

South West Rocks Surf Life Saving Club

- Founded 1919 -



Annual Reports 2014/2015 Season



Country Titles – Mollymook - 2015

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SWRSLSC Committee Members – 2014/2015 Season

President – Rod McDonagh – 9 of 11 meetings attended

Vice-President – Anne Pearce – 9 of 11 meetings attended

Director of Administration – Cassie Halverson – 6 of 11 meetings attended

Director of Finance – Jenni Ryan – 8 of 8 meetings attended

Registrar – Bruce Caldwell – 11 of 11 meetings attended

Director of Lifesaving – Andrew Busch – 9 of 10 meetings attended

Junior Activities Coordinator – Shannon Askew – 4 of 11 meetings attended

IRB Captain – Andrew Trappel – 7 of 11 meetings attended

Director of Competition – Andrew Packwood – 1 of 11 meetings attended

Patrol Officer – Tony Silvia – 2 of 10 meetings attended

Chief Training Officer – Samantha Henshaw – 8 of 11 meetings attended

Junior Activities Superintendent – Janelle Cook – 6 of 11 meetings attended

Surf Boat Captain – Troy Gaddes – 3 of 11 meetings attended

Board and Ski Captain – Jason Rushworth 7 of 10 meetings attended

Director of Marketing – Brienna Elford – 10 of 10 meetings attended

Committee Member/Gear Steward – Sid Jeffery – 10 of 11 meetings attended

Committee Member – Mick Ryan – 8 of 11 meetings attended

SWRSLSC Annual General Meeting Agenda

Thursday 27th August 2015, 6.30pm

Members are advised the meeting requires a quorum of 20 FINANCIAL members. Members eligible to vote at the meeting are as follows: Active, Active Reserve, Long Service Award, Non Resident Active, Life Member and Non Award Outgoing Executive/Management Committee.

1. Opening of meeting
2. Minutes Silence
3. Apologies
4. Welcome from the President
5. Confirmation and Adoption of Minutes of 2014 Annual General Meeting
6. Business arising from the minutes
7. Correspondence relevant only to the meeting
8. Presentation and adoption of the Annual Report and Financial Statements for 2014/2015
 - Invite attendees from the meeting to speak on the Annual Report and Financial Statements
 - Move the adoption of the Annual Report Financial Statements and Balance Sheet
9. Election of Officers for the Season 2015/2015 (Public Officer, then Officers of the Club)
10. Appointment of Auditor
11. Urgent general business
12. Close of meeting

SLS National and State Sponsors

IT'S HOW
WE CONNECT



ClubsNSW

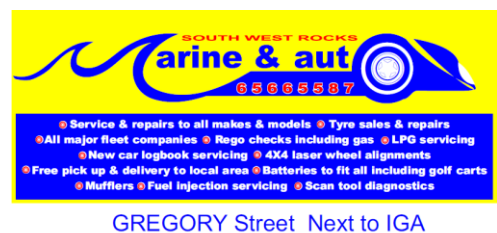
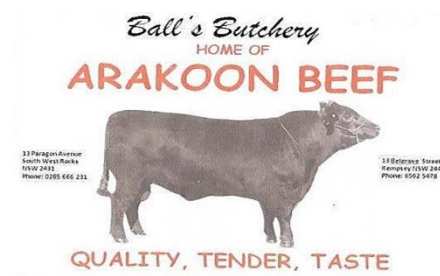


Stramit

Mid North Coast Branch Sponsors



SWRSLSC Sponsors



The Season That Was.....



Harry breaks half-century drought

THE name Askew, is becoming synonymous with swimming success in South West Rocks. Just days after Liam Askew came first in the backstroke event at the North Coast PSSA swimming championships in Lismore, brother Harry has won a medal at the State Age Surf Life Saving Championships in Umina.

Competing in the surf swim, the nine year old braved treacherous conditions to finish third in the final and give South West Rocks Surf Life Saving Club its first individual medal at the championships in more than half a century.

Harry's mother, Shannon Askew, said there was no shortage of competition.

"All the big clubs were there," she said.

"The conditions were pretty rough, but I think that ended up suiting him on the day. He was training really hard in the lead-up to this event, so it's a great result for him."

A total of 250 kids were entered into the surf swim event, with Harry making it through two heats before lining up with 15 other competitors in the final.

He said he enjoyed the experience of racing against some of the best nippers in the state.

"It was a lot of fun," Askew said.

"The surf swim is my favourite, because I just love catching waves."



Swimming success: Harry Askew achieved a bronze medal in the surf swim event at State Age Surf Championships in Umina last weekend



President Report – 2014/2015 Season

Once again South West Rocks SLSC has achieved another outstanding season in all aspects of our operations, although we have faced some unique challenges this past season. We have achieved excellence in all areas of Surf Lifesaving including administration, Lifesaving, surf sports, member services, fiscal responsibility and importantly our service to the community. The professionalism shown by all members is to be commended.

Lifesaving/Education

Last season we pledged to restructure our commitment to patrols which meant increased hours across the board for individuals. We were able to streamline this process and no patrol breaches were evident as a result. This all goes towards building a strong Club and maintaining our profile in the community & business sector.

The number of preventions and rescues has increased noticeably for the past 2 seasons however any major casualties were alleviated. This has been the result of our professionalism and underlying Club improvements in the Lifesaving portfolio.

Our Patrol coverage of the two beaches and surrounding areas during school holiday periods includes full patrols on both Horseshoe & Main Beach in conjunction with the Council Lifeguards. All Patrol members are to be congratulated for their dedication and efficiency. Andrew Busch our Director of Lifesaving and Patrol Officer Tony Silvia should be congratulated on their efforts. Emergency Support Services were carried out by Club members on the Rescue Water Craft & IRB on behalf of the Mid North Coast Branch and this service provided a back up to our traditional patrols, we were tasked to call outs between Scotts Head & Crescent Head and involved in a number of searches, and a night operation. One of these searches involving an overseas tourist in an isolated location lasted for over 5 days and some members took time off work to assist, unfortunately the body was not recovered.

