STRATEGY MAP

Expression of Interest to host 2015 NSW IRB Championships

Version 1.0





SATURDAY, SUNDAY • Competition

PREPARED FOR:

Surf Life Saving New South Wales & Local Management Committee Stakeholders

PREPARED BY:

Cudgen Headland Surf Life Saving Club Ltd

DOCUMENT DATED: 23rd January 2015



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Sufficient workforce for the duration of the Championships, including set-up and bump-out	

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EXECUTIVE SUMMARY



The Cudgen Headland Surf Lifesaving Club Limited has much pleasure in submitting its application to host the 2015 NSW IRB Championships.

The NSW IRB Championships is recognized as Surf Lifesaving NSW major IRB racing event for Surf Lifesaving Clubs throughout NSW and attracts a large number of boating teams and supporters for the two day activity.

Kingscliff Beach has recently hosted the 2014 Australian IRB championships, has secured the rights to host the 2017 Australian IRB Championships and has been home to a number of other major championships events during its 94 year history including Australian Championships, New South Wales Championships and NSW Country Championships.

The recent success of the 2014 Australian IRB Championships held at Kingscliff in July 2014 has demonstrated the ability of the Cudgen Headland Club, its active members, and its local supporter base to deliver high quality premium major events. We are confident that the 2015 NSW IRB championships could be successfully delivered to meet SLNSW and SLSA requirements and the expectation of competitors and visitors to the event.

The Cudgen Headland Club would assist SLNSW with the delivery of the 2015 championships in partnership with tourism body Destination Tweed, Tweed Coast Holiday Parks and the Tweed Shire Council. This partnership arrangement has been successfully used in the past to host regular major sporting events such as the 2014 Australian IRB Championships, the Kingscliff Triathlon and a range of smaller events and has reinforced the Club's commitment and capability as an event partner, resource manager and water safety agency to support or host large sporting events.

The Cudgen Headland Club has been the lead developer of the ALBERT (Australian Lifesaving Boat Emergency Rescue Training) IRB training program which was developed to assist motivate, recruit and train our Lifesavers as IRB crewees and drivers. The success of this program over the past three years has established a strong working relationship between the four Tweed Coast Clubs to share knowledge, resources and motivation to rebuild our IRB function. Over the last season we have extended this program throughout the FNC Branch to include representation from 9 clubs.

This application is under pinned by an ongoing commitment and interest from the four Tweed Coast Surf Life Saving Clubs being; Cabarita, Salt Beach, Cudgen Headland and Fingal Rovers to secure the hosting rights to this event and further increase the profile of our IRBs amongst Surf Lifesavers and the broader community. The resources of the four Clubs when combined provide a strong collective capability that will be used to ensure the highest level of success for the NSW IRB Championship and we hope to be able to generate enough interest from the local clubs to be able to enter some local teams.



We are confident that operationally, the management systems developed to deliver the 2014 Australian Championships will prove to assist the State management team to deliver a seamless and stress free major event in the Kingscliff Area. The beaches regularly patrolled by the four Tweed Coast Clubs offer individual and unique conditions that can be utilized as weather and water conditions vary. The Cudgen Clubhouse provides a large and modern facility as a base to manage the event and will also provide a suitable venue for participants and supporters to enjoy the wonderful Tweed Coast camaraderie.

As is evidenced by their involvement in last year's Australian Championships, the support of the local Tweed Shire Council is first class and once again clearly defines the agenda of the Council to continue to attract and support Surf Lifesaving in its Shire. The town of Kingscliff is located on the Tweed Coast in Northern New South Wales, just south of the Gold Coast and is considered by many Surf Lifesaving Organizations to be one of the nicest locations for water based sporting events. The Australian IRB championships attracted a range of new clubs to the event and we hope that once word filters through the NSW IRB fraternity about the location and the opportunity to further practise their skills on the Beach that will again play host to the Australian Championships in 2017 that we will attract a large number of competitors to the event.

The Cudgen Headland Surf Lifesaving Club in partnership with the Tweed Shire Council, Tweed Coast Holiday Parks and the Kingscliff wider community is very excited about being provided with an opportunity to host another major IRB championship and can see great benefit in the 2015 NSW IRB Championships being held in Kingscliff. Some efficiency has been gained from the clubs hosting of the Australian Championships in 2014 which is anticipated to reduce the cost of supporting the event.

