

# CLUB RECRUITMENT TOOLKIT



SURF LIFE SAVING  
NEW SOUTH WALES



# Recruitment TOOLKIT

Recruiting new members into your Surf Life Saving Club is a vital step in ensuring the club has the right people power behind it. Check out the following factsheets for information on key membership activities and resources that your club may like to implement, along with case studies showcasing practical club examples and suggested activities your club could undertake.

With a clear understanding of your club's position, these factsheets can assist you to run targeted, successful recruitment campaigns at your club.

Factsheets include:

- Quick Guide to using Canva
- Club Hosted Recruitment Events
- External Community Events
- Information Sessions
- Schools and Universities
- Recruitment Partnerships
- Media Recruitment
- Active Kids Promotion

Bonus: SWOT Analysis





# Spotlight on Canva

## Free Graphic Design Tool

Throughout this toolkit, you will find recommendations and suggestions to utilise graphic design program, Canva for creation of your club's promotional materials.

You can use Canva to create all your online and printed marketing needs: social media posts, presentations, infographics, reports, posters, brochures, signage, video montages. They also have a comprehensive Help Centre for all your editing and designing needs.

As a non-profit, your club is eligible to apply for a Canva Pro for Non-profits account, giving you access to all the premium features of Canva Pro at no cost.

We encourage you to use photos of your members, beach and club members in Canva, and SLSNSW has also put together a [Dropbox library of images](#) and resources, which you're welcome to download from and use when making your club's promotional materials in Canva.

Get started and discover what you can create with Canva Pro. For more information and to apply for a free Canva Pro account for your club, see here: <https://www.canva.com/canva-for-nonprofits/>

Check out the following page for handy how to guide on using Canva [www.dropbox.com/sh/s9p2sigc6ztjccd/AADm\\_V1kTsj3N2DLHq4egm01a?dl=0](https://www.dropbox.com/sh/s9p2sigc6ztjccd/AADm_V1kTsj3N2DLHq4egm01a?dl=0)



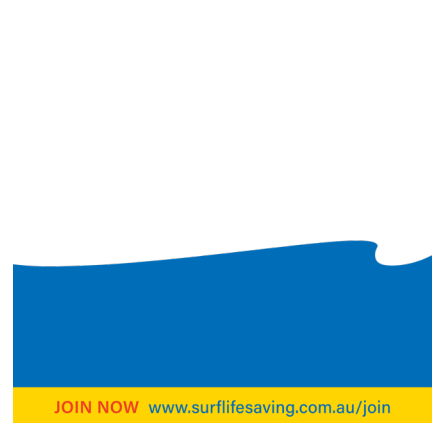
### OPTION 1

Post this as is.



### OPTION 2

You can add your own text here and use the supplied image.



### OPTION 3

You can add your own image and text here.

# Quick Guide to using

Canva

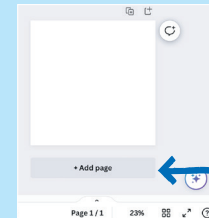
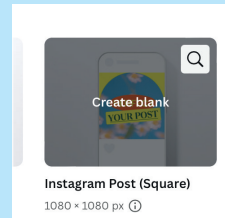
## STEP 1 - WWW.CANVA.COM

Head over to Canva and create a free account.

[www.canva.com.au](http://www.canva.com.au)

## STEP 2 - SELECT THE TEMPLATE

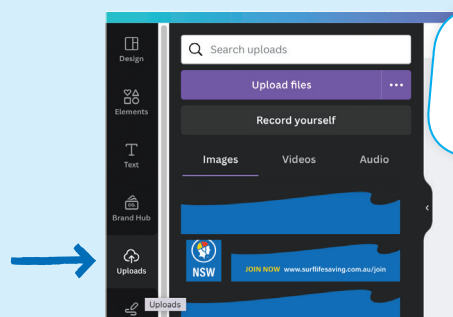
Create your first social media design by clicking on 'all templates' from the left column. Under the 'Social Media' tab and click on 'Instagram Posts (Square)'. Select 'Create Blank'



You can create multiple here

## STEP 3 - UPLOAD IMAGERY

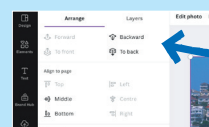
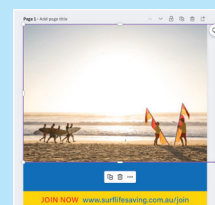
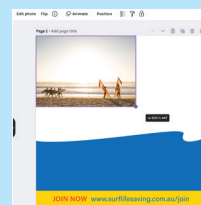
Click on the 'Uploads' button from the left column to locate and add your SLSNSW provided templates, imagery etc. This is also where you can add your clubs logo (a transparent .png file would have the best results) or alternately the SLSNSW social tag is available for use.



