



Provision of Lifeguard Services

Cottesloe Beach

2016-2019



AUSTRALIAN
LIFEGUARD
SERVICE



Surf Life Saving Western Australia has provided professional lifeguard services to the Town of Cottesloe for over a decade. Located on Cottesloe Beach, the service is operational between 6am and 6pm, Monday to Friday from October 1st to April 30th annually.

The Cottesloe Surf Life Saving Club provides volunteer surf lifesaving services over the weekends and public holidays during the peak summer period.

Key Points

- 2 x Professional Lifeguards on duty during designated hours
- Use of high profile on-beach observation tower
- Capture of beach data to help inform Town of Cottesloe about beach use
- Working with State Government through the Shark Mitigation Strategy - two lifeguards funded and operational for the period of 6am to 8am, Monday to Friday, November 1st to April 30th across the period of November 1st 2012 to April 30th 2017

State Government Funding – Shark Mitigation Strategy

The State Government Shark Mitigation Strategy funding expires on April 30th 2017. Surf Life Saving Western Australia will be working with the State Government to have this funding renewed. As such, we will be seeking the support of the Town of Cottesloe in maintaining this important funding.

Given the forecast end of the funding at April 30th 2017, the proposed pricing for the years of 2017/18 and 2018/19 do not include this funding.

We have however provided the indicative proposed pricing should we have the funding renewed.



Cottesloe Beach, 13th of January 2016

Proposal for 2016 – 2019

Surf Life Saving Western Australia wishes to continue providing professional Lifeguard Services to the Town of Cottesloe and propose to do so for the next three years.

Surf Life Saving Western Australia Lifeguard Services would include:

- 2 x Professional Lifeguards on duty during designated hours
- Provision of an additional Lifeguard from 10am to 6pm for the peak December/January school holiday period
- Use of high profile on-beach observation tower to enhance safety of beach users
- Allocation of a Lifeguard Captain to improve service delivery
- Access to new Surf Life Saving WA digital radio communications network which provides improved coverage, GPS positioning and is linked back to a new Surfcom facility at Balcatta
- Continuing capture of beach data to help inform Town of Cottesloe about beach use
- Supported by Wesfarmers Lifesaver Jetski team
- Supported by Westpac Lifesaver Rescue Helicopter

Additional Service Request for 2016 – 2019

The 'Sculptures by the Sea' event has continued to grow and as a result of the significant numbers of people in attendance; no apparent first aid infrastructure provided; and concurrent increased number of people in the water, it is evident that we need supplement our service at this time.

Surf Life Saving WA request that an additional Lifeguard be provided for the period of 10am to 6pm for the eleven (11) weekdays during which the event is held.

The cost of this is as follows:

Season Year	Event Dates	Cost
2016-17	3-Mar - 19th Mar	\$2661.12
2017-18	3-Mar - 19th Mar	\$2740.95
2018-19	3-Mar - 19th Mar	\$2823.17

Note: These costs have not been included in the costing proposal below.



Costing Proposal for 2016 – 2019

Proposal 1: Inclusive of State Government Shark Mitigation funding for 2016/17 and discontinuation of this funding in 2017/18 and 2018/19.

Season Year	Season Dates	Cost
2016-17	1-Oct - 30th Apr	\$205,935.35
2017-18	1-Oct - 30th Apr	\$215,987.61
2018-19	1-Oct - 30th Apr	\$218,650.96

Proposal 2: Inclusive of State Government Shark Mitigation funding for 2106/17 and continuation of this funding in 2017/18 and 2018/19.

Season Year	Season Dates	Cost
2016-17	1-Oct - 30th Apr	\$205,643.62
2017-18	1-Oct - 30th Apr	\$204,355.40
2018-19	1-Oct - 30th Apr	\$206,825.31

It is proposed that once Surf Life Saving WA receives determination in 2017 from the State Government regards the status of this funding Surf Life Saving WA will notify the Town of Cottesloe in writing.



