



# The Surf Life Saving Foundation

Annual Review 2015–16







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## Chairman & Executive Report

Surf lifesavers know every rescue is unpredictable. There is no such thing as an ordinary day when they are on patrol. They often have to put themselves into dangerous conditions for the benefit of total strangers. They can never be certain of what they'll face when they respond to a call for help. It is thanks to their courage and skills so many people are alive today.

This year they performed 9,864 rescues, carried out 350,400 preventative actions, 26,288 first aid treatments and volunteered a total of 1,331,648 hours on patrol.

We take inspiration from their actions which remind us just how selfless people can be.

To support this important work, The Surf Life Saving Foundation (SLSF) strives to provide a high level of funding back to the movement. Thanks mainly to our Donors and our Lottery purchasers, The Surf Life Saving Foundation has been able to contribute in excess of \$11 million for essential surf lifesaving services.

We are proud that our governance and operational culture is bound by our adherence to regulatory compliance and ethical standards. We maintain principles and standards as published by the Fundraising Institute of Australia. We also comply with both the Australian Charities and Not for Profit Commission and the Australian Institute of Company Directors' Good Governance Principles and Guidance for Not-for-Profit Organisations.

We are also proud that steady growth continued for all fundraising programs in this financial year. We now have over 20,000 regular monthly supporters (our Guardians of the Surf). The number of companies participating in our Workplace Giving Program increased by 25% and the Bequest program Circle of Friends membership increased to 499 individuals.

A new initiative, the 10,000 Club, was introduced this year to provide direct benefit to surf life saving clubs through their local membership. Members are asked to consider making

their own club a beneficiary in their Will, something that many members may not be aware they can do. This initiative will continue to roll out during the 2016/17 year.

Year 2 of the 'Be a Lifesaver' fundraising awareness campaign continued to help Surf Life Saving maintain recognition and our need of community support. One third of Australians responded that they had seen the 'Be a Lifesaver' campaign and clearly understood our message which increased their likelihood to donate. The campaign was delivered via TV, radio, outdoor and print with a shift across new media channels such as digital, mobile and social.

This year our reach extended offshore too when in August 2015, 14 courageous supporters took part in the Surf Life Saving Kokoda Challenge. The participants trekked 96 kilometres of rugged mountain terrain and tropical rainforest along the Kokoda Trail and raised more than \$56,000 for their beneficiary surf life saving clubs.

The Foundation's Grant Seeking Unit again exceeded expectations this year and secured over \$1.53 million in funding for individual surf life saving clubs and State Surf Life Saving entities across Australia. This is an achievement of which we are particularly proud as the team work closely with Clubs and provide tangible assistance at a grass roots level.

Surf Life Saving Lotteries conducted 18 lotteries in 2015/16 – including six of our highly popular house and land prize draws. The Lottery loyalty program, the Champions Club, continues to go from strength to strength and now has over 44,000 active members.

We thank all of our wonderful supporters for their contributions throughout the year. Whether it is making a donation, purchasing a ticket in one of our lotteries, or leaving a legacy gift in their Wills – never doubt that together we are making a difference to the work of Surf Life Saving.



**Martin Walsh**  
Chairman  
The Surf Life Saving Foundation



**Melissa King**  
Chief Executive Officer  
Surf Life Saving Australia



**Steve Francia**  
Head of Foundation  
Surf Life Saving Australia

## Board of Directors



### **Martin Walsh**

Chairman

Appointed 23 October 2012

Martin Walsh is the Independent Chairman of The Surf Life Saving Foundation and an Independent Director of Surf Life Saving Australia Limited. He is a member of Lorne SLSC and Life Member of Life Saving Victoria. He is also a previous Director of LSV. Professionally, Martin is a Non-Executive Director and Consultant. Previously a Partner of Deloitte and Ernst & Young, he is a current Director of the Royal Australian College of General Practitioners and a past Director of State Plus Ltd. He is a Fellow of the Institute of Chartered Accountants, a Fellow of the Governance Institute, and a Graduate Member of the Institute of Company Directors.



### **Peter Brian George AM**

Director

Appointed 18 October 2013

Peter has been GM Corporate Services at Surf Life Saving Australia for approximately six years. Peter has extensive senior executive experience in project and financial management within the finance and not for profit industries, focusing on providing strategic insight into supply chain management and cost control. His 40 years' experience within the finance industry includes Westpac Banking Corporation (Westpac), Australian Guarantee Corporation and State Bank of South Australia. Peter has had a long and proud association with Surf Life Saving in Australia extending 50 years. During this time he has served the organisation as a Director (Lifesaving) for 11 years and chaired the Finance, Audit and Compliance Committee for 8 years.



### **Christine Hopton**

Director

Appointed 27 June 2014

Christine has an extensive media background having worked in the newspaper and television industries, public relations, marketing and communications for more than 30 years. Christine has been involved in Surf Life Saving for nearly 20 years, joining as a Nipper parent and holding positions on the Avalon Beach SLSC junior committee before gaining her Bronze Medallion in 2000. Christine was awarded Life Membership of the Club after serving as Avalon Beach President for eight years and competes in Master competition. She has also been recognised for Outstanding Service by Surf Life Saving Sydney Northern Beaches branch.



### **Graham Bruce Ford AM**

Director

Appointed 22 May 2014

Graham was elected as President of SLSA in 2010. He brings to this role a wealth of surf life saving knowledge, coupled with a strong business background. Graham is a Life Member and Patron of Bronte SLSC and President of the International Life Saving Federation and he has held many senior roles at club, branch and national levels. In 2016, Graham was made a Member of the Order of Australia for his services to surf life saving. Graham is a Fellow of the Australian Institute of Company Directors.

