



2015 ANNUAL REVIEW

SAVING LIVES AND BUILDING GREAT COMMUNITIES



SURF LIFE SAVING
WESTERN AUSTRALIA



WE ARE SURF LIFE SAVING WESTERN AUSTRALIA

We are a can do movement. Optimistic at every turn.
Eternally vigilant. Forever serving Western Australia.
For we believe in life. In the sanctity of life. And in our great Australian way of life.
We support it. We protect it. We celebrate it.
We are Surf Life Saving.



PREMIER'S FOREWORD



Now 106 years old, the Surf Life Saving movement in Western Australia continues to go from strength to strength.

The West Australian community owes a great debt to the thousands of surf lifesaving volunteers who give up their time to keep others safe at the beach. That commitment

is evidenced by another record combined patrol tally in 2014/15 of more than 106,000 hours – a magnificent effort.

During last season WA's volunteer surf lifesavers and lifeguards rescued 1,229 people. The value of that intervention to the community in terms of the emotional trauma prevented and actual dollar costs saved is incalculable. And while the patrolling surf lifesavers are the public face of the beach safety service provided by Surf Life Saving WA and its clubs, I want to acknowledge the thousands of other volunteers who work behind the scenes to keep clubs going – the administrators, trainers, assessors, coaches, supervisors and parent helpers.

The WA State Government recognises Surf Life Saving WA as the state's peak coastal safety agency and therefore is proud to support the organisation through several service level agreements. The Department of Premier and Cabinet, via the Shark Mitigation Strategy, funds extra helicopter, jet ski and lifeguard patrols. The extended Westpac Lifesaver Rescue Helicopter Service patrols in the South West in 2014/15 were extremely effective. Funding provided by the Government saw aerial patrols extended from the traditional November to February period to a September start through to April. Those extra patrols resulted in dozens of helicopter Preventative Actions – where swimmers, surfers and divers, many at very isolated locations, were warned about sharks in close proximity. The extended patrol period also facilitated the South West Westpac Lifesaver Rescue Helicopter being available for search and rescue tasking, as well as assisting the Department of Fire and Emergency Service (DFES) at the massive Northcliffe bushfire. The extended helicopter patrols provided the South West community with a new level of aerial protection, and in the May State Budget the State Government had no hesitation in approving further funding for the service for the next three years.

DFES also partners with Surf Life Saving WA to provide clubs with vital equipment such as Inflatable Rescue Boats (IRBs) and All Terrain Vehicles (ATVs), and the Department of Sport and Recreation also funds programs to promote participation and inclusion, including programs that target Culturally and Linguistically Diverse (CALD) community members, who are overrepresented in coastal drowning statistics.

Volunteer surf lifesaver patrols totalled more than 106,000 hours this season, and WA's volunteer surf lifesavers and lifeguards rescued 1,229 people.

Education and public awareness are a major focus for Surf Life Saving WA and its clubs – as the old saying goes “an ounce of prevention is worth a pound of cure”. Surf Life Savers can't be at every beach all the time, so providing beachgoers with the necessary skills and awareness to keep themselves safe along the coast is a key component of Surf Life Saving WA's goal of reducing, and ultimately eliminating, coastal drownings.

Whilst no drowning is acceptable, it is heartening that the number of coastal drownings in WA fell more than 40 per cent in 2014/15, down to 10 from the record high of 17 fatalities recorded in the previous two years. I know Surf Life Saving WA, its clubs and members are working hard to continue that downward trend in future years.

On behalf of the West Australian Government and community I want to thank everyone involved in Surf Life Saving in WA on another outstanding year.

Colin Barnett
Premier of Western Australia

PRESIDENT AND CEO REPORTS



Surf Life Saving in Western Australia has had another excellent season. We are particularly excited in welcoming our 30th club – Port Walcott SLSC in the Pilbara as our newest club and first club in this growing region of our state.

Our total membership has once again grown, as has the number of hours

that we have patrolled the beaches of Western Australia. We look forward to this trend continuing over the coming seasons as we seek to expand our reach around the state's immense coastline.

We are immensely fortunate to have very supportive partners that allow us to provide a first class service to the community of Western Australia. This season we expanded the hours flown by the Westpac Lifesaver Helicopters both in the South West and the Metropolitan area through the additional funding received from the State Government and Westpac.

The ongoing support of Woodside, Wesfarmers, Lotterywest, DHL and Healthway enables us to provide the programmes and resources that allow our Club's to keep our state's beaches safe. This season we have welcomed BHP Billiton as our newest major community partner, allowing us to commence the significant project of digitizing our radio network statewide.

A major capital project is underway at Rous Head to provide a permanent facility for our two helicopters. This project has been made possible through the generous financial support of Lotterywest and Tim Roberts and John Poynton. I would like to acknowledge the Fremantle Port Authority for both their patience and assistance throughout the process and our excellent relationship with Ahrens who are undertaking the refurbishment works for us. This project is now well underway and due for completion in a few short months.

Whilst the Aussies has once again headed off to Queensland, we can expect to see this event back on our shores in 2018. The ongoing support to SLSA of Tourism Western Australia has been instrumental in ensuring that we maintain

our status as the part time home of the Aussies. It has been very pleasing to see an increase in participation levels in junior surf sports. We do however face some challenges in maintaining our participation levels at senior surf sports, and we are now looking at how we might address these challenges.

The professional delivery of training and education both by SLSWA and within our clubs has again provided an excellent barometer for the health of our movement. This year we have also announced a new innovative partnership with Lend Lease to create a BeachSAFE Community at their Alkimos development in Perth's northern suburbs.

This is my first annual report as your President. I would like to thank those that have gone before me for the excellent shape that Surf Life Saving is in, particularly Mark Irwin your former President and Paul Andrew your former CEO. I would also like to thank the staff at SLSWA for the high standards they maintain, the professional staff at our clubs, and most importantly the volunteer members of all of our clubs for their dedication to this great movement of ours. I commend this report to you.

Craig Smith-Gander
President



Welcome to the 90th Annual Report and my first as the Chief Executive Officer. It gives me great pleasure to be able to report that the 2014/15 season was another successful year for surf lifesaving in Western Australia.

Our organisation continues to prosper and grow with a record membership of 20,139 achieved. In turn this year we have also welcomed our 30th Club, Port Walcott in the Pilbara. This growth is extremely pleasing as it not only demonstrates the health of the organisation but it also assists us to meet the increasing demands on our services by the West Australian beach going community.

Once again, we can proudly say that this year no lives have been lost between the flags in Western Australia. However, despite the efforts of our movement 10 people have drowned on our coast. This is unacceptable and we will continue to explore and implement ways to educate and prepare the people using our coastline and look for opportunities to improve our services to reduce this tragic outcome.

It is now clearer than ever that the work of our organisation extends well beyond the flags. This year was a particularly demanding year for our volunteers who work as part of the Wesfarmers Lifesaver Jet Ski Team. Whilst we recognise the work of all our volunteers, the work of the Albany team requires special recognition. In a period of 7 weeks they were tasked 4 times to assist in swells of up to 6 metres which in total resulted in 4 fatalities (including that of a minor) and one survivor. The dedication and sacrifice these members put into the service is well beyond the call of duty.

With respect to Surf Sports, our Surf Interstate teams picked up a third place in the Youth, Open and Surf Boat categories with the Youth Team finishing only 24 points behind QLD. These results leave WA in a strong position heading into the IRB and Pool Rescue Interstates which will be contested later in 2015.

Tom Nolan as an athlete has had many outstanding seasons and this one has been no different. In fact this may have been one of his finest to date claiming the gold medal in the Open Flags Championship at the State, and Australian,

Titles for the second year in a row. There is no doubting that Tom is now one of Western Australia's greatest ever Surf Sport athletes.

