

Surf Life Saving Community Membership

A guide for clubs to understand Community Membership

What is a Community Member?

A Community Membership is a new membership category for Surf Life Saving that would allow people to join their local Surf Life Saving Club, without the initial intention or need to participate directly in lifesaving activities. Individual clubs have the choice to offer Community Membership and the ability to decide the kind of activities that are captured under this category.

Why is it being introduced and what benefits can it bring to your club?

The recommendation to create a Community Membership category originated out of the “Sport and Recreation Review – A Game Plan for Change” (2016.) The report highlighted that an increasing number of individuals are using the beach for sport and recreation, but do not currently see Surf Life Saving Clubs as “for them” and who are not currently being captured in your club membership statistics.

Benefits of Community Membership for clubs include:

- Increasing membership
- Transition opportunity to active members
- Open water sport programs (broader range of activities)
- Revenue stream
- Stronger more inclusive engagement with community.

Who might want to join as community member?

ACTIVE: People who are already unofficially involved at the club either as a nipper parent, past member or who train with members, but who are not currently prepared to commit to patrolling or competition.

SOCIAL: These people may take part in a club swim or fun run but are not aware of the other services or programs the club offers.

VOLUNTEER: People who are unwilling or unable to be physically active within the movement but who are interested in being a part of their local community club and could be valuable in supporting activities such as administration, canteen etc.

What kind of club activities could be captured under a Community Membership?

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| <ul style="list-style-type: none">• Open water swims• Community education• Swim clubs• Pre-season outdoor fitness camps• Running/walking clubs | <ul style="list-style-type: none">• Come ‘try’ events• Twilight events• Family events• Novice events• Holiday camps• Basic first aid | <ul style="list-style-type: none">• Social mini-ironman events• Surf competitions• Ocean paddle events• Ocean swim• Community engagement programs | <ul style="list-style-type: none">• Long distance/endurance events for board, ski or boats• Beach/fun runs or walks |
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How does a community membership compare to existing membership classes?

SIMILARITIES

- Community Members become part of the club and enjoy all the social benefits
- Permitted to compete in club events.

DIFFERENCES

- May not compete in championship or interclub events
- Not qualified to patrol
- No voting rights.
- Community membership is not covered by State WorkCover insurance.

For more information visit www.sls.com.au