# Our Aim

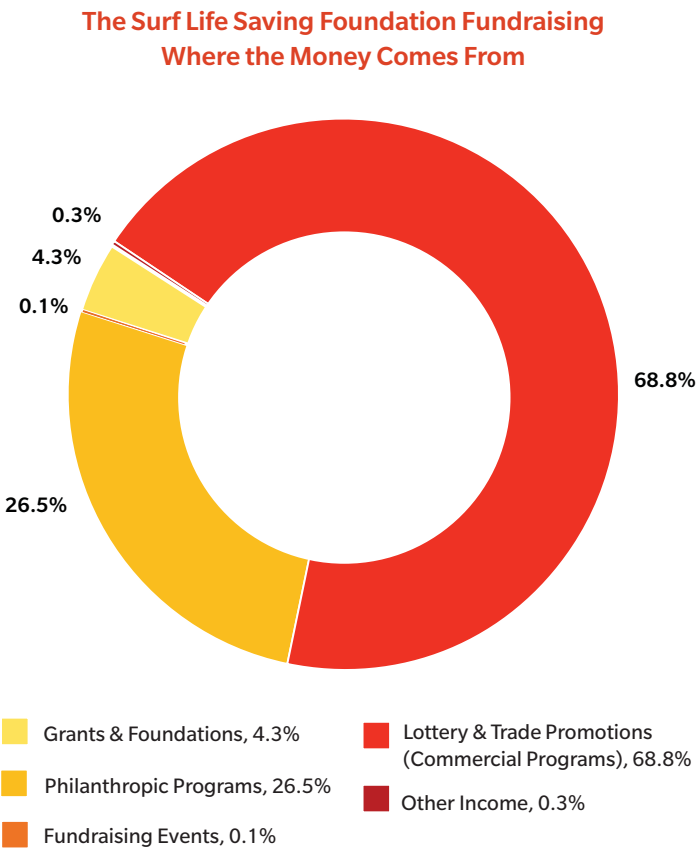
To contribute to the financial security and viability of the Surf Life Saving (SLS) movement.

# Our Contribution

The Surf Life Saving Foundation (SLSF) achieved consistent fundraising results in 2015/16.

Our fundraising efforts directly contributed \$11.08 million to the Surf Life Saving movement.

Of these funds, \$9.55 million was available for distribution and \$1.53 million was secured through successful grant applications for various Surf Life Saving entities.



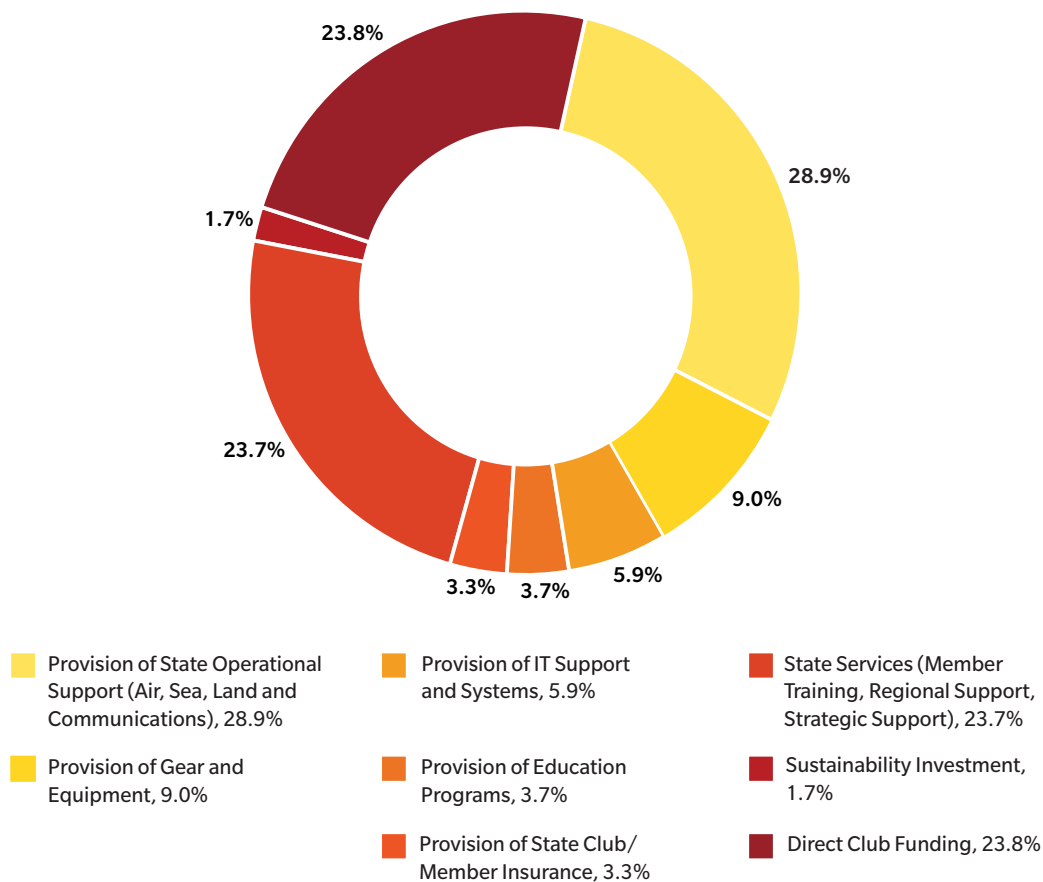


## How Funds are Distributed

The Surf Life Saving Foundation distributes funds through Surf Life Saving Australia and state entities. The map below shows the breadth and reach of our services throughout our country. The map also reveals where our funds are delivered to support the Surf Life Saving movement.



## How Funds are Utilised by State Surf Life Saving Entities\*



\*2014/15 Financial Year

# Philanthropic Support







## Philanthropic Programs

### Guardians of the Surf

In the 2015/16 financial year we were delighted to record 20,094 'Guardians of the Surf' through our regular giving program. Our Face to Face program continues to recruit monthly givers who provide the Surf Life Saving movement with sustainable income for this financial year and into the future.

We have seen an increase in the average gifts across all appeal campaigns in 2015/16 which has also led to a significant increase in income growth for appeals both through renewing past support and acquiring new supporters.

All Guardians are helping to fund vital programs and services no matter how big or small their contribution. The donations people give allow us to confidently plan ahead and invest in surf life saving so our volunteers can continue their vital community service now and in the years to come.

