



SURF RESCUE



COACHING



SURF RESCUE



Over 16,800 dedicated members working with our government and corporate partners every day to fulfill our vision of continuing to save lives and build great communities throughout Western Australia.



Premier's Foreword

West Australians have a great love of the outdoors, whether it is playing sport or a picnic or barbecue with family and friends. Most of all it is our love of water and pride in our beaches that encapsulates WA.

The red and yellow caps and shirts worn by our surf life saving volunteers are an Australian icon and represents safety, security, freedom of spirit and a respect of the ocean.

Surf Life Saving is the greatest single volunteer service organisation in Australia. Western Australia has 28 clubs stretching from Broome in the North to Esperance in the South and boasts more than 16,800 members.

The men and women that volunteer to patrol our beaches deserve high praise. Last year they were involved with more than 650 rescues, more than 2,500 first aid treatments and spent 83,000 hours patrolling 1.16 million people. Their ever vigilant work also prevented 5,013 accidents from occurring.

The Liberal-National Government has added to the sense of security of Perth's beachgoers by providing extra funding over the last two years to the Surf Life Saving WA Westpac Lifesaver Rescue Helicopter to operate shark patrols.

Last summer I was delighted to join more than 500 "nippers" on Mullaloo Beach to watch the helicopter and surf lifesaving volunteers perform a mock rescue. I was impressed with the speed, accuracy and professionalism of those involved.

I am proud to say that the Liberal-National Government continues to fund this important community service and in the 2010-11 State Budget allocated \$420,000 for aerial shark patrols on a daily basis over summer on top of a general funding pool of \$599,000 for Surf Life Saving Western Australia.

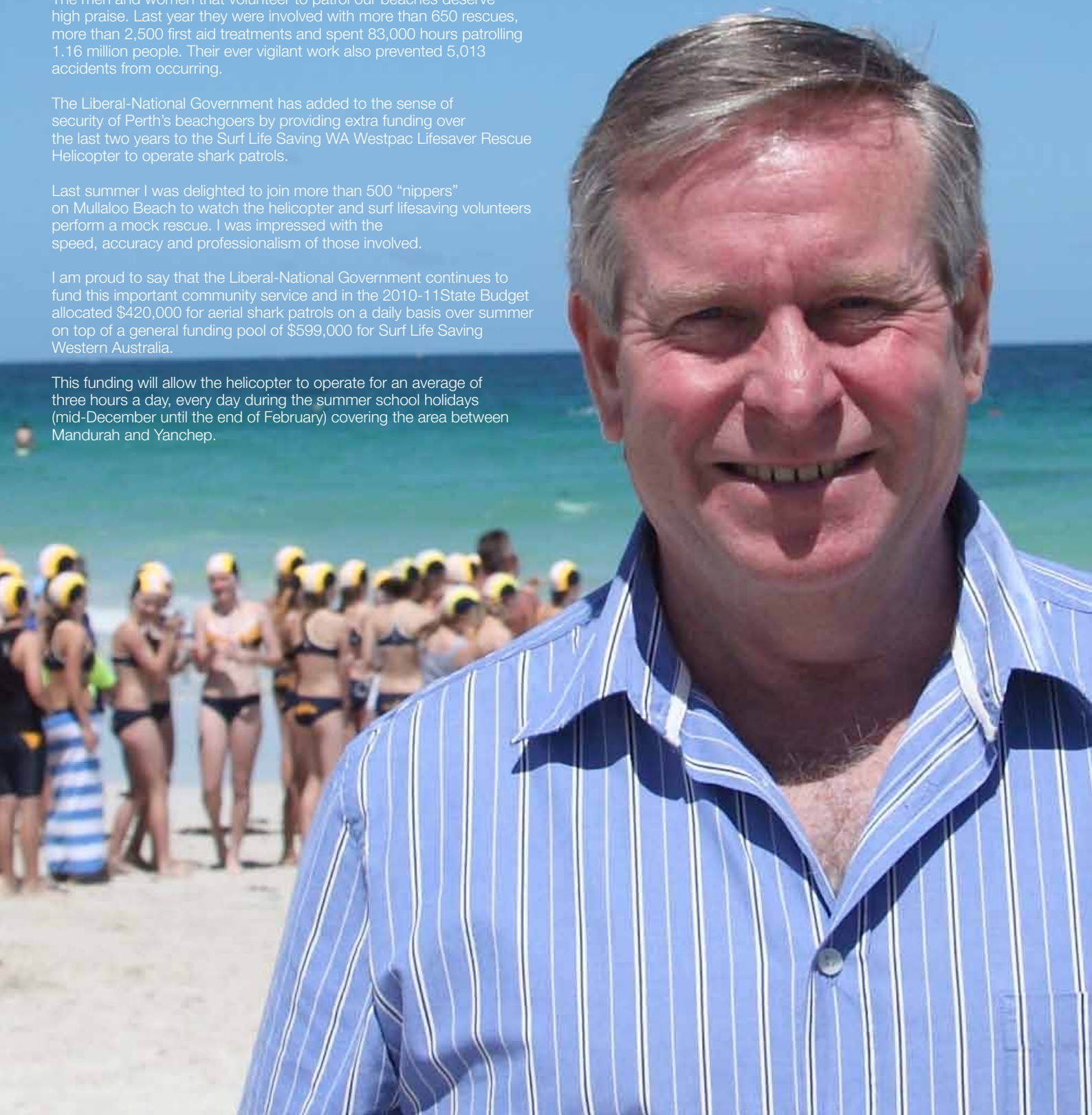
This funding will allow the helicopter to operate for an average of three hours a day, every day during the summer school holidays (mid-December until the end of February) covering the area between Mandurah and Yanchep.

Also included in this year's Budget is \$700,000 for a new community facility and clubhouse for Mandurah Surf Life Saving Club.

I congratulate Surf Life Saving WA for the excellent service they provide to the community and encourage all Western Australians to enjoy our beaches all year round.

Always remember to swim between the flags!

Colin Barnett
Premier



President's Report



I am proud to present the President's Report for the 2009/2010 Annual Report.

I would like to start off by saying it has been another great year for Surf Life Saving in Western Australia and to be President of such a great organisation is a real honour.

The role of President is a very rewarding and sometimes challenging one. I would like to acknowledge and thank our Chief Executive Officer Paul Andrew, his staff and my fellow Board members for their support and assistance during the past season. Of course, it is our many volunteer surf lifesavers who give up their time to patrol, educate and develop others who make this organisation so wonderful. To each and every one of you, I congratulate you on another fantastic season of lifesaving.

Over the past 12 months we have celebrated many key achievements and milestones. Total membership has once again grown to be just under 17,000 at season's end, with our Junior and family memberships once again contributing strongly to this growth. Our clubs also continue to grow and develop, providing such a vital and highly skilled service to the beach going public of Western Australia.