LIFEGUARD ACTIVITY REPORT

Cottesloe Beach
2015-2016



AUSTRALIAN
LIFEGUARD
SERVICE



CONTENTS

CONTENTS	2
BACKGROUND.....	3
Coastal Death Analysis.....	3
SERVICE UPDATE.....	5
Lifeguard Captains	5
Digital Radio Network.....	5
SurfCom	5
DEFINITIONS	6
STATISTICS COMPARISON.....	7
Preventative actions.....	7
Rescues.....	8
First aids.....	9
Attendance.....	10
SIGNIFICANT CHANGES.....	12
Surveillance Towers.....	12
SERVICE COSTS FOR 2016-17.....	Error! Bookmark not defined.
RECCOMENDATIONS.....	Error! Bookmark not defined.
SERVICE PROFILE SUMMARY	13

BACKGROUND

The Town of Cottesloe has contracted its paid lifeguard services at Cottesloe Beach to Surf Life Saving Western Australia (SLSWA) for over a decade. The service is operational between 6am and 6pm, Monday to Friday from October 1st 2015 to April 30th 2016.

The Cottesloe Surf Life Saving Club provides volunteer surf lifesaving services over the weekends and public holidays during the peak summer period.

The Wesfarmers Lifesaver Jet ski Team (formally Emergency Response Team) provides Jet Ski support to both the volunteer lifesavers as well as the paid lifeguards at Cottesloe Beach.

Coastal Death Analysis

There has been one (1) coastal drowning death within the Town of Cottesloe since September 2008. The drowning death occurred at Cottesloe Beach.

- Male
- Activity: swimming/wading
- 55+ age group
- Australian

There has also been two (2) coastal deaths at Cottesloe Beach in 2011 and 2013, a breakdown of the deaths are below:

- All Male
- Age groups:
 - 25-54 age group
 - 55+ age group
- Nationality:
 - Australian
 - English
- Activity:
 - Swimming/wading
 - Kite surfing

Drowning can be significantly reduced due to the increased presence of lifeguards and lifesavers. Also, major injuries such as shark attacks, cardiac arrest etc., have an increased rate of survival by having a First Responder attending. Both the paid lifeguards and volunteers are registered as a St John Ambulance First Responders and can respond within seconds to an incident along the coast.

Today, volunteer surf lifesavers, lifeguards, rescue helicopters, rescue boats, jet skis, duty officers, surveillance systems and our coordination centre (SurfCom) all work together to ensure that our services are at the leading edge. This collaborative approach to coastal safety is essential in preventing drowning along our coastline.

The following report provides a snapshot of the activity that occurred during the lifeguard service for the 2015-16 season. This report provides the statistics recorded by the lifeguard and volunteer service but does not include the statistics from the Wesfarmers Lifesaver Jet ski team.

This report provides the baseline from which to make future comparisons and will also provide service recommendations for future lifeguarding requirements.



Cottesloe Beach, 13th of January 2016

SERVICE UPDATE

Lifeguard Captains

SLSWA has made some positive changes from last year with the introduction of Lifeguard Captains. In order to improve our service we have introduced a tiered structure where experienced lifeguards fill the role of Lifeguard Captain and provide mentoring and supervision to lifeguards within a local council area.

The Lifeguard Captain also becomes the liaison point with the local Surf Life Saving Clubs, in this case Cottesloe SLSC, and works closely with the clubs to bridge any gaps in service delivery, operations and logistics.

Overall the lifeguard captain role has worked extremely well with positive feedback from both the lifeguard service and surf lifesaving clubs.

Digital Radio Network

SLSWA has upgraded its analogue radio network to a new digital network. This has meant a complete overhaul of the network with the result being improved communications across the metropolitan area. This upgrade has eliminated a number of communication 'black spots' and provided significant improvement within the Town of Cottesloe coastline. The radio network also provides improved safety features such as GPS tracking which allows us to view in real time where resources are located.

SurfCom

As part of the upgrade SurfCom, SLSWA's communications centre, has relocated to Surf House in Balcatta where it has been integrated into the operations department. This move, combined with the new digital radio network, has allowed SLSWA to improve safety, service delivery and management of its resources.

DEFINITIONS

Volunteer Surf Lifesaving Services are people who volunteer their time to patrol WA beaches over weekends and public holidays of summer through affiliated community based volunteer clubs. Surf Lifesavers wear the internationally recognized red and yellow patrol uniforms and patrol cap.

Lifeguards are committed to the provision of proactive patrol and rescue services on WA beaches. Lifeguards are paid services to local government and land managers in selected locations in WA and operate at different times of the year based on need.