It is again reassuring to see an influx of new members gaining awards and for existing members to maintain & upgrade our skills. For this to occur we obviously need training and education. Sam Henshaw did an outstanding job as Education Officer under difficult circumstances but the quality of candidates was first class. Thanks to all trainers and the MNC Branch Education Team for their assistance throughout the season. This all goes towards better beach safety, engaging with the community, and providing pathways for all, but particularly our youth.

Juniors

Once again our nippers had good numbers throughout the season and it would be hard for all not to enjoy themselves. Our numbers remain constant with around 150 turning up each Sunday and attendance at local carnivals was strong as was the representation in the Interbranch Team

and the number of medals gained at Branch, Country and for the first time in some years we bought home some state medals.

The juniors led by Shannon Askew have also concentrated on progressing surf skills for our future lifesavers and a number of social functions were held for the group. The juniors also got through a heap of awards and enjoyed regular Sunday morning activities. Our thanks to all the Age Managers and helpers who contributed their time last season. It was pleasing to see a number of parents undertake the Junior Officials program and many assisted at local and higher level carnivals.

Surf Sports

The mainstay of our competition this year was our male & female boat crews who had some success at the North Coast Boat Series and picked up medals at the Country Champs in Mollymook. The men's crews competed at the State and Australian Championships with some encouraging results which will hopefully develop into the next season.

Notwithstanding we had a large contingent of Juniors and open competitors attend local and Country Championships in various events. The nucleus of competitors raised funds to assist with costs for travel and accommodation. The Club will need to develop more surf sports officials moving into the future.

Events

In March, we again hosted the Gaol Break Swim with a slightly different format which proved popular and numbers were healthy. Next year we aim to better promote the event and take things to a more professional level.

During the season we were also kept busy with involvement in the Trial Bay Triathlon and Macleay Marathon, and held a small craft carnival in October. Another event which is a major fundraiser for the Club is the 'Loaves and Fishes' Day held over Easter in conjunction with local fishermen and is a great community interaction.

By far our biggest event was the NSW IRB Championships, with approximately 500 Competitors. This was a significant effort by our Club and once again we proved we were equal to any task. The Carnival required a great deal of interaction with Surf Lifesaving NSW & Kempsey Shire Council and the local community. I thank the Carnival Committee for their diligence in delivering a 1st Class event. These events pull the entire Club and community together to work as a team and I thank all members and the townsfolk who made it possible.

Administration

The Club Bar & Bistro has been trading steadily and we seem to be attracting more functions and patrons to our venue. With this comes a lot of extra responsibility, accountability and a huge workload on the Executive in particular. Our dedicated staff are mainly club members and this reflects in the job they do to promote our venue. Unfortunately our building is old and in need of a total makeover. Maintenance costs, electricity, insurance, waste removal, rates and plenty of

other hidden expenses make things challenging with virtually no assistance for these types of overheads.

Our Management Committee has worked hard and has been well represented at Branch courses and meetings and we also have three members on the Branch Executive and others who act as Duty Officers.

Whilst a lot of effort is required to run the business side of the Club our focus remains on our core duties, such as patrols, Juniors, education, training and surf sports. Our Bar & Kitchen staff has done an outstanding job in making our venue appealing for members and guests and I extend my praise for them.

THANKS

The amount of financial and in kind support afforded to South West Rocks SLSC by the wider community and other organisations/business is greatly appreciated. In particular I would like to acknowledge the assistance of Surf Life Saving NSW and their associated sponsors and supporters, The NSW Government, SLS Mid North Coast, and Kempsey Shire Council who have all been very supportive with a number of issues and I am pleased that we have a good working relationship. Also SWR Rotary and SWR Chamber Commerce

These organisations have allowed us to provide our service to the public in all aspects such as Patrols, community education, response to out of hours incidents and fostering our youth, and enabled us to do this with modern, reliable equipment.

My thanks to a hard working Management Committee and particularly the Executive. Vice President Anne Pearce has been of great support to me. Director of Administration & Director of Finance, Cassie Halverson & Jenni Ryan have worked behind the scenes to ensure we are on track, along with Brienna Elford their contribution is valued. Our Registrar Bruce Caldwell has indicated he will not be seeking re-election, after 33 years in the job. This is unprecedented and during my association with him over the past 20 years the quality of the work has never wavered. Bruce will be a major loss and his contribution to this Club and SLSMNC. He will be sorely missed, and I personally thank him for his passion and dedication.

Finally thanks to the Old farts and all of our members and supporters who form the fabric of our great Club

Yours in Surf Lifesaving,

Rod McDonagh

President.

Director of Finance Report - 2014-2015 Season

The Club's financial results for the 2014-2015 financial year are provided in the accompanying annual financial statements for the year ended 30th April 2015.

Having taken on this roll in September last year a position that was left vacant from the Annual General Meeting, issues need to be addressed and quickly. We have employed a book keeper Chris Gorman and he now pays all accounts, does monthly balancing and pays supers as required. This has been a huge positive step and one that needs to be expanded on.

The Club's financial result this year is disappointing. The biggest bearing on the result has been the fact that a new Lease has not been negotiated. Thus a significant depreciation charge of \$124344 has been applied, leaving us with a deficit of \$100306. Much of the high depreciation charge arose from the requirement under Australian accounting standards to accelerate the depreciation on a number of items of fixed assets to the expiration of the current lease, which was 28th February 2015.

Despite the above issue with the lease our gross profit is up on the previous year \$365880 - \$337958(2014). Cash balance at Accounts held at Coastline Credit Union as at 30th April 2015 were \$106442.34. This is pleasing.

