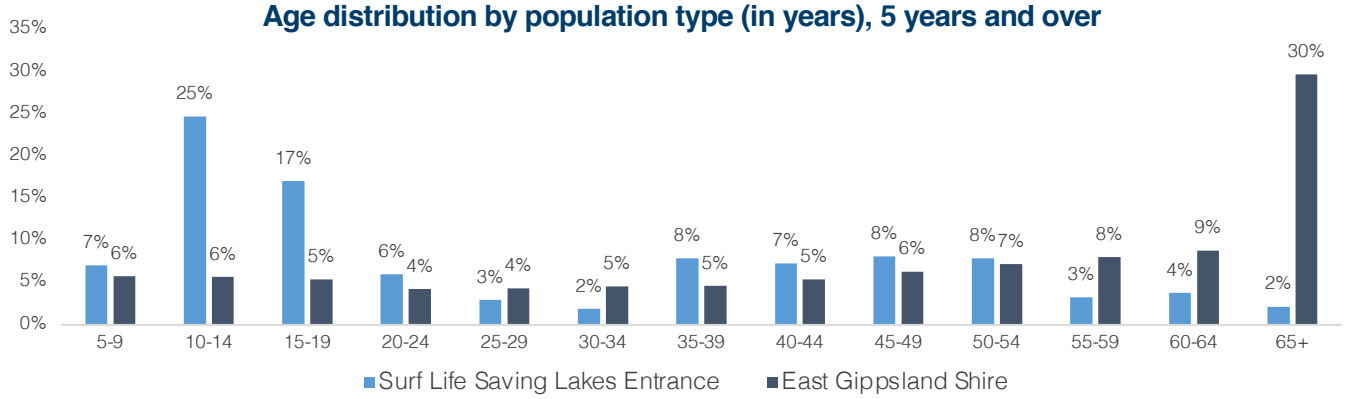


37km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

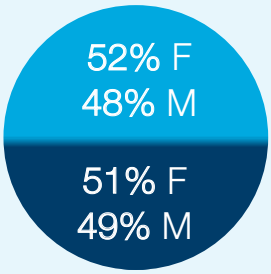
Demographic characteristics

- Youth and parent age groups (5-24 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

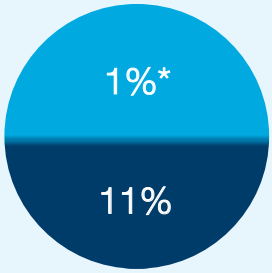
Age distribution by population type (in years), 5 years and over



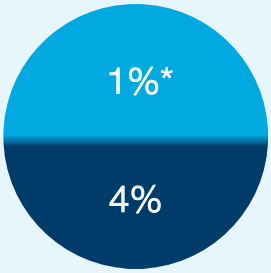
Gender



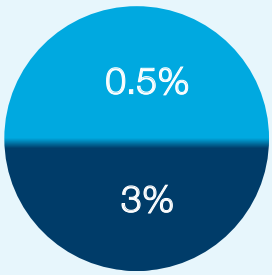
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



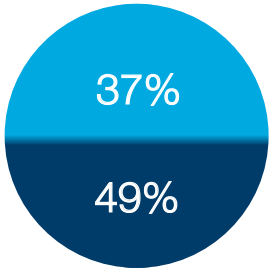
Surf Life Saving Lakes Entrance East Gippsland Shire

*Based only on club members who have provided this information in Surfguard.

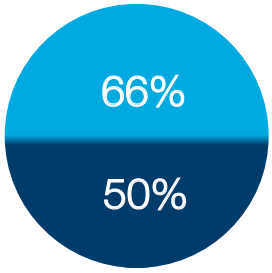
Surf Life Saving Lakes Entrance Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Surf Life Saving Lakes Entrance ■ East Gippsland Shire
† No data, overall state average provided
*Medical condition **Visual/Sight ɑ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=15; 15 current): 20% Active Members

Most important* reasons members volunteer for Surf Life Saving Lakes Entrance/LSV (n=14):

4.4 Helping others/the community
4.3 Enjoyment
4.2 Being a team member

**Rating out of 5*

Main challenges to being a member (n=13):

38% I have other life/family/work priorities
23% Current club culture doesn't fit with my values; intra-club conflict; lack of encouragement to take on leadership roles; time commitment; volunteering efforts not recognised/rewarded

Areas members are interested in being involved with in the future (n=12):

42% Administration, paperwork and/or data entry; member of a committee

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 14 respondents, **71%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

54% of East Gippsland Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Torquay
Surf Life Saving Club Profile

1160 Members (2018/19 – 2019/20)

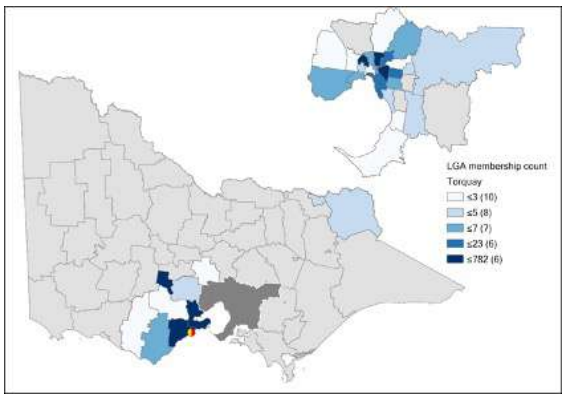
11% Active Members

3 Median years of membership (state median: 4)

4.1 Satisfaction with club (state average: 4.4)

3.8 Satisfaction with LSV (state average: 4.1)

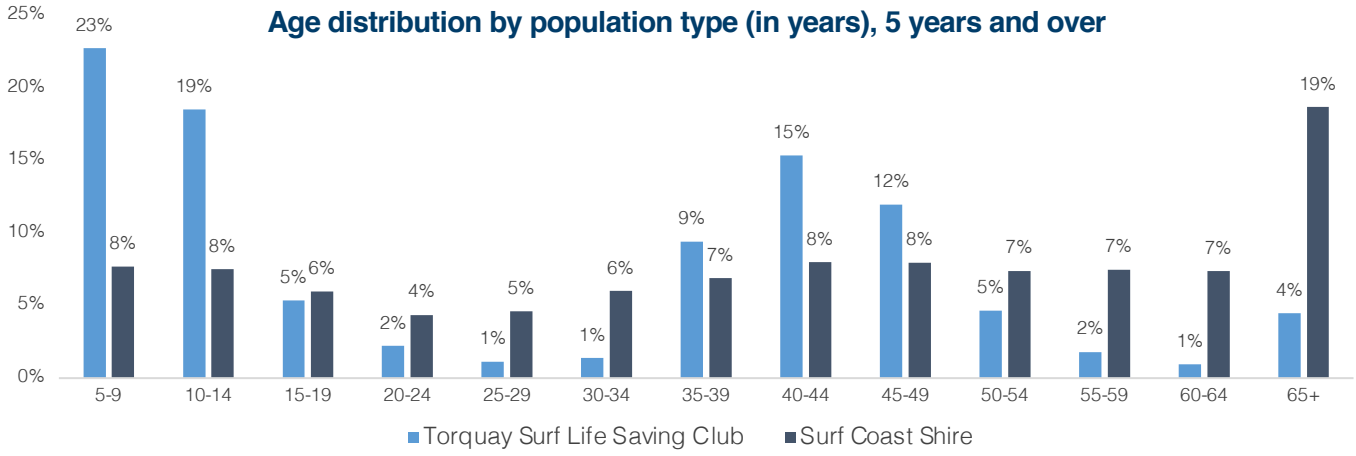
(Rating out of 5)