THIS IS WHERE YOU CAN ADD YOUR CLUB IMAGES & LOGO

## STEP 4 - DESIGN

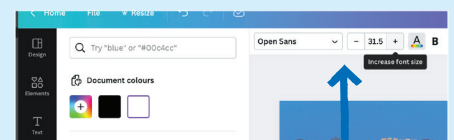
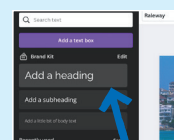
All uploaded imagery will now be found in your 'images' panel. Click, hold and drag the image across and drop it onto your blank canvas. You can resize images by clicking and dragging the dots on the corners. You can bring images to the front or send backwards by right clicking on the element you want to move, select 'layer' and the action you need.



Re-order the layers in your design.

## STEP 5 - ADD TEXT

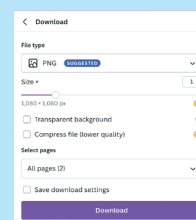
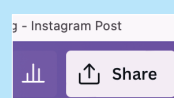
Select the 'text' tool on the left side to start adding words to your design. From here you can change the font, size and colour of your text.



This is where you can add & edit your copy

## STEP 6 - DOWNLOADING YOUR DESIGN

Once you are ready to download your completed post, go to the 'Share' button and make sure the file is set as a PNG. Click 'Download!'



Your file will appear where your downloads are sent on your computer.



# Recruitment Factsheet

## Club Hosted Recruitment Events

Club-Hosted Recruitment Events are activities that run within your club to increase membership numbers. Examples can include Come and Try Days, Bring a Friend to the club, Open Days or Lifesaving Showcases.

Events like these encourage the local community (and possibly farther afield) to come down to your club, where they can check out the facilities, meet and greet your members, or have a go at some of the fun activities Surf Life Saving has to offer. These events can be tailored to certain target groups to showcase what they could be involved in i.e. Come and Try 'Surf Sports' for the active minded population, or bring a friend to nippers, or an Open Day for families.

### Case Study - Open Day @ Umina SLSC

Umina SLSC held an open day and invited people to come along to find out more information about the club and its programs including Nippers, Lifesaving, Surf Sports, Silver Salties, Youth Programs, and Education. On the day, there were activities for families and children with sausage sizzle, face painting, RIP demonstration and little Nipper demonstrations where all kids were welcome to join in on the day.



## Planning Notes

### Before the event

1. Set up a planning committee (this would be a great project for younger members)
2. Book the event in your club calendar
3. Promote your upcoming event; social media posts, e-newsletter, flyers, posters, word of mouth
4. Plan your day; people, resources, activities, leaflets and any merchandise

### On the day

1. Welcome potential members who come to your club's event
2. Hand out any leaflets and merchandise and show them how to participate
3. Collect emails for follow up after the event to say thanks and invite them to join the club
4. Build a database - even if they do not join straight away, keep their email addresses and advertise your next event/course OR get them to 'like' your Facebook page for future information.





# Recruitment Factsheet

## External Community Events

External Community Events are existing events and activities that run within your local and surrounding area. These are a prime opportunity to engage and interact with non-surf club members and recruit them to your club. These events already have community traffic and are a great way to promote what your club does in the local community.

### Finding Local Community Events:

- Visit your local council website and look at the 'what's on' or 'upcoming events' section
- Google local events in your town
- Visit [timeout.com](https://www.timeout.com) and search your local area
- Check out your local newspaper and news
- Search local events in your area on Facebook

### Suggested Activities for Stall Holders

- Guessing competition e.g. for a donation guess how many red and yellow jelly beans in the jar (collect entrant details to contact winner at later date)
- Put your business card in the jar for the chance to participate in a Surf Life Saving experience
- Have a cardboard tablecloth and get people to write their postcode or suburb down
- Encourage people to take photos with members dressed up as lifesavers
- Print some Surf Life Saving Club facts onto thought bubbles and stick on your stall

### Case Study - Gone Fishing: Coastal Rock Fishing Safety Program

In 2023, a series of workshops delivered by Surf Life Saving NSW and supported by Department of Primary Industries, were held across the state targeting at-risk communities and aiming to improve drowning prevention.

