

Memorandum

To:	Country Branches – Branch Presidents, Branch Directors of Surf Sports, Club Presidents, Club Directors of Surf Sports & Junior Activities Officers
From:	Jim Pinnington – Sport Manager
Date:	17 August 2022
Pages:	11
Subject:	NSW Country Championships 2024-2025 Host Club Expression of Interest

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1. OVERVIEW OF THE EVENT

The NSW Country Surf Life Saving Championships is a carnival solely for competitors from regional areas of NSW (clubs outside the Newcastle to Illawarra corridor). The Country Championships typically attracts more than 1,500 competitors and over 3,000 spectators and the volunteer manpower of 130 strong workforce.

This three-day carnival is the biggest surf carnival in regional New South Wales and provides SLSNSW, local businesses, sponsors and LGA's the opportunity to connect directly with the members of regional NSW from school age children through to mature adults.

SLSNSW preference is to stage the event on the last weekend of January for both the 2024 & 2025 Championships.

SLSNSW is seeking 'Expressions of Interest' from NSW Surf Life Saving Clubs (SLSCs) and NSW Coastal Councils to host the 2024 & 2025 NSW Country Surf Life Saving Championships. The successful club will host both the 2024 & 2025 NSW Country Championships.

2. BENEFITS

2.1. Host Council

By partnering with SLSNSW to deliver this exciting event, benefits will be extended to the host council by way of:

Designation:	Major Event Partner of the NSW Country Surf Life Saving Championships noted on all official collateral and marketing materials.
Signage:	20% of total signage dedicated to promoting the partnership with the host council
Advertising:	Ability to advertise within the Official Program of the Championships as well as other SLSNSW publications pre and/or post the event
PA Announcements:	Capability to promote marketing campaigns and activations occurring at the carnival through PA announcements each day alongside local tourism messaging
Activation:	Prime activation space in the Beach Village (non-competition area) in which to promote any awareness or commercial messages including competitions, social media giveaways and data collection
VIP Function:	The opportunity to address SLSNSW board members and directors, parliamentarians, host club representatives and SLSNSW supporting sponsors and welcome guests to the carnival and the LGA
Social Media:	Access to SLSNSW social media platforms to connect directly the SLSNSW membership, promote the local area including services for the community, tourism marketing and general event specific

2.2. Host SLSC

By partnering with SLSNSW to deliver this exciting event, benefits will be extended to the host SLSC by way of:

Club Culture:	Providing a positive opportunity for the members of the host SLSC to bond, building camaraderie and reputation within surf life saving
Host Fee:	Amount to be confirmed, towards the operational expenses for hosting this major event
Media:	The opportunity for club promotion across your local community.
Fundraising Opportunities:	Opportunity to leverage additional fundraising activities for the host club (as approved by SLSNSW); including ability to setup a BBQ in a key location, clubhouse bar facilities (within the specifications of the exiting liquor licensing) and specified event catering

3. SPONSORSHIP

Oakberry Acai is the current naming rights sponsor of the NSW Country Surf Life Saving Championships for 2023.

SLSNSW will manage all sponsors relating to the NSW Country Surf Life Saving Championships. Should Council or SLSCs have business partners who wish to be involved in the NSW Country Surf Life Saving Championships, SLSNSW will consider the relevant options and are open to discuss in further detail.

SLSNSW also has several other partners for the event who provide significant investment. This can be discussed in further detail.

4. EXPRESSION OF INTEREST PROCESS AND TIMETABLE

SLSNSW will be responsible for the management and delivery of the event, with the assistance of the Host Club and Host Council. This includes all carnival organisation and event management.

SLSNSW is seeking '**Expressions of Interest**' from NSW Surf Life Saving Clubs (SLSCs) and NSW Coastal Councils to host the **2024 & 2025** NSW Country Surf Life Saving Championships.

The successful host venue will be selected by the Board of SLSNSW based on the beach and surrounding area meeting the venue requirements as stated in this document. Selection is also dependent on the relevant factors such as tides, location, weather patterns, club and beach facilities available and any value add and commercial opportunities presented through the EOI process.

Interested parties are invited to submit an Expression of Interest (EOI) to SLSNSW to host the NSW Country Surf Life Saving Championships. This document sets out the minimum requirements to host the NSW Country Surf Life Saving Championship including the information required from interested parties in an EOI.

The closing date for Councils to express interest in hosting is Friday 30 September 2022.

Please note that these dates will be used as a guide and whilst SLSNSW will endeavour to achieve these milestones the dates may be subject to change due to various circumstances.