A number of major purchases have occurred in the past year, the most notable being the new alarm and camera system for the security of our building and new additions for the kitchen area (dishwasher and benches, microwave, chest freezer and a bainmarie).

Our Club has moved forward, and in different ways (i.e. licensed bar) over the last ten years. I do not believe our accounting and accountability systems have changed at the same pace. I believe that new Committees should look at appointing a full time person to oversee the management of the non life saving aspect of the Club.

I would like to thank Brienna Elford for her tireless efforts. Having worked closely with her you realise what she does above her "paid" position.

Jenni Ryan
Director of Finance
1st August 2015

Director of Lifesaving Report – 2014/2015 Season

Firstly I would like to say how much I have enjoyed taking on the duties of Director of Lifesaving for the SWRSLSC. Yes, in meetings I have got a little vocal but I am passionate about SWRSLSC striving to achieve the best in all aspects from patrols/nippers/surf lifesaving to making money from the bar/bistro areas to better our club.

I need to thank Tony Silvia for guiding and mentoring me throughout the season, I really appreciate it Tony.

With patrol members dropping from previous season the plan was to make smaller and stronger patrol groups to reduce the number of days they had to patrol, but a few members made it quite hard to do so. I believe this needs to be looked at again for the next season so we are not wearing out the patrolling members. A quote I have heard many times from patrolling members this season is 'it feels like we are patrolling all the time'.

A massive congratulations to every patrol member especially the patrol captains for their 100% commitment to their duties. I am proud to say that SWRSLSC has not had any breaches this season.

Club: South West Rocks Surf Life Saving Club

Season: 2014/2015

Purpose

The purpose of this document is to provide an overall snapshot of the club's performance and achievements during the 2014-2015 lifesaving season. Data has been collected between 1 May and 18 May 2015, Lifesaving Service Agreement.

Breaches of Lifesaving Standards		
Date	Details	Response Received
No breaches recorded, well done!		

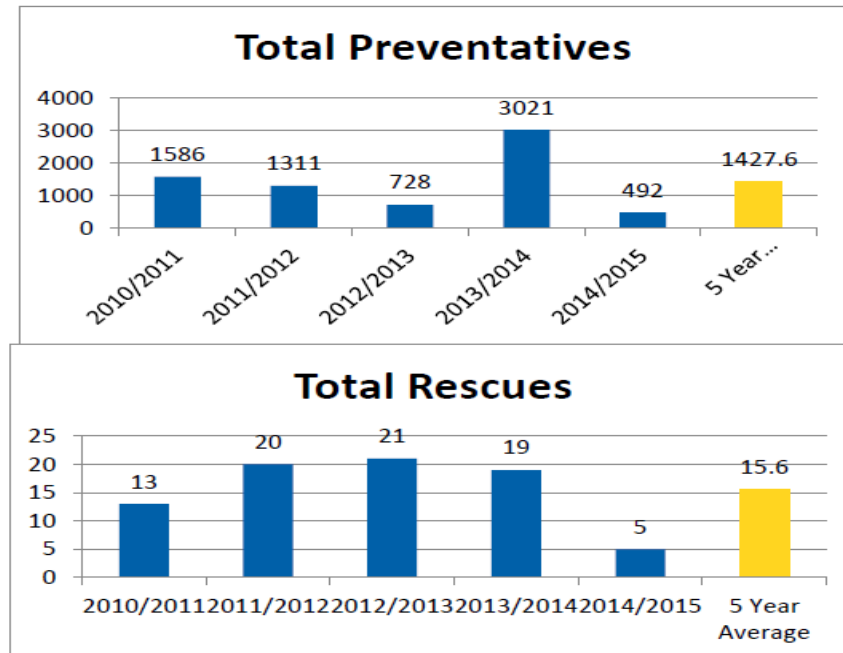
Information supplied by Ryan Rosenbaum Mid North Coast Director of Lifesaving

We have had reasonable calm oceans this season which meant less rescues and less preventions.

I would also like to thank the patrolling members for their efforts and their professional behaviour while keeping our beaches safe. It was great to see many patrols took the initiative to do a roaming patrol out to Trial Bay during the busy season, it was noticed and commented on by the public.

Congratulations to the following three patrols for receiving patrols of the year at SWRSLSC presentation. Patrol 7 and Patrol 4 for their unselfishly amount of hours they committed to keeping our beaches safe. Patrol 10 for their outstanding patrol efforts this season especially Andrew Trappel who always stepped up to the role of Patrol Captain