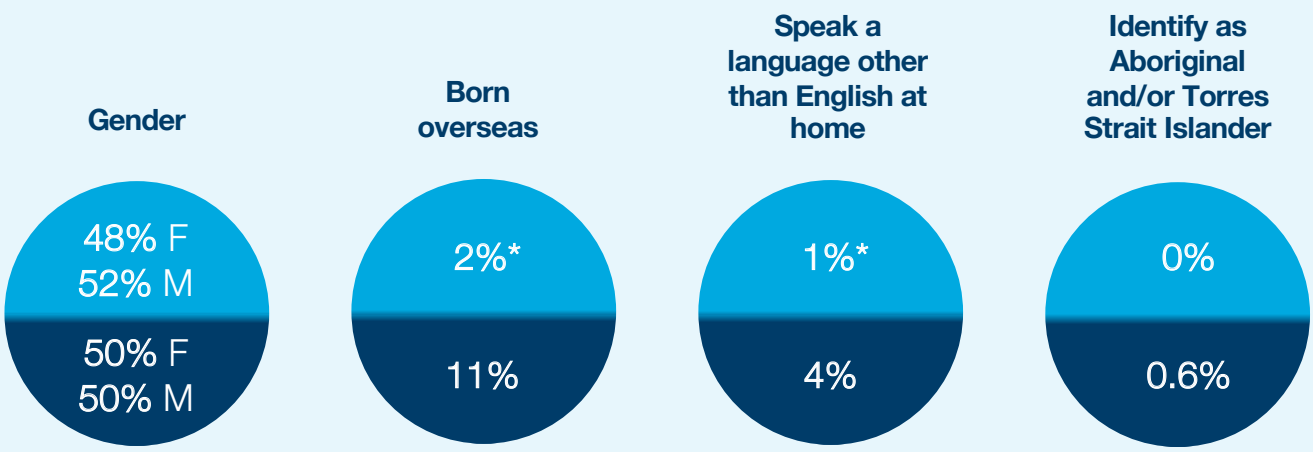


35km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth and parent age groups (5-14 and 35-49) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



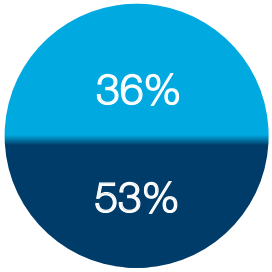


*Based only on club members who have provided this information in Surfguard.

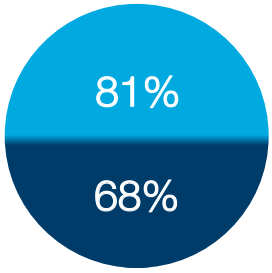
Torquay
Surf Life Saving Club Profile

Socio-economic characteristics

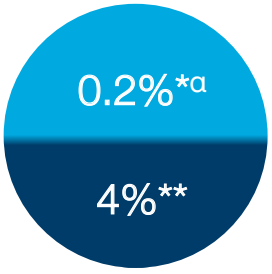
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Torquay Surf Life Saving Club ■ Surf Coast Shire

*Medical condition ᵅBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=88; 86 current): 61% Active Members

Most important* reasons members volunteer for Torquay SLSC/LSV (n=80):

4.4 Being a team member; helping others/the community
4.3 Enjoyment

**Rating out of 5*

Main challenges to being a member (n=76):

36% I have other life/family/work priorities
30% Nothing
28% Intra-club conflict

Areas members are interested in being involved with in the future (n=63):

44% Patrolling
37% Junior programs
29% Training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period (n=9):

- Extending membership activities into the winter months
- Easier membership processes; lower fees; recognition of service

Of 77 respondents, **77%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like (n=6):

Extended patrol hours; more volunteer lifesavers
- Paid lifeguards; RWC (roving service)

Recruitment opportunity:

52% of Surf Coast Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Venus Bay
Surf Life Saving Club Profile

720 Members (2018/19 – 2019/20)

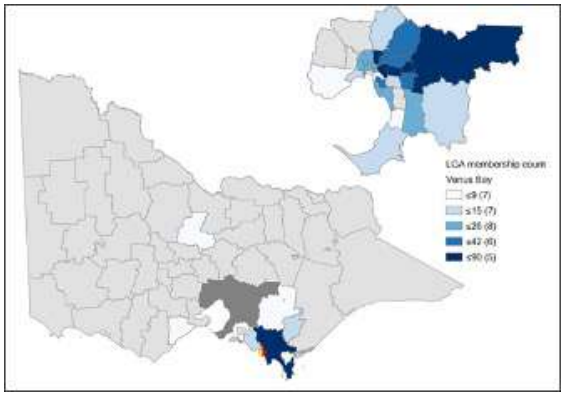
16% Active Members

5 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.5 Satisfaction with LSV (state average: 4.1)

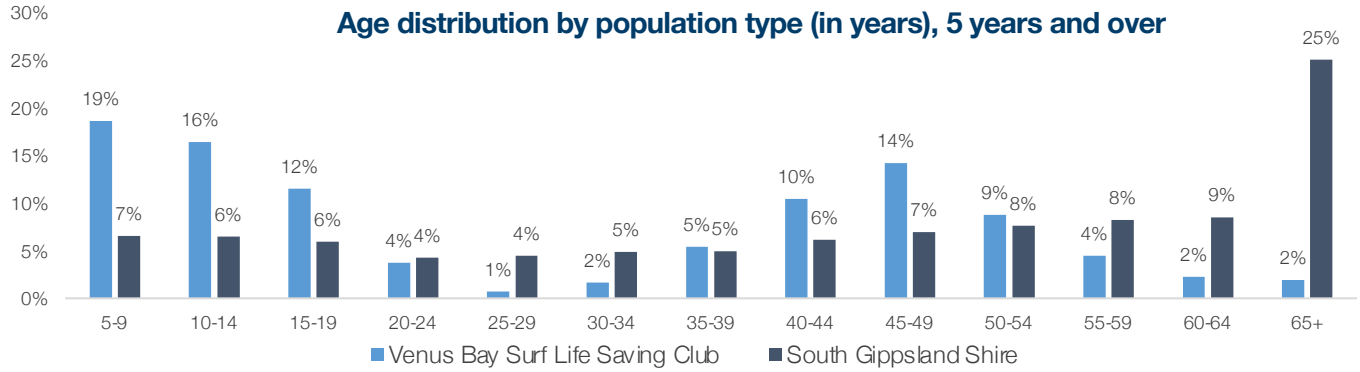
(Rating out of 5)



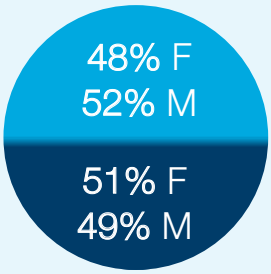
145km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

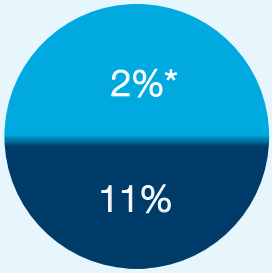
- Youth, young adult and parent age groups (5-24 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents and people from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



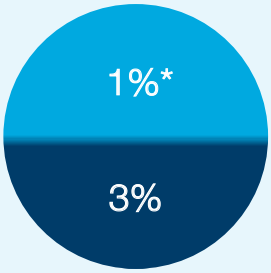
Gender



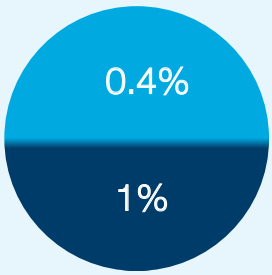
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



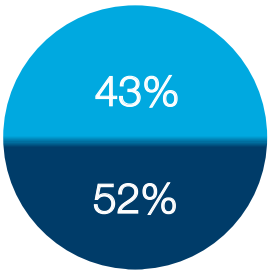
■ Venus Bay Surf Life Saving Club ■ South Gippsland Shire

*Based only on club members who have provided this information in Surfguard.