We would like to thank all of our sponsors and supporters who assist us with our job of "Saving Lives and Building Great Communities". We thank the West Australian State Government, Lotterywest, Westpac, Wesfarmers, DHL, Woodside, Healthway, Telstra, Crowe Horwath, Engine, Dolphin Surf Craft, Lavan Legal, and Metro Motors. We would like to acknowledge our new community BeachSAFE partner, Lend Lease, and BHP Billiton for their support of the Emergency Response Communications Network. Finally, we would like to recognise Tim Roberts for his long and ongoing support of the Westpac Lifesaver Rescue Helicopter Service. This level of support is testament to both the importance of the services being provided by SLSWA and the professional manner in which they are provided.

I would like to acknowledge my predecessor Paul Andrew, whose impact during his 9 years in the role has transformed the business of surf lifesaving in Western Australia, the outgoing President Mark Irwin for his support and guidance and Michael Beech (former Board member) who has retired as a long standing member of the Finance Committee.

Finally I thank our Board of Directors, Membership and staff of Surf Life Saving Western Australia for their commitment and dedication.

James O'Toole
Chief Executive Officer

YEAR IN REVIEW

At Surf Life Saving Western Australia (SLSWA), 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.

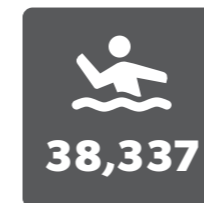


Preventative Actions

Volunteer surf lifesavers and SLSWA employed lifeguards performed 43,567 actions to prevent injuries or incidents.



PREVENTATIVE ACTIONS IN 2014/2015



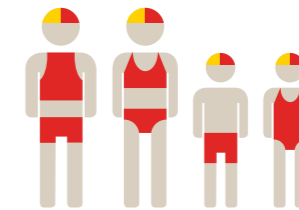
PREVENTATIVE ACTIONS IN 2013/2014



PREVENTATIVE ACTIONS IN 2012/2013

Club Membership

This year, SLSWA membership reached the 20,139 member mark, up 0.6% from last year.



**11,346 SENIORS
8,793 JUNIORS
IN 2014/2015**



**11,483 SENIORS
8,536 JUNIORS
IN 2013/2014**



**10,167 SENIORS
8,185 JUNIORS
IN 2012/2013**

Lifesaving rescues

Volunteer surf lifesavers, SLSWA employed lifeguards and the Wesfarmers Lifesaver Jet Ski Teams performed 1,229 lifesaving rescues this season.

First Aid Treatments

5,717 people required First Aid care from volunteer surf lifesavers and SLSWA employed lifeguards at the beach this season.

Drownings

This season saw 10 people tragically lose their lives on the WA coast*. These drowning deaths highlight the need to identify and implement strategies that will extend the fundamental BeachSAFE principles of Supervision, Aquatic Education, First Aid and Emergency Preparedness across the state. Activities most at risk currently include rock fishing, swimming/wading and operating non-powered watercraft. These figures do not include fatal shark attacks. * Figure subject to change based on Coronial Investigation Findings.

Net Assets

The financial position of the organisation was impacted this year by the revaluation of its land and buildings. Some non-recurrent revenue assisted us in developing and expanding our communication network and we have continued our efforts to build a strong asset base. In addition, provisions were made to ensure the maintenance of assets.



LIFESAVING RESCUES IN 2014/2015



FIRST AID CARE IN 2014/2015



COASTAL DROWNINGS IN 2014/2015



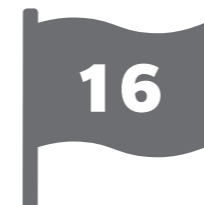
\$10,317,883 IN 2014/2015



LIFESAVING RESCUES IN 2013/2014



FIRST AID CARE IN 2013/2014



COASTAL DROWNINGS IN 2013/2014



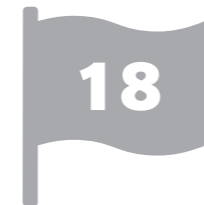
\$10,915,604 IN 2013/2014



LIFESAVING RESCUES IN 2012/2013



FIRST AID CARE IN 2012/2013



COASTAL DROWNINGS IN 2012/2013



\$10,345,072 IN 2012/2013



COMMUNITY SAFETY

The role of the SLSWA Community Safety Department is to enhance injury prevention and improve mortality rates resulting from coastal aquatic leisure and recreational activity. This is achieved by building the capacity of the community through the development of coastal safety knowledge, emergency care and rescue skills. In addition to this is a focus on minimising risk on accessible beaches throughout Western Australia, via the development and implementation of coastal safety strategies.



A 6% increase in front-line lifesavers from the five year recorded average, a 4% decrease in rescues from the five year recorded average and a 35% increase in preventative actions from the five year recorded average.

Beach Patrols

A mix of volunteer and paid lifesaving services are delivered to the community based on service need and profile. These essential and critical services are provided to mitigate the exposure of the public to coastal hazards and risk. The implementation of these services enables SLSWA to make a considerable contribution to local and regional communities throughout WA, through the saving of lives and diminishing the likelihood of permanent incapacitation.

In the 2014/2015 season* SLSWA saw:

- A 5% increase in volunteer patrol hours performed by surf lifesavers
- An increase in frontline lifesavers of 6%
- A decrease in rescues of 4%
- A 13% decrease in first aid cases treated by lifesavers
- A 35% increase in preventative actions

* Results are from the five year recorded average.

The Beach Patrol Compliance Program recorded a state wide compliance average of 97% across all areas of assessment. All clubs achieved an average result for both inspections above 91%.

SLSWA is the largest provider of Lifeguard services in WA. Services managed under contract for Local or State Government Agencies include:

- Middleton Beach
- Smiths Beach, Yallingup, Meelup Beach and Bunker Bay
- Secret Harbour Beach
- Mersey Point (Penguin Island)
- Cottesloe Beach
- City Beach and Floreat Beach
- Sorrento, Hillarys and Mullaloo Beaches
- Quinns Mindarie Beach and Yancheep Lagoon
- Back Beach (Geraldton)
- The Basin (Rottnest Island)

Support Operations

The Support Operation groups compliment and provide direct or remote support to clubs, hazard management agencies and local community emergency management groups within the emergency management sectors. SLSWA Support Operation Groups comprise of the following:

Wesfarmers Lifesaver Jet Ski Teams

The Wesfarmers Lifesaver Jet Ski Teams provide a 24/7 standby service and are stand-alone units that are able to act independently of other systems within SLSWA. The service has been operating for over ten years in locations such as Esperance, Albany, Denmark, Margaret River, Yallingup, Bunbury, Peel, Geraldton, Broome and the South and North Metropolitan region.

The service trains and works closely with the Water Police and Volunteer Marine Rescue groups in marine search and rescue. The service was tasked a number of times this season by the Water Police and Ambulance services, as well as providing extended coverage in prevention and rescue activity by providing water safety coverage during abalone fishing season, community events and patrol activity.

Westpac Lifesaver Rescue Helicopter Services

North Fremantle

The Westpac Lifesaver Rescue Helicopter continued to provide 365 day per year service to the community in 2014/15. With the focus on coastal surveillance, search and rescue missions and providing support to our emergency services, the service flew 438 hours. With ever increasing numbers of people recreating along our coast, a major focus was again supporting WA Police and Volunteer Marine Rescue Services in marine search and rescue, with some 70 missions undertaken. These missions included, but were not limited to; responding to upturned vessels, flare sightings, overdue vessels and missing people. The Westpac Lifesaver Rescue Helicopter is viewed as an integral element of the emergency response network in the metropolitan area and this has been predicated by the ability of the service to be reliable and responsive. As a result, the service is now an approved provider of supplementary search and rescue services to Australian Search and Rescue (AUSSAR) and has completed a number of emergency locator beacon searches on their behalf.

The service continued to build its capability through its people and was able to recruit two experienced Aircrew Officers to fulfil the Crew Chief and Check and Training roles. Additional volunteers were also recruited this season and all have been inducted into the service. The nature of the service means that all crew are closely supervised and mentored in all aspects of the operation. Training is ongoing and volunteer crew are encouraged to take on shifts both mid-week and weekend to allow for their development.

All of these achievements would not be possible without the ongoing support of the State Government, Westpac and the Roberts Family.