Congratulations to Cottesloe SLSC on their centenary celebrations held throughout the season, this marked 100 years of Surf Life Saving in WA and provided an opportunity to look back on how far we have come over the last century.

Emergency Response Points (ERPs), which are mobile emergency communication posts placed at unpatrolled beaches and activated by the public should an emergency situation arise, were launched in October. These units have increased interaction with the beach going public beyond the red and yellow flags and have been well received by the WA public. Our core lifesaving services, ERP's, the Wesfarmers

Emergency Response Team and the Westpac Lifesaver Rescue Helicopter are allowing the reach and impact of our services to continue to grow throughout WA.

It is always hard to single out individuals in an organisation such as ours. All of our volunteers have contributed to 659 rescues across 83,940 patrolling hours this season. On top of this the many awards, medals and volunteer hours around the club and within the wider community are testament to our members and the impact Surf Life Saving has within Western Australia.

It was my great pleasure recently to award the President's Medal, this year the individual winner was a member who has dedicated so much time to the development of surf lifesaving and was awarded to Denise Duncan from the City of Bunbury SLSC. The club medal for commitment to its operations and standing within the community was awarded to Port Bouvard SLSC.

I would also like to make special mention of Bob Howard and John King who were awarded the Medal of the Order of Australia this year, representing an enormous amount of work over many years. To our corporate partners represented in this Annual Report, I thank you for your critical contributions which enable us to do what we do best – Saving Lives and Building Great Communities.

I encourage everyone to read this report and be inspired by the contributions of our volunteer lifesavers and the professionalism of our organisation.

Mark Irwin
President

CEO's Report



It is my very real pleasure to present the 2009/2010 SLSWA Annual Report, where we have endured another year of positive growth in all facets of the business to leave Surf Life Saving in Western Australia in such a healthy and vibrant position.

Our members are again to be commended for their commitment in providing improved services throughout the season, on the beach, in the water, in the air and within our communities. Our continued expansion of services remains part of our long term strategy to establish ourselves as a recognised 24/7 emergency response organisation within Western Australia.

In 2009/10 SLSWA undertook a review of our strategic plan and through the valuable input from clubs, the SLSWA Board, staff and our partners we will continue to develop and evolve as an organisation into the future. Our future direction is very clear, we must continue to achieve at the highest level in everything that we do, maintain our relevance to the people of Western Australia and continue to be accountable to our mission statement of 'Saving Lives and Building Great Communities'.

With our direction clearly defined and the ongoing contribution of a proactive and effective board, highly skilled and committed staff, the business of surf life saving in Western Australia has an extremely bright future.

Many highlights can be found throughout the season but none more so than the introduction of our three new SLSWA Life Members in Gail King, Carol Gibbs and Norman Gibbs who join a select few of having the highest award in SLSWA bestowed upon them this year.

The Port Bouvard SLSC opened the doors of their new clubroom for the first time and for a club so young, so much has been completed in such a short period of time. I am sure a very proud Ric Roberts OAM is looking down keeping a watchful eye over the progress of the club.

At the Australian Titles this year we mourned the loss of Saxon Bird. Many challenges were overcome by WA clubs at the Australian Titles and it never ceases to amaze me with the camaraderie that exists within our clubs who supported each other through this time.

To lead such a skilled and committed staff at SLSWA remains my absolute pleasure. It is their dedication to the job and achieving at the highest level that ensures our continued progression as an effective and respected organisation. My sincere gratitude to everyone.

I would like to thank the Board for their ongoing support and expertise. SLSWA is very fortunate to have such a highly skilled and driven Board.

This annual report highlights the many facets of yet another outstanding season where everyone involved within our great organisation can be extremely proud of our achievements. To our members, corporate partners, State and local government and each and every West Australian who has come into contact with us over the past year, we thank you for all being part of our continued success in 'Saving Lives and Building Great Communities.'

Paul Andrew
Chief Executive Officer



At Surf Life Saving Western Australia, we measure our performance in a number of key areas in order to ensure our focus is always on saving lives and building great communities throughout Western Australia.

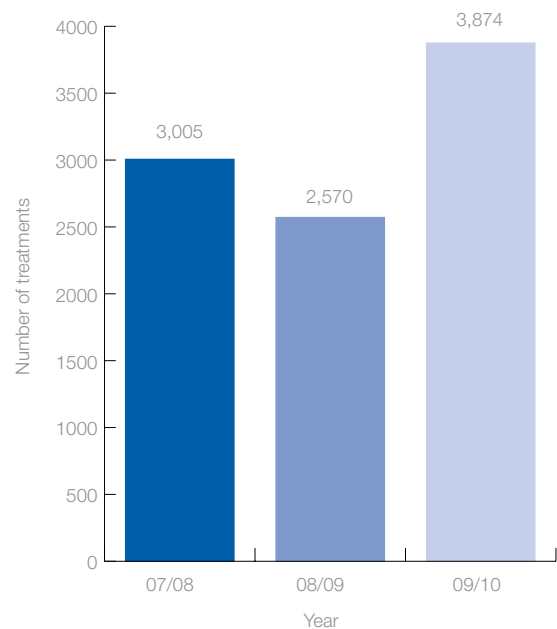
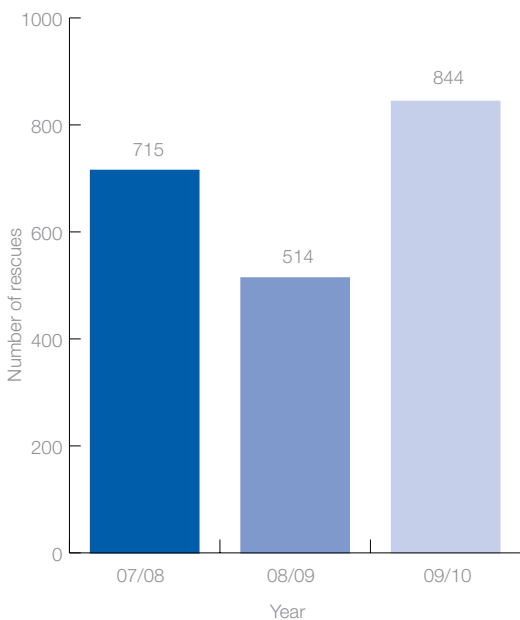
In review

Beach Patrols

Volunteer surf lifesavers and SLSWA employed lifeguards performed 844 lifesaving rescues this season.