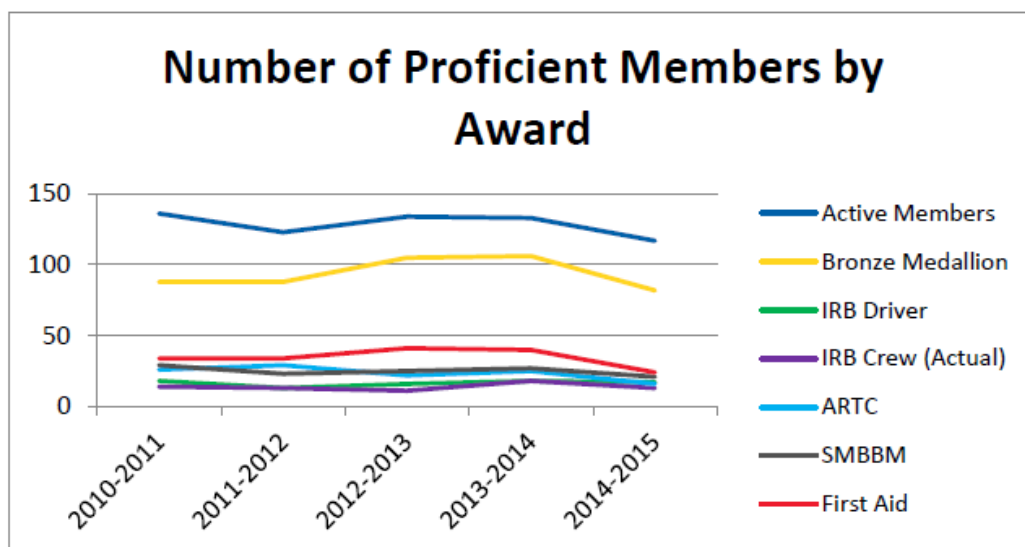
Patrol Analysis



Information supplied by Ryan Rosenbaum Mid North Coast Director of Lifesaving

when needed. It's great to see people coming along and gaining their Bronze Medallion and other awards within our club. Thank-you Samantha Henshaw for your efforts in recruiting new active members for our club. As shown in the graph below our other awards are dropping. I would like to see people come extending on their awards and doing their Silver Medallion – Basic Beach Management, IRB Driver and Crew and ARTC as this will give us more patrolling groups and strengthen our club. As rumour has it we

Education Analysis



Information supplied by Ryan Rosenbaum Mid North Coast Director of Lifesaving

may be hosting the country championships, I strongly believe we need to conduct an officials course ASAP as many active members will want to compete.

The new SRC group are a wonderful and enthusiastic group of kids. Many have put their hands up for water safety throughout the season. They have shown that their maturity is beyond their age as they conduct their role as a team member in keeping the beach safe. Well done Jenni Silvia for the amazing job you did training these young adults.

I would like to thank the call out team, lucky for us as we haven't had any major call outs this season. A big thank you to Shannon Askew and Amanda Busch for your aid in a call out at Horseshoe Bay.

SWRSLSC has been asked to assist in many events throughout the season like the Triathlon, water safety for different schools visiting the area, the great ocean swim, IRB championship and many more. The members have not let us down, they are always willing to give a hand. Special thanks to Ian 'Spook' Everingham for his endless help with water safety and IRB training. Also a special thanks to the two youngest you are the first with their hands up to help they are Will Smith and JD.

I have had a great crew to work with this season. Everyone for filled their job descriptions without stepping on anyone else's toes. A massive thanks to our IRB Captain, Andrew Trappel, who went over and beyond his duties to maintain the IRB and Cam-Am, always ensuring both are ready to go in case of a call out. Thank-you to the Board and Ski Captain, Jason Rushworth, for keeping the boards in tip top condition for our patrols and the competing nippers.

This season we have purchased some new foam nipper boards from Bennetts, next season I would like to sed some much needed new fibre glass nipper boards purchased (I am in the process of researching the best prices for these boards). We have a strong Nipper crew who are committed to represent our club to the best of their abilities and deserve to have the best equipment the club can provide.

We were also able to purchase a new IRB mercury boat motor with a \$ for \$ grant, along with some new radios.

I have learnt a lot from this season and look forward to implementing changes for the next season to better our club. We have had a great season keeping South West Rocks beaches safe and promoting safe surf awareness. Once again thank you to everyone who has dedicated their time to the club over the season. Your efforts and enthusiasm do not go unnoticed and I hope we can count on your support into the upcoming season,

Yours in Surf Lifesaving,

Andrew Busch

Director of Surf Lifesaving

Registrar Report – 2015/2015 Season

Membership

The 2012-2013 season was again a very busy season. As of 30th June 2015 351 (371) people were members of South West Rocks surf club, 20 less than last season. The break up of members is 79 (99) associate members, 137 (120) Junior Activity members (5-13 years), 84 (98) active members (18 years and over), 15 (14) cadet members (13-15 years), 11 (15) active members (15-18 years), 10 life members, 5 (6) long service members, 5 (4) award members and 2 (2) active reserve members & 2 past active members. Numbers in red in the brackets were last season's figures.

During the season a number of past and present members passed away. Those members were Thomas Joseph Quinn, a member from the 1960's, Malcolm Pearson, a hard working member from the 1990's, Peter Coleman, a member from the late 1950's and early 1960's, Richard (Dick) Lewis, a member from the late 1940's early 1950's, Fred Jarvies, former boat sweep from the 1980's and 1990's, Ken Crilley, gained his Bronze Medallion in the mid 1960's, George Crossingham, a member of the club's Australian Championship winning Junior R&R Team from 1949 and Donald Sanders, one of the clubs early Bronze Medallion members from the 1930's and 1940's.

Samantha Henshaw again took on the position of Chief Training Officer for the club. Sam also had assistance from Kerry Fisher and Jennifer Silvia in the instructing of the members for their various Surf Life Saving Awards. Seventy three (91) awards were gained by new and existing members of South West Rocks SLSC during the season; this is a decrease from the previous season. Three long service awards were also gained by club members.

Members who gained awards were:-

Surf Rescue Certificates with CPR

Caleb Allen, Finn Askew, Emma Casey, Brayden Cook, Georgia Creswick, Jakob Dyball, Paige Everingham, Logan McEvoy, Grace Madden, Tayla Maybon, Jeremy Morgan, Damien Owens, Lauren Renneberg, Griffin Ryan, Jake Sadler, Macey Schubert, Carla Silvia, Codie Smallwood and Tylah Ward.

Bronze Medallion / Certificate 11 in Public Safety

Luke Allman, Blake Barber, Angus Bird, David Cook, Olivia Creswick, Nathan Douglas, Alys Farley, Joanne Healey, William Smith, Dominic Stack, Sonja Taylor, Chelsea Thomas and Jonathan Vandermeys.

Certificate II in Public Safety Upgrade

Lance Laws.

Training Officer Bronze Medallion

Samantha Henshaw.

Advanced Resuscitation Techniques Certificate

Rory Drewhurst, Alys Farley, Frances Jones, Dominic Stack and Daniel Underhill.

IRB Crew Person Certificates

Amanda Busch, Ian Creswick and Olivia Creswick.

Provide First Aid Certificates

Ann Maree Cameron, Richard Clarke, Karen Dickenson, Peter Eamon, Donna Owens, Git Sadler, Jennifer Silvia and Tony Silvia.