Busselton

The Westpac Lifesaver Rescue Helicopter Busselton was successful in obtaining additional support from the State Government as part of its Shark Mitigation strategy. As a result, the service commenced fulltime in the South West at the end of September and operated all the way through to April 30. This extension of service has allowed the Westpac Lifesaver Rescue Helicopter to provide a significant increase in service delivery to the community and to the many visitors of this tourist region. This service has also assisted our emergency services in the South West included being tasked by Department of Fire & Emergency Services to assist with the Northcliffe fire emergency and provide search and rescue services to the many aircraft and personnel on scene at that emergency.



The service continues to operate from Busselton Airport, with the kind assistance of the City of Busselton, who provide support by the waiving of airport charges and assistance in our day to day operations within the airport precinct. The service is working with the City of Busselton to develop a hangar and operations base which will help us to build our capability into the future.

With a focus on local recruitment, the service was able to recruit new crew this season and is still working on developing their skill sets and building experience.

There was a strong focus on community events again this season, with the Westpac Lifesaver Rescue Helicopter providing support to a number of high profile local events including the SunSmart Ironman 70.3 Busselton as well as visiting many local schools across the region. These events allow the community the opportunity to learn and get up close to check out the aircraft, as well mix with the crews.

The ongoing support of the State Government, Westpac, Local Shires and Emergency Services ensured that this South West service continues to develop and contribute to the community.

Duty Officers

The Duty Officer Program has been in operation since October 2011 with 15 Duty Officers currently trained and inducted in the system. The role of the Duty Officer is to provide 24/7 operational communication, command and coordination, and external liaison, in response to the emergence of incidents along the coastline that have the potential to become emergencies or a threat to life. Training of Duty Officers includes media, Marine Search and Rescue On-Scene Controller and Australasian Inter-Service Incident Management System (AIIMS). As such, Duty Officers are authorised to dispatch appropriate resources to incidents as requested by hazard management agencies and emergency or lifesaving services, and will also represent SLSWA in both critical incidents as well as media relations.

SurfCom

SurfCom Operators, including a Senior Controller, man SurfCom seven days a week, 365 days a year, covering all lifesaving and support operations service times. Ten operators were utilised throughout this period and SurfCom has become an important function in providing beach users with live updates on beach safety through social media posts and BeachSAFE apps.

13SURF

The 13SURF phone hotline provided a single point of contact for hazard management agencies and/or emergency services to task lifesaving services to emergencies (medical/SAR). This allows SurfCom and the Duty Officers to ensure an effective, coordinated response. Throughout the season, there is an average of two calls per week received.

First Responder Program

The St John Ambulance First Responder Program was successfully trialled in 2010 and now operates across all SLSWA patrolled beaches and their surrounding precincts. A Deed of Appointment exists between SLSWA and St John Ambulance Services, whereby ambulance services contact SurfCom/Duty Officer (via 13SURF) to request their assistance when a serious medical incident is taking place on or near to the beach. In these circumstances, an ambulance is always dispatched to the scene immediately, however, the responder is able to provide care to the patient in the period prior to the ambulance arriving.

13SURF phone hotline is a single point of contact for hazard management agencies or emergency services to task lifesaving services to emergencies.



Research and Development

Through continuous improvement, SLSWA has been involved with a number of trials throughout the season:

- **EpiPen** - In partnership with The Australasian Society of Clinical Immunology and Allergy (ASCI) SLSWA trialled EpiPens in a number of lifeguard locations. The trial has proven successful and, through the process, saved one life. EpiPens are now an approved item for all frontline services.
- **Surveillance Station** – SLSWA, in partnership with Cottesloe and North Cottesloe SLSC’s, trialled four Surveillance Stations along the Cottesloe coastline. The initial trial will be continued into the 2015 season.
- **Severe Bleeding Kit** –Severe Bleeding Kits have been packaged for frontline operations.

Emergency and Rescue Communications Network Upgrade

Through the development of a significant partnership with Australian resource company BHP Billiton, SLSWA commenced the upgrade and expansion of the Emergency and Rescue Communications Network (ERCN). The upgrade and expansion of the current network to that of a Digital Mobile Radio (DMR) network, has been designed to address communications black and brown spots at some of the State’s most popular beaches ranging from Esperance to Yanchee. This means that for the first time since SLSWA’s communications centre (SurfCom) was established, the lower and great southern areas of regional WA will be able to have the services provided connected into SurfCom.

The DMR is replacing the current analogue system to one that has expanded coverage. In addition to improved coverage, direct communications with SurfCom and GPS tracking capability are key design features of the new system. The upgrade and expansion of the system has been designed to have 16 new repeater sites added to the two existing sites located across the metropolitan area. All sites will be linked via SLSWA’s Wide Area Network (WAN) to a new voice management and data system located at SurfCom. The areas to benefit from the upgrade to the DMR are the greater metropolitan, lower South West, Great Southern and Esperance Goldfields.

Lifesaving Grants and Partnerships

Through the generous support of corporate Australia and various State and Federal government agencies, a number of sponsorship or grant programs were offered and provided to the benefit of clubs and support operation services. Operational areas to benefit from sponsorships or grants during the 2014/15 period include:

Department of Fire and Emergency Services – Capital Equipment Grant. Clubs who received a funded and fully equipped patrol ready All-Terrain Vehicle (side by side):

- Busselton SLSC
- Champion Bay SLSC
- City of Perth SLSC
- Floreat SLSC
- Quinns Mindarie SLSC
- Secret Harbour SLSC
- Smiths Beach SLSC
- Sorrento SLSC
- Swanbourne Nedlands SLSC
- Yanchee SLSC

Clubs who received a funded and fully equipped patrol ready Inflatable Rescue Boat:

- Broome SLSC
- City of Bunbury SLSC
- Coogee Beach SLSC
- Cottesloe SLSC
- Dalyellup Beach SLSC
- Fremantle SLSC
- Mullaloo SLSC
- North Cottesloe SLSC
- Scarborough SLSC

Westpac Lifesaver Rescue Helicopter

Fremantle Helicopter Statistics

<i>Total patrol hours</i>	
2014/2015	438 hours
2013/2014	425 hours

Preventative actions

2014/2015	56
2013/2014	37

Searches/tasking (Emergency Services, AUSSAR, SurfCom)

2014/2015	70
2013/2014	57

Shark sightings

2014/2015	120
2013/2014	126

Busselton Helicopter Statistics

<i>Total patrol hours</i>	
2014/2015	401 hours
2013/2014	278 hours

Preventative actions

2014/2015	113
2013/2014	21

Searches/tasking (Emergency Services, AUSSAR, SurfCom)

2014/2015	11
2013/2014	10

Shark sightings

2014/2015	229
2013/2014	117



SURF SPORTS

Every year thousands of SLSWA members use their lifesaving skills in a competitive sporting environment. With carnivals spanning the year at a club, state and national level, surf lifesavers are given the chance to race for personal, team and club glory. The elite WA athletes form our state team, the Western Suns to compete in the annual Surf Life Saving Interstate Championships. While hundreds more West Aussie athletes join with surf lifesavers from around the country to compete in the pinnacle of surf sports, The Aussies.



Surf Sports Season Summary

- 1,983 senior athletes competed for \$17,500 prize money in the five-round Premiership Series, with Floreat hosting their first major Surf Sports event in over 20 years.
- 3,237 athletes took part in the four junior carnivals this season, including the country carnival at Twilight Beach, Esperance. A junior teams carnival was a welcome addition to the calendar.
- The Western Suns State Team finished 3rd at the 2015 Interstate Championships behind NSW in 1st and QLD in 2nd.
- In its fourth year, 249 members competed at the 2014 SunSmart WA Pool Rescue State Championships, an increase of 32% on last year.
- 408 athletes participated in the 2015 SunSmart WA Country Championships where City of Bunbury SLSC once again finished first on the overall point score and Busselton SLSC took out the Handicap point score for the second consecutive year.
- Trigg Island SLSC won the overall Champion Club of the 2015 SunSmart WA Masters States, Junior States and the Senior State Championships.
- Kirstie Hardstaff from City of Perth SLSC was awarded the Bernie Kelly Medal for best performer at the 2015 SunSmart WA Senior State Championships.
- Thomas Nolan from North Cottesloe SLSC successfully defended his Australian Open Beach Flags title by winning gold again at the 2015 Aussies at North Kirra, QLD and was recognised with the SLSWA Athlete of the Year Award for his effort.