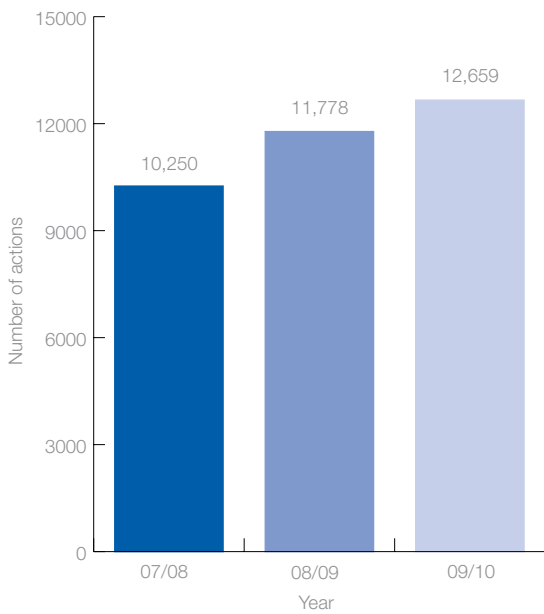
First Aid Treatments

3,874 people required first aid care from volunteer surf lifesavers and SLSWA employed lifeguards at the beach this season.



Preventative Actions

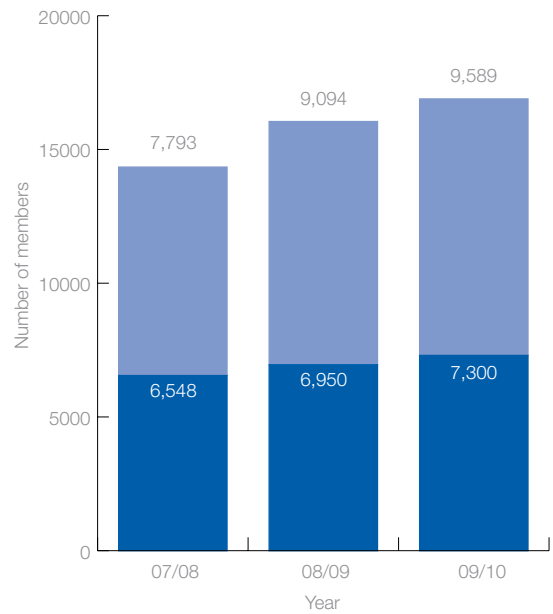
Volunteer surf lifesavers and SLSWA employed lifeguards performed 12,659 actions to prevent injuries.



Club Membership

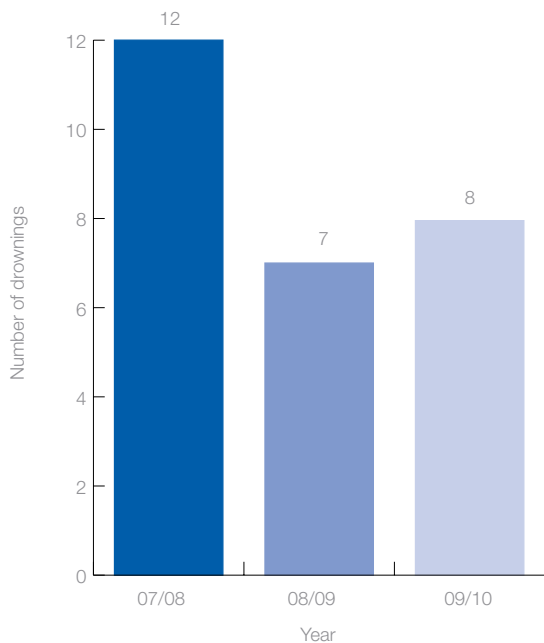
Overall membership total of 16,889 junior and senior members.

- Junior Members
- Senior Members



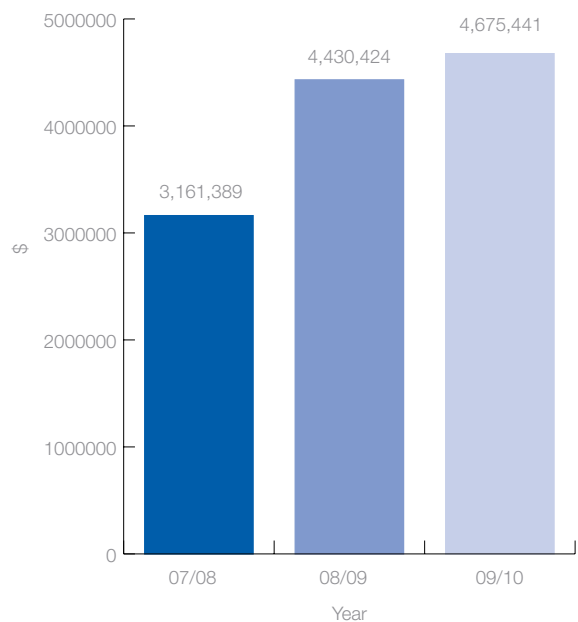
Drownings

This season saw the number of coastal drownings increase by one, with eight lives tragically lost. These occurred in areas beyond the red and yellow flags, or in areas where surf lifesaving services do not currently exist and at times when lifesavers were not on duty. These drownings highlight the need to identify and implement strategies that will extend surveillance, rescue and response capabilities across the state beyond the areas covered by club lifesaving operational activity.



Net Assets

Our positive financial position was improved this year once again by a strong operating surplus. We have made a conscious effort in recent years to build a strong asset base to assist us in meeting some significant capital costs in the near future.





SURF LIFESAVING ACADEMY

- SLSWA Trainer and Assessor Bob Howard (pictured) was honoured for his lifetime of commitment to Surf Life Saving and Education having been awarded the Medal of the Order of Australia (OAM)
- SLSWA and its 28 clubs delivered almost 10,000 awards and qualifications in the 2009-10 season
- SLSWA received a grant of \$30,000 from the Fred P Archer Charitable Trust managed by the Trust Company Limited to assist with developing trainers and assessors
- With continued support from Healthway, Fogarty Foundation, and the Catholic Education Office, SLSWA delivered important life saving and safety knowledge and skills to more than 14,000 school and community members



In the community

Member Education and Training

SLSWA and its 28 clubs delivered almost 10,000 awards and qualifications in the 2009/2010 season to members. This included 773 Surf Rescue Certificates (SRC's) and 855 Bronze Medallions. Of particular note was the roll out of the new Pain Management course with all clubs now having members qualified to administer Penthrane. We also saw the introduction of the delivery of Basic Beach Management, a big thank you to Larry Tilbury and Celia Waugh for their assistance with this.

This quality training of members could not have been delivered without the tireless effort of the many Trainers and Assessors in clubs. Guidance has been given by the seven Training Coordinators and the members of the Education Advisory Committee, thank you to all for the assistance they have given.

At the 2010 SLSWA Awards of Excellence Gary Carthew, City of Bunbury SLSC, was recognised as the Trainer of the Year, and Digby Wilson, Secret Harbour SLSC, was named Assessor of the Year. Congratulations to both on these awards.

Training in clubs cannot go ahead without qualified trainers and assessors. SLSWA ran a number of trainer and assessor courses during the year. One of the great challenges faced is being able to train enough people to fill the roles. This is particularly so for country clubs where distance and isolation make it difficult to deliver trainer and assessor courses. SLSWA was fortunate to receive a grant of \$30,000 from The Fred P Archer Charitable Trust managed by the Trust Company Limited to assist with the training and up-skilling of trainers and assessors within country regions.

