



9 August 2017

Mr G Bird  
Manager, Corporate and Community Services  
PO Box 606  
COTTESLOE WA 6011

Dear Garry

**North Cottesloe SLSC – Centenary Year 2018-19**

I refer to previous discussions with respect to the above and confirm our request to be placed on the Agenda for the Council meeting on Tuesday 15 August 2017 to allow us the opportunity to present to Council on planned activities and seek Council support.

Please find attached a copy of the presentation that we will be presenting to Council on the night which we are happy to be circulated in advance.

Presenting on the night will be Kelly Moss (Chair of our Centenary Committee) and Niall Warren (Centenary Committee member).

If further information is required, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rick Smith'.

Rick Smith  
General Manager



# **North Cottesloe SLSC Centenary Celebrations 2018 - 2019**



- 1. Centenary Book**
- 2. Club Video**
- 3. Events**
- 4. Fundraising**
- 5. Town of Cottesloe Support**

# CENTENARY BOOK

- 100 Year History Book to be published incorporating the original manuscript published in 2003.
- Similar format/design to the original history book and will be approximately twice the number of pages (300 pages).
- Georgina Barker has been selected as the Head Writer.
- Interviews are being conducted with key club members along with forums for members to contribute their information and stories. A web portal is available for members to upload information and photographs.
- \$40,000 Grant received from Lotterywest means the project is self funded.
- Book to be launched at Opening Event October 2018



# CLUB VIDEO

- To be used at key events during the Centenary Year, particularly the Gala Event, and can also be used for promotional activity, sponsor presentations etc in the future.
- Current and historical footage to be used along with interviews with a diverse number of key club members to talk about “What North Cott Surf Club Means To Me.”



# EVENTS

- Opening Event
- Surf Sports Event
- Women in Surf Event
- Gala Event

# PURPOSE

To recognise the unique nature of the milestone and capture the sense of occasion by presenting a series of events that engage a healthy cross section of both the membership and greater community.



# VISION

To create events that:

- Engage with as many of our local community members as possible
- Attract distinguished guests from National, State and Local Governments
- Attract representatives from the National and State bodies of SLSA
- Attract as many current and past members as possible



# OPENING EVENT – October 2018

- A traditional opening ceremony that marks the occasion through a series of short speeches, recognitions and culminating in a symbolic opening flourish.
- Critical Mass Spectacle – that draws on the colour, pageantry and icons that define the SLSA movement.
- Program of events to include march past & sail past of SLSA water craft and an opportunity for all attendees to participate in a highly unique photo opportunity.
- The Main Event - a flyby and / or air show presented by the RAAF or SAS
- Open House & Club Reunion – an opportunity for members old and new to engage with each other and the local community.
- Tours of the club, rides on various surf craft, beach activities, music, food and beverage will all be part of the closing stanza





# SURF SPORTS EVENT – December 2018

- The Club to host a full SLSWA carnival at North Cott Beach.
- This will most likely be held over two days to accommodate all activities at North Cott given the limited capacity of our beach.
- Invitation to local schools and community in general to attend and view competition activities.
- Provisional approval received from SLSWA with dates to be confirmed in 2018.



# WOMEN IN SURF – February 2019

- A celebration of the women of North Cott SLSC, with a high profile guest speaker, potentially high profile female athlete.
- 250-300 people expected to attend.
- Recognition of the importance of women in the surf life saving movement and in the North Cott Club specifically.
- Open house for local community to view memorabilia and participate in celebrations.



# GALA DINNER – May 2019

- The grand closing event of the Centenary Season.
- A target of 500 guests to celebrate our club's rich and wonderful 100 year history.
- Local Venue discussions underway.
- A recognised high profile MC to be engaged to give the event the gravitas it deserves.
- Fundraising mechanic – silent auction and live auction – **QUALITY** memorabilia or experiences to offset event costs.
- Professional event production utilised to ensure the look and feel is a quality event to drive ticket sales.
- Marketing of the event early to commence at the launch.



# FUNDRAISING

- Current club sponsors have been approached along with an email to the general membership requesting donations.
- Aiming to raise \$100,000 to underpin planning. Concept of gaining 10 Foundation Partners at \$10k each.
- \$41,250 received to date from sponsors and member donations.
- Additional fundraising required.



# Town of Cottesloe – Support Requested

**Cash Donation \$10,000**

## **In Kind Support**

- Assistance with securing high profile local, state and national politicians and dignitaries
- Assistance with necessary event approvals (eg fly past at opening event)
- Assistance with community engagement and promotion of activities (eg promotion on web site, social media, newsletters and other relevant publications)
- Traffic Management for opening Event and Surf Sports Carnival



# THE CENTENARY LOGO

PMS 280 C