Winter Series events

After a successful Australian Surf Life Saving Championships here in Perth in April 2014, the 2014/15 season had a quick turn around with the IRB Racing season starting a couple of weeks later, Pool Rescue Series starting early May and the Longboard Riding Championships in June. This winter phase of the season is continuing to be a great opportunity for existing members to keep training and competing for their clubs and for new members to participate in surf sport.

The WA IRB Racing Series and Board Riding Championships numbers stayed steady on last season however the pool rescue numbers, particularly in the junior age groups, saw a 14% increase in participation over the series. The SunSmart Pool Rescue State Championships were again held over two days in July at HBF Stadium with 249 participants, a 32% increase on last year.

SunSmart Pre-Season Cup

The SunSmart Pre-Season Cup Series commenced in August with the Board and Ski Series however bad weather plagued all 3 rounds making it difficult for competitors and officials alike. The rough weather continued for the Pre-Season Cup Grand Final at Trigg Beach where 175 competitors showcased their final efforts in front of the State Team selectors. City of Perth SLSC claimed the Pre-Season Cup Trophy for the third consecutive year, on 311 points, ahead of Trigg Island SLSC (181) and Sorrento SLSC (156). Some notable performances from the day were:

- Reece Baker (Trigg Island) winning the Open Male Ski Race and City of Perth competitor Jack Retty showing his strength winning the Open Surf Race and the blue ribbon Ironman event.
- Jade Mickle, (City of Perth), had a strong finish in the U19 Female Ski Race and Ironwoman event.
- Fresh off winning the World Championships Beach Sprint title, Jackson Symonds (Sorrento) comfortably won the Open Male Beach Sprints and Beach Flags. Callum Tuffield (Busselton) took out the U17 Male Beach Sprints and Flags in a strong field.

This year Engine Swimwear and Dolphin Surf Craft joined our principal and naming rights sponsor Healthway, promoting SunSmart, in supporting the competition. Engine provided prize vouchers to successful athletes and Dolphin came on board as craft sponsor for the series.

SunSmart Junior Season

Based on feedback received from members, team events were added to each of the Junior Carnival programs and a dedicated team only carnival was added to the calendar this season. Thanks to Coogee Beach SLSC, Sorrento SLSC, Esperance SLSC and Fremantle SLSC for hosting these large participation events, which are aimed at preparing athletes to contest the Junior State Championships.

The Metropolitan Junior State Qualifier was held at Sorrento and Trigg beaches commencing with the Beach Events at Sorrento. Some great sportsmanship was shown with many smiling faces as members gained a qualifying position into Beach Sprints and Flags. The next day proved very challenging at Trigg Beach with a decent set of waves coming through. The competitors and age group managers are to be commended on their decision making and preparation of the competitors to judge the conditions. It was pleasing to see the young competitors making smart decisions as they negotiated the break to the cans and returned back to shore.

At the finish of the Junior State Championships, the following competitors were named SunSmart Junior Age Champions for their outstanding efforts:

Under 11 Female

AMELIE PRINSLOO – Fremantle SLSC

Under 11 Male

LUKE GARDENER – Mullaloo SLSC

Under 12 Female

HEATHER BYTHEWAY – Mullaloo SLSC

Under 12 Male

WILL SAVAGE – Trigg Island SLSC

Under 13 Female

CHALISE PRATT – Sorrento SLSC

Under 13 Male

BEN WATERMAN – Sorrento SLSC

Under 14 Female

KALANI SCOTT – City of Perth SLSC

Under 14 Male

ETHAN JACKSON – City of Perth SLSC

The SunSmart State Championships were officially launched on Friday evening 13th of March with the Junior State Championships at Scarborough Beach. The March Past and Beach Flags events were held under lights at the Scarborough Beach amphitheater and the atmosphere in the packed amphitheater was incredible.

The Junior Championships continued on Sunday with over 900 nippers competing fiercely in all remaining events. Trigg Island SLSC took back the Junior Trophy finishing the championships in first place on 870 points ahead of last year's winners Mullaloo (501) and Sorrento (478). Trigg Island also won the Handicap Trophy with their efforts across the championships representing a vast improvement on their last season's performance.

SunSmart Senior Season

The SunSmart Premiership Series commenced at Floreat Beach, the first time in over 20 years that a SLSWA surf sports event had been held there. The 5-round series saw Under 15 to Open athletes competing at Trigg, Esperance and Leighton beaches, and resulted in some outstanding performances. In addition to Open competitors sharing a prize pool of \$17,500 from SLSWA, Engine Swimwear vouchers were also on offer for age group athletes.

The SunSmart Senior State Championships were held at Scarborough Beach where 915 athletes participated across the two days. In the Surf Boats arena, Scarboro SLSC rowed their way to gold in the Open Male division as well as taking out the Under 23 Female division. North Cottesloe SLSC won gold in the Open Female, Under 23 Male and Under 19s divisions and Cottesloe SLSC won the Reserves.



Congratulations to Kirstie Hardstaff of City of Perth SLSC who was awarded the Bernie Kelly Medal for the best performance of the championships with 3 individual gold, 1 individual silver, 2 team gold, 1 team silver and 1 team bronze. Other standout performances also included:

- **Jayde Hardstaff** – City of Perth SLSC. U19 Female athlete with 1 individual bronze, 3 team gold and 1 team bronze in the Open age group as well as 2 individual gold, 2 individual silver, 1 individual bronze, 2 team gold, 3 team silver and 1 team bronze in the U19 age group.
- **Wesley Gould** – Mullaloo SLSC. U17 Male athlete with 1 team gold and 1 team bronze in the Open age group, 4 team gold and 1 team silver in the U19 age group as well as 3 individual gold, 2 individual silver, 2 team gold and 2 team silver medals in the U17 age group.
- **Simon Huitenga** – City of Perth SLSC. Open Male athlete with 2 individual gold, 1 individual bronze, 3 team gold and 1 team silver.

In club standings, Trigg Island SLSC finished on top of the leader board with 996 points, ahead of City of Perth SLSC (869.5) and Mullaloo SLSC (737). Secret Harbour SLSC took out the Handicap Trophy ahead of City of Bunbury SLSC and North Cottesloe SLSC. Trigg Island SLSC won the overall Champion Club of the 2015 SunSmart WA Masters States, Junior States and Senior State Championships.

Western Suns State Teams

July 2014 saw competitors from Fremantle and Scarboro SLSC’s competing at the Interstate IRB Championships where they finished 4th overall. Both clubs then went on to compete at the Australian IRB Championships the following day where Fremantle took Bronze in the Male Teams Event, their first ever medal at an Australian IRB Championships. The Fourplay crew, also from Fremantle, came home in 7th. Overall results saw Fremantle as the highest placed WA surf club in 8th place on 4 points and Scarboro finished 12th.

In January, 168 of the top athletes from across Australia competed at the Interstates Championships in Newport, Sydney. Each state sent an Open Team and a Youth Team, consisting of 12 athletes each, with results for both teams combined to determine final positions. WA successfully defended their 3rd place title claimed the previous year with NSW taking out the win and QLD coming in 2nd.

Notable results were our two male relay beach teams, both finishing in 1st, and Jackson Symonds recording our sole individual victory. A big thank you goes out to Tom Nolan who captained the team, our two Vice Captains, Kirstie Hardstaff and Brittany Brymer, and our senior coaching staff of Rick Turner, Andrew Ridley and Mark Nolan who all donated their time and expertise. Congratulations to Rick Turner who was this year awarded SLSWA Coach of the Year.