Thank you for your support of Surf Life Saving by giving us a donation. We couldn't do the vital work we do without your continued support. The funds generated through our fundraising programs help us to fly our red and yellow flags on the beaches and keep beach-goers safe.

### Be a Life Saver Fundraising Awareness Campaign

Surf Life Saving is one of Australia's most iconic and loved brands. We have continued to promote Surf Life Saving as an organisation which needs support and funding. We have embarked on a five year strategy to raise awareness of our movement as a community cause.

Year two of the 'Be a Life Saver' campaign anchored its focus again throughout Australia to help raise awareness of the organisation's need for donations. The campaign was launched during the peak of Summer when Surf Life Saving is top of mind with Australian beach goers.

The campaign was delivered via TV, radio, outdoor and print media with a shift across digital, mobile and social channels. To support the campaign, Surf Life Saving received about \$7 million of advertising media value during the campaign period which was a significant increase in comparison to year one.

Our post campaign research confirmed the 'Be a Life Saver' campaign has continued to help Surf Life Saving maintain overall brand positioning and recognition to help raise awareness in the market place. One third of Australians saw our campaign and clearly understood the message which increased their overall likelihood to donate.

## Workplace Giving

Workplace Giving programs allow employees to make regular tax deductible donations to a charity through their employer's payroll system.

Workplace Giving is an important element of many corporate social responsibility and employee engagement programs. The current number of companies actively participating in the Surf Life Saving Workplace Giving Program in the 2015/16 financial year is 35; and approximately half of these companies match their employee's gifts, thereby doubling the impact made to our cause. This is a 25% increase in the number of companies participating in our Workplace Giving Program from 2014/2015.

The largest three contributors to Surf Life Saving through Workplace Giving in the 2015/16 financial year were Orica, BlueScope Steel and Event Hospitality and Entertainment.

The Foundation remains committed to this philanthropic program and will continue to focus on the following areas for 2016/17:

- Increase Surf Life Saving employee participation and engagement with our existing Workplace Giving companies through regular communications, updates and appeals.
- Collaborate with Surf Life Saving's national and state partners and strengthen our relationships.
- Spread further awareness of the corporate social responsibility and employee engagement benefits of Workplace Giving and Surf Life Saving to generate support from new companies.

If you or someone you know would like more information about how to get your organisation involved in Workplace Giving please contact us by phone 1800 642 925 or email [workplacegiving@slsfoundation.com.au](mailto:workplacegiving@slsfoundation.com.au).

## Bequests

A Bequest to Surf Life Saving is an investment in the future ensuring our beaches remain safe for generations to come.

The 2015/16 financial year has seen a consolidation of our National Bequest Program in preparation for the current

year's program.

The total number of 'Circle of Friends' program members nationally is 499. Many Will makers continue to target their gifts to specific areas of interest, be it equipment, training or priority projects. It is very encouraging to see the increased level of engagement.

A new program was initiated which focuses on SLS Club members considering their own Surf Life Saving Club as a beneficiary in their Will. The program is called the 10,000 Club and encourages Surf Life Saving members to leave a minimum of either \$10,000 or 10% of their estate to their own club. This initiative will continue to roll-out during the 2016/17 year. Overall, our general communications prompt supporters to consider Surf Life Saving as a viable option in their Will, which may not have been previously considered. It also helps to highlight that we are a charitable organisation which does rely on the generosity of the public to continue our services.

If you would like more information on how to progress a gift in your Will to Surf Life Saving, please contact our Supporter Relationship Manager directly by phone (07) 3177 5831 or email [bequests@slsfoundation.com.au](mailto:bequests@slsfoundation.com.au). All discussions with our Supporter Relationship Manager are confidential.

## SLS Kokoda Challenge 2015

It's not often people get to participate in such a unique and tough challenge as to tackle the legendary Kokoda Track. In August 2015, 14 brave trekkers did just that and banded together to help raise much-needed funds for our volunteer surf lifesavers. The participants trekked 96 kilometres of rugged mountain terrain and tropical rainforest following in the footsteps of our courageous Australian soldiers during the nine day challenge. Together, they raised more than \$56,000 for their chosen beneficiary surf lifesaving clubs.

We thank them all for their amazing efforts, both on the trek and behind-the-scenes with their fundraising endeavours.





## Grant Seeking Unit

This year the Grant Seeking Unit assisted surf clubs and state entities to raise more than \$1.53 million toward a range of projects including youth development, community education programs, capital works projects for clubhouses and the purchase of valuable lifesaving equipment.

The Grant Seeking Unit lodged 266 grant applications which was a 9.3% increase on the previous year. A total of 195 of those submissions were in direct support of surf life saving clubs throughout Australia. This success has enabled us to provide valuable grassroots support to our hard working and dedicated volunteer force.

### Table of Grants Received to 30 June 2016

Funding Body & Grant Program	Applicant Entity	Project Details	Granted (\$)
<b>NEW SOUTH WALES</b>			
Private foundation (anonymous)	Far North Coast - Surf Life Saving New South Wales Clubs	Emergency Rescue and First Aid Equipment	150,000
Australian Government Dept. of Social Services Volunteer Grants	Evans Head Casino SLSC	Lockable Cupboard, Outdoor Furniture and Vacuum	5,000
Australian Government Dept. of Social Services Volunteer Grants	Narooma SLSC	P.A. System and Outdoor Furniture	5,000
NSW Office of Sport Local Sport Grant Program	Narooma SLSC	Rashies for Disadvantaged Members	2,200
Risk, Response and Rescue Company Sponsorship	Illawarra Branch	Sponsorship - ATV	5,000
<b>NORTHERN TERRITORY</b>			
INPEX Community Sponsorship and Investment Program	Surf Life Saving Northern Territory	Volunteer Development Program	5,000
NT Dept. of Business Community Benefit Fund - Small Grants Program	Darwin SLSC	Security Upgrade	7,332