Wesfarmers Lifesaver Jet skis (WLJ) are rapid, motorized units which are on call 24 hours a day, seven days a week and are a rapid response search and rescue resource for assistance to the WA Police Service.

Westpac Lifesaver Helicopters (WLS) are committed to provide surveillance and undertake search and rescue missions in marine and coastal environments along the WA coastline. The service provides support to Police, Ambulance and Emergency Services.

Other definitions used in this report include:

- A **preventative action** is any action that may have prevented an injury or incident to others e.g. Moving bathers to a designated area, shark alarm or lost child.
- A **first aid** can be classified as *major* or *minor* and includes incidents such as cuts, abrasions, stings or cases which are more serious and may require follow up medical treatment.
- A **rescue** is when a person is provided assistance to return to shore or place of safety and who without rescue would have suffered serious injury or drowning.

STATISTICS COMPARISON

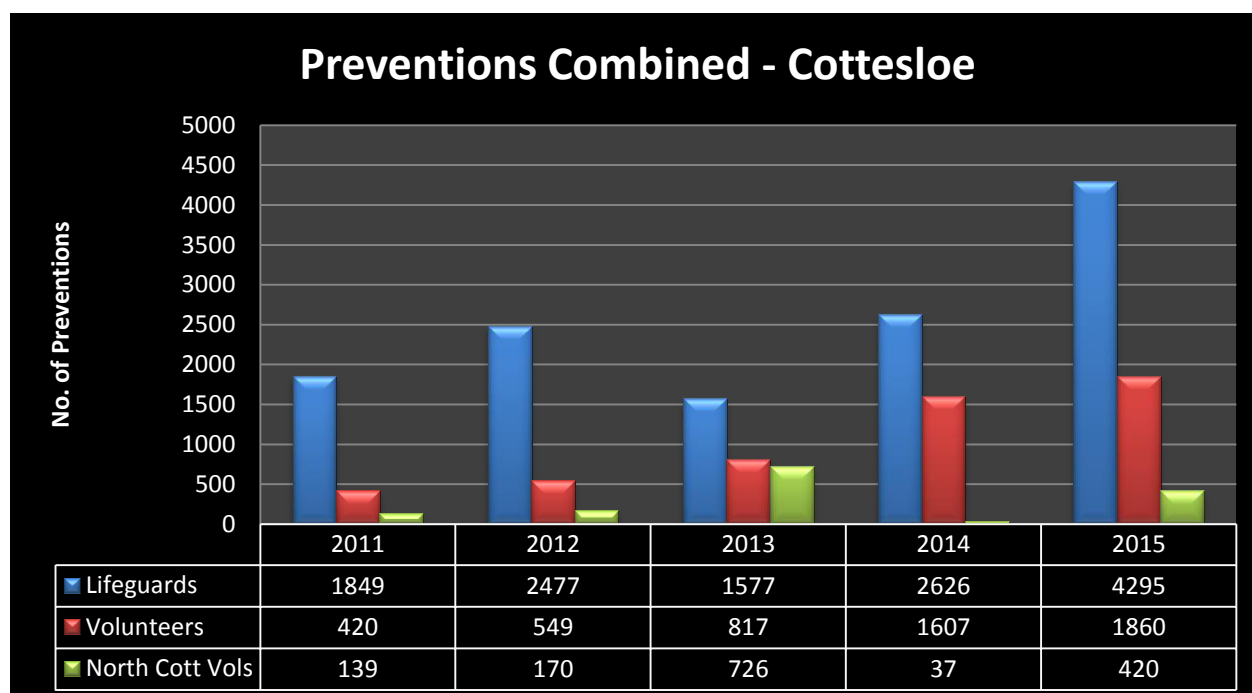
Preventative actions

Preventative action definition

A **preventative action** is any action that may have prevented an injury or incident to others e.g. Moving bathers to a designated area, shark alarm or lost child. This includes all safety advice.

Figure 1.0 shows the preventative actions conducted by lifeguards and volunteers. This season there has been a large increase in preventions for the lifeguard service which could be due to a change in structure and now having a hierarchy within the lifeguard service and also implementing set times for roving patrols where lifeguards are required to talk to the public. The volunteers for Cottesloe have steadily increased in the number of preventative actions over the last 5 seasons while North Cottesloe Volunteers had a decrease in the 2014 season.