Sessions featured experts including lifeguards, lifesavers, and local rock fishers where they explained essential rock fishing rules and guidelines, as well as shared their insights into building rock-fishing skills and staying safe.

Many families with children registered their attendance, where they were able to watch demonstrations to highlight the importance of wearing current and well-fitted lifejackets, as well as partake in beach safety games to keep the kids entertained.

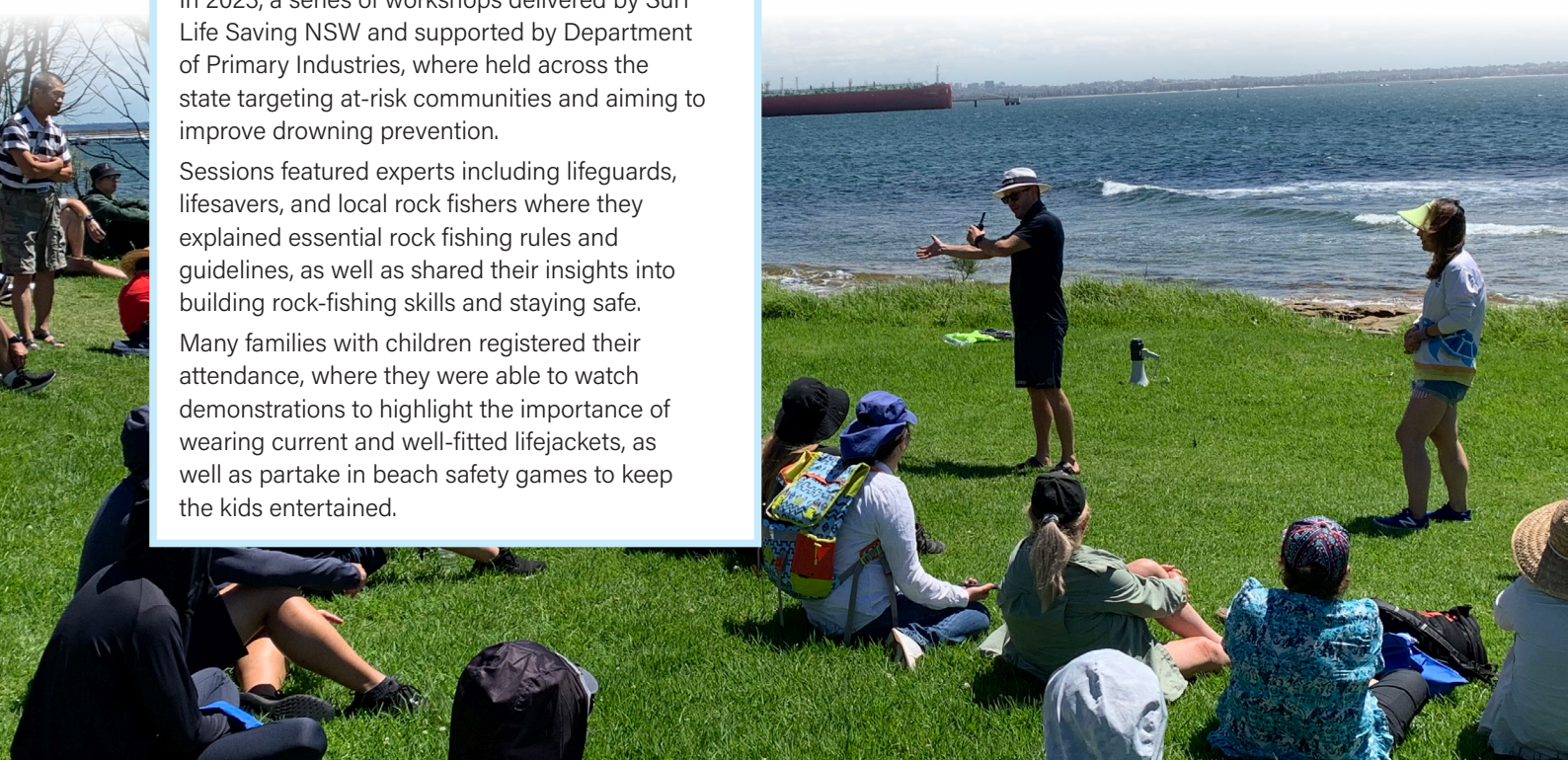
## Planning Notes

### Before the event

1. Find the event/s (some suggested avenues listed)
2. Book the event by getting in touch with the event organiser (note if fees are charged)
3. Promote your attendance; social media posts, newsletter, word of mouth
4. Plan your day; people, resources, activities, leaflets and merchandise

### On the day

1. Hand out leaflets, information and merchandise
2. Utilise activities to increase engagement and to collect contact details for your database (examples listed below)
3. Build a database – even if they do not join straight away, collect email addresses to register their interest and advertise your next event OR encourage them to Like to your social media to find out more about your club.