2015 Aussies Opens Medal Tally		2015 Aussies Masters Medal Tally	
Gold	4	Gold	6
Silver	6	Silver	7
Bronze	9	Bronze	7
Total	19	Total	20
2015 Aussies Youth Medal Tally			
Gold	2		
Silver	3		
Bronze	0		
Total	5		



The 2015 Surf Boats Interstate Challenge run by the Australian Surf Rowers League in late February marked yet another successful event for our Western Suns Surf Boat State Team with crews from North Cottesloe SLSC, Scarboro SLSC and Mullaloo SLSC representing WA. A slow start, given the challenging conditions, was soon overcome with a gold in the Reserves and U23 Men, and the U19 Men taking silver. Due to large surf, the Boat Relay was reduced to the Open Men and Women only, with WA coming 4th in the treacherous conditions. Overall the WA team placed 3rd just behind NSW and QLD.

2015 SLSWA Development Squad

SLSWA again sent a Development Squad of U14, U15 and U17 athletes to compete at the Manly and Freshwater carnivals across both water and beach disciplines. At the Manly Carnival the junior competition was relocated to Shelly Beach due to the size of the waves but it made little difference to the Squad’s performance with Olivia Mickle and Ethan Jackson both grabbing first place in the Ironman and Jack Musika winning both the Flags and the Sprint on the beach.

The Freshwater Carnival would be the final day of competition for all and the Squad finished strongly with two 4th places, four 3rd places, and two 2nd. WA best finishes of the day go to Madeline Thomson in the surf race and Jack Musika in the beach sprint both crossing the line in 1st place. Congratulations to all on this team and thank you to the development coaches Rick Duncan, Andrew Walker and Glenn Ross, and chaperone Janelle Slattery, for helping make this trip so successful.

2015 Australian Surf Life Saving Championships

With Queensland hosting the Aussies at North Kirra Beach this year, it was a long trip east for our athletes to compete against the best in the country. A total of 14 clubs made the trek across the country represented by 391 athletes in the Youth, Open and Masters Championships.

In the Masters Championships, Sorrento SLSC was the highest placed WA club overall gaining 34 points ahead of Cottesloe SLSC with 32 points and Trigg Island SLSC 3rd on 19 points. In the Open Championships, City of Perth SLSC was our strongest WA club finishing on 68 points, ahead of Sorrento and Trigg Island who both finished with 26 points each.

Gold Medals were awarded to Thomas Nolan (North Cottesloe SLSC) for his defense of the Open Beach Flags, Daniel Humble and Reece Baker (Trigg Island SLSC) for their efforts to paddle away from the wave and take the Open Male Double Ski, Nicholas Pond and Brett Cassidy (Sorrento SLSC) who took out the U19 Mixed Double Ski, and Isabella Walker (City of Perth SLSC) who won the U17 Rescue Tube race. Isabella was subsequently awarded the SLSWA Junior Athlete of the Year Award for her performances.

The Youth and Masters age groups also had strong showings with Robin Slattery (Cottesloe SLSC) picking up two gold medals, Ian Spurgeon (Albany SLSC) a pair of silvers, Jack Musika (Coogee Beach SLSC) a gold and a silver in the Youth Sprint and Flag events, and Madeline Thomson (City of Perth SLSC) taking out gold in the Youth Rescue Tube Race.

Congratulations to all who represented their clubs and Western Australia with pride at one of the largest competitions of human physical performance in Australia.

SLSWA would like to thank every competition official, water safety officer, safety and emergency team member and all other volunteers that ensured the safe and efficient operation of every junior and senior SLSWA carnival and championship conducted this year. Without you, these events would not be possible and the athletes would not have the opportunity to compete.



MEMBER & COMMUNITY EDUCATION

The Health Promotion and Research Department was established in 2012 to enhance the capacity of SLSWA to provide an essential education and awareness service to all users of the WA coast. The department manages a number of injury prevention programs and research related services for use within the WA water safety sector, and works to develop and deliver community safety programs. These programs and services aim to strengthen SLSWA's relationship with the community and to promote safe and enjoyable experiences for people visiting the WA coast.



BeachSAFE Initiative

BeachSAFE is a coastal aquatic safety initiative which was developed in 2013 in response to the record number of drowning deaths on WA's coast during the 2012/2013 season. The Initiative takes a holistic approach to coastal water safety and equips West Australians with the necessary knowledge to enjoy the coast in the safest possible way. It incorporates a range of community education, awareness and promotional programs based on the four key principles of coastal aquatic safety;

- S= Supervision
- A= Aquatic Education
- F= First Aid
- E= Emergency Preparedness

The BeachSAFE principles are promoted through all BeachSAFE community awareness and education programs and are consistent with the many member based education programs, activities and initiatives.

Coastal Safety Report

SLSWA's partnership with the National Coronial Information System ensures that the BeachSAFE initiative is driven by research and evidence by providing a gold standard of drowning death data. This data is collated and analysed by the Health Promotion and Research Department in the WA Coastal Safety Report. The report provides an overview of coastal drowning deaths, hospitalisations and lifesaving patrol information in WA. It aims to inform coastal safety stakeholders of drowning and injury trends and provides an evidence base for future decision making in coastal safety.

Community Programs

All community programs now deliver the four coastal aquatic safety principles. This year, over 10,000 school students and community members actively participated in SLSWA's range of BeachSAFE community programs, through which they were equipped with important water safety and lifesaving knowledge. Programs completed this year include the interactive Introduction to BeachSAFE session, the longstanding Life Skills for Life program and the skills based Beach Activities, SurfBabies and SurfKids programs.

Inclusion

With over 50% of coastal drowning deaths in the recent season being people of overseas nationality, SLSWA continues to work with culturally and linguistically diverse (CaLD) groups to reverse this trend. With support from the Department of Sport and Recreation, SLSWA has worked to develop its profile as an inclusive organisation. With thanks to the Australia Sports Commission and the Office of Multicultural Interests, over 800 youth from a variety of CaLD backgrounds completed BeachSAFE programs this season.



SLSWA would like to thank Materno Biwot (pictured above), whose son Jenon tragically drowned at Claytons Beach two years ago. In light of his family's tragedy Materno has played an active role in drowning prevention and has now come on board as a Community Program Instructor, delivering BeachSAFE programs to CaLD community groups to educate them on coastal safety. With support from the Office of Multicultural Interests, SLSWA has been provided the opportunity to train further CaLD community members to become Community Program Instructors, who, like Materno, will all contribute to reducing the number of drowning deaths in WA. This program will provide a number of opportunities for multicultural community members including leadership, social and volunteer opportunities, whilst improving SLSWA's capacity to deliver culturally appropriate programs.

Drowning Blackspot Reduction Program

This year SLSWA obtained federal funding to develop a Drowning Blackspot Reduction Program. The City of Wanneroo was identified as the target area for the program in WA due to high rates of coastal drowning deaths in the jurisdiction and its large population of first generation Australians. SLSWA delivered the BeachSAFE initiative through school, community and public awareness programs, in order to equip residents with the necessary skills and knowledge to recreate safely at the beach. Over 2,500 community members participated in BeachSAFE programs including; residents, school aged students, parents and new migrants.

BeachSAFE Communities

SLSWA is also pleased to announce a significant new partnership with Lend Lease to increase the delivery of the BeachSAFE activities within the City of Wanneroo for the next three years. In addition to a broad range of activities within Wanneroo, under the new partnership, every member of the new coastal community, Alkimos Beach, has free access to BeachSAFE water safety training and awareness programs aimed at developing their coastal recreation capacity. In light of the new partnership, Alkimos Beach will ultimately become the first SLSWA endorsed BeachSAFE Community.

Residents from the Alkimos Beach estate also have the opportunity to participate in a range of First Aid training courses at local community centres within the estate, including the Home Lifesavers and accredited Senior First Aid courses. Given that Alkimos Beach is a coastal community that has attracted many residents from overseas, SLSWA is excited to have a presence in the community and develop the community's ability to be safe at the beach.