We look forward to being provided with an opportunity to deliver an enjoyable and memorable championship event this season

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Adam Mills President Cudgen Headland SLSC

DOCUMENT

Special Event:	Surf Lifesaving NSW – 2015 NSW IRB Championship
Plan Purpose:	This document forms the basis of future strategy and operational plans
Council Areas:	Tweed Shire Council, New South Wales.
Event	Cudgen Headland Surf Lifesaving Club Ltd - ABN: 87 371 076 492
Manager:	Po Box 1386, Kingscliff NSW 2487
	Office: 0266741573 -Fax: 02 66743388
	President Adam Mills – president@cudgenslsc.org.au Mobile: 0417468840
	Director Life Saving Mike Crawley- patrols@cudgenslsc.org.au
Event Dates:	27-28 June 2015

DOCUMENT PREPARED BY

The contents of this Strategy document remains the property of Cudgen Headland Surf Life Saving Club Ltd.

VERSION CONTROL							
Date	Changes						
23/01/2015	Final						

STRATEGY MAP SIGNOFF

The Strategic Partnership Board [SPB]	Portfolio	Role	Signoff
1)	Tweed Shire Council	Strategy	
2)	Cudgen Headland SLSC	Host	
3)	Destination Tweed	Marketing & Tourism	
4)	SLS New South Wales	Competition	

INTRODUCTION – SURF LIFE SAVING – NSW IRB CHAMPIONSHIP

STATEMENT OF PURPOSE

VISION

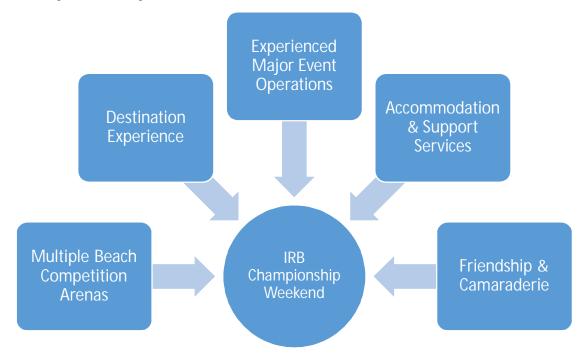
To create an integrated Surf Life Saving NSW - IRB Championship Carnival event with strong community and Agency support leveraging the four Surf Life Saving Clubs and the renewed enthusiasm for IRB training on the Tweed Coast.

MISSION STATEMENT FOR 2015

To deliver a premium marquee standard event for the 2015 NSW IRB Championship at our home beach in Australia, on the Tweed Coast.

VALUES

The Cudgen Headland Surf Life Saving Club's - NSW IRB Championship, mission is derived from achieving the following core values that are consistent with the event's success:



In order to transmit these values to all involved, Cudgen Headland Surf Life Saving Club adheres to the values of

Professionalism By providing high quality advice, services and safety standards through experienced and highly trained volunteers.
Efficiency By its major event experience to utilise resources responsibly and cost-effectively and by being proactive

Responsiveness By meeting the requirements of stakeholders, sponsors, locals and participants.

EVENT HISTORY

A short overview of historical milestones and past achievements of the Cudgen Headland Surf Life Saving Club include:

- Australian IRB Championship Kingscliff Beach 2014
- News South Wales State IRB Championship Kingscliff Beach 2004
- Australian Thundercat Championship Kingscliff Beach 2007
- Australian Surf Lifesaving Open Championship Kingscliff Beach 1978
- New South Wales Surf Lifesaving Open Championship Kingscliff Beach 1968, 1994, 1995, 2011, 2012
- New South Wales Surf Life Saving Junior Championship Kingscliff Beach 2003, 2011, 2012
- New South Wales Surf Life Saving Masters Championship Kingscliff Beach -1994, 1995, 2011, 2012
- New South Wales Country Open Championship Kingscliff Beach 1997, 2003
- New South Wales Country Junior Championship Kingscliff Beach 1997.

EVENT PROGRAM

It is understood that the program is set by SLSNSW around two days of activity with scrutineering occurring on the Friday before completion racing commences. As a guide and following recent championship programs Cudgen Headland Surf Life Saving Club would propose the following :

Tuesday	Equipment arrival
Wednesday	Final day of equipment arrival and preparation of club for hosting of event
Friday	Scrutineering commences, athlete training, Team Manager briefing.
Saturday	Day 1 Racing, Official Kingscliff Welcome, Entertainment at the surfclub
Sunday	Day 2 Racing, officials formal thank you function, championship presentation, Entertainment at the surfclub
Monday	Equipment collection
Tuesday	Final site pack down, workers thank you.

Together with Destination Tweed supporting tourism programs for visitors, spectators and families will be delivered. Integration with both coastal, Tweed Caldera activities that showcase the region will be available each day and commence from the door step of Kingscliff.

The Event Program will be distributed to our local major hospitality houses to ensure that they are engaged to secure their support during the event.