Already this has been put to use with a number of country members able to participate in trainer and assessor courses via teleconferencing. In the coming season this will be expanded and will also include the production of a DVD to support the training sessions.

The online theory component of the Bronze Medallion continued to be trialled over the season with positive feedback received. It will be further upgraded for the new season and will be available for all States to use.

A new simpler RPL process has been developed and trialled, upgrading trainers and assessors with BSZ qualifications to the current TAA qualifications. This will be available to all clubs over the next season along with a simplified RPL process. This will allow those without AQTF trainer or assessor qualifications, but with experience in training and assessing, to gain qualifications without having to complete the full course. This will be of particular interest to those club members who are teachers or who work in a role where they train others.

Club and Member Development

This season saw the introduction of the Junior Age Guide booklets. This resource was developed by SLSWA and given to all clubs for their junior participants. The booklets can be used at the beach or taken home to reinforce lessons learnt throughout the season. The feedback from clubs has been very positive and they will continue to be used next season.

Junior Education Awards are again on the rise with 4,957 certificates being awarded; this is an increase of 157 certificates on last season.

The TOAD (Teamwork Opportunity and Development) and Rise Up Camps were

The Surf Life Saving Academy has worked across the State to deliver quality activities and provide meaningful opportunities to our membership and the wider community through training, education and development.



extremely popular again, with both camps at capacity. The TOAD Camp was held at Rottnest and had 60 participants aged 13 and 14. Here campers enjoyed activities such as team building, leadership, bike riding and problem solving to name just a few. The Rise Up camp had 40 participants aged 15 to 17 and was held at Mornington Adventure Camp in Harvey. Campers pushed themselves to the limits with a high ropes course, leadership activities, raft building and a variety of team building activities. A special thanks to all the volunteer camp leaders and helpers who assisted on the camps.

SLSWA is still taking the lead in Member Protection and is highly involved in the Safe Clubs 4 Kids program. This is a joint initiative with SLSWA, the Department of Sport and Recreation, Western Australian Sports Federation and the WA Police, mentoring clubs to have policies put in place to ensure clubs are safer for children.

Emma Linton received the SLSWA Youth Achiever of the Year award for her continued efforts within the Binningup SLSC. Emma designed a Youth Challenge Program which ran throughout the season and was extremely popular with participants.

Sharee Hart (Coogee Beach SLSC), Carlo Tenaglia (Mullaloo SLSC) and Jeff Scott (City of Perth SLSC) attended the Leaders Conference run by SLSA in Sydney in August 2009. The conference provided an opportunity for existing leaders to participate in a high-level leadership development program. This conference is very worthwhile and is run each year.

SunSmart School and Community Education Programs

Surf Life Saving WA has reached an increased number of school and community

members with the important surf safety and SunSmart educational programs. This has been done in partnership with Healthway, which has provided financial assistance now for 19 years.

With the generous support of the Fogarty Foundation and the Catholic Education Office of WA, the Life Skills for Life program has, over the past four years, introduced more than 14,000 students to the important skills of resuscitation and first aid.

This program has educated students from both Perth and regional areas, including 58 schools from country towns throughout the state. Life Skills for Life aims to instill lifesaving skills that may benefit communities well into the future.

The 2009/2010 season again saw great growth in the SurfBabies program. More than 640 children and their parents were educated in important beach safety and water familiarisation skills, with enrolments up 28% on 2008/2009 figures. Thanks to Iron Boy Swimwear for their sponsorship of the SurfBabies program. Our appreciation must also go to Woolworths Community Grants for assistance in purchasing resources thanks to a successful SLSWA grant application.

The Telstra Beach to Bush program travelled to Broome in September and through the Wheatbelt and the Great Southern in October. The program aims to educate inland students of the importance of staying safe when travelling to the beach during their holidays or whilst on school camps. More than 1,200 primary school aged students were involved, including approximately 250 students from priority groups.

SLSWA in conjunction with the Department

of Sport and Recreation, Champion Bay SLSC and Geraldton SLSC conducted the Indigenous Sports Program in Geraldton.

The program aims to increase awareness and understanding of water and beach safety practices through practical and theory sessions. Over 200 indigenous students participated, increasing their knowledge and awareness in surf related activities.

During the 2009/2010 season, Surf Life Saving WA's School and Community Education Programs equipped well over 14,000 school and community members with important safety and lifesaving knowledge and skills.





SURF SPORTS

- Tom Nolan (pictured) and Dean Scarff were selected into the National High Performance Program. Tom was also selected to represent Australia at the 2010 World Championships in Egypt.
- 2,504 members competed across all State Championship events this season (Senior/Junior/Masters)
- North Cottesloe J Crew were awarded the 2008/09 Australian Open Surf Boat Gold medal following the ruling handed down by the Court of Arbitration for Sport Appeal Panel. The crew becoming the first surf boat crew in history to win four consecutive Open Surf Boat Australian Titles.



In action

West Australian Senior Carnivals

The 2009/10 Premiership Series proved highly competitive with 1,940 competitors competing across the four round series.

The open individual competitors and open boat crews competed for a share of the \$15,000 prize money. City of Perth's Candice Falzon proved to be one of the outstanding performers of the Premiership Series by becoming the overall series champion for the Open Female Board Race, Ski Race and Ironwoman events. In addition Falzon was awarded the Bernie Kelly Medal for best performer at the WA State Championships, thus capping off a memorable season.

The Premiership Series category winners were:

Open Male Surf Race Series winner
David Graham, City of Perth

Open Female Surf Race Series winner
Emma Wynne, North Cottesloe

Open Male Board Race Series winner
Andrew Mosel, City of Perth

Open Female Board Race Series winner
Candice Falzon, City of Perth

Open Male Ski Race Series winner
Dan Humble, Trigg Island

Open Female Ski Race Series winner
Candice Falzon, City of Perth

Open Male Beach Sprint Series winner
Tom Nolan, North Cottesloe

Open Female Beach Sprint Series winner
Tegan Maffescioni, North Cottesloe

Open Male Beach Flags Series winner
Todd Edwards, North Cottesloe

Open Female Beach Flags Series winner
Alysse Hogan, Trigg Island

Open Ironman Series winner
Andrew Mosel, City of Perth

Open Iron woman Series winner
Candice Falzon, City of Perth

Open Men's Boat Crew Series winner
Scarboro Black

Open Women's Boat Crew Series winner
Scarboro Gold

The season also presented beach and water competitors with the opportunity to tune their skills across a number of discipline specific events including the Navy Series, Rockingham Retravision Beach Series and Rockingham Retravision Board & Ski Series.

West Australian Senior State Championships

The Championships, hosted by Secret Harbour SLSC, saw 940 competitors compete across two days for individual and team success. Trigg Island SLSC once again proved to be the dominant club across all championship events.

West Australian Junior Carnivals

The junior competition format once again proved successful with two local area carnivals and four junior carnivals being held prior to the Junior State Championships.