In a first of its kind initiative, St James' Anglican School in Alkimos Beach is set to become the first SLSWA endorsed BeachSAFE School. The endorsement will recognise the school's commitment to the ongoing inclusion of BeachSAFE activities within its curriculum, to its teachers and to its broader community. To date, this commitment has been demonstrated through the whole school completion of both classroom and beach based programs in Term 1, 2015.

Member Development

The Junior Surf Education program continues to be a mainstay within the WA Club environment with 7,354 registered junior members participating in the volunteer led programs offered by 29 WA surf lifesaving clubs. The junior program (Nippers) continues to serve as an education and participation strategy for children between the ages of five and twelve years; and provides an opportunity for participants to develop an understanding of safe play within a coastal location.

Youth engagement and retention has been identified as a priority area and as such continues to be an area of focus, with the need to deliver a club culture that encourages active participation by the youth demographic. Due to the flexibility afforded, the Youth Involvement Program (YIPs) is highly utilised by WA clubs with 24 clubs taking part in the 2014/15 season. It provides a framework for youth members to be engaged in club activities beyond Nippers and focuses on developing and retaining young leaders.

SLSWA continues to provide leadership development programs designed to service its membership base. The TOAD (Teamwork, Opportunities and Development) and Rise Up Camps are specifically designed to cater for the needs of junior and youth groups respectively and provide selected members with the opportunity to participate in challenges and activities that facilitate leadership development, encourage personal growth and utilise critical thinking.

TOAD camp 2015 was once again held on Rottnest Island with more than 60 participants and seven leaders staying at Kingstown Barracks. The experience yielded a variety of challenges that all participants tackled with great success and resulted in fantastic participant feedback.

Rise Up Camp 2015 once again headed to Fairbridge Village in Pinjarra, with all 43 participants being exposed to a series of activities that encouraged personal, leadership and relationship development.



Participants were also afforded the opportunity to learn more about the Westpac Lifesaver Rescue Helicopter which visited the camp and provided an insight into another side of surf lifesaving. This proved to be an activity that was greatly enjoyed by all.

A special thank you must go out to Craig Pettit (Principal) of Bunbury Senior High School, for allowing us to utilise their school oval; and to the Scottish Masonic Charitable Foundation, whose financial contributions continue to aid SLSWA in the delivery of these development camps.

The 2015 SLSA National Leadership College (NLC) saw four representatives from WA selected; Kaitlin Davis (Coogee Beach SLSC), Lauren Darge (Trigg Island SLSC), Alannah Wilson (Secret Harbour SLSC) and Brent Peterson (Fremantle SLSC). The SLSA National Leadership College is an initiative targeted towards individuals from respective clubs between the ages of 20 and 30 with the desire to be exposed to leadership development.

Member Education

Member education has been focused on assisting trainers, assessors and clubs to enhance their skills and knowledge as well as impart this knowledge to those members who wish to attain awards. A total of 1,583 members attained the Bronze Award and the Surf Rescue Certificate (SRC), along with over 1,000 lifesaving awards gained by committed lifesavers.

Member Education and Training Advisory Committee

The Member Education and Training Advisory Committee (METAC) was tasked with the maintenance of the education system and activity structure enabling members to transition through their chosen pathways with ease. METAC members aim to consider strategic challenges as part of the four programmed meetings per annum. The group also attends two forums and the in-service which provides them with great insight into the needs of the membership.

METAC projects and deliberations for 2014/2015 included:

- Online learning review and upgrade.
- Operational deliberations:
 - Wetsuit use.
 - Deep water resuscitation and CPR of a submerged patient.
 - Airway checks.
 - Assessment styles and consistency of training techniques.
 - Spinal management and award proficiency records in Surfguard.
 - Trainer, assessor and facilitator award records in Surfguard.
- Awards and training:
 - The structure of Bronze training and assessment.
 - SRC resource review, including the training syllabus and condensing the course format.
 - Recognised Prior Learning (RPL) from SRC to Bronze.
 - IRB training including; assessment, proficiencies and pre requisites.
 - Concurrent IRB Crew and IRB Driver Training



- Review Activities:
 - Assessment reports and feedback.
 - National education outcomes and analysis of ramifications on the members.
 - The Powercraft review of educational resources.
 - Resource review including the production of WA Educational resources for SRC, Bronze Medallion, Silver Medallion Beach management, First Aid, Gold Medallion Advanced Lifesaver and Radio Communications.

The outcomes of each project were communicated to clubs, trainers and assessor networks. METAC are to be commended for their work throughout the year and constant consideration of the surf clubs and their members.

Training Consultants

The Training Consultants are an important group of dedicated members whose experience, knowledge and skills are invaluable to all members. Working with both SLSWA and clubs they maintain consistently high standards of training and assessment across the regions. The training consultants are to be congratulated for their efforts in representing SLSWA in the field as well as being the conduit to the clubs and educators in their zone throughout the season.

Trainers and Assessors

Club Trainers and Assessors have been instrumental in encouraging club members to strive for the awards. Their work within the clubs has led to members successfully completing over 2500 awards. These awards, and the ongoing training, have provided the Western Australian community with lifesavers whose capabilities in preventions and action on the beach front are well respected.

Public Training and Education

SLSWA Training and Education continues to engage the WA community with a focus on broadening the reach of all courses. This has proved extremely successful with over 13,100 Western Australians participating in SLSWA public education programs and learning vital lifesaving skills, open water rescue skills and navigating the local water ways to attain their Recreational Skipper Ticket.

Over 420 Public First Aid Training courses were made available at over 10 locations throughout the metropolitan area. SLSWA also worked closely with surf clubs throughout WA to deliver regional first aid and surf rescue courses to the public and corporate sectors in their local communities.

Corporate sector partnerships also saw an increase with greater flexibility to meet partners' specific training requirements provided across a range of industry sectors. Onsite training remains an integral part of the training activity with over 800 courses being scheduled during the year.

A total of 1,583 surf club members attained the Bronze Award and the Surf Rescue Certificate over the 2014/15 surf life saving season.



MARKETING & PARTNERSHIPS

SLSWA and its clubs rely heavily on corporate and Government support to be able to provide essential coastal safety services, community education and awareness programs. Fortunately some of WA's, indeed Australia's, biggest companies have committed to significant partnerships with SLSWA, and the organisation continues to receive strong support from the State Government.



Partnerships

Without doubt, these partnerships save lives and enhance public safety when West Australians and visitors recreate along our magnificent coastline. In 2014/15, SLSWA not only maintained its suite of sponsors but also added three significant new partners.

BHP Billiton committed \$1.35 million from its Community Development Program to fund the digital upgrade of SLSWA's Emergency Rescue Communications Network (ERCN). This project has been described as a "game changer" for lifesaving operations in WA. It will exponentially increase the capability of SurfCom, SLSWA's communications hub, to communicate with clubs, lifesavers, lifeguards and emergency services such as Water Police and Volunteer Marine Rescue (VMR).

Regional clubs, most of which currently only have line-of-sight radio communications, will for the first time be able to talk directly with SurfCom in Perth. Once completed the new network will significantly enhance SLSWA's ability to respond to emergencies and will result in a safer working environment for those responders. SLSWA, its clubs and members and the beach-going public thank BHP Billiton for its generous support of this project.

Property giant Lend Lease also joined forces with SLSWA in 2014/15, forming a unique partnership that saw Alkimos, in Perth's north, become Australia's first 'BeachSAFE' suburb. This means every resident of Alkimos has free access to the suite of SLSWA's beach safety education and awareness programs – from SurfBabies and SurfKids through to First Aid and CPR courses. The courses are also open to other residents in the City of Wanneroo. Education and awareness are key pillars of SLSWA's strategy to reduce, and ultimately eliminate, coastal drownings in Western Australia. Lend Lease are to be congratulated for partnering in this innovative initiative.

SLSWA welcomed Engine as a new partner in 2014/15. Engine signed a three year deal to become SLSWA's preferred supplier of swimwear and apparel. The partnership sees Engine providing high quality swimwear and apparel to all SLSWA State Teams. Engine also supports surf lifesaving in Queensland, NSW and Victoria, and SLSWA is proud to partner with them.