Spinal Management Certificate

Alys Farley and Dominic Stack.

Silver Medallion Basic Beach Management Award

Thibaut Clarke, Mark Stocks and Sarah Watson.

Silver Medallion Aquatic Rescue

Thibaut Clarke and Richard Clarke.

Statement of Attainment Certificate

Ian Everingham, Kerry Fisher, Samantha Henshaw, Jennifer Silvia and Tony Silvia.

50 Year Long Service Award

Bruce Caldwell and Ray McDonagh.

60 Year Long Service Award

Tony Hayes.

Proficiencies

During the season the club held two mid week proficiency days where 160 (203) proficiencies were carried out by South West Rocks SLSC members. Some members attend other proficiency days held Hat Head, Crescent Head and Macksville Scotts Head. This past season saw a decrease in the number of proficiencies conducted by the members of the club. These proficiency days' help to keep South West Rocks members up to date with the latest changes that have occurred with their awards.

JAC's

The juniors again were under the leadership of Shannon Askew & Janelle Cook who along with the various age managers helped the members to gain their Surf Awareness awards. A total of one hundred and forty one (113) awards were gained by the members. This is a great effort by the junior members of our club. The junior's also had eighty nine (80) members completed their pool swims so that they could compete on the beach at the weekly club competitions. Sixty seven (63) junior members completed their ocean swims which made them eligible to represent the club at Branch, Country & State Surf Carnivals.

Transfers

During the season there were 6 transfers into our club and 10 members transferred to other clubs to continue their involvement in Surf Life Saving. Total number of transfers for the season was 16 (19).

After thirty eight years as the Registrar of this great club it is time to step down and take a rest. I would like to thank the committee, the executive and especially President Rod for his help and assistance over many years.

Bruce Caldwell

Registrar

South West Rocks SLSC.

Junior Activities Coordinator Report - 2014/2015 Season

Smiling faces and cheering of children on a sunny Main Beach is the image which should be etched in our minds when reflecting on this seasons Nipper activities. This season saw us able to hold just about all Sunday morning activities in good conditions, enabling all the kids to get back in the water and onto the sand to shake away the cold winter months. The last few weeks of the season unfortunately delivered some inclement weather and surf conditions, forcing us to cancel 3 Sunday morning activities. This however provided parents with a welcome sleep in.

This year we had approximately 140 Nippers complete the South West Rocks Nippers program, up from last year. Through the tireless help and encouragement of our Age Managers and Water Safety, we saw improvement in beach and water skills, which all leads to confidence and fun in the surf. This was further realized in the increased participation in Branch Carnivals. Well done to all our kids; improving your skills and entering in a few competition races, this is all part of the fun of the Nippers program.

Age managers and helpers are integral to the smooth running of the Nipper program and are required by SLSA to be trained for the important role they serve within the Club. All of our volunteer team holds the Junior Activities Age Manager Course Award. Well done to you all, we couldn't run our Nippers program without you. You guys are at the coalface every week guiding and mentoring our kids around the beach. Janelle Cook who is our Nippers Superintendent, once again has done an amazing job ensuring our children's safety each week before entering the water. It's a role that is not taken lightly. Our water safety are always amazing, we honestly have the best water safety in our Branch. I often get feedback at Branch carnivals from other clubs that whenever help is required our junior parents from South West Rocks are always willing to put their hand up. The same is to be said on Sunday activities. This is not to say that we don't always need additional help. Special thank you must go to Mick Adams who attends Nippers each Sunday and is in the water the whole time ensuring our children's safety, Mick does not have any children in Nippers anymore but he loves nothing more than seeing the kids get better each week.

We had strong attendance at all Branch carnivals again this season with many fantastic results. Country titles were once again at Mollymook, considering the travel time that is involved in getting to Mollymook we had numerous families attend. It was a great carnival and the kids had a great time many reaching finals positions and all placing personal bests. On the medal front we had:

Harry Askew: First Under 9 swim, second Under 9 Board

Cooper Schubert: Third Under 10 board

Liam Askew: Third Under 12 swim

Tayla Maybon: Third Under 13 surfing

Finn Askew: First Under 13 Ironman, first Under 13 board, first Under 13 surfing

We also had 4 nippers travel to State titles at Umina, and not to disappoint Umina once again put on massive swell and poor weather. Mary Schubert, Georgia Gaddes, Harry Askew and Finn Askew all did remarkable at State. After starting with 260 competitors in the Under 9's swim Harry came away with a bronze medal. It was a gutsy swim in huge surf. Many people watching didn't know the blue and white quartered cap.... great to see a small country club do well. Many nippers in our club train very hard for these events throughout the year and are to be commended on their dedication and commitment to Surf Life Saving.

We also had three juniors chosen in the Mid North Coast Branch Team Finn and Liam Askew and Tayla Maybon. These three children competed at the NSW Interbranch carnival and all came away with top 10 placing's.

To our tireless Old farts who week in week out raise money for our club by providing the nippers with the best sausage sandwiches on the coast.

I couldn't run nippers without the help of Heath, Finn, Liam Harry and Poppy Askew, Darren and Kate Ferguson, Matt Ryan, Andrew Trappel, Ellie Schubert, Leonie Ward and Jenni Ryan who have all helped in many different ways, these people and as I mentioned our age managers and water safety are an incredible support to me and ensure the smooth running of our junior program.

We had loads of fun at nippers too, our Christmas party and end of season party were both well attended and it was an opportunity for all the age groups to come together and have fun. The highlight as always was Santa visiting...this time in with our boaties.

Once again we ended on a positive note, we plan to continue this for our junior members.

Yours in Surf Life Saving,

Shannon Askew

Junior Activities Co Coordinator

IRB Captain Report – 2014/2015 Season

A great year was had by all our IRB Drivers and crew.

