



Memorandum

To: NSW Clubs
From: Jenni Darwin, Club Services Manager
Date: 14/9/2023
Pages: 1
Subject: Clubs SMS Messaging Service

Following on from last years notification that the Telstra-sponsored SMS messaging service had come to an end, SLSA has identified a need for clubs to have access to a messaging service for non-critical SMS.

SLSA will continue funding time-critical SMS and has also been working with the SMS Messaging provider (MessageMedia) to be able to offer the clubs an SMS Text messaging services for non-critical messages at a discounted rate. Through this service the clubs will be able to send all those marketing type messages that they are currently not permitted to do through SurfGuard anymore.

MessageMedia have setup a signup landing page at the following link:

<https://lp.messagemedia.com/our-partners/surflifesavingau>

Clubs can sign up their own service which they will be billed directly for at the following rates:

- *2.5c to Australia Mobiles (industry average is normally around 6.8 cents per message)**
- *0.005c for Tracking Links**
- *12c for MMS (also discounted)**

MessageMedia will directly manage the onboarding of the clubs who choose to use the service for the non-critical SMS Messaging that they cannot use the SurfGuard service for.

SLSA is also granting approval under the SLSA IT Terms of use for clubs to extract member data (name and mobile number) from SurfGuard for the purpose of sending messages through the MessageMedia system.

Please note: This service is for non-critical messages such as marketing, notification of club events, meeting reminders etc. Clubs can continue to use SLSA's own messaging system in surfguard for time critical messages to members such as beach closures, emergency notifications, time critical patrolling information etc.