



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





## North Cottesloe Surf Life Saving Club Centenary Season Submission to Town of Cottesloe

### History

The North Cottesloe Surf Life Saving Club, established in 1918, has participated in the history of the Surf Life Saving movement as a whole, sharing in fortunes and misfortunes over the decades.

It has a unique story – one firmly grounded in the sandy hinterland of its beach-side home, and in the lives of the people who lived there and joined over the years.

The thirty-five members, eighteen men and seventeen women, who formed the Club in the first year have now grown to over two thousand.

It is a dedicated volunteer organisation which shares Surf Life Saving Australia's mission to save lives, create great Australians and build better communities.

The vision statement of the NCSLSC is to be the club everyone would like to:

- depend on for water safety
- have in their community
- belong to
- be trained by
- compete for
- support

In the 2016/2017 season alone, the club's volunteer members have:

- Performed over 9600 hours of voluntary surf life saving patrols
- Provided water safety at major events
- Trained over 200 new members in the various surf life saving awards
- Taught essential water safety and surf skills to over 600 children and their parents

## **Value to the Community**

Surf life saving clubs are unique in that they are not just sporting or social clubs. They provide an incredibly important service to the community by providing voluntary surf life saving services and training members and the broader community in life saving skills.

Research commissioned in 2011 reported that the total value to the Australian economy of Surf Life Saving's coastal drowning and injury prevention efforts in 2009/10 was an estimated \$3.6 billion.

North Cottesloe's beach extends from Eric Street in the south to Grant St in the north. From October to April each year, the club enters into an agreement with Town of Cottesloe and Surf Life Saving WA to patrol the beach on set days of the week including weekends and public holidays. On those particular days the club's patrolling members can, and do, go beyond our boundaries as required.

In addition to its life saving services, the club provides an important place for its members and the broader community to socialise, recreate, exercise, meet and belong. The physical and mental health benefits of being a part of community groups such as this are now widely recognised.

## **Centenary Events**

In the 2018/2019 Season, the club will celebrate 100 years of service to the community.

The Centenary Committee was formed in 2015 and has developed a series of events to be held over the 2018/2019 summer season to celebrate this historic milestone.

### ***Purpose is 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 is 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*

## **100 Club History Book**

The 100 Year History Book project has been underway for some time and will be launched at the Centenary Opening Event in October 2018. The book will incorporate the original manuscript published in 2003 with the club's most recent history added. A head writer has been appointed and 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 and the community to upload information and photographs.

The club was successful in its application for funding to Lotterywest and has received a \$40,000 grant towards the writing and publication of the history book project.

### **Opening Community Celebration – October 2018**

- The showcase community event to kick off the centenary celebrations. Free entry open to the public and members.
- A traditional opening ceremony that marks the occasion through a series of short speeches, recognitions and culminating in a symbolic opening flourish.
- 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.
- Significant media campaign to create awareness of the event will be undertaken.

### **Surf Sports Event – December 2018**

- The club will host a full SLSWA carnival at North Cott Beach to showcase the action, skill and excitement of surf sports.
- 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 (free of charge) and view competition activities.
- Provisional approval received from SLSWA with dates to be confirmed in early 2018.

### **Celebration of Women in Surf – February 2019**

- An opportunity to celebrate the important role that women have played at North Cottlesloe SLSC and the surf life saving movement.
- A high profile female guest speaker will be the main highlight of the event.
- This event is equally aimed at younger and older women and tickets will be available to members and the general public.
- Planning is also underway to have a memorabilia display as part of this event and also coinciding with the Sculptures by the Sea event if possible.

### **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 and 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.
- Opportunity to acknowledge sponsors and supporters.

## **Fundraising**

The Centenary Committee set a target to raise \$100,000 to underpin the planning and delivery of the Centenary Season with the concept of gaining ten Foundation Partners at \$10,000 each. Four Foundation partners have now been confirmed along with a \$20,000 commitment from the club's board of management to the project. Along with some other smaller donations and fundraising, the total now raised is approximately \$60,000.

## **Request to Town of Cottesloe**

### **Foundation Partner**

The Club respectfully invites the Town of Cottesloe to become one of the Foundation Partners of the North Cottesloe Surf Life Saving Club's Centenary Season. As the club's local government partner, we see this is a wonderful opportunity to celebrate and recognise the important role that the club has played in the Cottesloe community for the last 100 years and our long history of working together to serve the community.