Action:	Responsibility:	Period:
'Expression of Interest' document released to all NSW Country Surf Life Saving Clubs (SLSC) & NSW Coastal Councils	SLSNSW Sport Manager	Wednesday 17 August 2022
SLSCs and Councils to hold preliminary discussions and draft EOI bid	Host Club and Council	August – September 2022
SLSNSW Sport Manager available to briefing between Councils	SLSNSW Sport Manager	August – September 2022
<i>Expressions of Interest</i> from potential SLSC & Councils close at SLSNSW	Host Club and Council	Friday 30 September 2022
EOI assessed and recommendation provided to the SLSNSW Board of Directors	SLSNSW Sport Manager,	October 2022
SLSNSW Board of Directors endorse the successful venue bid	SLSNSW Board of Directors	November 2022
SLSNSW provide draft separate contract agreements to SLSC and Council	SLSNSW Sport Manager	November 2022
SLSC and Council execute contract agreements with SLSNSW	Host Club and Council	November 22
SLSNSW announce the venue to the media and membership	SLSNSW, Host Club and Council	TBC
Organising Committee Initial Meeting	SLSNSW, Host Club and Council	TBC

Each Expression of Interest (EOI) submitted should accept the conditions of EOI document and address the requirements outlined in this document.

An interested party must provide SLSNSW with topographical maps of preferred and alternate (back-up) beach venues, with locations of airports, rail/road access, major accommodation venues, retail centres and restaurants.

The EOI submission should clearly identify the submitting organisation including local government organisation(s), SLSNSW affiliated surf life saving club(s) and any other party included as part of the EOI.

The EOI submission should provide the name and contact information of one key person whom SLSNSW representatives can liaise with regarding the bid including arranging a site visit and EOI meeting if required.

The EOI submission should clearly identify which events and which year the EOI is for by completing the EOI cover sheet provided in this document (appendix A).

All EOI's should be marked "Private and Confidential" and submitted by 5pm, 30 September 2022 to:

Jim Pinnington

Sports Manager

Via email to jpinnington@surflifesaving.com.au

SLSNSW will respect the strict confidentiality of EOI's submitted and will not disclose any aspect of an EOI submitted by one interested party to any other interested party

Formal EOI questions from interested parties should be submitted to the Sport Manager via email jpinnington@surflifesaving.com.au or phone 02 9471 8000.

4.1. Recent Hosts

Years Hosted:	Host Surf Life Saving Club:	Host Council:	Host Surf Life Saving Branch:
2022 & 2023	Cape Hawke	Mid Coast Council	Lower North Coast
2019 & 2020	Cudgen Headland	Tweed Shire Council	Far North Coast
2016 - 2018	South West Rocks	Kempsey Shire	Mid North Coast
2014 & 2015	Mollymook	Shoalhaven City	South Coast
2010 - 2013	South West Rocks	Kempsey Shire	Mid North Coast
2007 - 2009	Tacking Point	Port Macquarie/Hastings	Mid North Coast
2006	Woolgoolga	Coffs Harbour City	North Coast
2005	Pambula	Bega Valley Shire	Far South Coast
2004	South West Rocks	Kempsey Shire	Mid North Coast

ESSENTIAL CRITERIA - SUMMARY

The specification outlined below is for the hosting rights for the NSW Country Championships event.

A summary of the key essential requirements for the event is as follows:

4.2. The Beach

The beach must be capable of holding the event as specified in Section 7.

SLSNSW must be assigned exclusive signage rights and commercial rights within and immediately adjacent to the competition arena(s) for the duration of the event.

The beach venue(s) must be exclusively available (apart from normal public use) to SLSNSW for one week, inclusive of erection and dismantle times. This must include specific/exclusive use of the beach competition areas for the duration of the competition times. This may include delegated authority over areas surrounding the event for security and workplace health and safety, and general competition safety reasons.

The beach should be in an environment which has predictable weather patterns, providing a reasonable but fair range of competitive conditions.

4.3. Financial support

Those bids, which have government involved and providing a minimum level of financial support will be looked upon favourably. SLSNSW will provide, confidentially, the minimum required financial offer to officers of such governmental organisations interested in submitting an EOI.

In addition the financial, logistics and infrastructure support, by way of cash and/or value-in-kind as outlined in Sections 8 of this specification are expected to be provided.

Please confirm the proposed venue(s) facilities and infrastructure against the following essential and desirable criteria.