Figure 1.0 Number of lifeguard and volunteer preventative actions by season at Cottesloe Beach.



Rescues

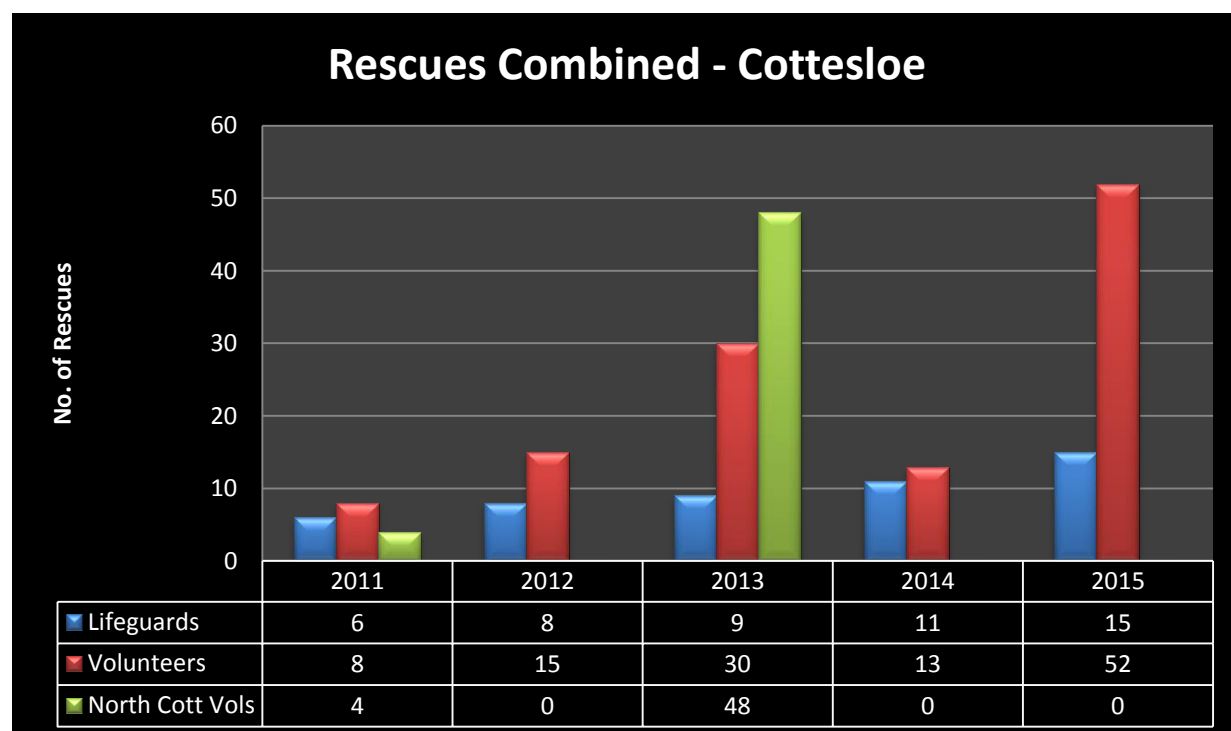
Rescue definition

A **rescue** is when a person is provided assistance to return to shore or place of safety and who without rescue would have suffered serious injury or drowning.

Figure 2.0 shows most rescues occurred over the 2014 season (11) and 2015 season (15) for the lifeguards. There has been a steady incline in rescues since 2011 for lifeguards which could be due to people taking more risks while at the beach, it was also noted this year that the ocean conditions were less than favourable at times during the season.

Both 2013 and 2015 had very high numbers for volunteer rescues compared to other seasons. This could be due to recording times when a member of the public was 'assisted' rather than rescued. Volunteers also patrol during the weekend when there are events which can attract large numbers of people, if the weather is nice then the water can be very busy which increases the chance of having to perform a rescue.

Figure 2.0 Number of lifeguard and volunteer rescues by season at Cottesloe Beach.



First aids

First aid definition

A **first aid** can be classified as major or minor and includes incidents such as cuts, abrasions, blisters, stings or cases which are more serious (Major) and may require follow up medical treatment.