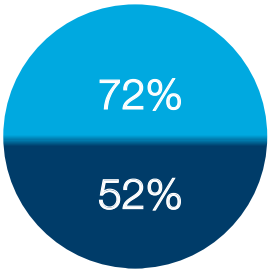
Venus Bay Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Venus Bay Surf Life Saving Club ■ South Gippsland Shire

*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=28; 27 current): 78% Active Members	
Most important* reasons members volunteer for Venus Bay SLSC/LSV (n=27): **4.6** Helping others/the community **4.5** Enjoyment **4.4** Being a team member **Rating out of 5*	Main challenges to being a member (n=25): **48%** Nothing **24%** I have other life/family/work priorities; time commitment
Areas members are interested in being involved with in the future (n=27): **41%** Junior programs **37%** Patrolling **33%** None of these	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 27 respondents, **82%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like (n=5): RWC (roving service) • Drones; extended patrol hours; more volunteer lifesavers; RWCs (at the club)	**Recruitment opportunity:** **50%** of South Gippsland Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Waratah Beach Surf Life Saving Club Profile

696 Members (2018/19 – 2019/20)

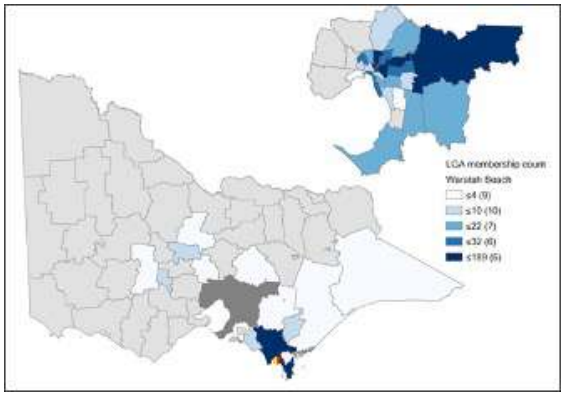
23% Active Members

4 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.5 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

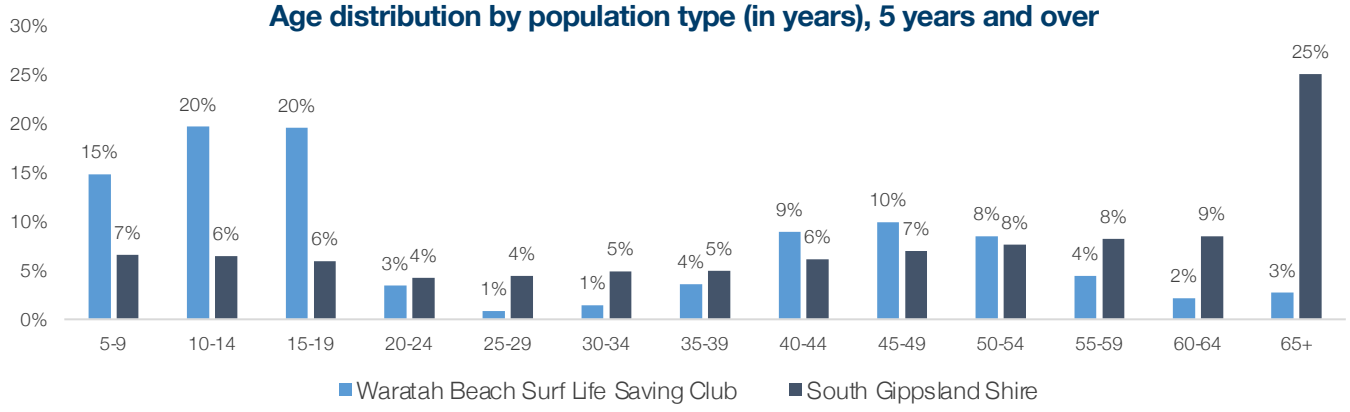


149km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

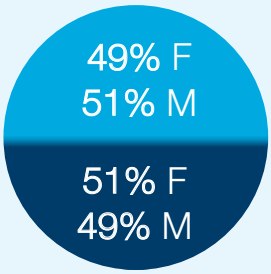
Demographic characteristics

- Youth (5-19) and parent age groups (40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

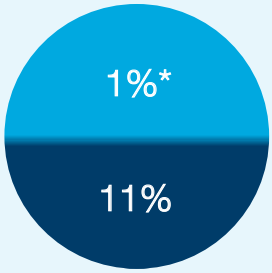
Age distribution by population type (in years), 5 years and over



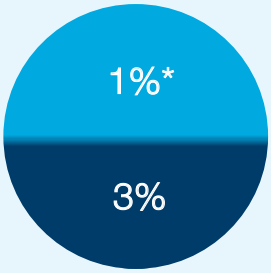
Gender



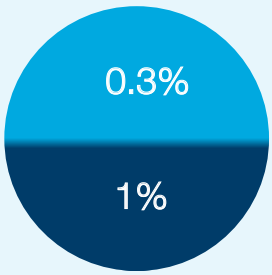
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



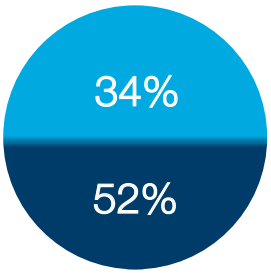
Waratah Beach Surf Life Saving Club ■ South Gippsland Shire

*Based only on club members who have provided this information in Surfguard.

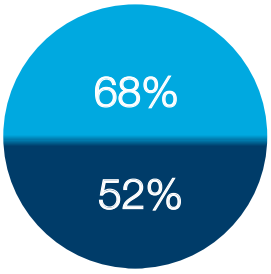
Waratah Beach Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Waratah Beach Surf Life Saving Club ■ South Gippsland Shire

*Medical condition **Visual/Sight ɑ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=26; 25 current): 60% Active Members	
Most important* reasons members volunteer for Waratah Beach SLSC/LSV (n=24): **4.5** Enjoyment; helping others/the community **4.3** Being a team member **Rating out of 5*	Main challenges to being a member (n=24): **46%** I have other life/family/work priorities; **42%** Long travel distances to and from the club **29%** Nothing
Areas members are interested in being involved with in the future (n=23): **48%** Marine Search and Rescue **39%** Patrolling **30%** Paid lifeguarding	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 24 respondents, **100%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **50%** of South Gippsland Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Warrnambool Surf Life Saving Club Profile

809 Members (2018/19 – 2019/20)

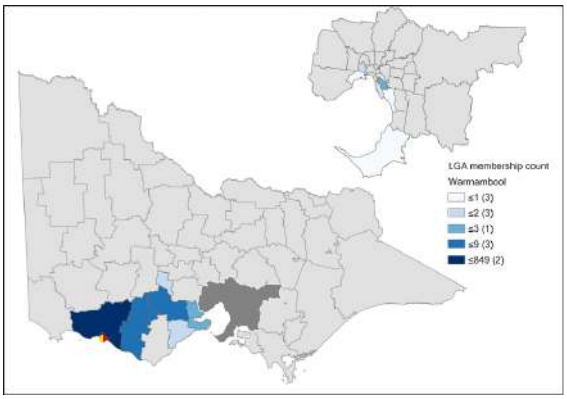
21% Active Members

4 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

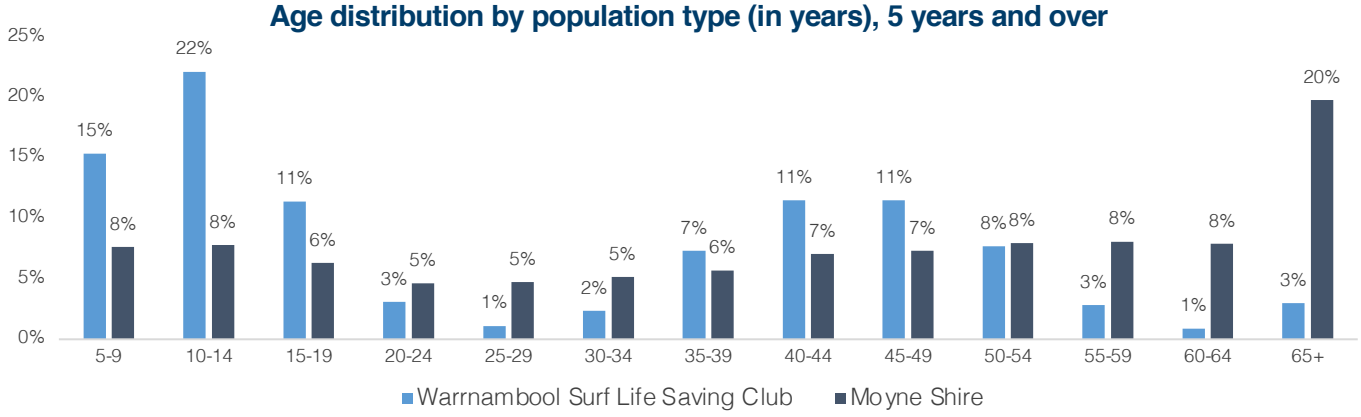


10km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

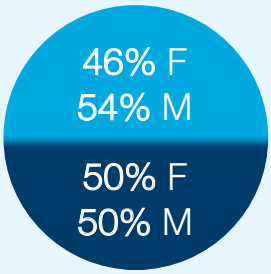
Demographic characteristics

- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.