A total of 3,241 entries were received across the four junior carnivals. Trigg Island SLSC hosted the Junior State Championships with 966 junior competitors being guided across two solid days of events by dedicated officials, age managers and parents. The event proved a great showcase of the emerging talent possessed in WA Surf Sports.

The Australian Championships

With the home advantage no longer at our disposal, West Australian athletes once again prepared themselves for the Australian Championships at Kurruwa. With forecasts indicating Mother Nature was turning up to

Our athletes ventured east in search of Australian Championship glory. While the championships ended on a somber note, the camaraderie displayed by competitors, officials and volunteers highlighted the true spirit within surf sports.



ruffle a few feathers, in addition to the best athletes the sport had to offer, our competitors knew they were in for a battle. As events would have it, the Championships were cut short due to the tragic death of Saxon Bird. Amidst the tragedy, WA competitors performed admirably and achieved some outstanding results.

	2010 WA Medal Tally	2010 Masters Medal Tally
Gold	5	5
Silver	8	6
Bronze	14	11

Western Australia can pride itself on having some of the best beach athletes in Australia, winning 24 medals from 35 events. This is a testament to the level of coaching and dedication shown by the beach fraternity.

Highlights of the championships included Tom Nolan powering to victory in the Open Beach Sprint, Gabrielle Murphy winning gold in the U17 Beach Sprint and Flags, David Lazarus taking the win in the U17 2km Run and Alison O'Toole recording an unprecedented sixth consecutive gold medal in the Women's 2km Beach Run.

Interstate championships

The Western Suns Team, comprised of 36 athletes, traveled to Collaroy (NSW) to compete at the 2010 Interstate Championships.

The trip provided an excellent development opportunity for the WA Team members who also competed at the Manly and Freshwater Carnivals. The team guided by coaches Rick Turner, Brett Slocombe and Bec Cohen and captained by Candice Falzon and Andrew Mosel, battled it out for state supremacy with our eastern counterparts.

The WA Team produced some fine performances to finish behind rivals New South Wales and Queensland in the surf events.

National High Performance Program

North Cottesloe's Tom Nolan and City of Perth's Dean Scarff were selected in the 2010 National High Performance Squad. The WA based pair made up two of the three positions in the Beach Squad after producing outstanding performances at the 2010 Australian Championships.

Coaching

Throughout the season five Level 1 Coaching Courses and one Level 2 Coaching Course were held at various locations throughout the State. Regional courses were held in Albany and Geraldton to support our country clubs.

The courses provided opportunity for members to develop their skills and knowledge as coaches, in turn enhancing the standard of coaching within our clubs. We now have 214 current accredited coaches within Western Australia.

Officials

SLSWA would like to recognise the amazing contribution of our competition officials throughout the season.

The unwavering support of these volunteers and the direction provided by the Competition Officials Advisory Panel, (Daryl Griffin, Carol Gibbs, Norm Gibbs, Bob Welch, Gail King and John Barwood) does not go unnoticed and is greatly appreciated by all those involved with surf sports.

Advisory Panels

SLSWA would like to recognise the exceptional support and contribution from the Surf Sports Advisory Committee and other advisory panels. We sincerely thank the volunteers who give their time and knowledge to assist in the development of Surf Sports in WA.







MARKETING AND PARTNERSHIPS

- Up The Tower held for the first time in WA and was supported by a number of businesses, individuals and celebrities, including Packed to the Rafters George Houvardis (pictured)
- Over \$76,000 raised by clubs during the Annual Street Appeal and Door Knock Appeals
- SLSWA has 1,737 Guardians of the Surf currently engaged in WA. An additional 10,000 people support our raffles and direct mail campaigns.
- A record 76 schools participated in Boardies Day 2009, including Landsdale Gardens Adventist School who raised the most money per head and were rewarded with a visit from the Westpac Lifesaver Rescue Helicopter.



In partnership

Fundraising

Season 2009/2010 saw Surf Life Saving WA scale new heights with fundraising events. Boardies Day 2009 was the most successful on record. Over 70 schools, 30 corporates, multiple Westpac branches and 14 of our clubs participated in the day to raise funds for Surf Life Saving in WA. Funds raised from Boardies Day go towards vital surf lifesaving equipment, training new volunteer surf lifesavers, First Aid supplies and surf safety community education programs.

Highlights of Boardies Day included the Westpac city branch being transformed into a beach setting, Western Force stars helping to raise funds at Westpac Karrinyup and Channel 7's Natalia Cooper flying into Christchurch Grammar onboard the Westpac Lifesaver Rescue Helicopter as part of the school's Boardies Day festivities. The great Australian brand King Gee supported Boardies Day 2009 by donating \$5.00 from every pair of the new King Gee Work Boardies sold on Boardies Day.

Another successful fundraising initiative of season 2009/2010 was 'Up the Tower'. This inaugural event saw sporting celebrities, business people and SLSWA sponsors heading up Surf Life Saving patrol towers for a 20 minute 'patrol'. Whilst 'Up the Tower' participants had the task of using a mobile phone to call contacts, friends and family to raise \$1,000 for Surf Life Saving WA before being let down from the patrol tower.

The event was hosted by Channel 7's Basil Zempilas and Packed to the Rafters star George Houvardas and supported by a host of sporting stars including Mark Nicoski (West Coast Eagles), Steven Dodd and Tim Ruffles (Fremantle Dockers), Chris Coyne (Perth Glory) and Joel Wagner (Perth Wildcats). 'Up the Tower' raised \$25,000 for Surf Life Saving WA.

Up the Tower was held in conjunction with the annual SLSWA Street Appeal and this year 19 clubs participated in the appeal. Many

clubs chose to also take up the option of participating in a door knock appeal held on the weekend following the Street Appeal for the first time. Both the Street Appeal and Door Knock Appeal raised over \$76,000 for WA clubs.

The general public also continued to support Surf Life Saving in WA via many of our ongoing programs including Guardians of the Surf (monthly donor program), our raffles and direct mail campaigns. Surf Life Saving WA has 1,737 Guardians of the Surf, over 10,000 raffle supporters and 650 Known Donors.

Partnerships

Surf Life Saving Western Australia continues to grow, develop and maintain strong relationships with key stakeholders. These partnerships play a crucial role in building our organisational capacity whilst ensuring continued beach safety for all West Australians.

Our national body, Surf Life Saving Australia, continues to foster the movement nationally through the nurturing of key partnerships such as DHL, Westpac and Telstra. DHL and Telstra



Providing resources for the organisations management and growth is achieved through the development of key stakeholder partnerships, fundraising initiatives and the development and communication of our brand.



continue to provide much needed support at both a club and state level via gear, equipment and unique programs.