Westpac's national sponsorship of the Westpac Lifesaver Rescue Helicopter Service continues to serve the community of Western Australia well. SLSWA's two helicopters play an increasingly important role in coastal safety and emergency response. With additional assistance from the WA State Government, the South West Westpac Lifesaver Rescue Helicopter Service significantly expanded its patrol period resulting in dozens of potentially lifesaving preventative actions. The extended service also facilitated the aircraft and crew being available to assist with search and rescue missions as well as at the massive Northcliffe fire at the beginning of 2015.

We sincerely thank Westpac, the State Government and Tim and Denby Roberts for their ongoing support of these vital aerial lifesaving services. SLSWA would also like to acknowledge national sponsors DHL and Telstra – their commitment to surf lifesaving and the beach going public of Australia can't be overstated.

To Major State Partners, we'd like to applaud your ongoing support of SLSWA. Woodside, our 'Safety Partner', who provides essential safety equipment such as personal floatation jackets, sun safe hats and long sleeve rashies to protect lifesavers as they protect the community.

Wesfarmers unwavering support for the Wesfarmers Lifesaver Jet Ski Teams is likewise greatly appreciated. Jet skis have become a vital frontline workhorse in surf lifesaving operations in WA, for both emergency response and patrol work. Thanks also to the State Government, which funds extra jet ski patrols through the Shark Mitigation strategy.

As well as the aforementioned extra helicopter and jet ski patrols, the State Government also funds, via the Shark Mitigation Strategy, additional lifeguard services at some of WA's most popular beaches.

In recognition of SLSWA as the State's peak coastal safety agency we also have a service agreement with the Department of Fire and Emergency Services (DFES) which provides vital frontline equipment such as IRBs and All Terrain Vehicles (ATVs) to surf lifesaving clubs. The Department of Sport and Recreation is a great supporter of SLSWA surf sports programs as we strive to increase participation and community well-being, particularly with Culturally and Linguistically Diverse (CALD) community members, who unfortunately are way overrepresented in drowning statistics. Although the partnership between SLSWA, its clubs and Lotterywest is on an "as needs" basis, it is as strong as ever and we thank the Board and Management Team there for their strong support. Lotterywest continues to provide significant funding to SLSWA and individual clubs for vital infrastructure and equipment.

Healthway, through the SunSmart message, continues to be the backbone of our surf sports competition. SunSmart is the naming rights sponsor of all SLSWA's pre-season, Premiership and State Championship events and junior carnivals. This is a partnership with great synergies and has resulted in the SunSmart message becoming synonymous with surf sports in WA. We thank James McClements and the McClements Foundation for the ongoing support of our younger members. The McClements Foundation funds high visibility singlets for all junior carnivals, and generous funding for the Youth Development program at City of Perth Club SLSC.

Our thanks too to the Stan Perron Charitable Foundation for its ongoing support through a generous annual donation.

SLSWA wants to acknowledge Lavan Legal and Laerdal for their generous ongoing sponsorship of the main club prizes at the annual Awards of Excellence. We also thank Crowe Horwarth and Metro Motors Dealer Principal Grant Lilleyman for their ongoing support.



Communications

SLSWA continues to improve and grow its communications with the media, clubs, members, stakeholders and partners. In 2014/15 SLSWA added a significant amount of new content to the website, in particular on the BeachSAFE and community safety pages and those relating to the Westpac Lifesaver Rescue Helicopter Services.

We have also worked hard to include informative and engaging content in the member E-News and My Beach Newspaper.

SLSWA's social media presence continues to expand. Our popular Twitter account increased its followers to more than 33,000 and our Facebook page increased its number of Likes to more than 8,200. We also introduced an Instagram account in 2014/15 which had over 750 followers at the end of April 2015.

SLSWA continues to enjoy a strong and positive relationship with local media. All media outlets in Perth follow SLSWA on Twitter and there's ongoing interest in lifesaving services, rescues, coastal drownings, shark sightings, aerial surveillance and surf sports. SLSWA continues to promote our community, brand and partner programs through traditional, digital and social media.

Fundraising

Surf Life Saving's annual Street Appeal, held in December 2014, was again successful, raising more than \$61,000 for the 17 clubs that participated. Sorrento SLSC topped the collection tally with over \$9,000. A big thank you to all the collectors who did such a great job on the day.

Boardies Day was not held in 2014/15 due to a decision by the SLS Foundation not to continue with the initiative.

Significant funds were raised for the Westpac Lifesaver Rescue Helicopter Service as part of national fundraising generated by the Channel 7 television series "Air Rescue". Westpac also raised more than \$20,000 for the WA Westpac Lifesaver Rescue Helicopter Service through the WAtoday Swan River Run in July 2014, which it sponsored.

Westpac in WA also launched a new fundraising event in March 2015 in the form of the Westpac Big Beach Brekky at Cottesloe Beach, which included an attempt on the world sandcastle building record.

Ongoing fundraising continued throughout the year through the Guardians of the Surf (monthly giving program), direct mail campaigns and Lotteries. Combined, they generated significant funding that is vital for surf lifesavers to continue keeping our beaches safe. We are extremely grateful to the WA public and our corporate partners for their tremendous support.



Our Clubs	Established
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 SLSC	2003
Dalyellup SLSC	2004
Port Bouvard SLSC	2004
Busselton SLSC	2008
Smiths Beach SLSC	2011
Port Walcott SLSC *provisional	2015

2015 Awards of Excellence

Surf Life Saving WA Life Membership

Mark Irwin - Scarboro Surf Life Saving Club

President's Medal

Helen Rabjones - Busselton Surf Life Saving Club

Legends of the Surf

North Cottesloe J Crew - Jack Alliss, Peter Charles, Shaun Coulton, Kim Greville, Jonathan Fievez, Derek Knox and David Porzig

Official of the Year

Carol Gibbs - Trigg Island Surf Life Saving Club

Bernie Kelly Medal (New)

In Memory of Bernie Kelly who passed away May 2015. For outstanding performance by a competitor from any age group at the SunSmart Senior State Championships with additional weighting given to Open and individual event achievements.

Kirstie Hardstaff - City of Perth Surf Life Saving Club

Coach of the Year

Rick Turner - City of Perth Surf Life Saving Club

Team of the Year

Open Male Double Ski, Trigg Island Surf Life Saving Club - Reece Baker and Dan Humble

Junior Athlete of the Year

Isabella Walker - City of Perth Surf Life Saving Club

Athlete of the Year

Tom Nolan - North Cottesloe Surf Life Saving Club

Rescue of the Month Recipients

Blair Walkington - Geraldton Surf Life Saving Club (May 2014)

James Chadwick - Fremantle Surf Life Saving Club (October 2014)

Danny Smyth, Pete Geall and Janek Ferrandi - Australian Lifeguard Service (December 2014)

Marshal Walker and Harrison Miller - Australian Lifeguard Service (April 2015)



Support Operations Volunteer of the Year

Craig Bowley - Scarboro Surf Life Saving Club

Trainer of the Year

Belinda Kuster - Scarboro Surf Life Saving Club

Assessor of the Year

Mark Hills - Mullaloo Surf Life Saving Club

Administrator of the Year

Lee Brightwell - City of Bunbury Surf Life Saving Club

Young Achiever of the Year

Brett Gould - Mullaloo Surf Life Saving Club

DHL Lifesaver of the Year

Leesa Equid - Swanbourne Nedlands Surf Life Saving Club

Leesa epitomizes the status of Lifesaver of the Year through her demonstrated effectiveness and committed application to Lifesaving Services to Swanbourne Nedlands Surf Life Saving Club in a leadership role. Her success is measured through her ability to challenge membership culture, and linkages with neighbouring clubs, and she has developed a collaborative plan highlighting the need for public safety and the extension of lifesaving services.