As with any organisation it is how we work with the team we have and the other sections of the club that will help us grow in strength.

I have tried to work hard all year to ensure that the equipment is in excellent working order for patrolling requirements and is ready when needed for emergency call out situations.

This year we were lucky enough to secure a grant to purchase a new IRB motor, this will give our club three good Mercury motors as our Yamahas had seen better days.

Big thanks must go to Rod and securing the grants.

We have had major servicing procedures on our IRBs boats over the off season and that will now give us 3 good operational IRBs.

Special thanks must go to all the helpers that turn up to help over the year to drive the IRBs especially on Nipper days and special events it certainly made everyone's job a lot easier.

With 17 drivers and 29 crew in the club and courses recently completed, hopefully our IRB section will grow and look into racing.

The last thing is the ATV. We were fortunate enough to purchase a new ATV for this season, so hopefully before the start of the season we have a quick refresh on the ATV so we can keep it for years to come.

As IRB Captain, it has been an absolute privilege and look forward to an even stronger season to come.

Andrew Trappel

IRB Captain SWRSLSC



Director of Marketing Report – 2014/2015 Season

The 2014/2015 season has been a hive of activity around the club for marketing and sponsorship.

After finalising the 'Sponsorship Proposal' and distributing this to local businesses we received three new sponsors to the club – Andrew and Amanda Busch from Hontondo Homes, Pete and Deb Gavrilis from Hotel Kempsey and Brad and Sarah Martin from Macleay Valley Trailers. These sponsors provided much needed funds and equipment for the club. A special thanks to Brad and Sarah for our fantastic purpose built patrol trailer, as all patrolling members would agree this makes it a lot easier to transport the equipment needed for on the beach.

Our ongoing sponsors Bob and Trish Ryan from the Heritage Guest House for their sponsorship of the pink high-vis singlets, 'Nippers' and also the 'Boaties'. Our Country Championships Competitors also received a team shirt, which was thanks to Heath and Shannon Askew from Elders Real Estate. Also a big thank-you goes out to Mick and Lenita Leddy from SWR Marine and Auto for their in-kind donation through the maintenance and servicing of our vehicles and trailers.

Haysey's weekly Friday Night Raffle sponsors who provide the prizes – Balls Butchery and Chris and Michelle from Pick of the Crop – we thank-you for your ongoing support. A big thanks to our ticket sellers each week – Haysie, Meryll, Pete, Vic, Marchie, Geoff and Vicki.

Over the school holidays there were many chocolate wheels held at the club and BBQ's held at the SWR Tourist Park, which raised over \$6000. These would not have been possible without the organisation from Bob Ryan. A big thanks goes to all the members involved in these activities including the 'Boaties', Sid Jeffrey, Mick Adams and 'The Old Farts'. A special thanks goes to local businesses who donate prizes for the chocolate wheel – David Prestwich & Kerrie Riddington from Chillati, John Elford from Rainbow Reach Oysters and Troy and Taryn de Luca from the Seabreeze Beach Hotel.

Our social media marketing has been a great success – with our Facebook 'Like' Page now boasting over 550 likes. This is a fantastic tool for our members and guests to the area to engage with what's happening around the club and for us to be able to use Facebook as a free promotional tool. Many thanks to Shannon Askew and Sam Henshaw for your continual updates!!

The SWRSLSC Website has had some much needed upgrades and changes made. This is a work in progress, with more updates soon to come.

Inside the clubhouse there have been some marketing additions:

- The TV loop at the bar – this shows old photos, new photos, thank-you to our sponsors and supporters along with current information about club activities.
- Club Merchandise display at the bar – since having this display installed we have been able to increase our sales merchandise.
- The Sponsor's Display at the front entrance is also a work in progress as we gain more sponsors.

We have also found a real gem in Jody Smith from Jaspa Photography – since moving to South West Rocks Jody has been more than willing to take professional pictures for our training courses and also the fantastic pictures of this year's Awards of Excellence and Presentation Night.

A big thanks to Di Yeo for donating her graphic design expertise in designing a SWR Boaties logo for the club. This has been used on promotional materials and also is on the SWR Boaties Team shirts.

The 2015 Award of Excellence and Presentation Night proved to be a roaring success – with over 145 members and special guests. The work that is put into organising a fantastic night like this is very time consuming. A big thanks goes to Samantha Henshaw for her time and effort, along with Jason and Danielle Rushworth from Bliss Events for donating their time and expertise, Andrew and Amanda Busch for helping to set-up on the day and Matty Ryan who is no doubt one of the best MC's around.

South West Rocks Country Club also donated \$500 to our Nipper Contingent – Thank-you Shannon for your efforts in securing this donation.

The fourth annual 'Loaves and Fishes' Free Sea Mullet BBQ was held on Good Friday – this was another huge success with the day being picturesque. Our local professional fisherman donated over \$2000 to the SWRSLSC from the money raised on this day – Thank-you!!!

SWRSLSC Sponsors – alphabetical order

Newcastle Permanent Building Society (Branch Major Sponsor)

Balls Butchery	Elders Real Estate SWR	Heritage Guest House
Hontondo Homes	Hotel Kempsey	Macleay Valley Trailers
Pick of the Crop	SWR Marine and Auto Centre	

SWRSLSC Supporters – alphabetical order

Arakoon National Parks and Wildlife Service	Gellati	
Kempsey Shire Council	Montego Sands Resort	Rainbow Reach Oysters
Seabreeze Beach Hotel	SWR Chamber of Commerce	SWR Country Club
SWR & Kempsey Rotary	Tooheys	Treasury Wines
Woodside Petroleum	Wrights Accountants Kempsey	

As this was my first year as the Marketing Director for SWRSLSC I found this season to be very rewarding and look forward to another great upcoming season for 2015/2016.