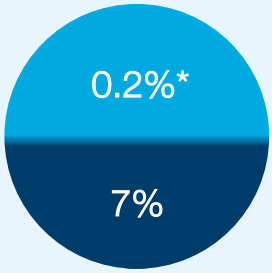
Age distribution by population type (in years), 5 years and over



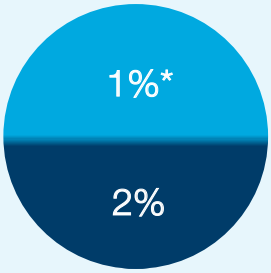
Gender



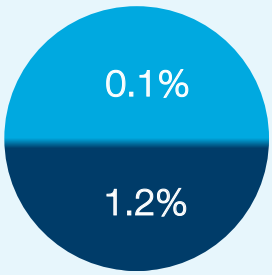
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



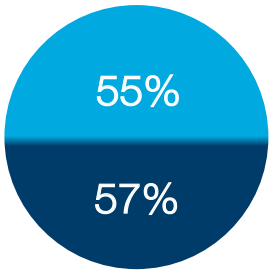
Warrnambool Surf Life Saving Club Moyne Shire

*Based only on club members who have provided this information in Surfguard.

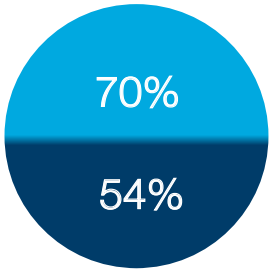
Warrnambool Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Warrnambool Surf Life Saving Club ■ Moyne Shire

*Medical condition **Visual/Sight ɑ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=51; 50 current): 64% Active Members

Most important* reasons members volunteer for Warrnambool SLSC/LSV (n=48):

4.6 Helping others/the community
4.5 Enjoyment
4.4 Being a team member

**Rating out of 5*

Main challenges to being a member (n=43):

40% Nothing
30% I have other life/family/work priorities
28% Time commitment

Areas members are interested in being involved with in the future (n=44):

64% Patrolling
30% Member of a committee; sports coach; training and assessing

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 48 respondents, **74%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like: (n=5)

- RWV (roving service)
- Paid lifeguards
- CCTV; drones

Recruitment opportunity:

46% of Moyne Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Williamstown Swimming and Life Saving Club Profile

1238 Members (2018/19 – 2019/20)

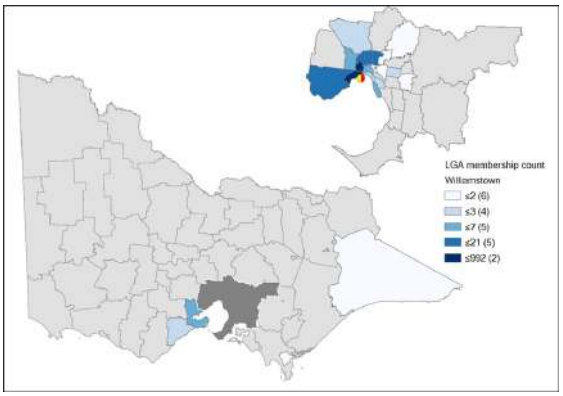
8% Active Members

4 Median years of membership (state median: 4)

4.1 Satisfaction with club (state average: 4.4)

4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

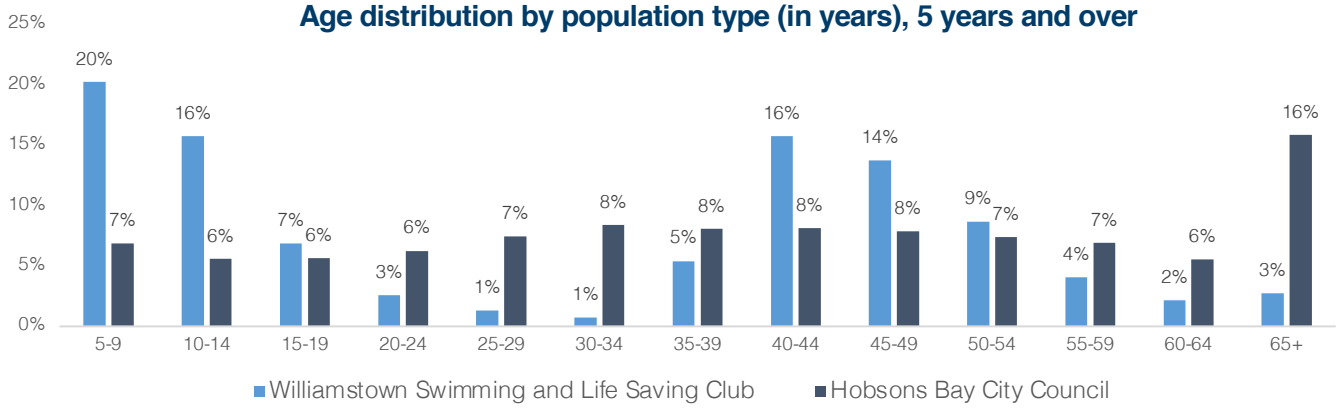


6km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

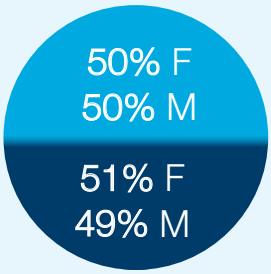
Demographic characteristics

- Youth and parent age groups (5-19 and 40-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.

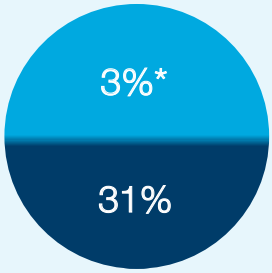
Age distribution by population type (in years), 5 years and over



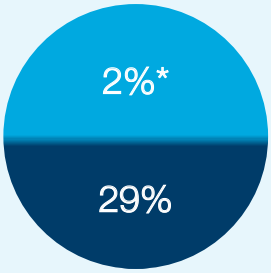
Gender



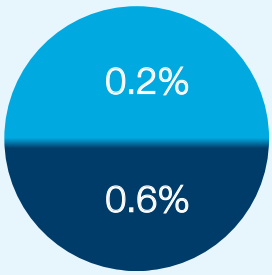
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



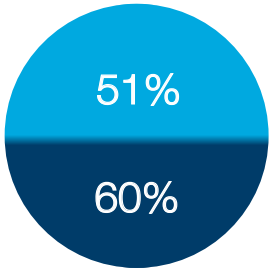
Williamstown Swimming and Life Saving Club Hobsons Bay City Council

*Based only on club members who have provided this information in Surfguard.