If the Town of Cottesloe agrees to become a Foundation Partner, the club would allocate the funds received from the Town of Cottesloe towards the costs of delivering the Opening Community Celebration. We feel this is the most appropriate use of any funds received from the Town of Cottesloe as this is a free event open to all members of the community. A budget for this event is included at the end of this document.

### **Benefits of becoming a Foundation Partner**

- ✓ Recognition throughout the Centenary Season from October 2018 - May 2019
- ✓ Name on Centenary Supporters Club Honour Board
- ✓ Beach Flags (4) displayed during season 18/19 with all Foundation Partners name or logo
- ✓ Brand representation on Centenary webpage, correspondence and selected apparel
- ✓ Corporate invitations to all official CYC events
- ✓ Two tickets to Gala Dinner
- ✓ Formal recognition and memento presentation at Gala Dinner

### **In-Kind Support**

The club also wishes to ask for in-kind support from the Town of Cottesloe to assist with the delivery of certain aspects of the centenary events including:

- Assistance with invitations to 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

## **Opening Community Celebration Budget**

<b>Cost Centre</b>	<b>Purpose &amp; Application</b>	<b>2018 Budget</b>
Staging, Shelter & Production	Focal point of presentation, communication and entertainment throughout the event	\$8,000
Temporary Seating & Toilet facilities	Provision for larger viewing attendance incorporating senior and universal access patrons	\$5,000
Sound & Communication	Public address for up to 5k patrons / mobile comms for event management and emergency services	\$4,000
Crowd Care & Traffic Management	Provision for safe, managed ingress & egress of all patrons CCB, traffic management, ambulance and first aid services	\$5,000
Look & Feel	Flags, banners, propping & other	\$4,000
Advertising & Promotion	Print & electronic advertising, programmes, signage & other	\$5,000
Event logistics & Manpower	Bump In / Out, Transportation, food services & sanitation	\$3,000
Entertainment	Music, kids activities etc	\$2,000
Contingency	Inflation / cost overrun /	\$3,000
<b>TOTAL EXPENSES</b>		<b>\$39,000</b>

### **For any further information please contact:**

Rick Smith  
North Cottesloe SLSC General Manager  
9284 2626  
[manager@ncslsc.com](mailto:manager@ncslsc.com)

Kelly Moss  
North Cottesloe SLSC Centenary Committee Chair  
0434 432 825  
[kelly@platinumbags.com.au](mailto:kelly@platinumbags.com.au)



7 September 2017

Cr Jo Dawkins  
Mayor  
Town of Cottesloe  
PO Box 606  
Cottesloe WA 6911

Dear Madam Mayor

**North Cottesloe Surf Life Saving Club Centenary 2018-19**

I refer to the presentation made to Council on 15 August with respect to the Club's centenary to be celebrated in the 2018-19 surf life saving season.

At the presentation, Council asked to be provided with a copy of the Club's audited financial accounts in order to consider the Club's request that the Council provide financial support in becoming a foundation partner for the centenary year activities.

I have pleasure in enclosing:

1. Formal submission/application for financial and in-kind support
2. A copy of the Club's Annual Report, adopted at the Club's Annual General meeting on 27 August 2017 which contains a copy of the audited accounts at pages 48-55 of the report.

With respect to the audited accounts, the following needs to be considered:

1. The Club, through the generosity of sponsors and members, has a facility that it owns. This facility, whilst a terrific asset to enable our volunteers to carry out important community services, (water/beach safety, community first aid etc) will require considerable maintenance over the coming years. The Club each year therefore has been prudent in attempting to operate at a surplus of approximately \$100,000 in order to provision for such future maintenance. It should be noted as well, that unlike many of the other surf life saving clubs in the Perth metropolitan area, club facilities have not been funded by the Council but by the club itself, obviating the need for the Council to invest potentially millions of dollars in important infrastructure.
2. It is anticipated that in this fiscal year (2017/18), the club will replace the roof of the facility (and the Blue Duck) costing in the order of \$55,000. Other building equipment maintenance and repairs are anticipated to be in the order of \$84,000 this fiscal year alone.

3. In accordance with prudent financial management, the Club believes that its cash reserves are appropriate given its asset base and need to undertake routine and restorative maintenance over the years to come.
4. There is money in a Club Development fund that has been donated to the club for the specific purpose of undertaking Club athlete/competition programs and services and the purchase of equipment for this purpose. These funds are quarantined and are not available for other purposes.

We look forward to hearing from Council on the outcome of our application and hope the Council is able to join with the Club as a foundation partner to celebrate this significant milestone with the Cottesloe community at large.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rick Smith', with a stylized flourish at the end.

Rick Smith  
General Manager