Funding Body & Grant Program	Applicant Entity	Project Details	Granted (\$)
NT Dept. of Business Vehicle Gifts and Long Term Loan Application	Surf Life Saving Northern Territory	4WD Emergency Response Vehicle	45,000
NT Dept. of Natural Resources, Environment, the Arts and Sport - Grass Roots Devt. Grants	Darwin SLSC	Expansion of Youth Surf Sport Development Program	5,000
NT Tourism Infrastructure Development Fund 2015-16 Accelerator Program	Gove Peninsula SLSC	Clubhouse Development	110,000
QUEENSLAND			
Australian Government Dept. of Social Services Volunteer Grants	Nobbys Beach SLSC	Rashies, Nipper Boards and Rescue Board	4,750
Australian Government Dept. of Social Services Volunteer Grants	Point Lookout SLSC	Radios	3,800
Australian Government Dept. of Social Services Volunteer Grants	Yeppoon SLSC	Shade Marquee and Cash Register	4,687
Australian Government Dept. of Social Services Volunteer Grants	Mudjimba SLSC	Computer, Printer and iPad	3,308
Australian Government Dept. of Social Services Volunteer Grants	Coolangatta SLSC	Kitchen Equipment	5,000
Australian Government Dept. of Social Services Volunteer Grants	Hervey Bay SLSC	Shade Sail	3,262
Australian Government Dept. of Social Services Volunteer Grants	Tannum Sands SLSC	Printer and Photocopier	4,884
Australian Government Dept. of Social Services Volunteer Grants	Ayr SLSC	Whitegoods and Fuel	5,000
Australian Government Stronger Communities Programme	Ayr SLSC	Sunsmart Nippers (Shade Facilities)	11,315
Australian Government Stronger Communities Programme Rd 1	Southport SLSC	Upgrade Nipper Amenities Facility	16,624
Brisbane City Council City Hall and King George Square Community Service Obligation Funding	Surf Life Saving Queensland	SLSQ State Awards of Excellence Gala Ball	10,233
Bundaberg Regional Council Community Grant Program	Moore Park SLSC	Provision of Storage Facility for Emergency Search and Rescue Equipment	4,750
Cairns Regional Council Community Grant	Cairns SLSC	Emergency Rescue and First Aid Equipment	3,060
Cairns Regional Council Community Grant (ASSIST)	Ellis Beach SLSC	Water Filter/ Petrol Fire Pump	4,110
Ergon Energy Community Fund	Mackay SLSC	Energy Efficient Measures at Clubhouse	4,253
Fraser Coast Council Community Grant Program	Hervey Bay SLSC	Solar Hot Water System	5,000
Gambling Community Benefit Fund Round 84	Redcliffe Peninsula SLSC	First Aid and Training Room Upgrade	32,988
Gambling Community Benefit Fund Round 84	Arcadian SLSC	Replacing Roof	33,966
Gambling Community Benefit Fund Round 84	Sarina SLSC	ATV	28,800
Gambling Community Benefit Fund Round 84	Townsville Picnic Bay SLSC	Install Air-Conditioning Units	20,800
Gambling Community Benefit Fund Round 85	Hervey Bay SLSC	IRB Hull	12,980
Gambling Community Benefit Fund Round 85	Noosa Heads SLSC	IRB and Motor	30,856
Gambling Community Benefit Fund Round 85	Miami Beach SLSC	IRB and Motor	19,360
Gambling Community Benefit Fund Round 85	Rainbow Bay SLSC	ATV	20,837
Gambling Community Benefit Fund Round 86	Marcoola SLSC	Solar Panels	35,000
Gambling Community Benefit Fund Round 86	Bundaberg SLSC	Training Room Fit Out	16,500
Gambling Community Benefit Fund Round 86	Moore Park SLSC	ATV and Trailer	32,507
Gambling Community Benefit Fund Round 87	Pacific SLSC	Building Works to Boat Shed and Kiosk	27,273
Hail Creek Mine Community Development Fund	Eimeo SLSC	Developing Our Youth - Leadership and Skills Program	6,000

Funding Body & Grant Program	Applicant Entity	Project Details	Granted (\$)
Harcourts Foundation Community Grants	Eimeo SLSC	World's Largest Game of Beach Flags	5,000
Mackay Regional Council Grants Program	Eimeo SLSC	World's Largest Game of Beach Flags	2,500
Port of Brisbane Community Grant	Point Lookout SLSC	Rescue Boards	2,790
Qld Dept. of National Parks, Sport and Racing Get Going Grants Rd 4	Redcliffe Peninsula SLSC	IRB Motor	4,800
Qld Dept. of National Parks, Sport and Racing Get Going Grants Rd 4	Wide Bay Capricorn Branch	Shade Structures	7,061
Qld Dept. of National Parks, Sport and Racing Get Going Grants Rd 4	North Burleigh SLSC	Surf Skis	6,355
Qld Dept. of National Parks, Sport and Racing Get Going Grants Rd 4	Coolangatta SLSC	Bluebottles Program for Youth with a Disability	7,262
Qld Dept. of National Parks, Sport and Racing Get Going Grants Rd 4	Southport SLSC	Rescue Boards and Tubes	6,067
Qld Dept. of National Parks, Sport and Racing Get Going Grants Rd 4 (ASSIST)	Bribie Island SLSC	Surf Skis	5,970
QRAA Special Disaster Assistance Grants	Emu Park SLSC	Repair Clubhouse Damage from T.C. Marcia	13,740
Slater and Gordon Community Fund	Point Lookout SLSC	Seahorse Nippers - An Aquatic Education and Recreation Program for Youth with a Disability	5,568
Sunshine Coast Council Community Grants - Major (ASSIST)	Dicky Beach SLSC	Training/Education Room and Dormitory Renovations	10,000
Sunshine Coast Council Community Grants Program - Major	Surf Life Saving Queensland	Little Rippers - Beach Activity Program for Challenged Youth	7,000
SunSmart Shade Initiative (ASSIST)	South Coast Branch	Marquees	1,300
The Cory Charitable Foundation	Surf Life Saving Queensland	Marine Stinger Drag Nets	7,200
The Cory Charitable Foundation	Surf Life Saving Queensland	Rescue Boards	9,600
Westpac Natural Disaster Recovery Fund (ASSIST)	Yeppoon SLSC	Replacement Roller Doors after T.C. Marcia	10,000
SOUTH AUSTRALIA			
Australian Sports Commission Women Leaders in Sport Grant	Surf Life Saving South Australia	Surf Sisters - Foundations of Directorship	10,000
City of Whyalla Community Grants Program	Whyalla SLSC	Bronze Medallion Camp	2,250
Royal Automotive Association of SA Regional Safety Grants	Chiton Rocks SLSC	Rescue and Water Safety Upgrade	5,000
SA Fire and Emergency Services Commission - Natural Disaster Resilience Program	Surf Life Saving South Australia	Installation of Radio Communications System Across SA Including Volunteer Training	13,636
SA Fire and Emergency Services Commission - Natural Disaster Resilience Program	Surf Life Saving South Australia	Training to Increase Capacity and Support Through Westpac Lifesaver Rescue Helicopter Service	49,500
SA Office for Volunteers - Community Voices	Surf Life Saving South Australia	Volunteer Recruitment Commercial	20,000
TASMANIA			
Australian Government Dept of Social Services Volunteer Grants	Carlton Park SLSC	Shade Marquee and Rashies	4,424
Coca Cola Australia Foundation Community Grants	Surf Life Saving Tasmania	Indigenous Education	10,000
Harcourts Foundation Community Grants	Launceston SLSC	Rescue Boards	5,000