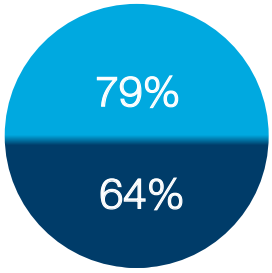
Williamstown Swimming and Life Saving Club Profile

Socio-economic characteristics

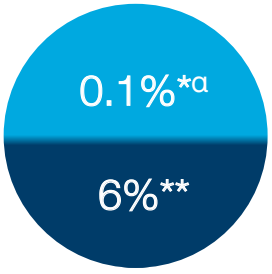
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Williamstown Swimming and Life Saving Club ■ Hobsons Bay City Council

*Medical condition ªBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=85; 83 current): 70% Active Members	
Most important* reasons members volunteer for Williamstown Swimming and LSC/LSV (n=81): **4.4** Helping others/the community **4.3** Enjoyment **4.1** Working with a respected community organisation **Rating out of 5*	Main challenges to being a member (n=77): **40%** I have other life/family/work priorities **35%** There is or has been conflict within the club **26%** Nothing
Areas members are interested in being involved with in the future (n=71): **42%** Patrolling **28%** Sports competitor **24%** Community education	What could be done to encourage members to remain a lifesaving member for a longer period (n=16): **50%** Lower membership fees **38%** Nothing
Of 82 respondents, **74%** think the club's beach is sufficiently patrolled to meet public needs. To assist their club in patrols, members would like (n=9): **67%** Extended patrol hours **44%** More volunteer lifesavers; paid lifeguards	**Recruitment opportunity:** **62%** of Hobsons Bay City Council LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Wonthaggi Life Saving Club Profile

138 Members (2018/19 – 2019/20)

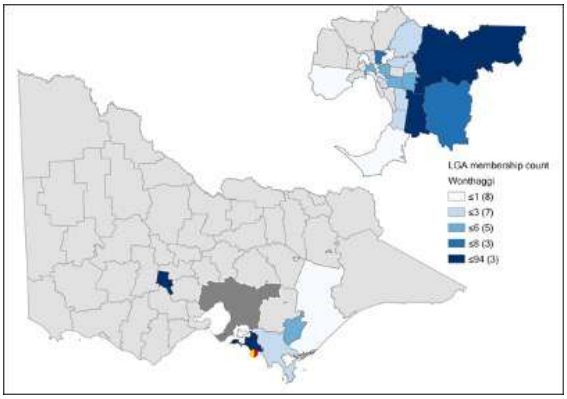
18% Active Members

4 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

3.4 Satisfaction with LSV (state average: 4.1)

(Rating out of 5)

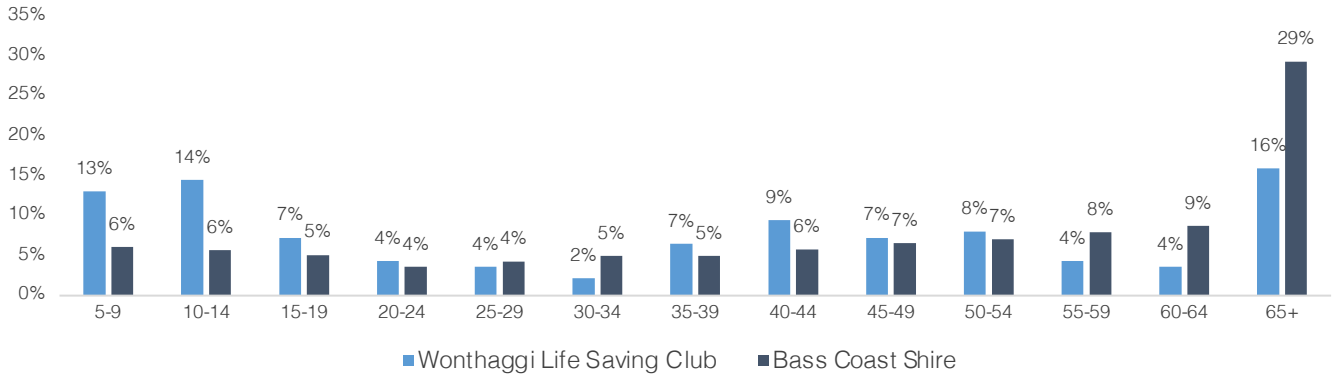


75km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

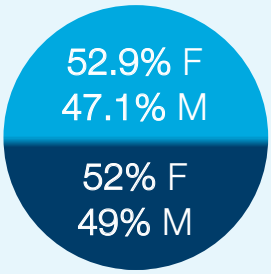
Demographic characteristics

- Youth (5-19) and adult (20-29 and 35-54) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with residents from diverse groups, in particular, older adults, multicultural communities, and people with disability.

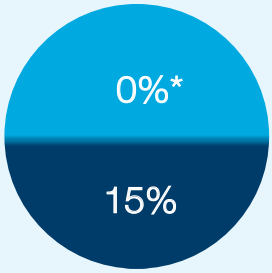
Age distribution by population type (in years), 5 years and over



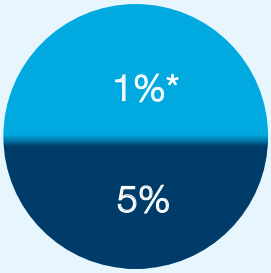
Gender



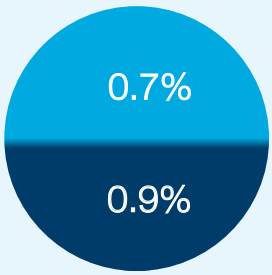
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



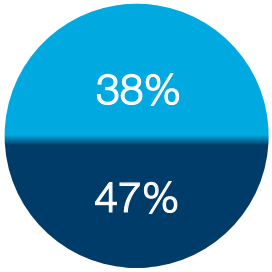
Wonthaggi Life Saving Club Bass Coast Shire

*Based only on club members who have provided this information in Surfguard.

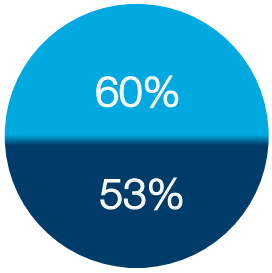
Wonthaggi Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Wonthaggi Life Saving Club ■ Bass Coast Shire

*Medical condition **Visual/Sight ªBased only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=15; 15 current): 87% Active Members

Most important* reasons members volunteer for Wonthaggi LSC/LSV (n=15):

4.9 Enjoyment
4.7 Working with a respected community organisation
4.5 Helping others/the community

**Rating out of 5*

Main challenges to being a member (n=15):

40% I have other life/family/work priorities
33% Long travel distances to and from the club; time commitment

Areas members are interested in being involved with in the future (n=12):

58% Patrolling; training and assessing
50% Marine Search and Rescue; sports coach

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 15 respondents, **100%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

56% of Bass Coast Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Woodside Beach Surf Life Saving Club Profile