5. ESSENTIAL CRITERIA – DETAILED INFORMATION

To host a successful NSW Country Championships, a surf beach system which meets the following criteria is required. Due to the size of the event, SLSNSW will consider EOI's based on a single site model provided the EOI can demonstrate the host venue(s) ability to successfully meet the essential requirements outlined below:

	Category	Description	Req Code	Requirement	Checklist Y / N
On beach specification	Natural environment / Characteristics	Average swell size range for month of event	A1	Average >0.25m to <2.0m	
		Minimum monthly temperature average for month of event	A2	>18 degrees C	
		Minimum water temperature average for month of event	A3	>16 degrees C	
		Tide range	A4	Less tidal range the better	
		Desirable maximum wind velocity average for month of event	A5	<15 knots average for the month of the event	
		Rocks, wrecks & reefs within proposed competition area	A6	None in proposed competition area	
		Desired beach shape /angle	A7	Straight	
	Beach length and width	3 – 4 water area (includes competition, warm up/warm down, buffer and power craft access zones)	B1	600m of useable water area	
		1 surf boat area	B2	350m long x 20m wide (straight line at water's edge)	
		1 graded area of beach for beach sprint areas	B3	100m long x 50m wide	
		2 graded areas of beach for beach flags areas	B4	30m long x 50m wide	
		Beach length and width – for competition / on beach infrastructure requirements	B5	1000m x 30m of usable beach at high tide	
		Tent area behind competition area (i.e. Additional to beach length and width)	B6	1000m x 30m of open grassed or sandy space	
		Board riding area consisting of a minimum 2 breaks *This may be at a different beach/location within 15km of main event site	B7	100m long x 10m wide	
	Spectator viewing	Direct viewing capacity of competition areas	C1	700	
	On beach broadcast / media	Good access/ locations for TV news cameras	C2	Required	
	Pedestrian accessibility	Number of (2m wide) pedestrian access points required	C3	4	
	Vehicle access points	Number of (6m wide) vehicle access points to beach	C4	2	
	Parking spaces	How much car parking is needed around the event (within 1km radius)	C5	500+	

Back of beach specification	Meeting, briefing, function Space	Number of meeting facilities available (200sq/m)	C6	1	
	Event equipment space	Storage area for 40ft shipping containers	C7	1x container with 30m x 20m clear space to unload	
		Storage area for event power craft including water supply	C8	30m x 20m (with beach access)	
		Open space (grassed or sealed) for presentation area	C9	20m x 15m	
	Infrastructure	Showers (officials/participants and general public)	D1		
		Public toilets	D2	1 per 100 people	
		Fresh water supply	D3		
		3 Phase power supply (within 50m/100m of beach)	D4		
		Data lines / broadband	D5	3G minimum, 4Gx preferred	
	Site availability	Total number of days SLSNSW need access to the site (including leaving infrastructure on the beach)	D6	5 days	
	TV broadcast compound	Minimum 30m x 15m flat grass, gravel or sealed area for broadcast truck	D7		
	Food court / on-site food outlets	Minimum 600sq/m flat grass, gravel or sealed area for food/beverage vendors	D8		
	Event administration / media centre	This area should be located as close as possible to the central competition areas and the SLSC	D9	Minimum 100sq/m room	
	Sponsor activation area	Flat grass, sand, gravel or sealed area for sponsor activations	D10	Minimum 40m x 20m	
	Merchandising area	Minimum 400sq/m flat grass, gravel, or sealed area for merchandising zone	D11	10m x 8m	
	VIP hospitality area	This area must look over the main competition area. This may be part of the existing clubhouse	D12		
	Officials briefing/catering/licensed refreshment area	This area should be located in close proximity to the competition areas	D13		
	Gear, equipment and power craft compound	This area must have direct beach vehicle access and have suitable power and water facilities	D14	1000 square metres	
Workforce area	For all event equipment, vehicles, signage, fuel storage and other materials. This area should be located in close proximity to the competition areas. This may be part of the existing clubhouse grounds	D15	40m x 40m		
ASADA testing facility	This area must have access to exclusive toilet facility	D16			
Helicopter landing site	Must be within a reasonable distance to the competition area.	D17	40m x 40m		
Medical/First aid area	Must have direct access to the beach. This may be part of the existing clubhouse	D18	10m x 10m		

Other venue/ community considerations	Alternative locations	Primary contingency venue that meets 'on beach' & 'back of beach' specification	D19	Face a different direction and prevailing conditions	
		Flat water contingency venue that meets 'on beach' & 'back of beach' specification	D20	minimum length of 500m	
	Logistics and infrastructure support	4WD vehicle hire	E1		
		Two-way radio hire	E2		
		Demountable hire	E3		
		Storage container hire	E5		
		Toilet and change room facilities	E6		
		Scaffold structures	E7		
		Temporary Seating	E8		
		Teleporter / crane	E9		
		Grass and / or road marking	E10		
		Car trailer(s)	E11		
		Tractors	E12		
		Bobcat or similar	E13		
		IRB's for duty and judging, 6 are required plus backup motors and fuel cells	E14		
		Tables and chairs	E15		
		1.8m chain wire panel temporary fencing	E16		
		Crowd control barriers (CCB)	E17		
		Security services	E18		
		Rubbish removal	E19		
		Rubbish bins (including a small skip bin(s))	E20		
Traffic management services		E21			
Local community	Medical Centre within 25kms	F1			
	Hospital (with full E and A capability) within 60 min (road)	F2			
	On call ambulance service	F3			
	Supermarkets	F4			
	Accommodation – number of beds within 25km radius (majority within 10km)	F5			
	Domestic airport	F6			
	Local partnership opportunities – in kind / financial support, etc	F7			
	Previous major events history	F8			
	Hospitality – local bars / entertainment / restaurants etc.)	F9			
	Value add opportunities (i.e. other local concerts, festival, sporting fixtures on)	F10			
	Conference / function facilities	F11			