Funding Body & Grant Program	Applicant Entity	Project Details	Granted (\$)
Sorell Council Youth and Community Assistance Grant Program	Carlton Park SLSC	Carlton Park Surf Festival - Increasing Youth Participation	1,500
Tasmanian Community Fund - Medium	Surf Life Saving Tasmania	Jet Rescue Boat Equipment	29,219
<b>VICTORIA</b>			
Australian Government Dept. of Social Services Volunteer Grants	Waratah Beach SLSC	Oxygen and First Aid Kit Bags	5,000
Australian Government Dept. of Social Services Volunteer Grants	Mildura LSC	Club and Training Room Furniture and TV	4,101
Australian Government Dept. of Social Services Volunteer Grants	Jan Juc SLSC	Laptops, Projector, Training Costs and Fuel	5,000
Australian Government Dept. of Social Services Volunteer Grants	Woodside Beach SLSC	Chairs	3,450
Australian Government Dept. of Social Services Volunteer Grants	Altona LSC	Computer Equipment	4,548
Australian Government Dept. of Social Services Volunteer Grants	Ocean Grove SLSC	Coffee Machine	5,000
Australian Government Dept. of Social Services Volunteer Grants	Hampton SLSC	Training and Fuel Costs for Volunteers	2,000
Australian Government Stronger Communities Programme	Ocean Grove SLSC	Capital Works - Patrol Tower Air-Conditioning	11,000
Australian Sports Commission Local Sporting Champions (ASSIST)	Portland SLSC	Individual Sponsorship Application	1,000
Australian Sports Commission Women Leaders in Sport Grant	Life Saving Victoria	Board Ready Boot Camp	10,000
Bass Coast Shire Council Community Grants Rd 1 2015/16	Inverloch SLSC	Beach Trailer	1,000
Bass Coast Shire Council Community Grants Rd 1 2016	Cape Paterson SLSC	First Aid Responder Unit	3,513
Brimbank Community Grants Program 2015/16	Life Saving Victoria	Sink or Swim - Water Safety in the Brimbank Region	4,000
Carlisle Homes Community Grants	Altona LSC	Expansion of Nipper and Youth Surf and Education Programs	7,700
City of Boroondara Community Strengthening Grants	Life Saving Victoria	CALD Aquatic Community Engagement Program	4,911
City of Casey Community Grants	Life Saving Victoria	Essential Survival Skills at Lysterfield Lake	3,000
City of Greater Bendigo Community Grants	Life Saving Victoria	Open Water Learning Experience	5,000
City of Greater Geelong Community Grants	Ocean Grove SLSC	Air-Conditioning for Patrol Tower and Training Room	2,500
City of Greater Geelong Community Grants	Life Saving Victoria	Female Leadership Network Session	3,000
Geelong Community Foundation	Life Saving Victoria	Certificate IV in Training and Assessment (TAE40110) to Geelong SLSC members	24,500
Hobsons Bay City Council 2016 Community Grants	Altona LSC	Leaderships Camps	750
Inner North Community Foundation Pathways to Employment Grants	Life Saving Victoria	Work Around Water - CALD Program	25,670
Lord Mayor's Charitable Foundation Innovation	Life Saving Victoria	Connecting African Communities - Aquatic Education and Employment Program	83,200
Melton City Council - The Club Caroline Springs Grant	Life Saving Victoria	Open Water Learning Experience	5,000
Melton City Council - The Club Caroline Springs Grant Eastern Corridor	Life Saving Victoria	Open Water Learning Experience	4,720
Mildura Rural City Council Recreation Facilities Upgrade Grant	Mildura LSC	Clubroom Upgrade	5,900