Figure 3.1 shows the number of major first aids conducted by lifeguards and volunteers. This season there has been a large increase in major first aids for both lifeguards and volunteers and is mainly due to major marine stings. This is also apparent in the minor first aids in figure 3.2.

Figure 3.1 Number of Major First aids by category at Cottesloe Beach.

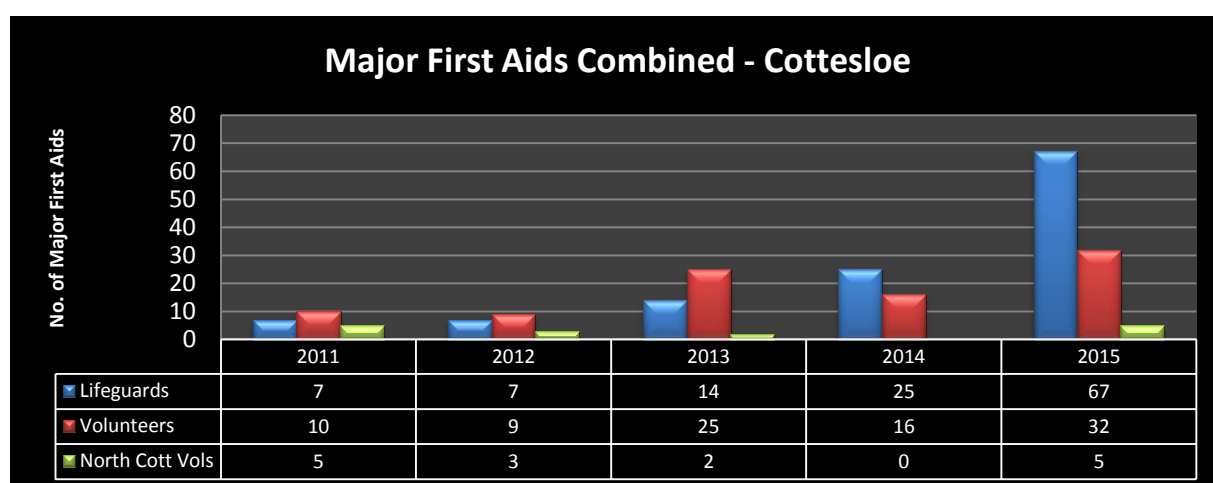
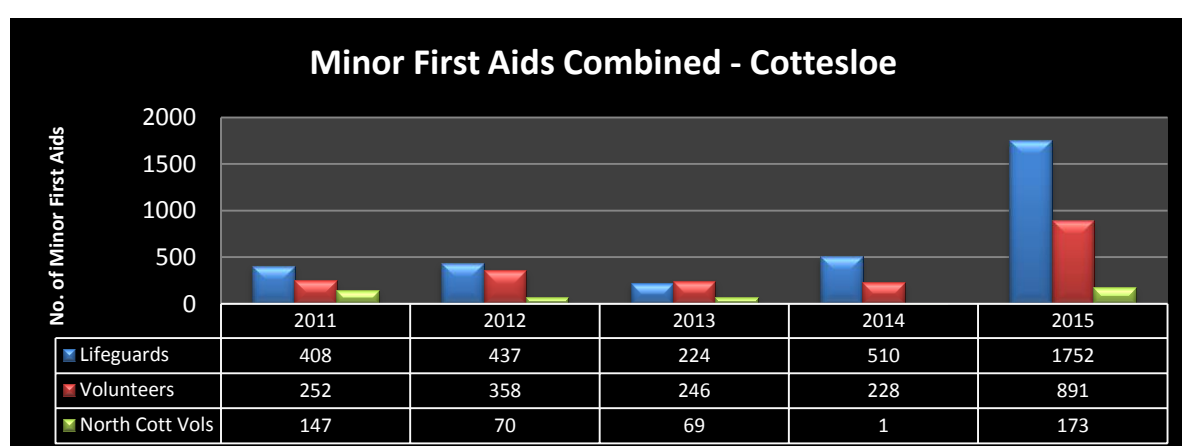


Figure 3.2 shows the minor first aid treatments conducted by lifeguards and volunteers. There has been a huge increase this season due to minor marine stings which has also been apparent across all metro beaches in Perth. With this in mind it clear that minor and major first aids correlate closely.

Figure 3.2 Number of Minor First aids by category at Cottesloe Beach.