6. FINANCIAL, LOGISTICAL AND INFRASTRUCTURE SUPPORT

The minimum anticipated rights fee for the NSW Country Championships, is available from SLSNSW to interested parties and is payable to SLSNSW as follows;

- 50% thirty (30) days prior to the event
- 50% thirty (30) days after the event

An interested party must appoint a dedicated liaison officer to participate in the event management group with a particular focus to:

- Liaise between SLSNSW, the event host, government authorities' agencies, business and community organisations
- Ensure logistics infrastructure support is provided in a timely manner

An interested party must also consider providing financial and/or in-kind support for the following infrastructure and services:

Category	Description	Req Code	Requirement	Checklist Y / N
Event vehicles	Provision of 1x tractor and driver,	G1	5 days (1 day prior and 1 day post event)	
	Provision of 2x 4WD flat-top utilities (utes)	G2	5 days (1 day prior and 1 day post event)	
	Provision of 2x Side by Side, All Terrain Vehicles (ATVs);	G3	5 days (1 day prior and 1 day post event)	
	Provision of 1x 4WD telehandler (3 tonne capacity)	G4	6 days (2 days prior and 1 day post event)	
Waste management	Provision of daily waste removal services	H1	3 days On event days	
	Provision of adequate number of skip bins	H2	5 days (1 day prior and 1 day post event)	
	Provision of adequate number of rubbish bins (comingled and recycling)	H2	5 days (1 day prior and 1 day post event)	
	Provision of portaloos/pump outs	H3	3 days On event days	
Traffic management	Provision of 2x variable message boards	I1	4 days (1 day prior)	
	Provision of traffic control equipment for parking management including <ul style="list-style-type: none"> • Yellow/black road barrier boards and stands; • Witches hats • Rolls of night line 	I2	4 days (1 day prior)	
Event equipment	Provision of an adequate sized generator (5000kw) on standby for use by SLSNSW if required during the competition period;	J1	4 days (1 day prior)	
Event logistics	Removal and/or installation of crowd control and security fencing as required	J2	4 days (1 day prior)	
	Provision of beach grading services including pre and during event days	J3	5 days (2 days prior)	
	Provision of electrical and plumbing upgrades as required (Requirements to be determined upon site visits)	J4	6 days (2 days prior and 1 day post event)	
	Provision of sufficient security lighting for the compound area	J5	6 days (2 days prior and 1 day post event)	
Promotion	Provision of signage for promotional purposes (suggested minimum 10 vinyl barrier signs and 10	K1	5 days (2 days prior)	

	<i>feathers – SLSNSW to provide dimensions)</i>			
	Local tourism centre support;	K2	Ongoing	
	Local chamber of commerce support	K3	Ongoing	

APPENDIX A: EOI COVER SHEET

NAME:			
POSITION:			
ORGANISATION:			
PHONE NUMBER:			
EMAIL ADDRESS:			
THIS EXPRESSION OF INTEREST IS MADE ON BEHALF OF THE FOLLOWING PARTIES:			
1.			
2.			
3.			
4.			
5.			
PLEASE INDICATE WHICH EVENT(S) YOU WISH TO EXPRESS AN INTEREST IN HOSTING.			
<input type="checkbox"/>	NSW Country Championships	2024 & 2025	Preferred Date(s):
Please attach the following documentation to this cover sheet to complete an EOI:			
<input type="checkbox"/>	Checklist of how the venue in the EOI meets SLSNSW venue requirements		
<input type="checkbox"/>	Letters of support from local authorities, SLS clubs, SLS branch & event supporters etc.		
<input type="checkbox"/>	Identified any "value add" opportunities such as aligning events with other local festivals, concerts or activities of note		
<input type="checkbox"/>	Any other information that you believe is relevant for the EOI bid assessment panel to know (such as club jubilees etc.)		

Expressions of Interest are due to SLSNSW by 5pm, 30 September 2022

Jim Pinnington

Sports Manager

Via email to jpinnington@surflifesaving.com.au