The club will seek to work with Schools and other community groups to attend and experience the excitement of the IRB Racing. This is to be packaged as a cross promotion of the Lifesaving movement and delivered as an educational support program and was well received in the lead up to the 2014 Australian Championships.

It is hoped that as a consequence of hosting the event that the local Surf Life Saving Clubs will enjoy a higher profile and perhaps attract new members.

MAJOR ASSUMPTIONS

- Destination Tweed creates integrated travel, tourism packages and delivers one stop service for all travellers to make participation in the Kingscliff NSW IRB Championships easy.
- Local businesses and key service businesses are engaged as part of the program.
- The forward planning timeframe for the 2015 championships is adequate to deliver the promised features contained in this document.

DEPENDENCIES

Factors that significantly impact upon the NSW IRB Championship Weekend's ability to be successful:

- Levels of funding from sources such as sponsorship, fundraising and government to meet any budgetary requirement
- Project governance provides clarity in roles, responsibilities and contributions required from boards, committees, communities and volunteers
- Registrations open early to maximise number of competitors
- Implementation of education and training programs for volunteers and member organisations prior to the event
- Recognition of the Kingscliff NSW IRB Championship weekend as a locality development opportunity (tourism).

MARKET SEGMENT OPPORTUNITY

It is understood that IRB Racing teams and those Surf Lifesaving Clubs who are heavily engaged with IRB Racing have a tendency during an event to focus on the beach racing and do not seek to maximise the use of the wide range of services that are offered by the local recreation facilities such as hotels and restaurants. Through a proactive arrangement, Cudgen Headland Surf Lifesaving Club will seek pre-establish arrangements throughout the business community for discounted services, and transport connections.

The opportunity is to align the offerings that are available locally to specifically meet the requirements of the IRB participants and their supporters and the expectations of all parties.

Kingscliff understands the importance of matching a participant's expectation given its experience with other Major Sporting events.

EVENT PLANNING FRAMEWORK- ROAD MAP TO SUCCESS

Planning for this event will be built upon the following three stages, with appropriate stakeholder engagement. In our experience a clear methodology assists with engagement with the stakeholders and reduced negative reverberations particularly with community and business owners. (Kingscliff specific issues)



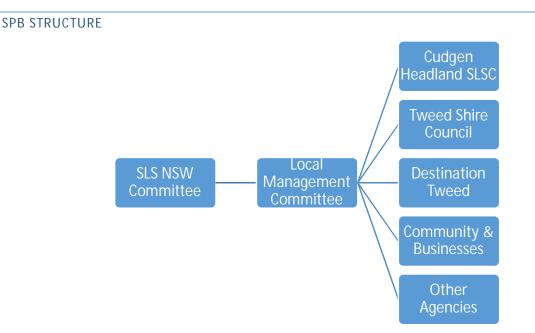
STAGE 1 – STRATEGY

The purpose of the strategy phase / consultation methodology is to:

- Create cohort of higher level stakeholders
- Design in accordance with SLS NSW and embrace the local activities, concepts clearly in the product "Kingscliff NSW IRB Championship Weekend".
- Learn from the experience of hosting the 2014 Australian event to create a better NSW event in 2015

Key stakeholders have been included in this stage of planning to ensure maximum consultation and a clear pathway for the development of any subsequent management plans. This methodology works very well with local stakeholders.

In our experience this group of stakeholders is referred to as the Strategic Partnering Board (SPB).



SPB ROLES

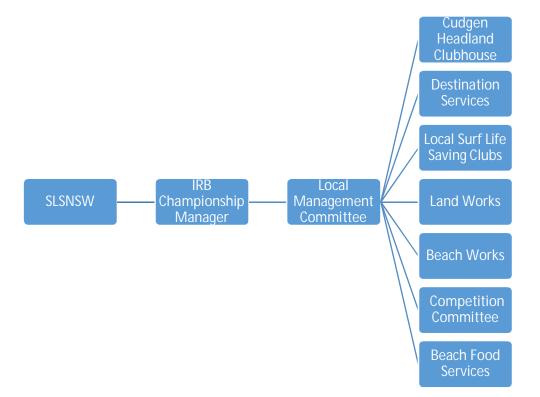
The proposed roles and expectation on returns of the Strategic Partnering Board is shown below: -

Stakeholder	Responsibility & Involvement	Return on Investment		
Cudgen Headland SLSC	Local Organising and Working Parties, Event Host	Pride, promotion of SLS activities, Membership Development		
Tweed Shire Council	Strategy, policy, operations, compliance	Economic Impact, sports culture, Community Ownership		
Destination Tweed	Marketing and Tourism	Returning Tourism, Increase in destination exposure		
Maritime and Police	Permits and Approvals	No complaints, event experience		
Kingscliff Chamber of Commerce	Engagement of Businesses	Increased trade, return customers		
Kingscliff Ratepayers Association	Engagement of Residents	Communication and appreciation of economic benefits		

STAGE 2 – PLANNING

LMC STRUCTURE

Proposed organisational chart of the Local Management Committee is shown below.