Yours in Surf Life Saving,

Brienna Elford

Marketing Director – SWRSLSC

Board & Ski Captain – 2015-2015 Season

In the last 12 months we have seen the purchase of 5 new foam nipper boards which were fully utilised throughout the nipper season and branch competitions.

We had a few repairs which had to be carried out on three rescue boards throughout the season.

I would like to thank Nestle at Smithtown for the donation of a brand new Bennett Rescue board which was received by Anne Pearce at the Smithtown Plant on behalf of myself and the whole of South West Rocks Surf Life Saving Club, and will be fully utilised throughout the coming patrol season.

I would also like to thank all members of the club for their support in helping to take great care of all boards which are possessed by the club as they are dependent upon by many other club members to be used for patrol and competition applications.

Personally I would like to thank the Management committee for all of your support throughout the past 12 months as this was my first season on the committee and found it an honour and pleasure to be part of a great club with great values and look forward to being a part of it for long time to come.

Yours in Surf Lifesaving,

Jason Rushworth
Board and Ski Captain 2014/15.

Facility Manager Report – 2014/2015 Season

The 2014/2015 season has seen the bar and bistro continue to perform well, with in an increase in sales in the upstairs operation of \$25109.19, 4% increase from last year.

Staff training and upskilling was high on our priority for the past year with many of our kitchen staff now being 'multi skilled' in the kitchen and able to competently perform many tasks. Louise has taken the staff under her wing and provided plenty of training with which the staff have thrived on.

From a management perspective we have implemented a control measure to ensure that when we are rostering staff that the overall wages are kept to a percentage as low as possible based on the total income.

The bistro purchased a new Bain Marie, two new chest freezers and some new outdoor furniture.

Our functions keep growing, especially in the area of daily conferences for the public and private sector. We have maintained an average of one small function per week and over 30 major functions held this last year. Louise's catering of these events have been faultless and we are seeing a lot of repeat business.

Trading over the Christmas holidays was exceptional with the bar and bistro being open 7 days per week for the 6 weeks, with some nights turning over 150-200 meals – which is an amazing feat considering the size of the kitchen. We also kept out wait times down to less than 30 minutes for the majority of meals, ensuring that when bookings were made we explained to the guests that they must order their meal within a specific timeslot to ensure they did not endure an excessive wait period.

Our Easter holiday trading was high as well. After reviewing the holiday trade from the previous Easter we decided to open Wednesday through to Sunday, which enabled us to cash in on the visitors, without overworking our key staff.

The new till system that was introduced towards the end of 2014, was still causing much grief for the first part of this year, we have not had any problems with it over the past 6 months, so hopefully it stays that way.

A new ATM was installed in April, with the 'old dinosaur' finally giving up.

New signage at the entrance and also throughout the club has given it a much needed update and refresh. The honor boards throughout the club have also been updated.

A new security system was implemented towards the start of the year, with all new locks installed throughout the club as well as a camera and alarm system. This was a much needed purchase to ensure the safety of our staff and members.

The memorabilia around the club is looking great with some more items framed and on display in the 'Ocean Room'. All pictures in the main room are now in chronological order of Australian, State and Country Champions – thank-you to Haysie and Bruce for your assistance with this.

A huge thank-you must go to Haysie and the 'Old Farts' who continually go above and beyond when we ask for help with upgrades or maintenance around the club. The OFC's are always willing to give a hand no matter how big or how small the job – such as building the storage room, installing the shelves on the mezzanine and picking up our soft drink orders.

Also a huge thank-you to Chris Gorman, our book keeper, who has helped to implement operational controls and worked alongside us providing support since he started in October 2014.

We would like to thank all our wonderful staff, committee and members for their continued support and are excited for the coming season.

Michael Judd

Facility Manager

Brienna Elford

Function Coordinator

Appendix 1 – Minutes 2014 AGM

SOUTH WEST ROCKS SURF LIFE SAVING CLUB

ANNUAL GENERAL MEETING MINUTES

SUNDAY 27TH JULY 2014 11:00AM

MEETING VENUE – SWR SURF LIFE SAVING CLUB

ATTENDANCE – Steve Maybon, Rod McDonagh, Michael Healy, Jason Rushworth, Cassie Halverson, Amanda Busch, Andrew Busch, Tony Silvia, Andrew Trappel, Brienna Elford, Sid Jeffery, Bruce Caldwell, Tony Hayes, Greg Tyler, Sam Henshaw, Mick Ryan, Michael Judd, Rory Dewhurst, Dave Pearson, Steven Hayes, Bob Ryan, Leonie Ward, Ron Royle, Troy Gaddes, Matt Ironfield, Andrew Packwood.

MEETING DECLARED OPENED: 11:06am

CHAIRMAN: Rod McDonagh

MINUTES KEPT BY: Cassie Halverson

APOLOGIES – Shannon Askew, Anne Pearce, Kerry Fisher, Jenni Silvia, Trudy Jeffery, Heath Askew, Jenni Ryan, Max Ingram, Mick Adams, Shirley Adams

Moved – Troy Gaddes Seconded – Sid Jeffery

Special Welcome to Doug Cheetam and Life Governors Tony Hayes and Bruce Caldwell

- Minutes from previous meeting to be accepted

Notice of Motion - Continuation for the Executive Committee and the Management Committee to operate as per last season. Executive Meeting once a month dealing with and discussing the every day running of the Club, Bar and Bistro and Management Committee meeting once every 2 months. Extraordinary meetings will be called as necessary.

Endorsed – Sid Jeffery Seconded by – Greg Tyler

1. BUSINESS ARISING – Nil

2. PRESEDENTS REPORT:

Rod spoke on his report and thanked Committee Members who have stepped down for their contribution over the past season.

Moved - Rod McDonagh

Seconded by – Tony Hayes

3. DIRECTOR of ADMINISTRATION REPORT

Cassie spoke on her report thanking all committee members for their assistance, guidance and patience during her first year in the DoA role.