Season 2009/2010 saw Westpac enter its 36th year as a Surf Life Saving partner. Their support throughout the year via a number of business, fundraising and community initiatives has been invaluable. In particular, the support of the Westpac Lifesaver Rescue Helicopter, Boardies Day and multiple Surf Life Saving Club events delivers significant benefits to Surf Life Saving in Western Australia.

Once again, Lotterywest have been a major supporter of the SLSWA movement at both club and State level. Partnering with Local Government authorities and the Department of Sport and Recreation, Lotterywest provide significant financial support for club infrastructure.

The Fire and Emergency Services Authority has seen us work closely to improve our services to the people of Western Australia. Through the support of FESA we have been able to obtain additional Government funding to enhance our level of service to the community. We are extremely grateful for the on-going support provided by FESA under the leadership of their Chief Executive Officer Jo Harrison-Ward.

We also recognise the magnificent support afforded to us by the State Government. This year, Surf Life Saving Western Australia received an increase in funding from the State Government. This generous support enabled the Westpac Lifesaver Rescue Helicopter to increase mid-week flight times from December 2009 until the end of February 2010.

In particular we would like to thank the Hon. Colin Barnett MLA Premier, Treasurer, Minister for State Development; the Hon. Rob Johnson MLA Minister for Police; Emergency Services; Road Safety and the Hon. Terry Waldron MLA Minister for Sport and Recreation, Racing and Gaming. Their personal commitment

evidenced by their championing of our movement has seen the level of Government support reach unparalleled heights.

The Life Skills for Life program proudly supported by The Fogarty Foundation continues to see us extend our reach in to the community. Each year we provide basic emergency education to more than 4,000 year seven students via this great partnership.

This season Wesfarmers committed to an additional three years of support as a partner of SLSWA. The continual development of our partnership with Wesfarmers via the Wesfarmers Emergency Response Team, has seen significant increases in true emergency response services throughout the Perth Metropolitan area and key regional areas of WA.

Wanneroo Mazda provides a range of their award winning vehicles that are used in our lifesaving, surf sports and school and community education programs. We would like to thank Wanneroo Mazda for their continued support of our community work.

We are also extremely grateful for the ongoing and generous commitment of our auditors WHK Horwath. Lavan Legal also provided revenue and true club support by sponsoring the Lavan Legal Club of the Year award for the second year running.

We greatly appreciate the efforts made by all of our partners and we look forward to enhancing partner relationships in the coming season and beyond.

Future Objectives

We look to increase the profile and recognition of the Surf Life Saving brand within the community. This will be achieved via the continued development of relationships with all stakeholders which will provide greater resources and opportunities for the movement in years to come.

Communications

Enhancing the Surf Life Saving brand and communicating to relevant stakeholders is essential to the ongoing development of the movement.

These functions are executed via our weekly My Beach e-newsletter, our colour member magazine and the new look mybeach.com.au website, which was re-launched in October 2009.

Media coverage is also an important tool in communicating our key news, events and good news stories to the general public.

SLSWA and our clubs have worked tirelessly with media contacts and partners, these media outlets have assisted greatly in telling our stories and providing strong coverage throughout WA. In particular, The Sunday Times have been a major media supporter of Surf Life Saving WA over the 2009/2010 season, going beyond the call of duty to engage the general public in our programs and key messages.







COASTAL SAFETY AND MANAGEMENT

- Our impact beyond the flags was felt in March when Mullaloo's Kirstie and Ross Briggs (pictured) along with Ricky Smith helped a lost paddler when they discovered his empty ski on a training run. Ross found the man several hundred metres out to sea and helped him back to safety
- Supporting Club Lifesaving services through advice and policy/standards compliance
- Providing contract Australian Lifeguard Services through paid Lifeguards
- Development and implementation of Support Operations Groups, including Wesfarmers Emergency Response Teams, Westpac Rescue Helicopter Service and Surf Com



In an emergency

Continuous improvement

Broad opportunities to drive continuous improvement in the delivery of our essential Lifesaving services and Commercial training activity must be explored and pursued to maintain organisational relevance and meet community expectations.

The Australian Lifeguard Services continued to maintain triple certification in quality, OHS and environment for all services delivered by this operational unit. This ensures that the service is focussed on improving its delivery and understanding the needs of its customers and importantly the beach users.

The Beach Patrol compliance program introduced in the 2007/2008 season has the continuous improvement of lifesaving patrol compliance to operational policy and procedure. This season a state average of 95% was achieved across areas of assessment. This is a gratifying result and highlights the continued commitment and diligence of the volunteer members of the organisation. Our members provide necessary frontline services emergency and rescue services to the community. The achievement of 95% is an improvement of 5% when compared to the 2008/2009 season. This season saw three clubs, Secret Harbour, Binningup and Port Bouvard receiving 100% for both inspections in 2009/2010.

Through the Emergency Connect and Bush Medivac WA projects, Community Safety were able to improve lifesaving operations through the adoption of broadband based technology. This season saw the implementation of coastal surveillance cameras and emergency response points across a number of beach locations improving the reach of our services. Clubs were offered the opportunity to have a delegate attend the Club Safety Officer Workshop. This workshop provided training for club safety officers to ensure each club has a person that is aware of the SLSA Safety First program and the resources available to assist in implementing the Safety First! culture within clubs. While a number

of clubs have experienced and qualified persons within the membership thirteen club delegates attend this two day training workshop.

Engaging with Stakeholders

So that SLSWA maintains a customer and continuous improvement culture, stakeholder engagement and consultation is critical. The process of engagement and consultation occurs through the adoption of a number of strategies and methods and includes positioning and representation on committees and working groups with internal and external stakeholders.

The paid officers are on call to respond to club officers, government agency and media enquiries, and make visits to clubs to offer advice, determine policy/standard compliance and record feedback. Stakeholder groups and forums that were attended or participated in by SLSWA and its Officers included:

- SLSA National Board of Lifesaving Management
- SLSA CoastSAFE Technical Committee
- SLSA OH&S Technical Committee
- SLSA National Lifeguard Panel (Australian Lifeguard Service)
- SLSA Gear and Equipment Panel
- SLSWA Lifesaving Committee
- SLSWA Lifesaving Member Forums
- Local Government Insurance Services WA
- Disability Services Commission WA
- Western Australian Local Government Assn.
- WA Search and Rescue Advisory Group
- WA Police (including water police)
- WA Police Air Operations
- Rottnest Island Authority
- Fire and Emergency Services Authority
- FESA Air Operations
- Volunteer Marine Rescue
- Emergency Management Australia
- WA Shark Hazard Committee
- Department of Fisheries
- Department of Transport – Marine Safety
- Town of Cambridge Beach Users Group
- Department of Commerce
- Disabled Surfers Association

Enhancing community safety through building the capacity of the community with emergency care skills whilst minimising risk on accessible beaches through the development and implementation of coastal safety strategies.