# Recruitment Factsheet

## Information Sessions

Club Information Sessions are quick, engaging events that promote Surf Life Saving and explain the various ways that adults and young people can get involved. The idea is for potential members to join your club while at the event if possible. Make sure you bring along membership forms, a tablet/device for online registrations, and sufficient information for members to read and take home.

Information events should be short, accessible, and best held at times suitable to your target population i.e. evening sessions after work hours for bronze medallion courses, weekends for nippers and families. With the rise in technologies like zoom, you could even consider holding an online Q&A style event!

### Case Study – Bronze Medallion Course

Dee Why SLSC host an evening information session prior to their Bronze Medallion courses starting. In their promotion they highlight the fun, social and fitness aspect of getting involved, with a handy QR code which links to more information.

These types of information sessions provide an opportunity to encourage new members to come to the club, find out more information, clarify any prerequisites and a chance to meet fellow members. It's a highly engaging (and low commitment) step for new members to take to join the club!



## Planning Notes

### Before the event

1. Develop an engaging presentation with details about your club, how to join, the many ways people can get involved and the benefits of being a member
2. Promote the event via social media, local community, schools etc
3. Plan your event; an enthusiastic presenter, engaging presentation, resources, run sheet, catering etc.

\* The [SLSNSW YouTube Channel](#) has lots of great videos which showcase Surf Life Saving

### At the Event

1. Hand out leaflets, information and merchandise
2. Try and sign attendees up for the next course or club activity
3. Collect emails and follow up with them after the event to say thanks and invite them to join the club
4. Build a database – even if they do not join straight away, keep email addresses and advertise your next event/course OR get them to Like to your social media pages for future information.



# Recruitment Factsheet Schools and Universities

It is a great idea to link up and create partnerships with local schools and universities. These partnerships can be formal arrangements e.g. where potential members come to the club and receive surf lifesaving training, education and volunteer opportunities, or informal arrangements such as one-off recruitment talks at Universities or distributing flyers and posters through school newsletters or networks.

## Templates

- SLSNSW [Sponsorship Guide](#) including agreement templates
- [Contact SLSNSW](#) for template letters, guides, and support to engage with schools, Universities and TAFEs

## Case Study – Beach Ocean Safe (BOS) Program

A collaboration between the University of NSW Health Unit and Coogee SLSC's Community Education team; the Beach Ocean Safe (BOS) Program, was piloted in 2023. This program provided an opportunity for those from a wide range of backgrounds – specifically international students and people from culturally and linguistically diverse (CALD) communities – to develop and refine their ocean skills in a nurturing environment.

Primary learnings were how to enter the ocean and manage waves; how to dive under waves; and how to float, tread water and dive under the water. This was supported by CPR and First Aid training and theory sessions on rip currents, waves, and beach hazards.

## Planning Notes

1. Find your local schools/TAFE/University (via Google maps or Department of Education)
2. Communicate with the most appropriate person (PDHPE or Duke of Edinburgh Coordinator, Student Union representative etc.)
3. If you are looking at a formal, long-term partnership consider creating an agreement detailing what each party will provide e.g. 1x Bronze Medallion course per year, a donation of funds, opportunity to promote to their networks
4. Track and report back on outcomes e.g. how many Bronze members trained, hours patrolled, awards attained etc. This will enable you to highlight and showcase the value of the partnership.





# Recruitment Factsheet

## Recruitment Partnerships

It is a great idea to create partnerships with local businesses, sporting groups or community service providers. A mutually beneficial partnership can work where both parties benefit from additional members, cross organisational training such as First Aid courses or yoga sessions, or discounted membership between the two groups.

### Examples include:

- Sports clubs
- Local Volunteer providers/Centres
- Local businesses
- Emergency Services (SES etc)
- Local Gyms
- Men's Sheds
- RSLs
- Sport and Recreation Centres

## Planning Notes

1. Use the suggested examples listed to find appropriate groups in your local community
2. Ask current members if they are involved in any of these groups and find a local link or contact
3. Communicate to an appropriate contact – send an email, letter or make an appointment or
4. Create a welcome to the club for new members – make sure their membership offer is delivered.