185 Members (2018/19 – 2019/20)

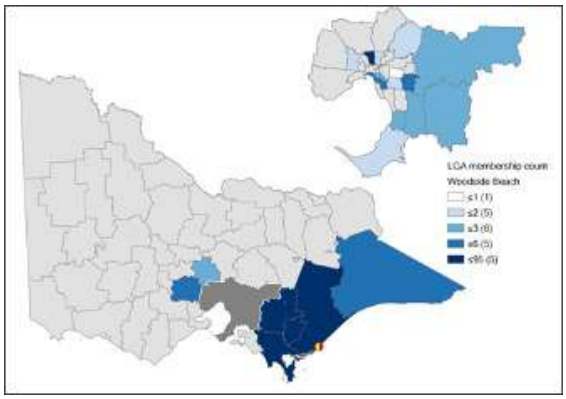
8% Active Members

2 Median years of membership (state median: 4)

5.0 Satisfaction with club (state average: 4.4)

4.8 Satisfaction with LSV (state average: 4.1)

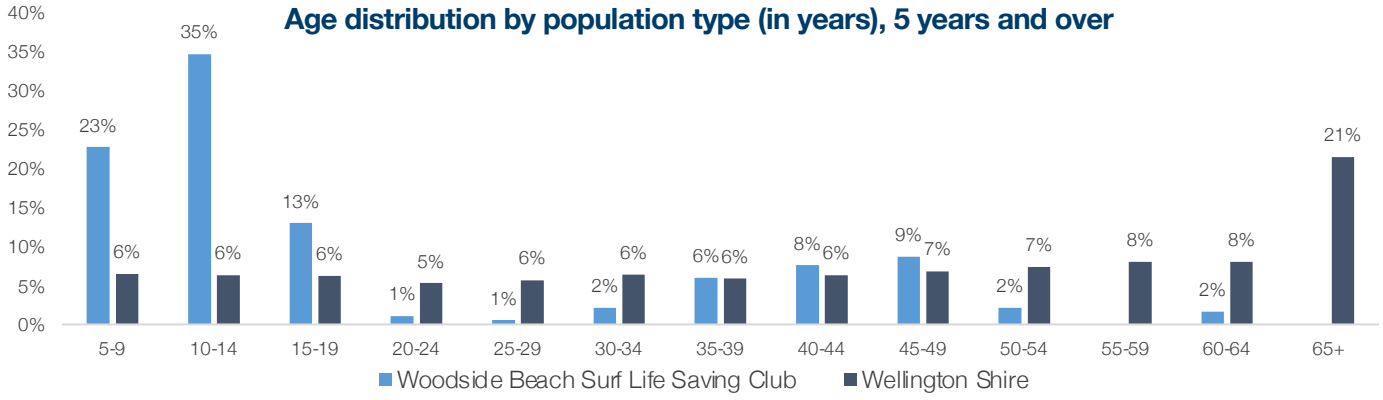
(Rating out of 5)



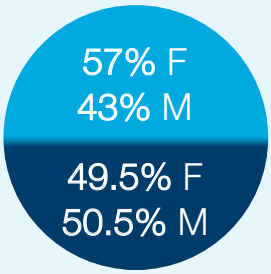
101km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

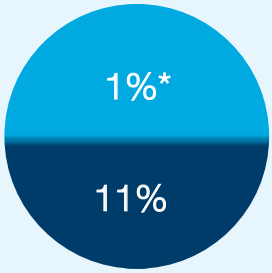
- Youth (5-19) and parent (35-49) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents that are male and people from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



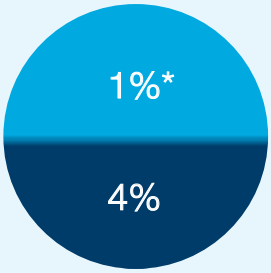
Gender



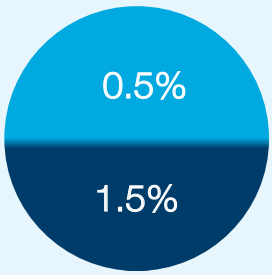
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



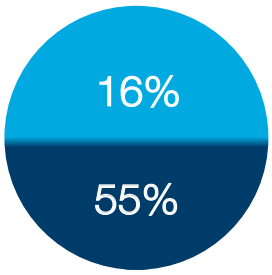
Woodside Surf Life Saving Club Wellington Shire

*Based only on club members who have provided this information in Surfguard.

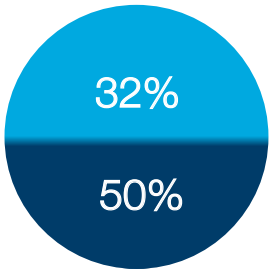
Woodside Beach Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition†



■ Woodside Surf Life Saving Club ■ Wellington Shire
†No data, overall state average provided
*Medical condition **Visual/Sight ᵅ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=8; 8 current): 50% Active Members

Most important* reasons members volunteer for Woodside SLSC/LSV (n=8):

4.9 Helping others/the community
4.8 Working with a respected community organisation
4.6 Being a team member

**Rating out of 5*

Main challenges to being a member (n=8):

38% I have other life/family/work priorities; long travel distances to and from the club
25% A lack of upskilling/development opportunities; time commitment

Areas members are interested in being involved with in the future (n=7):

71% Patrolling
- Other responses: Marine Search and Rescue; paid lifeguarding

What could be done to encourage members to remain a lifesaving member for a longer period*:

32% Nothing
22% Lower membership fees
19% Flexibility with operational requirements

**Fewer than 5 responses received – top responses across all clubs presented (n=354)*

Of 8 respondents, **75%** think the club's beach is sufficiently patrolled to meet public needs.

Recruitment opportunity:

53% of Wellington Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Woolamai Beach Surf Life Saving Club Profile

963 Members (2018/19 – 2019/20)

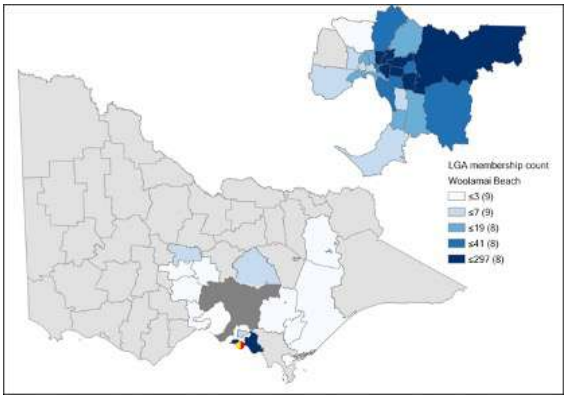
21% Active Members

4 Median years of membership (state median: 4)

4.6 Satisfaction with club (state average: 4.4)

4.3 Satisfaction with LSV (state average: 4.1)

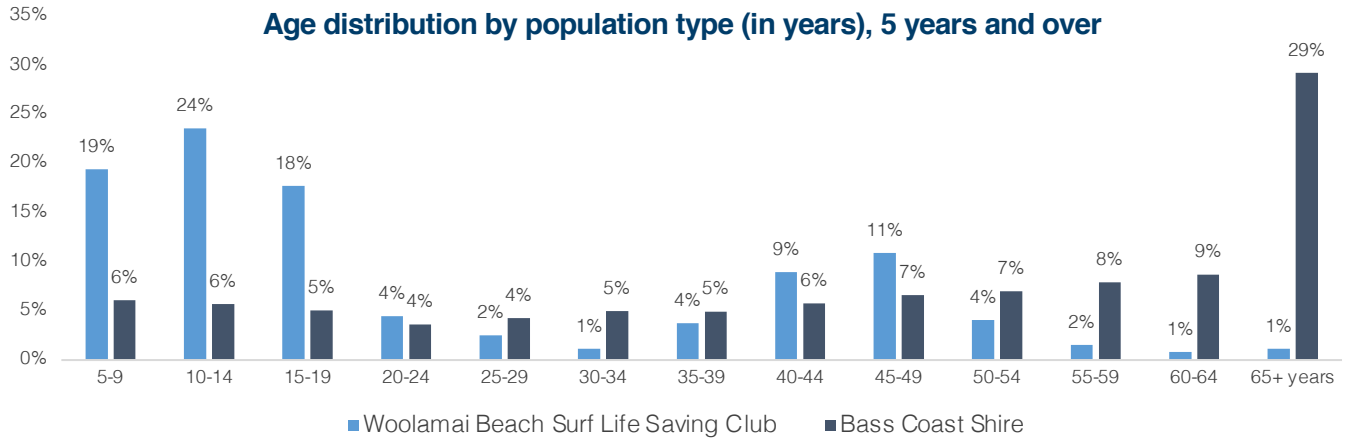
(Rating out of 5)