DHL Lifeguard of the Year

Mark Pattrick

DHL Volunteer of the Year

Carolyn Wilson - Secret Harbour Surf Life Saving Club

Laerdal Patrol Club of the Year (IT Birtwistle Trophy)

Tied First: Secret Harbour Surf Life Saving Club and Scarboro Surf Life Saving Club

Administration Club of the Year (Haywood Shield)

Tied First: Fremantle Surf Life Saving Club, North Cottesloe Surf Life Saving Club and Secret Harbour Surf Life Saving Club

Lavan Legal Club of the Year (The REG Trigg Memorial Trophy)

First: Albany Surf Life Saving Club

Second: North Cottesloe Surf Life Saving Club

Third: Floreat Surf Life Saving Club



THANK YOU

SLSWA would like to thank all of our partners for their continued support throughout 2014/2015. Their ongoing assistance helps us realise and deliver our goal of saving lives and building great communities.



"Westpac is very proud of our 42 year partnership with Surf Life Saving Australia and has supported the Westpac Lifesaver Rescue Helicopter Service (WLRHS) in what is the longest corporate community partnership in Australia. It is the oldest civilian search and rescue service in Australia and has performed more than 70,000 missions nationally. Since its inception in 1973, no one has ever paid to be rescued. With a rescue fleet of 16 helicopters and 2 rescue boats across 13 bases nationally, the Westpac Lifesaver Rescue Helicopter Service is a vital extension of SLSA's front-line services."

Jay Watson, State General Manger, Westpac



"BHP Billiton is proud to be partnering with Surf Life Saving WA to make Western Australian beaches safer. The project to upgrade SLSWA's emergency and rescue communications network to a new state-of-the-art digital system will address communications black and brown spots at some of the State's most popular beaches. We see the contribution as a strong partnership between two proud supporters of our State, helping to protect the wellbeing of all WA beach-goers. As a member of the WA community for more than 40 years, we want to leave a positive legacy for future generations. We're proud to get behind initiatives like this to make a difference for the long-term."

Richard O'Connell - Head of Community and Indigenous Affairs, BHP Billiton Iron Ore



"Woodside, like Surf Life Saving WA, places a high value on safety and the wellbeing of communities and the environment. As Surf Life Saving WA's 'Safety Partner', Woodside is proud to have provided sun safe hats and new pocket sized Patrol Procedures Booklet for all patrolling surf lifesavers, long sleeved rash vests for Nipper Water Safety personnel and purpose-designed Personal Flotation Devices for all Inflatable Rescue Boat crews and jet ski operators. The focus of our partnership is on protecting surf lifesavers while they contribute their time and skills to keep the wider community safe at the beach."

Greg Mogan, Vice President Health, Safety, Environment and Quality, Woodside



"Safety is paramount for Wesfarmers and so our partnership with Surf Life Saving WA is a natural fit. We both want the people who make up our communities to have a wonderful quality of life and to be able to enjoy it safely. The beach is an integral part of that lifestyle and helping Surf Life Saving WA's emergency response teams make our beaches safer for everyone is a great way for our company to contribute."

Alan Carpenter, Executive General Manager, Wesfarmers Limited



"DFES is proud to partner Surf Life Saving WA who share our vision of building a safer community for all Western Australians. We are fortunate to have dedicated volunteers willingly giving countless hours to protecting local communities and helping to make our State a safer place."

Wayne Gregson APM, Commissioner, DFES



"I want to thank SLSWA for the tremendous work they do in keeping our beaches as safe, fun places for West Australians to enjoy. I am always delighted to watch the growth and sophistication of the surf movement, especially when a new Surf Club is built and comes on board. At DSR we have a strong relationship with SLSWA and I am proud of our involvement in supporting the programs and facilities. In particular I commend all the volunteers that drive "surf" and do such a great job for our community."

Ron Alexander, Director General, Department of Sport and Recreation



"Lavan Legal values its partnership with Surf Life Saving WA. We share Surf Life Saving's vision for developing a safer, stronger and healthier Western Australian community and we are proud to celebrate leadership in Surf Life Saving through our sponsorship of the Club of the Year award. We are committed to continuing our support in 2015 and beyond."

Dean Hely, Managing Partner, Lavan Legal



"Fremantle Ports has the highest regard for the contribution made by Surf Life Saving Western Australia. As an organisation that is also committed to safety and making a positive difference to the community, we are very pleased to be providing support to SLSWA."

Chris Leatt-Hayter, Chief Executive Officer, Fremantle Ports



"SLSWA is an important part of the community, which provides vital services to the many West Australians and tourists alike who use the beautiful coastlines each year. Crowe Horwath are proud to be associated with such an iconic West Australian organisation."

Mervyn Kitay, Chief Executive, Crowe Horwath Perth



"Surf Life Saving in Western Australia continues to provide an essential community service that is unique to the Western Australian culture and communities in which they exist and serve. Lotteryst is proud to continue our support of more than 80 years of such an iconic volunteer organisation at both a club and State level to assist our Surf Life Savers keeping our beaches safe."

Paul Andrew, CEO, Lotteryst



"Engine is thrilled to be part of WA Surf Life Saving... we have a genuine passion in the growth of surf sports and understand the role it plays in the community and water safety. Our team is passionate about the competitive aspect of surf lifesaving and we look forward to providing them with the latest swimwear technology and apparel. Our focus is simple, that is to provide the highest quality performance swimwear and apparel to surf athletes and clubs in WA."

Toby Haenen, Managing Director, Engine



"Our ground-breaking agreement with SLSWA reflects Lendlease's commitment to safety in all aspects of its global operations, as well as locally at Alkimos Beach. Western Australia's unique coastal lifestyle means that water safety is important for everyone, so we are proud to be partnering with SLSWA to deliver the BeachSAFE program – a coastal aquatic safety initiative that will help develop important life skills, and build awareness and confidence in local residents and our broader community. The three year partnership also brings an important SLSWA presence to Alkimos Beach and focuses on saving lives, building community capacity and will mean that Alkimos Beach will become Australia's first Surf Life Saving endorsed BeachSAFE community. Since the start of the Alkimos Beach programs in February 2015 more than 300 participants have been through the BeachSAFE school and community programs."

Anthony Rowbottam, General Manager, Lendlease Communities



"Many of us enjoy spending quality time with our friends and families on our beautiful Western Australian beaches, however, they can be treacherous without the heroic efforts of our volunteer lifesavers who are there to protect us day in, day out. Telstra is delighted and proud to support Surf Life Saving WA who provide this critical lifesaving service which ensures more WA families can safely enjoy our wonderful lifestyle."

Guy Champion, Area General Manager, Telstra WA



"Surf Life Saving has been an important part of my life for over 30 years. It is not until you are placed in a position to assist someone in a life threatening position, that you truly understand just how important the work that they do is. It is an honour to play a small part in helping this fantastic organisation continue its great work."

Grant Lilleyman, Dealer Principal, Metro Motors



"Healthway is very proud to be a major sponsor of Surf Life Saving WA supporting many thousands of West Australian surf lifesavers and citizens that participate in the SunSmart Surf Sports Program, Pool Rescue, Open Water, Junior, Senior and Country Carnivals and State Championships. Surf Life Saving WA have shown to be great ambassadors and a wonderful vehicle to promote and inform the West Australian Community about the importance of being SunSmart and leading healthy lives."

Maree De Lacey, Acting Executive Director, Healthway



"Dolphin Surf Craft is proud to be associated with SLSWA. Via our sponsorship of surf sport in WA we can give back to the grass roots level and ensure the emerging athletes are provided with the very best racing craft on the market."

Zane Holmes, Owner Director, Dolphin Surf Craft



"We couldn't be prouder to support Surf Life Saving Australia. We've been partners since 2003 and it brings me great pleasure to see the iconic red and yellow shirts sporting the DHL logo around our beaches. Surf Life Saving Australia shares a number of the values we hold dear at DHL: speed, passion and a can-do attitude. We're delighted to continue assisting Surf Life Saving in delivering safer beaches throughout Australia."

Gary Edstein, Senior Vice President, DHL Express Oceania



SURF LIFE SAVING
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