Attendance

Figure 4.0 shows the Beach Usage Trend recorded by the lifeguard service at Cottesloe Beach. The December/January school holidays are busiest with peaks towards Christmas. There are also some spikes in attendance during the public holidays, Easter period and when Sculptures By The Sea is running (4-20th March 2016). Overall Cottesloe has been busier than the 5 year average.

Figure 4.0 Beach Usage Trend recorded by the lifeguards at Cottesloe Beach 2015-16 season.

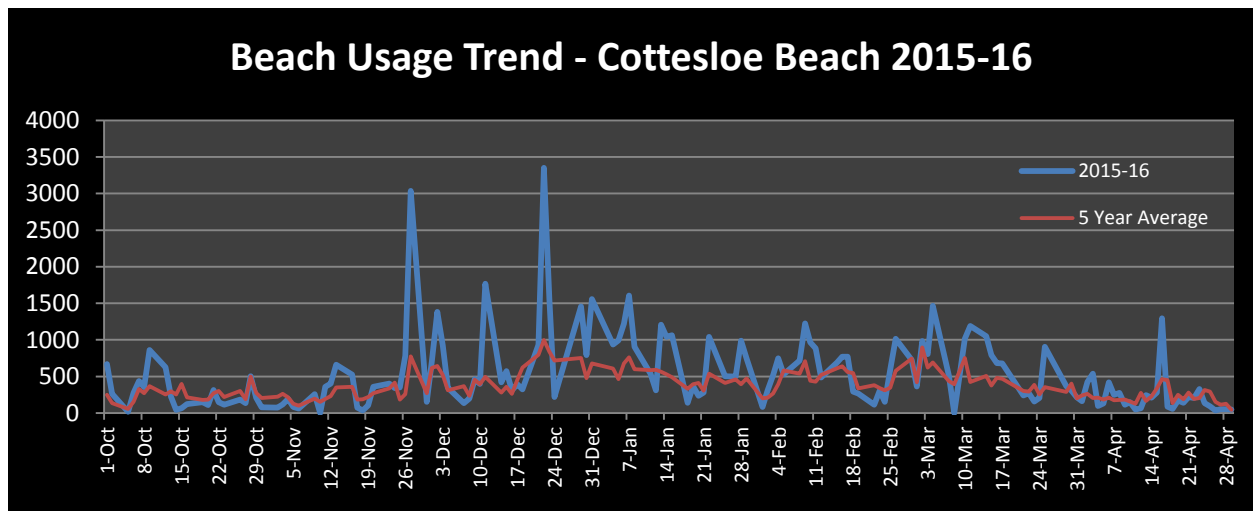


Figure 5.0 shows the Hourly Average Trend. The busiest times are 12pm – 4pm. It then drops after 4pm usually due to the prevailing south westerly wind. On average, there is an estimated **506** persons using Cottesloe Beach at any given time during the 2015-16 season.