Funding Body & Grant Program	Applicant Entity	Project Details	Granted (\$)
National Youth Week 2016 Victoria Grants	Life Saving Victoria	Champion Junior Lifesaver of the Year Award	6,000
Sport and Recreation Vic Athlete Pathway Travel Grants Program (ASSIST)	Life Saving Victoria	VIC Pool Lifesaving Team - RLSSA National Championships	6,000
Sport and Recreation Vic Athlete Pathway Travel Grants Program (ASSIST)	Life Saving Victoria	VIC Jnr. State Team - Interstate Comp vs TAS and SA	6,000
Sport and Recreation Vic Athlete Pathway Travel Grants Program (ASSIST)	Life Saving Victoria	VIC Interstate Team - SLISA Interstates	1,200
Sport and Recreation Vic Athlete Pathway Travel Grants Program (ASSIST)	Life Saving Victoria	VIC Surf Boat Team - ARSL Interstates	6,000
Sport and Recreation Vic Athlete Pathway Travel Grants Program (ASSIST)	Portland SLSC	IRB Team	750
Sport and Recreation Victoria Sporting Clubs Program	Mildura LSC	Uniforms	596
Sport and Recreation Victoria Sporting Clubs Program	Altona LSC	Uniforms/Leadership Camps	993
Sport and Recreation Victoria Supporting Victorian Sport and Recreation Program (ASSIST)	Life Saving Victoria	Surf Sport Initiatives	192,000
Surf Coast Shire Event Grants (ASSIST)	Life Saving Victoria	2016 Victorian Lifesaving Championships	1,000
The Andrews Foundation	Life Saving Victoria	Open Water Learning Experience - Prep to Year 2	5,000
The Marian and EH Flack Trust	Life Saving Victoria	Open Water Learning Experience	10,000
VIC Dept. of Health and Human Services Community Shade Grants Program	Wye River SLSC	Portable Marquee, Hats and Sunscreen	1,900
VIC Dept. of Health and Human Services Community Shade Grants Program	Altona LSC	Portable Shade Shelters	2,586
VIC Dept. of Health and Human Services Community Shade Grants Program (ASSIST)	Jan Juc SLSC	Portable Marquee, Hats and Sunscreen	4,262
VIC Health Active Club Grants	Waratah Beach SLSC	Paddleboard	2,077
VIC Health Active Club Grants	Altona LSC	Mal Boards	3,000
Victorian Department of Justice and Regulation Community Safety Fund	Waratah Beach SLSC	Clubhouse Security	10,000
Volunteer Emergency Services Equipment Program	Altona LSC	ATV	13,100
Wellington Shire Council Community Grants	Woodside Beach SLSC	Extension of Verandah and Development of Shaded Area	5,000
<b>WESTERN AUSTRALIA</b>			
City of Busselton Community Bids (ASSIST)	Smiths Beach SLSC	Trailers and Clubrooms	2,500
City of Fremantle Community Development Funding	Fremantle SLSC	CALD and Indigenous Beach Safe Program	4,825
Shire of Denmark Community Financial Assistance Program (ASSIST)	Denmark SLSC	Resuscitation Manikins (Infant and Adult)	3,750
<b>Total</b>			<b>1,538,178</b>

### Far Northern NSW Surf Life Saving Clubs

Last year, a private foundation provided a very generous grant of \$150,000 which was shared between 10 Far Northern NSW Surf Life Saving Clubs.

The clubs, spanning the northern coast from Yamba to Fingal Heads, were provided with the opportunity to handpick the gear and equipment they most urgently needed. This included All Terrain Vehicles, radios, rescue boards, patrol shelters and first aid equipment.

The clubs in this region have experienced many challenges throughout the season, including increased shark sightings, beach erosion and an overall rise in beach visitations. This was a very timely gift for these clubs, fulfilling many essential equipment requirements that would have otherwise been delayed until their finances permitted.

Thanks to the incredible support provided by grants such as these, our clubs can continue to provide a safe beach environment for the community to enjoy.



Evans-Head Casino SLSC received a custom built patrol trailer and handheld radios from the private foundation grant.



Cudgen SLSC welcomed the addition of a new "side by side" vehicle after needing to establish a second permanent patrol due to a change in beach conditions which split their beachfront in half.

### Yeppoon Surf Life Saving Club (Qld)

The devastation of Tropical Cyclone Marcia saw the Clubhouse roof of Yeppoon Surf Life Saving Club being torn off in February 2015. The result was significant structural damage and a loss of valuable lifesaving and office equipment.

The Westpac Natural Disaster Recovery Fund generously awarded the Club a \$10,000 grant to replace the roller doors at the clubhouse which were damaged beyond repair.

This grant enabled the club to safely return lifesaving and training equipment to the facility thereby restoring their ability to patrol the beaches and operate their youth education programs while the clubhouse was undergoing repair.



Yeppoon SLS clubhouse suffered significant structural damage after Tropical Cyclone Marica.



Yeppoon SLSC clubhouse after the repairs.

# Commercial Activities







Lottery 170 Hope Island prize home

## Surf Life Saving Lotteries

The Foundation operates one of Australia's largest 'House and Land' lottery programs. It comprises six house lotteries, a loyalty program, the Champions Club (which awards daily cash prizes), and a number of smaller 'limited lotteries' conducted via the telephone. The funding gained from our lotteries increased 9.6% on previous year. The Champions Club, which is our loyalty program, also continues to grow with more than 44,000 members actively participating. In 2015/16 we featured our first prize home property outside of Queensland - a beautiful beach cottage in New South Wales at Casuarina for our Christmas lottery.

This financial year saw the introduction of a brand refresh for our Champions Club members as we continue to improve the supporter experience with new elements including improved welcome packs, anniversary cards, birthday cards and Christmas cards to engage with our supporters.

In addition, our digital communication channels expanded significantly. This resulted in an overall e-commerce

conversion rate improvement of 1.5% and stronger acquisition signups for the Champions Club.

We also introduced a live web chat facility to our website allowing online users to directly engage with us to provide a better service. Furthermore, lotteries marketing launched a 3D virtual tour for our prize homes and are continually refining our online communications strategy.

A new platform of marketing was introduced via SMS alerts for our lotteries which looked at ways to reduce overall declines in the Champions Club.

Our focus continues to be improving the overall customer experience with the objective to increase revenue and maintain our position as a competitive and attractive package in the lotteries market. For more information on our lottery visit our website at [www.surflottery.com.au](http://www.surflottery.com.au).



Lottery 171 prize home at Bribie Island



## Winner Stories



### Lottery 172 - Christmas Winner Story

The M\* Family were going about their normal day when an unexpected call on the 18 December 2015 at 12:01pm changed their lives forever.

"I was getting ready for work at my sister's house, all the kids were home from school holidays and I was just about to race out the door when my phone rang," Mrs M said.

"Hi Mrs M, I'm calling from Surf Life Saving Lotteries, how are you today?" said the woman on the other line.

