

# Memorandum

<b>To:</b>	<b>Branch Directors of Surf Sports</b>
<b>CC:</b>	<b>Branch Presidents, Branch CEOs/Secretaries</b>
<b>From:</b>	<b>Rob Pidgeon SLSNSW Sports Manager</b>
<b>Date:</b>	<b>4 September 2018</b>
<b>Re:</b>	<b>SLSNSW Surf Sports Circulars &amp; Memos</b>

## Background:

Given the volume of email correspondence distributed by SLSNSW Surf Sports and with the 2018/19 competition season about to begin, it is an opportune time to review and improve the current communication processes.

## What happens now?

SLSNSW Sport Team prepares Circulars and Memos for SLSNSW events and athlete pathways etc. These documents are loaded to the SLSNSW website with a notification email sent to Branch networks as soon as it is online containing the request to distribute to Clubs and members. The distribution list at Branch level covers the role of Director of Surf Sports, President and Secretary/CEO or Admin. Information from SLSA Surf Sports is passed on in the same manner.

Following initial distribution, SLSNSW Sport Team issues reminders on the same email thread at regular intervals usually; 4 weeks, 2 weeks and 1 week prior to a deadline. Circulars are also included in the weekly 'Club Mail'.

At the end of each month, a 'Surf Sports Update' PDF has been issued, listing all SLSNSW and SLSA Circulars as well as due dates for entries, officials nominations etc. This document has been targeted at Branch as a summary of the month's emails.

It is not clear if information is reaching the grassroots member, in a timely or effective manner.

With feedback received from branches and representatives, we will be improving this current process of receiving Surf Sports circulars and information.

## What will change?

You will see streamlined communications and a noticeable reduction in the amount of general emails from SLSNSW Sports, reducing your administration time.

Commencing Wednesday 12 September 2018, SLSNSW Sport Team will be **trailing** a streamlined notification of circulars on a weekly basis each Wednesday. This will be in the form of a 1-2 page HTML email containing all circulars, reminders and information that you would have in the past received on a daily/regular basis.

The distribution list will expand beyond Branch level (Directors of Surf Sports, Branch Presidents, Branch CEOs/Secretaries) to reach into the Club level with roles such as Club President, Secretary and Director of Surf Sports (or similar) roles from SurfGuard pulled in. Other roles/club committee can opt in as well.

Officials on the SLSNSW database (as per SurfGuard) will receive "calls for nominations" circulars in the same manner as well.

Therefore, Branch will not be obliged to forward this weekly communication, but MAY choose to send to relevant bodies within Branch or pull parts to include within their own regular communications.

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## **What won't change?**

Circulars and memos will still be uploaded as soon as they are finalised on the SLSNSW website.

Club and Branch endorsements for athletes and team management wishing to gain selection/appointment in SLSNSW teams will still be required, however the process for Clinics or other development type programs may not need this step.

The monthly Surf Sports update will continue in its current form until further notice, however distribution will expand to Clubs as well as Branch.

Urgent communications or items requiring Branch feedback will still be directed to Branch.

## **What do I need to do?**

No action is required as long as information in SurfGuard is accurate and up to date. SLSNSW will create the HTML email template and build the distribution list based on the information pulled from SurfGuard. Later members will be able to opt in/out as they desire.

Keep an eye on the weekly update and continue to target specific groups of members as required.

Continue to check out the SLSNSW website on a regular basis.

Thanks for your cooperation to help us streamline Surf Sports information and distribution.

### **Surf Life Saving New South Wales**

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