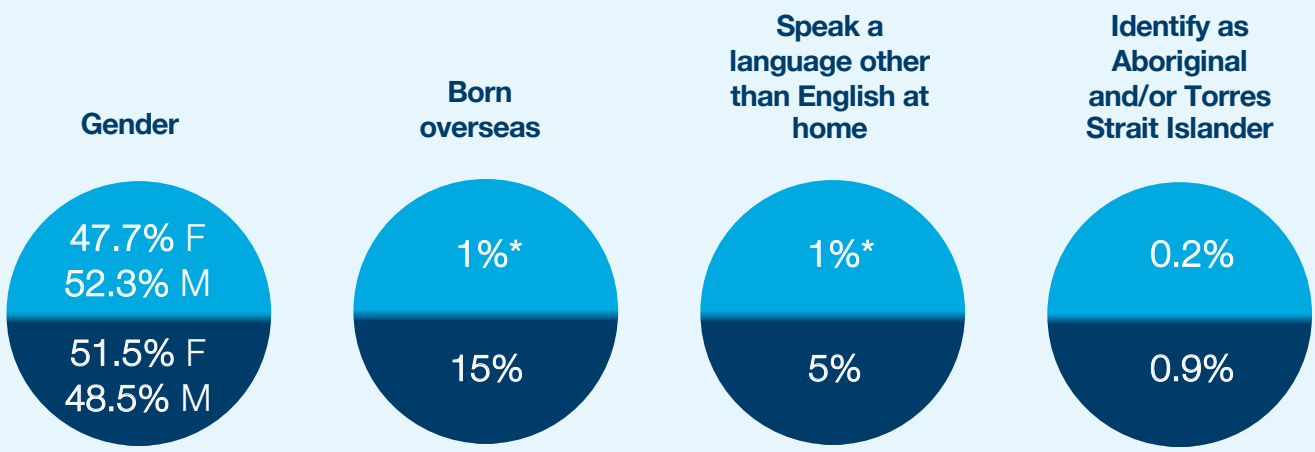


96km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

- Youth (5-19), young adult (20-24) and parent (40-49) age groups well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples and people with disability.



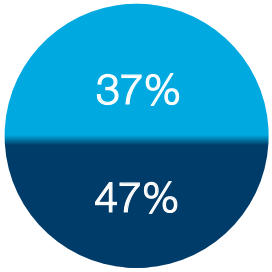


*Based only on club members who have provided this information in Surfguard.

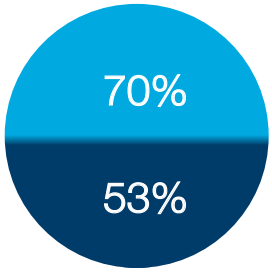
Woolamai Beach Surf Life Saving Club Profile

Socio-economic characteristics

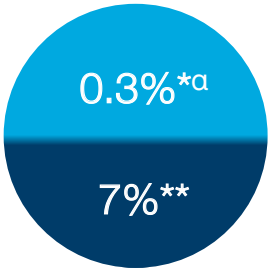
Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Woolamai Beach Surf Life Saving Club ■ Bass Coast Shire

*Medical condition ªBased only on club members who have provided this information in Surfguard **Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement
Member survey (n=47; 47 current): 80% Active Members

Most important* reasons members volunteer for Woolamai Beach SLSC/LSV (n=44):

4.7 Enjoyment
4.6 Being a team member; helping others/the community

**Rating out of 5*

Main challenges to being a member (n=43):

42% Long travel distances to and from the club
40% I have other life/family/work priorities
35% Nothing

Areas members are interested in being involved with in the future (n=38):

71% Patrolling
55% Training and assessing
50% Undertaking standby patrols during peak periods

What could be done to encourage members to remain a lifesaving member for a longer period (n=10):

- Extending membership activities into the winter months
- Flexibility/role variation; lower membership fees; membership benefits scheme

Of 39 respondents, **85%** think the club's beach is sufficiently patrolled to meet public needs.

To assist their club in patrols, members would like:
Extended patrol hours

- More volunteer lifesavers; paid lifeguards; RWCs (at the club)

Recruitment opportunity:

56% of Bass Coast Shire LGA residents **do not volunteer** in any way.*

**Australian Bureau of Statistics, 2016*

Wye River Surf Life Saving Club Profile

534 Members (2018/19 – 2019/20)

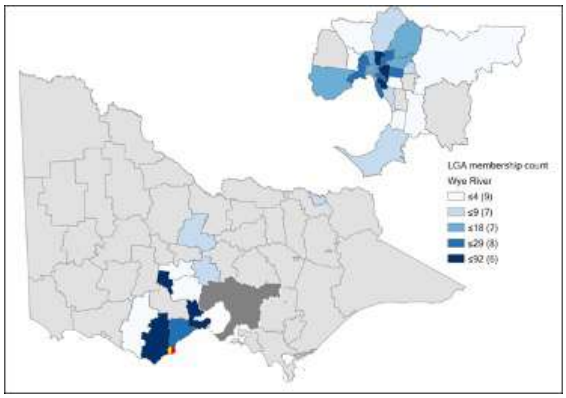
15% Active Members

6 Median years of membership (state median: 4)

4.7 Satisfaction with club (state average: 4.4)

4.2 Satisfaction with LSV (state average: 4.1)

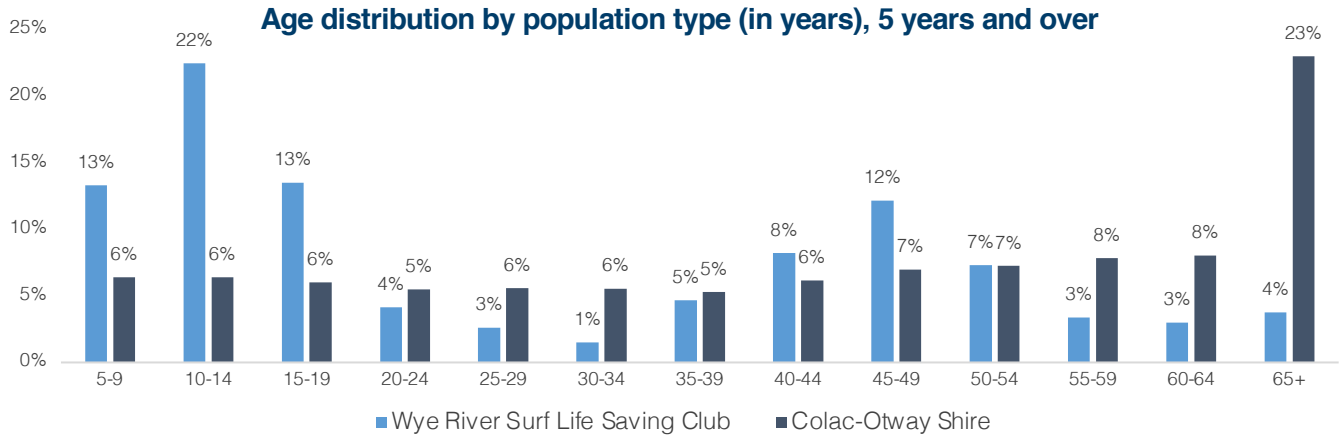
(Rating out of 5)



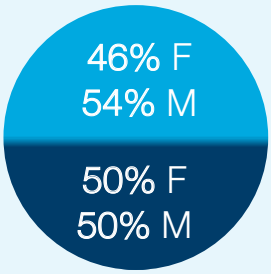
140km *average travel distance for club members from the Local Government Area (LGA) of their place of residence to their club. (state average: 43km)*

Demographic characteristics

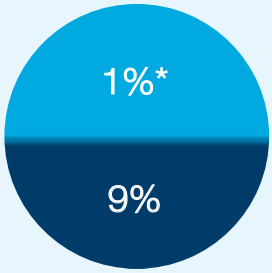
- Youth and parent age groups (5-19 and 35-54) well represented against the LGA population.
- Important to retain these members and help promote lifesaving through their peer networks.
- Improve opportunities to engage with LGA residents from diverse groups, in particular, older adults, multicultural communities, Aboriginal and Torres Strait Islander peoples, and people with disability.