### Case Study – Swim Brothers become Surf Lifesavers

On Sunday 31 July 2022, Surf Life Saving NSW and the [Swim Brothers](#) group delivered a ground-breaking, culturally sensitive lifesaver training program at Wanda Surf Life Saving Club. The day saw a group of Muslim men complete their Bronze Medallion training and become fully-fledged surf lifesavers.

The men embarked on this journey over many months, with much of the course's theory and First Aid components taking place at Ruth Everess Pool in Lidcombe (the location of the Swim Brothers group training squad) following a preliminary swim and introduction session at Gunnamatta Bay earlier this year, the course was paused for Ramadan to allow participants to fast and adhere to their faith.

An MOU between Surf Life Saving NSW and the Swim Brothers will see more people from culturally and linguistically diverse communities join clubs throughout NSW and train to become surf lifesavers.

Read more [here](#).



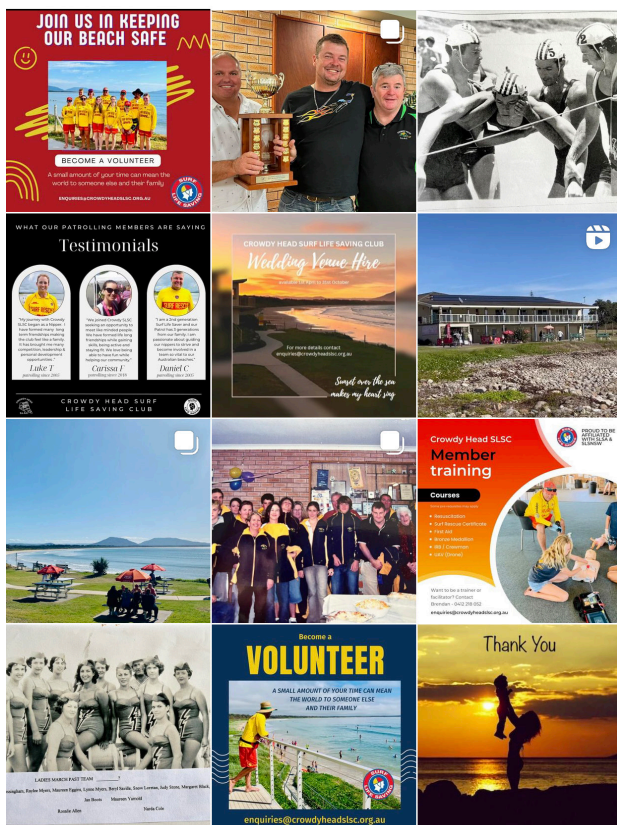
# Recruitment Factsheet

## Media Recruitment

Recruiting using media is a great way to promote your club, opportunities, and courses available to potential new members. There are many different types of media including newsletters, posters and flyers, media releases, websites, and social media. Media recruitment can be free or paid depending on the platform used.

### Case Study – Crowdy Head SLSC

Crowdy Head SLSC has successfully utilised a social media highlighting the many roles and programs offered to all its members while showcasing the club's inclusivity. The campaign uses a variety of social tiles to highlight and promote the range of pathways available to members. The tiles have consistent club branding, are clear and concise, and great engagement. Check out their Facebook page.



### Planning Notes

When creating media pieces:

1. Use a powerful, catchy headline
2. Write clear and concise; keep the message short and simple
3. Include key messages that will resonate with your target group e.g. family friendly, junior focused
4. Utilise graphics and images that will reinforce your club's brand e.g. logo, club colours, photos
5. Highlight any contact details e.g. club website, social media page, email





# Recruitment Factsheet

## Active Kids Promotion

[Active Kids](#) is a NSW Government initiative where two (2) x \$100 vouchers are provided to families to contribute to the cost of their children's participation in sport and active recreation each year. The voucher can be redeemed against payment of membership or fees associated with Surf Life Saving Clubs. This is a great tool to increase recruitment of members under 18 years.

Your club may also wish to create an 8-week summer or school holiday nipper program which encourages new members to come and try surf lifesaving and use their Active Kids voucher.

For more information on the Active Kids Program or how to redeem vouchers, please visit the [Active Kids page](#) on the SLSNSW Website

### Planning Notes

When recruiting school aged children into the surf club, promote that you are an Accredited Active Kids Provider and that vouchers can be used at your club. You can do this through:

- Recruitment flyers and posters
- School or community newsletters
- Facebook posts and tiles
- Any recruitment media

### Case Study – Cooks Hill SLSC

Cooks Hill SLSC has been an active promoter of the Active Kids Program, promoting the use of the vouchers through their online channels. By encouraging members to bring their Active Kids Voucher to the pop-up rego open day, it is clear to new and existing members that these vouchers can be used at the club.