- North Metropolitan Boat Users Group
- St John's Ambulance
- IFAP Fremantle
- Numerous Local Governments

Training Academy

The Australian Lifesaving Academy of WA (ALAWA) has continued to grow within the corporate and public arena, with the establishment of strong corporate relationships and an increased number of public courses available. Key corporate clients undertaking first aid training with ALAWA include ARG, Rio Tinto, Pfizer Pharmaceuticals, The Bethanie Group and Community West. The continuation of offering a flexible approach and alternate training options to clients has seen the establishment of a number of auspice agreements with companies. This enables companies such as ARG, Acacia Prison and Transfield Worley to train their own staff around their working schedules.

The increase in public course numbers has been assisted by the implementation of an on-line booking and payment system. Since the launch of the booking system in September 2009, over 550 people have used the system to book in First Aid and Surf Rescue courses.

Home Lifesavers is a new initiative offered by the Academy and launched in 2009. The course is a community education program designed to equip parents and family members with essential lifesaving skills and knowledge to deal with first aid emergencies around the home. This short two hour course has been very popular with schools, mothers and community groups. Over 4,400 people were trained in the lifesaving skills of First Aid during 2009/2010 and over 520 people trained in Surf Rescue.

Beach Patrols

Through the generous support of corporate Australia and state and federal government agencies a number of sponsored programs benefited clubs for development of innovation programs in lifesaving equipment and club operation grants. Operational areas to benefit from sponsorships or grants included:

Telstra Equipment Grants

- Busselton SLSC
- Coogee SLSC
- Dalyellup SLSC
- Floreat SLSC
- North Cottesloe SLSC
- Port Bouvard SLSC
- Sorrento SLSC

SLSA Blackspot Funding

Allowed for an additional lifeguard to patrol at Smiths Beach in the Shire of Busselton.

DHL

All patrolling members received patrol uniforms at no cost.

Dunsborough Leavers Community Appreciation Fund

Defibrillators were received for the Busselton Lifeguard Service and local community to enhance the standard of care provided to the community, especially during leaver's week.

Australian LIFEGUARD Services

SLSWA is the largest provider of Lifeguard services in Western Australia. Services managed for Local Government Agencies includes:

- City of Albany – Middleton Beach
- Shire of Busselton – Smith and Yallingup Beach
- City of Rockingham – Secret Harbour Beach
- Town of Cottesloe – Cottesloe Beach
- Town of Cambridge – City and Floreat Beaches
- City of Joondalup – Sorrento, Hillarys and Mullaloo Beach
- City of Wanneroo – Quinns Mindarie and Yanchep Lagoon Beach
- City of Geraldton-Greenough – Mahomet's Beach

Improvements in a range of areas have benefited the delivery of the service and include:

- Introduction of the Australian Lifeguard Service Website
- Improved Lifeguard induction training

- Increase in service levels from one lifeguard to minimum of two on majority of the beaches
- Four Wheel Drive training for all lifeguards
- Shark Hazard Management

Support Operations Group

Support Operations Groups compliment and provide direct or remote support to clubs, hazard management agencies and community and comprise the following groups:

Wesfarmers Emergency Response Teams (WERT)

The WERT service has been operating in the Perth metropolitan region for 6 years and it is in the fourth year of operation in Esperance, Albany, Margaret River and Bunbury. These teams train and work closely with the Water Police in marine search and rescue and were called out a number of times this season to assist Police. The teams are on standby 24/7.

Westpac Rescue Helicopter Service

With the initial generous support of Westpac and the State Government, the Westpac Rescue Helicopter Service was launched in December 2008 and continues to grow stronger each year. This service consists of Search and Rescue (SAR), surveillance and shark spotting. With the increased support from the Premiers' Department, additional funding was received in order to extend the weekday patrols by two weeks.

SurfCom

Nine casually employed SurfCom operators, including a Senior Controller, manned SurfCom seven days a week during the summer operating season, covering all Lifesaving and Lifeguard patrol service hours. SurfCom relocated from Trigg Island back to Floreat SLSC due to operational requirements. Emergency Reporting Points (ERP's) were introduced to a limited number of metropolitan services.



In our clubs

Our Clubs	Est.
Cottesloe SLSC	1909
North Cottesloe SLSC	1912
City of Bunbury SLSC	1915
City of Perth SLSC	1925
Scarboro SLSC	1928
Geraldton SLSC	1930
Swanbourne Nedlands SLSC	1932
Fremantle SLSC	1934
Floreat SLSC	1948
Trigg Island SLSC	1954
Albany SLSC	1956
Denmark SLSC	1958
Sorrento SLSC	1958
Mullaloo SLSC	1960
Secret Harbour SLSC	1981
Quinns Mindarie SLSC	1982
Broome SLSC	1988
Esperance Goldfields SLSC	1990
Yanchep SLSC	1991
Mandurah SLSC	1996
Binningup SLSC	2002
Champion Bay SLSC	2003
Coogee Beach SLSC	2003
Dongara Denison SLSC	2003
Margaret River Surf Club	2003
Dalyellup SLSC	2004
Port Bouvard SS & LSC	2004
Busselton SLSC	2008

Awards of Excellence

The following members/clubs and supporters received awards at the 2010 Awards of Excellence.

President's Medal Winner Individual

Denise Duncan, City of Bunbury SLSC

President's Medal Winner Club

Port Bouvard SLSC

DHL Lifeguard of the Year

Trevor Strydom

DHL Lifesaver of the Year

Andrew Richardson, City of Bunbury SLSC

DHL Volunteer of the Year

Ann Fenton, Port Bouvard SLSC

The DHL Volunteer of the Year award is presented each year in recognition of excellence and commitment to Surf Life Saving. Ann has played a pivotal and leading role in the rapid growth and success of Port Bouvard SLSC.

Since joining the club in 2005, Ann immediately took on a range of roles that saw her oversee fundraising, events and seeking new sponsors. Ann has also become heavily involved in the club Nippers program, promoting the club throughout the local community, membership drives, recruiting age managers and this season Ann obtained her Bronze Medallion.

Under Ann's leadership, Port Bouvard has become one of the most successful clubs when it comes to fundraising at both a State and National level with over \$125,000 raised by the club over the past two seasons.

Ann has also served on the SLSWA Junior Development Committee and was named chair of the committee for the 2009/10 season.

This year 28 clubs and over 16,889 members committed all to protect our beaches, save lives and build great communities we can all be proud of throughout Western Australia.



Ann is truly committed to Surf Life Saving in Western Australia and seeing the organisation grow and prosper.

Trainer of the Year

Gary Carthew – City of Bunbury SLSC

Assessor of the Year

Digby Wilson – Secret Harbour SLSC

Young Achiever of the Year

Emma Linton, Binningup SLSC

The development of younger members has long been a focus of Surf Life Saving. The Young Achiever of the Year award recognises an outstanding surf lifesaver aged between 13 and 19 who demonstrates enthusiasm and leadership within their club in all areas of surf lifesaving.