Moved – Cassie Halverson

Seconded by – Troy Gaddes

4. DIRECTOR of FINANCE REPORT

Greg spoke on his report – Auditors need to be signed off by SLS NSW.

Doug Chetham also spoke – Greg has covered most of the SLS NSW Circulars and Corporate Governments, saying that it is an important factor for all clubs. Commended the Club committee for the job they have done. Control over the incoming and outgoings have put the Club ahead.

Moved – Greg Tyler

Seconded – Brienna Elford

5. DIRECTOR of LIFE SAVING – Not submitted

6. REGISTRAR'S REPORT

Bruce spoke on his report - Numbers of the growing memberships, awards gained and transfer's in and out of the club. Also thanked Rod for his ongoing commitment to the club.

Moved – Bruce Caldwell

Seconded by – Michael Judd

7. TRAINING OFFICER'S REPORT

Sam spoke on her report

Moved - Sam Henshaw

Seconded – Troy Gaddess

8. JUNIOR ACTIVITIES COORDINATOR'S REPORT

Rod spoke on Shannon's report in her absence-Nippers have had a great season and thanks to all of the Parents, Age Managers, Water Safety, Trainers and Officials your dedication and commitment is to be highly commended and Shannon truly appreciates all of your assistance.

Moved – Amanda Busch

Seconded by – Andrew Packwood

9. FACILITY'S MANAGERS REPORT

Michael spoke on this report Bar and Bistro are doing well. New additions to the kitchen – Dishwasher etc have been necessary to the daily running and all is going well. Thanked Adrian for his commitment and contribution over the past few years and also welcomed our new chef Louise.

Moved – Michael Judd

Seconded by – Sid Jeffery

10. DIRECTOR of COMPETITION

Andrew gave a verbal report, thanking all competitors for a great season, congratulating all who attended carnivals. SWR was well represented at the Branch Championships, Inter-Branch Championships, Country Titles and State Titles and there were quite a few medals gained congratulations to all of the competitors and parents for their commitment and dedication.

Moved – Andrew Packwood

Seconded by – Andrew Busch

11. IRB REPORT

Andrew has compiled an extensive report, unfortunately due to a technical issue I did not receive his report, I have attached it to these minutes and will have it printed into our Annual report to be forwarded onto Mid North Coast Branch and SLS NSW.

Moved – Andrew Trappel

Seconded by– Cassie Halverson

12. MARKETING OFFICER'S REPORT

Leonie gave a verbal report, sponsorship proposals have been drafted to be finalised.

Moved – Leonie Ward

Seconded by – Andrew Packwood

13. BOAT CAPTAIN'S REPORT

Troy gave a verbal report, thanking all of the Boat Crew's on their commitment and dedication to their weekly fundraising for essential equipment. Congratulating the Men's Crew on winning a Silver Medal at the State Championships and also for their crew's commitment to attending other carnivals and training it has been a fantastic year. A huge thanks to their major sponsor 'The Heritage guest House' for their ongoing support and the club for the purchase of the new surf boat.

Moved – Troy Gaddes

Seconded by – Bob Ryan

MOVE TO ADOPT THE MEETING AND FINANCIAL REPORT

Moved – Tony Silvia

Seconded by – Jason Rushworth

ADOTPTION OF WRIGHT’S ACCOUNTANCY FINANCIAL REPORT

Moved – Greg Tyler

Seconded by – Troy Gaddes

ELECTION OF OFFICERS FOR 2014/2015 SEASON

MOVE TO ADOPT PATRONS – Mayor of Kempsey Shire Council Liz Campbell, SWR Rotary Club, Andrew Stoner-Deputy Premier, Luke Hartsuker-Federal Member and SWR Chamber of Commerce.

Moved – Mick Ryan

Seconded by – Michael Judd

PRESIDENT -

ROD MCDONAGH

VICE PRESIDENT -

ANNE PEARCE

DIRECTOR of ADMINISTRATION -

CASSIE HALVERSON

DIRECTOR of FINANCE -

Not filled

DIRECTOR of LIFE SAVING -

ANDREW BUSCH

REGISTRAR -

BRUCE CALDWELL

JUNIOR ACTIVITIES COORDINATOR -

SHANNON ASKEW

JUNIOR ACTIVITIES SUPERINTENDANT - Not filled

PATROL OFFICER -

Not filled

TRAINING OFFICER -

SAM HENSHAW

Moved – Amanda Busch

Seconded by – Brienna Elford

DIRECTOR of COMPETITION –

ANDREW PACKWOOD

BOARD AND SKI CAPTAIN -

JASON RUSHWORTH

Moved – Andrew Busch

Seconded by – Michael Healy

BOAT CAPTAIN -

TROY GADDES

IRB CAPTAIN –

ANDREW TRAPPEL

MARKETING DIRECTOR –	BRIENNA ELFORD
COMMITTEE PERSONS -	MICK RYAN AND SID JEFFERY
PUBLICITY OFFICER -	Not filled
SOCIAL COORDINATOR -	Not filled

URGENT GENERAL BUSINESS

- Membership forms are available on request (contact DoA Cassie 0412 997 896 or email) there is a covering letter and a declaration (2 page document) these are then entered into Surf Guard-a national system.
- You can register online – note there are different categories ie: Associate-Life Governor, 15-18 years etc, please choose the correct membership which will generate the correct fee PLEASE NOTE when registering online you go in fill out the form then CONTINUE on to the payment gateway. If the payment does not go through then the membership just sits idle. Please do not hesitate to contact DoA or Registrar Bruce Caldwell for assistance.
- Fee's are as follows
 1. Associate Member \$50
 2. Family of Four (4) \$200 – capped, any additional family members are inclusive
 3. Annual gym Membership \$220
- Bruce to present awards to those who did not attend Presentation Night.

Meeting Closed 11:58am

Appendix 2 – Financial Reports