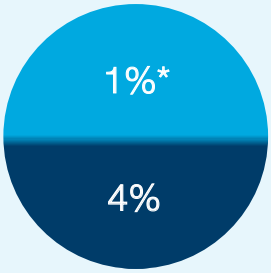
Gender



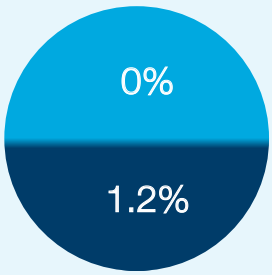
Born overseas



Speak a language other than English at home



Identify as Aboriginal and/or Torres Strait Islander



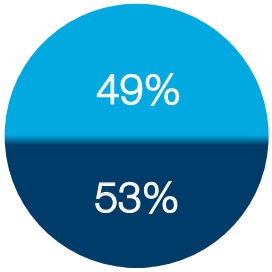
Wye River Surf Life Saving Club Colac-Otway Shire

*Based only on club members who have provided this information in Surfguard.

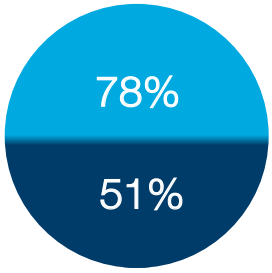
Wye River Surf Life Saving Club Profile

Socio-economic characteristics

Employment status (full-time)



Schooling level (Year 12 or above)



Disability or medical condition



■ Wye River Surf Life Saving Club ■ Colac-Otway Shire

*Medical condition **Visual/Sight ɑ Based only on club members who have provided this information in Surfguard
***Require assistance

LCARR survey: Top responses

Member feedback and areas for improvement Member survey (n=25; 24 current): 52% Active Members	
Most important* reasons members volunteer for Wye River SLSC/LSV (n=22): **4.7** Helping others/the community **4.4** Social contact **4.1** Enjoyment **Rating out of 5*	Main challenges to being a member (n=20): **35%** Nothing; time commitment **30%** Long travel distances to and from the club
Areas members are interested in being involved with in the future (n=19): **53%** Patrolling **26%** Junior programs; member of a committee; training and assessing	What could be done to encourage members to remain a lifesaving member for a longer period*: **32%** Nothing **22%** Lower membership fees **19%** Flexibility with operational requirements **Fewer than 5 responses received – top responses across all clubs presented (n=354)*
Of 21 respondents, **91%** think the club's beach is sufficiently patrolled to meet public needs.	**Recruitment opportunity:** **53%** of Colac-Otway Shire LGA residents **do not volunteer** in any way.* **Australian Bureau of Statistics, 2016*

Appendix II Membership definitions

Category	Sub-category	Definition
Active	Active (15-18 years) Active (18 years+)	An Active Member shall: a) Be a Bronze Medallion holder. b) Fulfil patrol and club obligations, as provided by SLSA and the member's club constitution. c) Qualify in an annual proficiency test unless the member has obtained their Bronze Medallion in that season.
	Reserve Active	a) Reserve Active Membership may be granted by a club to Active Members who have satisfactorily completed (from the gaining of the Bronze Medallion) at least eight (8) years of patrol and club obligations as provided by SLSA, State Centre and/or club constitution. Reserve Active Membership shall not be automatic but shall be granted by resolution of the appropriate club body. b) Reserve Active Members shall perform a minimum of patrols in each affiliated club where they hold Reserve Active Membership, as required by SLSA and further patrol duties at the discretion of the affiliated club/s management. c) Reserve Active Members shall complete the annual proficiency test.
	Award	a) Award Membership may be granted by a club to persons who hold an SLSA award of one, or more, of the following qualifications: Surf Rescue Certificate, Radio award/s, Resuscitation Certificate, Advanced Resuscitation Certificate or First Aid Certificate (or equivalent). b) Such members may be called upon to perform patrol and/or other club obligations within the ability of their qualifications. c) An affiliated club may grant an Award Member voting rights to that affiliated club if they are undertaking lifesaving patrol duties.
Associate	Associate	a) Associate Membership may be granted by a club to persons who may or may not hold an SLSA award. b) Associate Members shall have privileges as determined by the respective club/State Centre. c) Associate Members may have a joining and/or annual membership fee substantially greater than fees for other categories of membership.
	General	a) General Membership may be granted by a club to persons who may or may not hold an SLSA award but wishes to be a member of the relevant club. b) General Members shall have privileges as determined by the respective club/State Centre.
Honorary/ Service	Honorary	Honorary Membership may be granted by a club to persons who may or may not hold on SLSA award.
	Life Member	Life Membership of a club may be granted by that club to members who have rendered distinguished, or special service as provided for in that affiliated club's constitution and is relevant to that club only.
	Long Service	a) Long Service Membership may be granted by a club to members who have completed ten (10) years active service or to members who have completed eight (8) years active service plus four (4) years reserve active service. b) Such members may be exempted from all patrol obligations or may be granted other special privileges of membership, as provided in their club constitutions. c) Should such members join another affiliated club, the receiving affiliated club shall determine if such member's Long Service status shall be recognised by that affiliated club.
	Past Active	a) Past Active Membership may be granted by an affiliated club to persons who have held an SLSA Bronze Medallion and been an active patrol member for a minimum of three (3) years. b) Past Active Members may have club voting rights at the discretion of the affiliated club.
Junior	Junior Activity (5-13 years)	A Junior Activity Member shall be a person who shall be a minimum age of five (5) years up to a maximum age of thirteen (13) years and such persons shall be required to gain the relevant Surf Education Certificate for that person's age group.
	Cadet (13-15 years)	A Cadet Member shall be a member of the age qualification as defined in SLSA's manuals (i.e., under 15) and, who has obtained the Surf Rescue Certificate or has passed an annual proficiency test.

Appendix III Youth member summary

How LSV can attract, equip and retain youth

A typical youth member joined lifesaving for fun, and/or to gain experience.

Their biggest challenge is other life/family/work priorities. Youth members particularly enjoy lifesaving because they have fun, meet new people, and because of the personal wellbeing benefits and the training and upskilling opportunities volunteering provides.

It is important to encourage leadership and mentoring roles for youth. Inspiring children in lifesaving volunteering through adults closer to their age may drive a sustainable, cyclical pathway process, whereby the generations moving through adolescence into adulthood are satisfied and supported to provide the mentoring benefits they received.

Most common reasons youth continue with lifesaving are:

- 71% for fun
- 65% social/to be with friends
- 58% to keep physically and mentally fit.



How LSV can attract youth members

1. Role model/leadership and career pathway development.
2. Promote the benefits, opportunities and successes, particularly regarding fun; social, mental and physical health; and upskilling.
3. Demonstrate how youth are encouraged to develop and share ideas.
4. Incentivise or discount memberships, e.g. partnerships with secondary and tertiary student networks, new member packs/equipment.



How LSV can equip youth members

1. Ensure Youth Ambassadors are involved in decision-making, meetings and communication channels.
2. Facilitate interactions between younger and older youth members, through a mentoring program, Life Saving Victoria Junior (LSVj) Advisory Committee, lifesaving conferences, online webinars, etc., particularly to support members transitioning from the Junior to Youth/Senior competition and as they embark on more advanced lifesaving roles and qualifications.
3. Maximise engagement by ensuring training is ‘interesting and fun’, as ‘not all children want to compete’.
4. Introduce new elements in training modules to keep older children interested in the program.
5. Encourage older children to participate beyond Nippers to retain parents and children by highlighting the benefits and opportunities of lifesaving for young people.
6. Plan initiatives carefully to minimise the likelihood of scheduling clashes with other major competitions.



How LSV can retain youth members

SAFETY AND RESPECT

- Reinforce the importance of adhering to Child Safe Standards to all clubs.
- Listen to Youth members and work together to find solutions.

FLEXBILITY AND ENGAGEMENT

- Ensure initiatives grow and change with the cohort, particularly following Nipper program completion. Involve youth in these development processes.
- Recognise and promote the successes of athletes and other high achieving youth members.
- Accommodate members involved in many extra-curricular activities to encourage ongoing engagement.

INCENTIVES

- Reduce equipment costs and/or provide year-round incentives.
- Consider the Aquatic Sport Review findings, particularly carnival duration and timing efficiency, and prioritise water events.
- Advocate for clubs to organise transport for youth competitors who would otherwise be unable to travel to carnivals, training and other activities.



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