# So... you have people interested. What next? **Welcome your members and be kind!**

## Being a Welcoming Club

A strong membership base is important for clubs to grow and develop, so attracting new members and retaining the members you have should be a top priority. How new and current members view your club and its culture is very important.

It can be difficult for people to join a club, especially if they have a preconceived idea about what the club is like (whether those beliefs are true or not). So, it's crucial to show both new and current members that your club is welcoming and inclusive, with a positive club culture.

## What is a club 'culture'?

A club's culture is made up of the values and beliefs of all its members. A positive culture is where members and volunteers feel appreciated and supported. This is what will help attract members and volunteers.

## What is an 'inclusive' club?

Inclusive clubs welcome everyone, no matter their age, gender, race, sexuality or ability. They make sure all members can participate at the level they choose. At an inclusive club, the environment is safe, friendly, and free from any form of harassment or discrimination.

## How can you be a welcoming club?

Questions to ask yourself:

- How do they contact you? (Website, phone, social media)
- Is it clear who they need to contact? (Ideally there is an allocated person or committee responsible for member onboarding)

- Will enquiries have a fast response? (if not set and automatic responder to let them know when they will hear back)
- What sort of introduction will they get to the club? (Are new members contacted as soon as they apply, does someone arrange a day/time to welcome them around the club)
- What beliefs or barriers might they have?
- Do they know what to expect?

Now consider those questions from **different perspectives**: a child or young person, an Indigenous person, someone with a disability, someone for whom English is not their first language, someone who identifies as LGBTQIA+.

## Do you have a Welcoming Officer?

It may be helpful to have a key person within the club who looks after new members, they may officially welcome them, induct them and offer support and advice. Having a key person to look after this may relieve pressure from other members or the committee.

There are many ways you can get your club ready for new members, and engaging in a range of activities will help your club to recruit and retain a diverse, happy array of members. Reach out to the [SLSNSW Membership team](#) for more individual support with your recruitment campaign and requirements.





# Recruitment Brainstorm

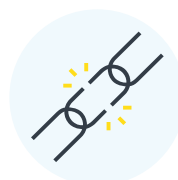
## SWOT Analysis

When planning recruitment activities to undertake at your club, conducting a Strength, Weakness, Opportunities and Threat (SWOT) analysis at your club helps you identify what you do well, what could be going better, and highlights where you can focus your energy and attention for result.



### Strengths

Characteristics or attributes that give your club an advantage over others



### Weaknesses

Characteristics or attributes that place your club at a disadvantage.



### Opportunities

Factors or circumstances that could be advantageous to your club



### Threats

Factors or circumstances in the environment that could cause trouble for your club

Using a matrix table like the below, you can conduct a SWOT analysis to assess your club's current position. Completing and examining the aspects of your SWOT, will help your club to look at ways to:

- build on your strengths
- improve your weaker areas
- try head off threats
- take advantage of opportunities

	HELPFUL	HARMFUL
INTERNAL	<p><b>Strengths</b></p> <p>What does your club do well? What unique resources or expertise could you draw upon? What do your members see as your strengths?  <i>e.g. Our club is family friendly</i></p>	<p><b>Weaknesses</b></p> <p>What could your club improve on? Where do you have fewer resources than others? What do your members think your Club could do better?  <i>e.g. We have a lack of age managers</i></p>
EXTERNAL	<p><b>Opportunities</b></p> <p>What opportunities are open to your club? What external factors could you take advantage of? Can you turn your strengths into opportunities?  <i>e.g. New, upcoming housing developments are attracting more residents to the local area</i></p>	<p><b>Threats</b></p> <p>What threats could harm you? What is your competition doing? Are any of your weaknesses exposing your threats?  <i>e.g. Our beach often experiences extensive sand erosion, in turn affecting the 'on beach' activities we run</i></p>

Be sure to look for potential links between the quadrants of your matrix, and what ideas could be developed from the connections. Could you use some of your strengths to protect from possible threats to member retention? Could eliminating or flipping how you view some of your weaknesses open any opportunities to recruit more people to join your club?

Remember to ask **where** you want your club to be, **how** your club could get club there, and **what** could be stopping you from reaching your goal.

# DIY SWOT Analysis

	HELPFUL	HARMFUL
INTERNAL		
EXTERNAL		

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