Figure 5.0 Hourly Average recorded by the lifeguards at Cottesloe beach

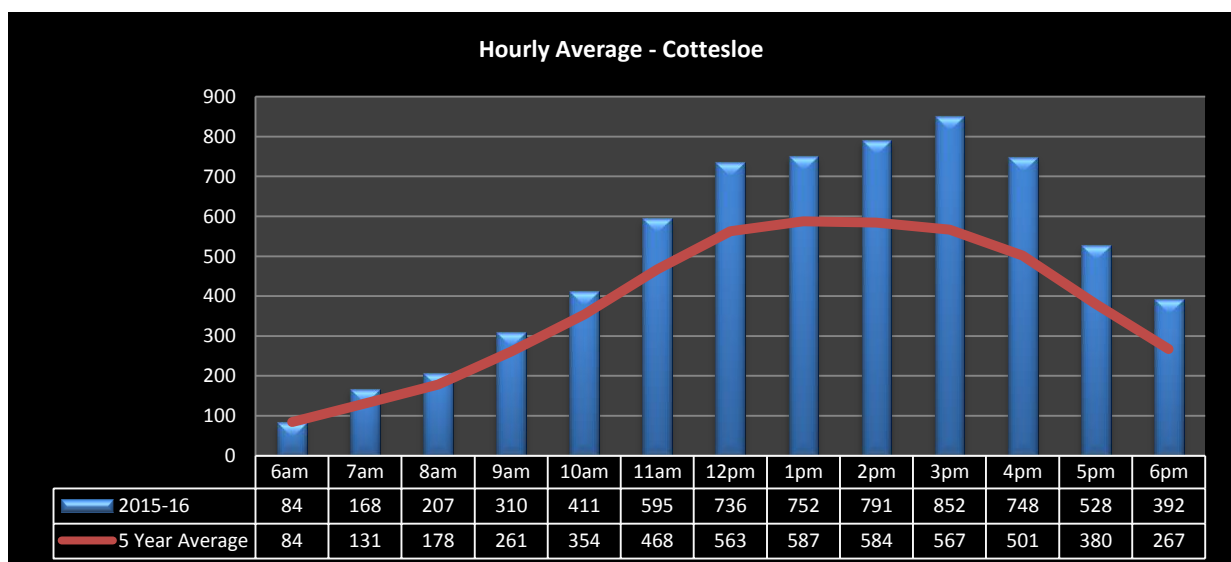
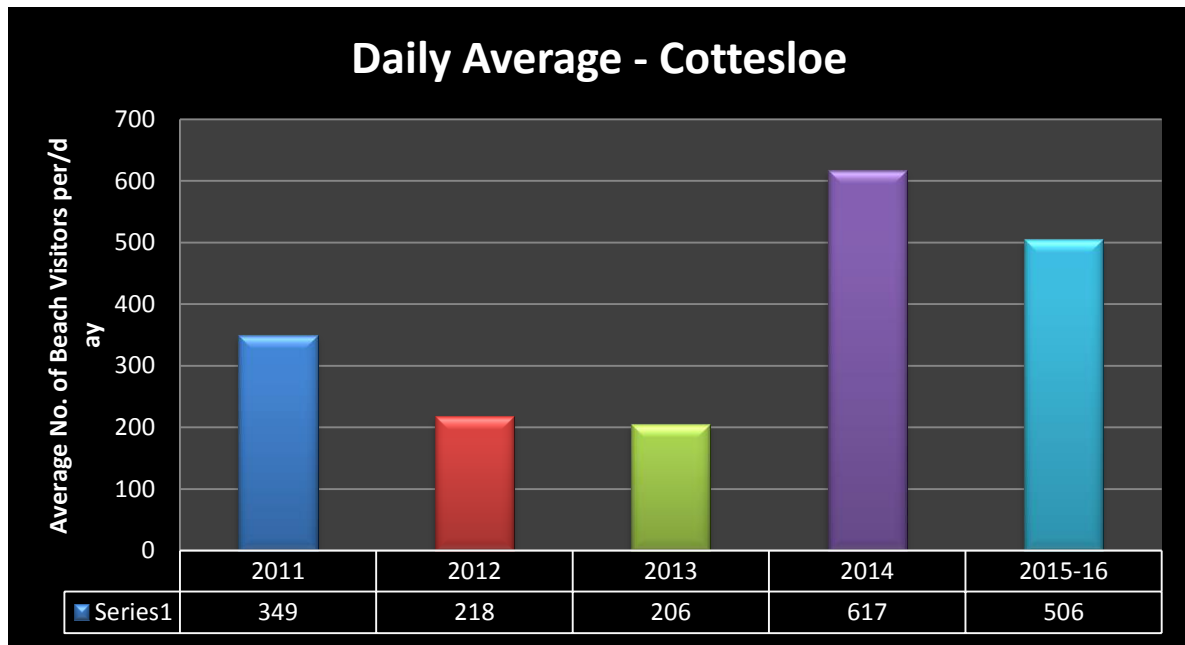


Figure 6.0 shows the daily average for Cottesloe and is a good overall gauge on how busy the season has been. It is clear from the graph that 2015-16 was slightly less busy than last season, however, numbers were still high compared to 2011, 2012 and 2013.

Figure 6.0 Yearly Average Attendance Recorded by Lifeguards at Cottesloe Beach



SIGNIFICANT CHANGES

Surveillance Towers

A trial took place at Cottesloe Beach and will continue over the winter months at City Beach for the provision of semi-permanent towers. So far the trial has been a success with positive feedback from the lifeguards and the public.

