



## Circular 077:07:08

**To:** Presidents  
Club Captains  
Chief Instructors  
District Officers

**cc:** Secretaries

**From:** Brett Ellis  
General Manager - Lifesaving Operations

**Date:** 16 July 2008

**Subject:** LSV Club Membership Drive – October 2008 – January 2009

**Action:** Identify key personnel to attend workshops and register their attendance

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A sustainable and healthy membership is essential to the survival of Life Saving Victoria, it ensures our volunteers are patrolling our beaches and Victoria's aquatic industry is using our proven methods and education programs to keep recreational users safe. To increase and retain members LSV is proposing a new membership drive for the 2008/2009 summer period. A new visual identity for the membership drive is being created, and will be reflected within the existing LSV logo and visual identity.

It has also been recognised that there is a greater opportunity to expand the campaign to include the broader life saving membership and possibly leverage commercial opportunities, in order to gain media attention and the possibility of additional sponsorship. A media and promotions plan is currently being developed to leverage the membership campaign off next season's media commitments and programming. The marketing and media department will assist clubs with support for "localised" recruitment through regional and local mediums.

### **BACKGROUND:**

Presently 80 members is considered the minimum ideal number of active trained members needed to effectively and comfortably patrol a beach over an entire season.

19 of the LSV's 58 (32%) Life Saving Clubs have an active membership of less than 80 people; this is increased to 24 (41%) if active members under 15 are not considered.

In Victoria it is estimated that over 1,100 new active members join Life Saving Clubs each year. Between September 2008 and January 2009 LSV will be attempting to add an additional 1,000 active members producing a target active membership drive of 2,100.

The campaign will also see the finalisation and roll out of improved induction processes and resources. LSV will also be focusing on improving membership retention within the organisation; will see improved organisational efficiencies; and ultimately a greater skilled and more knowledgeable volunteer workforce.

## **AIMS:**

1. Assist clubs to increase membership to over 80 active members
2. Create awareness within target markets & public
3. Increase funds within clubs
4. Revamp image of LSV-'healthy and fresh,' promote to 18-30y.o. market through using already existing younger member i.e. member profiles within advertising.

## **THE CAMPAIGN:**

### **Timeframe**

- October 2008 to January 2009

### **Target Audience**

- To meet club recruitment requirements with a major focus on 18-30yr olds
- Demographics - male & female, uni students, full-time/part-time workers, parents, suburban/metropolitan/rural dwellers

### **Theme/title**

- New slogan: ***'Change your life, save another' Join. Learn. Support.***
- The membership campaign and this project will evolve around the bi line 'Join.'
- The bi-line of 'Join, Learn, Support' corresponds to the three different areas that people can participate in LSV

### **Join**

- Join a lifesaving club; become a member (Active Lifesaver, Lifesaving Sport, Youth & Administration)
- Join LSV as an 'Educational Service Member' and conduct aquatic safety training and education in your community.
- Join as an organisational member; businesses or organisations may want to join LSV to participate and support Victoria's peak water safety agency.

### **Learn**

- Undertake one of LSV's many training courses in first aid, bronze medallion, lifeguard etc. and acquire the skills and knowledge to potentially save a life.

### **Support**

- Donate money or time to LSV and support the various programs that assist in reducing aquatic related death and injury.
- Support by joining 'Guardians of the Surf,' an exclusive group of people who contribute regularly (monthly or annually) to support the vital work of our surf lifesavers.

## **IMPORTANT INFORMATION FOR CLUBS WISHING TO PARTICIPATE**

The membership drive is optional. Clubs wishing to increase their membership numbers should ensure appropriate people attend the recruitment workshops.

Clubs are encouraged to send three people to the workshops, namely a designated Membership Officer who will be managing the membership drive, the Chief Instructor and possibly the clubs registrar, secretary or administrator.

### **WHAT WILL BE COVERED**

Recruitment workshops are designed to prepare clubs for the campaign while covering a number of key aspects relating to managing a successful recruitment campaign at a local level.

- Targeting recruitment to meet club needs
- Recruitment tools – using media templates and websites
- Managing membership induction & training
- Recruitment and induction resources
- Managing membership retention

LSV will be providing light supper/lunch and refreshments for each of the workshop

### **RECRUITMENT WORKSHOPS**

There are three times available for participants to attend the recruitment workshop

Thursday 14 August	6.00 pm – 9.00 pm
Thursday 21 August	6.00 pm – 9.00 pm
Saturday 6 September	9.00 am – 12.00 pm

All sessions will be conducted at LSV at 200 The Boulevard, Port Melbourne

### **SURFGUARD WORKSHOP**

Surfguard training sessions will also be available on 6 September at LSV from 1.00 pm – 3.30 pm. Currently LSV is in discussion with SLSA to gain the assistance of a facilitator to assist in the program.

### **REGISTRATION**

For catering and resourcing purposes registration is essential.

Registration to attend the workshops can be made to Richarda Goodwin via email [richarda.goodwin@lifesavingvictoria.com.au](mailto:richarda.goodwin@lifesavingvictoria.com.au) or via phone (03) 9676 6934. Please simply state the club, date attending and names/numbers of participants.

For additional detail on this Circular contact: Brett Ellis – General Manager, Lifesaving Operations  
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