**Who did the survey**

It was interesting to note the biggest respondents of the survey were the following groups.

* Nipper Parent and Family 46.67%
* Active Patrolling Member 16.19%
* Social Member 15.24%
* Active patrolling and competing member 11.43%

**How was the survey communicated to members?**

* Social media both Instagram and Facebook with links
* Website story
* Green and White Broadsheet
* Direct email to members (by far the biggest uptake)

**What does the club need to improve most?**

This was very interesting and provided valuable information for club leaders as they plan for 2019/2020 and beyond.

It was the qualitative data that was the most interesting in this question and useful as we look to improve. Please find below a table and the initiatives that the board and club leaders are working on as a result.

**Effective communication**

This was a mixed bag of responses

* some felt that the communication had really improved over the last 12 months.
* some felt there was too much reliance on some mediums e.g.: Facebook.
* some felt there were to many different ways.
* some felt that each area needs its own platform.

**ACTION**

|  |
| --- |
| *The club is undertaking a review of communication methods by all areas of the club so we can determine just how each group currently communicates. This will then be analysed to see if there are gaps or obvious ways to improve. This information will then be communicated to members, displayed on the website and around the new clubhouse*. |

**Clubhouse Use**

* a need for a casual dining opportunity in the new clubhouse
* make the clubhouse a friendly, welcoming hub for members

**ACTION**

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| --- |
| *The club has introduced a House Committee to look at this area of the club as we move towards a new clubhouse. The representation on this committee is reflective of all sections of the club as well as expert business, hospitality and facility management experience.* |

**Development of surf sports**

* better integration of junior, youth and senior competitors
* introduction of all senior disciplines to junior and youth competitors so they are aware of opportunities

**ACTION**

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| *Dolphins has been extended to Under 17 and plans are in place to work more closely with the senior competitors. As part of the restructured Youth Development portfolio, new roles have been implemented including youth Talent Identification, leaders to focus on assisting our juniors to transition through the rest of the club and into senior competitions.*  *Plans are also being developed to integrate the various sections in the competition team more closely.* |

**Patrol and Anglesea Surf Rescue**

* more structure required when coming out of Bronze camps, SRC
* communicate more the reason why surf clubs exist – to keep the beach safe
* half day patrol shifts
* training options for parents and older members
* social events to form bonds so they wish to stay together and patrol
* link young people into decision making

**ACTION**

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| --- |
| *Patrols and Anglesea Surf Rescue (ASR)is currently being reviewed to improve the performance ad structure of this critical area of the club. ASR members were recently surveyed to understand I more detail how we can improve their experience and make it more attractive to current and new ASR members.*  One option currently being explored is for new bronze members, from the Bronze Camp to be allocated to ASR teams for the first few years as rookies on these teams. Further training options for parents and older members will be explored subject to demand and the availability of trainers.  More broadly a Youth Club Committee is being planned to provide an opportunity for our younger members to have input into the club decision making process whilst also delivering their own programs. |

**Nipper Program**

* Nippers was great thank you
* More nipper events/social events/parent events
* Healthier options after Nippers

**ACTION**

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| --- |
| *Dolphins training is continuing all year.*  *Working on a Nipper handbook for every Nipper /Nipper family.*  *We are currently speaking to a local fruit supplier and exploring more healthy food options.*  *More Nipper and Parent events are being planned as part of a wider focus on social events.* |

**Training and Member Development**

* Bronze Camp opportunities
* Clearer explanations of the life cycle of a member

**ACTION**

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| --- |
| *A pathway document is being developed which clearly explains what is available for members at particular ages.*  *Bronze camp dates are set and feedback is being considered.* |

**Membership Renewal Process**

* Frustrating, difficult
* Not ASLSC fault but we should pressure SLSA

**ACTION**

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| --- |
| *It is important to note that some elements are outside the club’s control, however we will continue to provide feedback to LSV an SLSA about the renewal process. The communication of membership renewal requirements is being reviewed to ensure that the requirements are clear and concise.*  *Following the successful roll out of the Express Membership Renewal Service in 2018 we will continue this again. The service makes it easier for members to renew, with the club’s administration team completing the membership renewal for you, at a small additional cost.*  *We are also exploring opportunities for specific membership renewal sessions, where you can come to the club and we will assist you to complete your membership renewal.* |

**Social events**

* polar bears should be recognised more and opened up to everyone
* beach party was successful and enjoyable
* welcome back event for ASR
* move events aimed at teens
* bring back the disco
* fri/sat night drinks at the new clubhouse
* age group events
* barefoot bowls

**ACTION**

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| --- |
| *A key focus for the coming season is an increase in social events. An event calendar is being put together for 2019/20 and all sections of the club have been asked for input. In addition to this we are exploring bringing back some of the old events as well as some new events for members to enjoy.*  *Polar Bears is currently open to all members and is conducted on the first Sunday of the month (generally) starting at 11.30am.* |

Thoughts on how we can better integrate with the local community!

* Promote lifesaving to local schools and sporting clubs
* More involvement with local community events
* Open clubhouse to local community groups
* Community ambassadors
* Presence at local markets

**ACTION**

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| --- |
| *The club will again be conducting the Regional Primary School Surf sports Carnival in November which involves about 300 primary school students from local and regional primary schools.*  *We will also continue to sponsor the Anglesea Primary School and have a stall at the Primary Schools annual fair. We will also continue to have a presence at the Riverbank market which was again well received last summer.*  *We are currently meeting with local businesses, community groups, sporting clubs and local and regional schools to explore opportunities to better interact with the local community.*  *.* |

**Summary**

Thanks, must go to all members who took the time to complete the survey and provide us with information that can shape the future of the club. It must also be noted that many members thanked the Board and Club Leaders for the terrific work they are doing and time they are volunteering. The members who won the Captain Moonlite vouchers and ASLSC shop vouchers have been contacted.

Thank you for contributing to the future of this great club we all love.