"I wasn't sure what the call would be in relation too, but as per usual exchanged phone pleasantries I answered, 'I'm well thanks, how are you today?'"

"Very well Mrs M, the reason for my call today is to congratulate you on becoming a millionaire. You've won a \$966,540 beach home plus \$70,000 worth of gold bullion," she said.

My family and I froze. Our jaws dropped and smiles began to

emerge. The kids started jumping up and down hugging each other without restraint. I was stunned! In shock, I still went to work and then reality started to creep in.

"We're just a typical family", Mrs M told Surf Life Saving Lotteries. "We're raising two beautiful children, so to win this life changing prize was just an incredible feeling of joy."

The M family have kindly supported Surf Life Saving since 2005 as Champions Club members after tragedy almost struck some close friends.

"On holidays, our friends were pulled out in a rip. One minute they were close to the shore and the next they were dragged out to sea. If the Surf Life Saving volunteers weren't there that day, who knows what might have happened?"

"We support an organisation we truly believe in and the fact that they offer great prizes is just an added bonus."

Congratulations to the M family on behalf of everyone at Surf Life Saving and thank you for all your support over the years to help save lives.



### Lottery 170 - Hope Island Winner Story

Mrs M from Burleigh Heads was driving to northern New South Wales with her husband when her mobile phone rang.

"I was expecting a call from somebody else and decided to pull the car over," Mrs M recalls.

"The lady on the other line said she was calling from Surf Life Saving Lotteries and I initially thought it was a call to buy some tickets in another prize home which I'm always happy to do.

"I remember three words from the call – "won", "home" and "gold." It took me a while to connect all the dots. It's a very surreal moment when a life changing event like that happens

to you, time stands still and all the possibilities begin to emerge.

After hearing she was the proud new owner of a \$970,500 Gold Coast waterfront home Mrs M exclaimed "is this a joke?"

In addition to the stunning Hope Island home, Mrs M was also entitled to the bonus book buyers prize of \$30,000 cashable gold bullion.

"You always hope, but never expect anything like this to happen. We have always supported Surf Life Saving," said Mrs M.



## Surf Life Saving Rescue Fund

The Surf Life Saving Rescue Fund ('Fund') is a charitable investment scheme operated by the Surf Life Saving Foundation. The Fund can only accept investments on behalf of Surf Life Saving organisations which are members of, or affiliated with, Surf Life Saving Australia.

The objective of the fund is to maximise the net (after fees) earnings under management at an acceptable level of risk that protects the capital value of the investments. It has two components: the Perpetuity component which includes funds held in trust by the Foundation in accordance with the terms of the Trust Deed of the Foundation Perpetuity Trust ('Trust'), and the withdrawable component which includes funds directly invested by Surf Life Saving entities.

All of the monies in the Fund are pooled within three streamlined investment funds (short, medium and long-term), all with their own distinct investment allocations.

The Foundation is able to move more effectively by pooling capital into these three fund terms, refine appropriate investment strategies for each – both maximising returns and minimising fees, all done at an acceptable and prudent level of risk. The Fund provides an appropriate framework facilitating Surf Life Saving entities in accessing market linked financial products which may be invested at more competitive rates than otherwise accessible.

The Foundation has a strong focus on governance and has established an independent Investment committee whose role is to provide oversight and strategic advice on the effective investment of the Fund.

As at 30 June 2016, the Fund had \$32.1 million in funds under investment (2015: \$28.6 million). This balance consisted of \$17.6 million in Perpetuity Funds and \$14.5 million in Withdrawable Funds.

### Investment Committee



**Professor Emeritus Robert Officer AM  
BAgSc, MAgEc, MBA, PhD**

Professor Emeritus, University of Melbourne (Professor of Finance at Melbourne Business School from 1986 to 2002). He is Chairman of Acorn Capital Ltd, Chairman of JF Capital Partners Pty Ltd, Chairman of Brookline Pty Ltd, and a board member of CP2 Pty Ltd. He is also on the board of the charitable trust The Colonial Foundation. Professor Officer chaired Commissions of Audit for the incoming Kennett and Howard governments.



**Martin Walsh  
B.Comm, FCA, GAICD, FGIA**

Martin Walsh is the Independent Chairman of The Surf Life Saving Foundation and an Independent Director of Surf Life Saving Australia Limited. He is a member of Lorne SLSC and Life Member of Life Saving Victoria. He was also a previous Director of LSV. Professionally, Martin is a Non-Executive Director and Consultant. Previously a Partner of Deloitte and Ernst & Young, he is a current Director of the Royal Australian College of General Practitioners and a past Director of State Plus Ltd. He is a Fellow of the Institute of Chartered Accountants, a Fellow of the Governance Institute, and a Graduate Member of the Institute of Company Directors.

**Ed Prendergast  
BEcon, GradDipAppFin**

Ed Prendergast is Co-manager of the Pengana Emerging Companies Fund which he established with Steve Black in 2004. He was previously a Director at Citigroup, and Head of the Small Companies research team. In total, Ed spent 10 years researching small companies for stockbrokers – primarily at Citigroup and ABN Amro, and was top-ranked by BRW in 2003 and 2004. Ed has a Bachelor of Economics from La Trobe University and a Graduate Diploma in Applied Finance (SIA).