The aim of the towers is to allow a raised platform to increase in the length and breadth of the area under surveillance, without necessarily having to increase lifesaving service level or profiles. By having elevated platforms it has assisted to improve the angle of vision to reduce the limiting affect that surface reflection, glare and sea surface conditions can have on surveillance.



SERVICE PROFILE SUMMARY:

The table below represents the service profile of all services delivered under contract by SLSWA.

	SLSWA Lifeguard Service					
	Location	Dates		Days	Times	
		Start	Finish		Start	Finish
Lifeguards	Middleton Beach	21-Dec	29-Jan	Mon - Fri	10:00	18:00
	Smiths Beach	27-Dec	31-Jan	Mon - Sun	10:00	17:00
	Meelup Beach	23-Nov	31-Jan	Mon - Sun	9:00	17:00
	Bunker Bay	23-Nov	31-Jan	Mon - Sun	9:00	17:00
	Yallingup Beach	27-Dec	31-Jan	Mon - Sun	10:00	17:00
	Secret Harbour	1-Nov	13-Dec	Mon - Fri	6:00	11:00
		14-Dec	31-Jan	Mon - Fri	6:00	16:00
		1-Feb	29-Feb	Mon - Fri	6:00	14:00
		1-Apr	30-Apr	Mon - Sun	6:00	11:00
	Penguin Island	14-Dec	31-Jan	Mon - Sun	10:00	17:00
		5-Mar	7-Mar	Mon - Sun	10:00	17:00
		25-Mar	28-Mar	Mon - Sun	10:00	17:00
		9-Apr	24-Apr	Mon - Sun	10:00	17:00
	Cottesloe Beach	1-Oct	31-Mar	Mon - Fri	6:00	18:00
		1-Apr	30-Apr	Mon - Sun	6:00	18:00
	City Beach	1-Oct	31-Oct	Mon - Fri	10:00	17:00
				Mon - Fri	10:00	17:00
		1-Nov	31-Mar	Mon - Fri	6:00	18:00
		1-Nov	31-Mar	Sat/Sun/PH	6:00	12:00
		1-Dec	3-Feb	Mon - Fri	7:00	15:00
		1-Apr	30-Apr	Mon - Fri	6:00	18:00
	Floreat Beach	1-Apr	30-Apr	Sat/Sun/PH	6:00	11:00
		1-Dec	28-Feb	Mon - Fri	10:00	16:00
	Sorrento Beach	1-Nov	30-Nov	Mon - Fri	6:00	11:00
		1-Dec	28-Feb	Mon - Fri	6:00	17:00
		1-Mar	31-Mar	Mon - Fri	6:00	11:00
		1-Apr	30-Apr	Mon - Sun	6:00	11:00
	Hillarys Boat Harbour	1-Dec	28-Feb	Mon - Fri	10:00	18:00
	Mullaloo Beach	1-Nov	30-Nov	Mon - Fri	6:00	11:00
		1-Dec	28-Feb	Mon - Fri	6:00	17:00
		1-Mar	31-Mar	Mon - Fri	6:00	11:00
		1-Apr	30-Apr	Mon - Sun	6:00	11:00
	Quinns Beach	1-Dec	31-Mar	Mon - Fri	8:00	13:00
	Yanchep Beach	1-Dec	28-Mar	Mon - Sat	9:00	16:00
				Sun	12:00	16:00
		29-Mar	30-Apr	Fri - Mon	9:00	16:00
	Wanneroo Roving	14-Dec	31-Mar	Mon - Sun	9:00	16:00
	Geraldton - Back Beach	14-Dec	29-Jan	Mon - Fri	7:00	13:00
	Rottne Island Authority	26-Nov	1-Feb	Mon - Sun	8:00	16:00
Support Ops	SurfCom	1-Oct	30-Nov	Mon - Fri	6:00	18:00
		1-Oct	30-Nov	Sat/Sun/PH	6:00	18:00
		1-Dec	1-Apr	Mon - Sun	6:00	18:00
		2-Apr	30-Apr	Mon - Sun	6:00	18:00
	Westpac Lifesaver Helicopter (Metro)	1-Sep	30-Sep	Sat/Sun/PH	6:30	16:30
		1-Oct	30-Apr	Mon - Sun	6:30	16:30
	Westpac Lifesaver Helicopter (South West)	24-Nov	3-Feb	Mon - Sun	7:00	17:00