Emma has outstanding dedication to the Binningup SLSC. Having joined the club as a nipper in 2001, Emma has taken on a variety of roles including age manager for the club's nippers program and Club Director of Junior & Youth Development.

Emma is a valued member of her club and held in very high esteem. Emma sets a great example for younger members and is committed to seeing the Binningup club grow and Surf Life saving prosper in the South West region.

Administrator of the Year

Simon Albertson, City of Bunbury SLSC

Outstanding Media Service to Surf Life Saving

Channel 10 News

Official of the Year

Darryl Griffin, Trigg Island SLSC

Coach of the Year

Rick Duncan, Trigg Island SLSC

Team of the Year

North Cottesloe Open Men's Beach Relay – Sam Burke, Steve Choate, Todd Edwards, Tom Nolan, Harold Walden

Junior Athlete of the Year

Gabrielle Murphy, City of Perth SLSC

Athlete of the Year

Thomas Nolan, North Cottesloe SLSC

Sporting Hall of Fame

*Jack Alliss
George Burton
Ray Elliott
Ron Fussell
Ken Gathercole
Neville Gliddon
W F "Gus" Graham
Peter Hawkins
Garry Hotchkin
Bruce Hutchinson
Arthur "Danny" Kay
Richard Meadmore
Bruce McKenzie
Don Pass
Warren Somerford
John Stringfellow
Alan White
John Wright
Lindsay Bistrup
Bill Mattingley
North Cottesloe Beach Relay Team - 1948 to 1957*

Laerdal Patrol Club of the Year – IT Birtwistle Trophy

*1) Binningup SLSC (100% Proficiency)
2) Port Bouvard SLSC
3) Secret Harbour SLSC*

Administration Club of the Year – Haywood Shield (all clubs tied for 1st Place)

*Binningup SLSC
Floreat SLSC
Fremantle SLSC
North Cottesloe SLSC
Port Bouvard SLSC
Secret Harbour SLSC
Scarboro SLSC*

Order of Merit - Patrolling Lifesaver

Johanna More-Booth, Mullaloo SLSC

Lavan Legal Club of the Year – Reg Trigg Memorial Trophy

*1st - North Cottesloe SLSC
2nd - City of Bunbury SLSC
3rd - Scarboro SLSC*

SLSWA Life Membership 2010 Inductees

*Gail King
Carol Gibbs
Norm Gibbs*



In gratitude



"The partnership between DHL and SLSA is in recognition of the vital contribution that surf lifesavers make to the Australian community. DHL welcomes the opportunity to continue to work alongside SLSA to keep our beaches safe and the partnership between our two organisations is something about which we are extremely proud."

Gary Edstein, Senior Vice President, DHL Express Oceania



"Healthway is delighted to be a major supporter of Surf Life Saving WA with a sponsorship that aims to encourage people of all ages to be active and to live healthy lives. Through SLSWA our sponsorship assists the many thousands of young West Australians who are involved in club, school and community surf lifesaving activities."

Bill Ongley, Sports Program Manager, Healthway



"Lotterywest has been proud to support Surf Life Saving WA for many years and watched the growth and development of the Association and its member clubs with admiration. The whole range of activities from the services to safeguard beachgoers, to the

broad range of community activities for all age groups as well as the spectacle of the Surf Carnivals are a credit to the dedicated volunteers who run the clubs. We congratulate SLSWA on another successful year."

Jan Stewart, CEO, Lotterywest



Department of Sport and Recreation

"The Department of Sport and Recreation exists to facilitate healthy and active lifestyles for all West Australians, so we are proud to support organisations such as SLSWA that play such an important role in building stronger, healthier, happier and safer communities" – *Ron Alexander, Director General, Department of Sport and Recreation.*



"Westpac has partnered with Surf Life Saving for over 36 years, helping to save lives on Australia's beaches. We are proud of this long term commitment and our association with the Westpac Life Saver Rescue Helicopter Service in WA and around the country"

Mark Stafford, State General Manager, Westpac WA



"It is the commitment and professionalism of the volunteers and professional staff of SLSWA that makes Wesfarmers a proud sponsor of the Emergency Response Teams in 2010." *Richard Goyder, Managing Director, Wesfarmers*

Surf Life Saving WA would like to thank all of our partners for their continued support throughout 2009/2010. Our partners' ongoing assistance helps us to realise our goal of saving lives and building great communities.



"Boosting community safety is a priority for FESA and we value our strong partnership with SLSWA to help make our State a safer place for all Western Australians."

Jo Harrison-Ward, Chief Executive Officer, FESA



"Telstra's partnership with SLSWA has provided support to local surf lifesaving clubs through the Telstra Assistance Fund by contributing essential rescue equipment required to help save lives. Additionally, the Telstra Beach to Bush program which operates nationally, offers school children in regional Western Australia, from Broome to Esperance an introduction to surf lifesaving with assistance of trained surf lifesavers."

Peter Fairclough, Executive Director, Telstra Country Wide Western Region



"Almost 5,000 Year Seven children throughout Western Australia are learning perhaps one of the greatest skills a person can have in our community – how to save a life, through Surf Life Saving WA's Life Skills For Life program. The program encompasses the key areas of importance for the Fogarty Foundation – education, leadership and community involvement."

Annie Fogarty



"For many years Laerdal have been proud to supply SLSWA with quality Life Saving equipment that assists their dedicated volunteers save lives."

Dean Henderson, Marketing Manager, Laerdal Pty. Ltd.



"The contribution that SLSWA makes to the Western Australian community is enormous and makes our state a better place in which to live. We are proud and delighted to be a supporter of such a wonderful organisation."

Geoff Kidd, Principal, WHK Horwath



"96fm is proud to be associated with Surf Life Saving WA who plays such an important role in saving lives and building communities."

Kelly Canfell, Promotions Manager, 96fm



"TYR is proud to be a sponsor of SLSWA. Surf Life Saving represents the values our company sees as important in meeting its corporate social responsibilities."

John Boes, General Manager, TYR



"Lavan Legal values its partnership with Surf Life Saving WA, we share their vision for developing a safer, stronger and healthier Western Australian community. We are proud to celebrate leadership in surf life saving through our sponsorship of the Club of the Year Award and we are working together to develop an even closer relationship in 2010/2011."

Dean Hely, Deputy Managing Partner, Lavan Legal



"The Sunday Times is proud to be associated with Surf Life Saving WA, a vital organisation within our local community that trains and fosters individuals that go beyond the call of duty."

Sam Weir, Editor, Sunday Times



"Wanneroo Mazda takes great pleasure in working with and supporting such an iconic part of our heritage and culture here in Western Australia. We look forward to the future and hope we can play a more diverse role in supporting SLSWA and our local community."

Jeremy Scholland, Sales Manager, Wanneroo Mazda



Surf Life Saving Western Australia
2 Samuel Way
North Beach WA 6020
Telephone (08) 9243 9444
Facsimile (08) 9243 9499
mail@mybeach.com.au
www.mybeach.com.au