# Financial Highlights



# The Surf Life Saving Foundation Financial Highlights

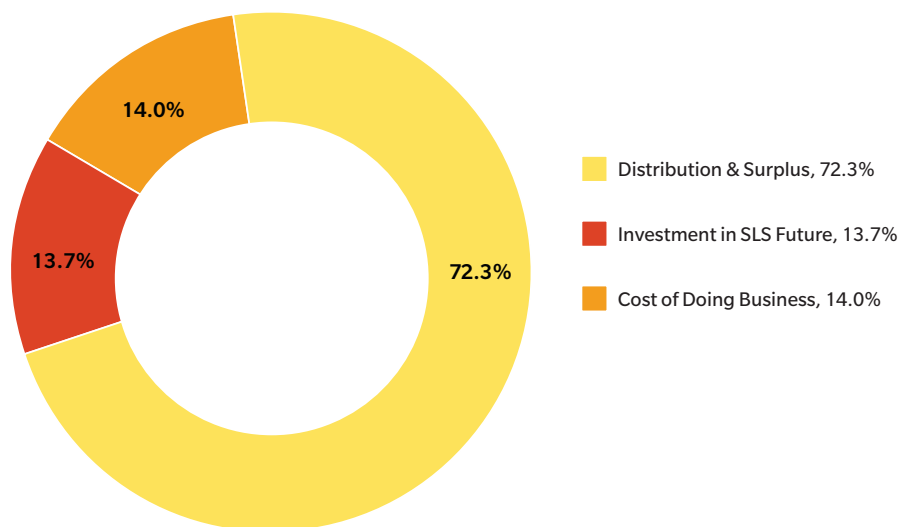
## How We Manage Our Revenue

- The Surf Life Saving Foundation operates multiple and diverse programs through both philanthropic and commercial activities to secure support for the movement.
- Total revenues combined with grants secured for Surf Life Saving entities totalled \$36,321,046. Philanthropic activities (including events) represented 26.6%, grants 4.3% and commercial activities 68.8% and other income received of 0.3% making up our total income.

## Philanthropic Income and Grants

- The Surf Life Saving Foundation's philanthropic activities saw steady growth this financial year and when combined with grants secured for Surf Life Saving entities, totalled 30.9% of all Foundation revenues.
- Grants secured for Surf Life Saving entities equalled 13.8% of philanthropic activities while the remainder was made up predominantly by our direct donor family, the 'Guardians of the Surf'.

Philanthropic, Events and Grant Revenues



## Distributions and Surpluses

- This includes funds directly allocated to Surf Life Saving entities and total 72.3% of our philanthropic revenues.

## Investment in SLS Future

- To deliver our aim of contributing to the financial security and viability of the Surf Life Saving movement, these funds are allocated to building advocacy and creating an ongoing supporter base (4.4%), community safety and awareness programs (4.6%) and revenue generation programs and grants for Surf Life Saving entities (4.7%) which total 13.7% of our total philanthropic revenues.

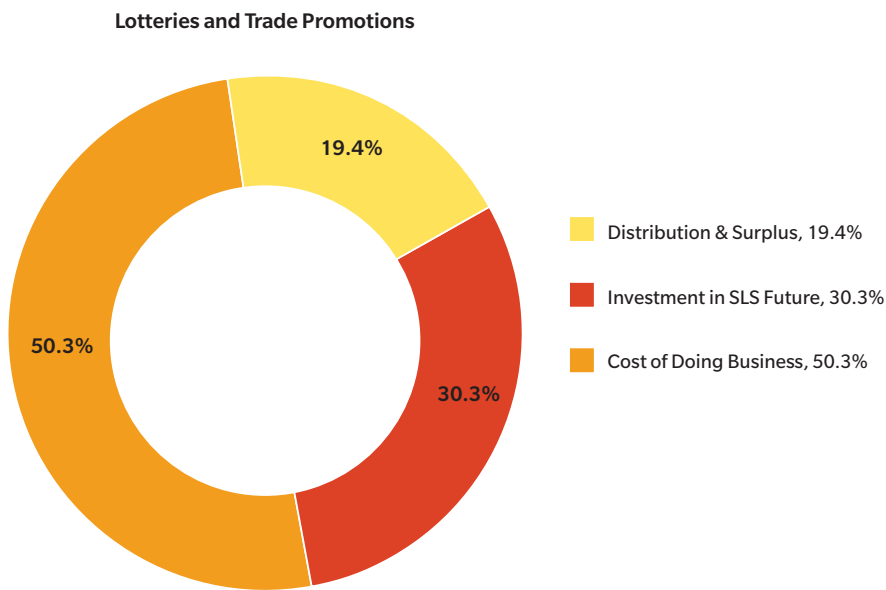
## Cost of Doing Business

- Direct fundraising costs comprised expenditure for the purposes of fundraising (9.4%) and Admin & IT (4.6%). These combined amounts totalled 14.0% of our Philanthropic and Grant revenues.



Commercial Activities (Lotteries and Trade Promotion)

- The Surf Life Saving Foundation operated 18 lotteries in 2015/16 which sold thousands of tickets to our valued supporters. People entered draws to win prizes ranging from house and land packages to cars and cash.



Distribution & Surpluses

- This includes funds directly allocated to Surf Life Saving entities and total 19.4% of our commercial revenues.

Investment in the Future

- To deliver our aim of contributing to the financial security and viability of the Surf Life Saving movement. These funds are allocated to building advocacy and create an ongoing supporter base through data acquisition (12.4%), community safety and awareness programs (17.5%) and revenue generation programs for Surf Life Saving entities (0.4%) which contribute 30.3% toward our commercial revenues.

Cost of Doing Business

- This is the commercial component of our business. Therefore, our investment in prizes is significant to successfully operate a program of this nature. 27.0% of funds are allocated to lottery and trade promotion prizes to support our ever-growing commercial activities. The remaining expenditure is used for administration, IT and fundraising activity equalling 23.3% which makes a total of 50.3% of commercial revenues.



## Contact Us

The Surf Life Saving Foundation  
ABN 47 945 812 553, ACN 159 849 591

**Street:** 190 Montpelier Road, Bowen Hills, QLD 4006  
**Mail:** GPO Box 9950, Brisbane QLD 4001  
**Phone:** 1800 642 925      **Fax:** 1800 782 020  
**Email:** [foundation@slsfoundation.com.au](mailto:foundation@slsfoundation.com.au)  
**Web:** [www.slsfoundation.com.au](http://www.slsfoundation.com.au)



### Philanthropic - Enquiries ..... 1800 642 925

*Guardians of the Surf donations*  
*Bequests*  
*Workplace Giving*  
*Grant Seeking Unit*

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

### Commercial - Enquiries ..... 1800 642 999

*Lotteries*  
*Champions Club program*

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