LMC RESPONSIBILITIES

It is proposed the Local Management Committee is made up of the following sub committees/work parties with these responsibilities:

Sub Committee & Works Party	Responsibility & Involvement
Cudgen Clubhouse	Hospitality, Administration Base
Destination Services	Air Travel, Connections, Accommodation, Local Businesses
Fingal Rovers, Cabarita, Salt	Extra Resources, Alternate Water Arenas
Land Works	Equipment Compound, Car Parking, Foreshore Facilities, Rubbish, Signage, debriefing and briefing areas etc
Beach Works	Beach Setup, Water Arenas Setup, Marshals
Competition Committee	Competition Management, Safety Committee, Officials
Cudgen Patrols	Patrolling Services during Championship
Beach Food Services	Food Services for Competitors, Public, Officials, Volunteers

PLANS

It is anticipated that any plans developed during the hosting of the 2015 event can be used by each subcommittee and works party to refine the event footprint, maps, equipment lists and timeframes.

STAGE 3 – DELIVERY

MEETINGS AND MANAGEMENT ON THE DAY

As was completed in preparation for the 2014 Australian Championships, it is proposed that each subcommittee and working party will have structured meetings, and review processes before and during the Championship. Each subcommittee and works party will have a chairman and/or leader who have the capability or experience in their field.

Cudgen Headland Surf Life Saving Club has a large volunteer work force with considerable experience in major Championships.

The experience of the collective members likely to contribute to the Championships leadership could include:

- Lyndel Small, Brian Vickery administration at multiple Championships hosted at Kingscliff
- Kim Holdom, Keith Kennedy, Gary Cain planning, works parties at multiple Championships hosted at Kingscliff
- Chris Watson Club Manager to provide food, beverage services with experience at the two recent Championships held at Kingscliff
- Brian Lewis, Dougal Forsyth, Gary Raso considerable State, National Championship IRB Water Safety experience
- Adam Mills, Mike Crawley project management experience and large sporting event experience
- Kyle Beatie, Chris Van der Waal, Jason Rush emerging younger generation IRB enthusiasts

SPONSORSHIP STRUCTURE

Our sponsorship structure for the 2015 championship will be in accordance with the SLS NSW framework and incorporated into a detailed Sales and Marketing plan and we will be seeking to expand on the below list of relevant sponsors that will may use to assist with the delivery of the event.

Official Partner		
	Kingscliff Bowls Club	BOWLS CLUB
Supporting Partners	Tweed Coast Holiday Parks	HOLIDAY PARKS
	Destination Tweed	destinationtweed
	Kingscliff Hotel	Kingsclipp Beach Hotel No
		PROUDLY SUPPORTED BY
Destination Partner	Tweed Shire Council	
Logal	State Emergency Services	
Local Community Supporters	Rotary	TROTARD TROTARD TROTARD TROTARD
	Tweed Coast Weekly	Tweed Coast Weekly Our local independent newspaper
Media Partners	Tweed Valley Weekly	Weekly (Murvillumbah & Surrounding Regions "Locals Supporting Locals"

KEY REQUIREMENTS

VENUE

Kingscliff is a small coastal community in close proximity to major transit centres of the Gold Coast and Brisbane. The Cudgen Headland Surf Life Savings Club has been the central feature of the community since the 12th of January 1922.

The foreshore and roadways are complementary to events with sufficient breadth to house operations and link services to key infrastructure without major interruption to the local community.



Kingscliff Beach in Wommin Bay is traditionally up to six kilometres long – extending from Cudgen Creek in the south, past the Cudgen SLSC to Fingal Head in the north. The beach in recent years suffered from the effect of sand erosion though fortunately has a natural tendency to recover and rebuild.



SUFFICIENT LENGTH AND WIDTH OF UNOBSTRUCTED BEACH WITH CLOSE PROXIMITY TO CLUB AND FACILITIES

The proposed water operating zone is from the Cudgen Creek in the south to the Bowls Club in the north and is approximately 1.1 kilometres in length with the Clubhouse overlooking this zone. There are no obstructions on the beach. A plan of the beach set up for the 2015 Championships is attached.

AVAILABLE ACCOMMODATION WITHIN A REASONABLE DISTANCE FROM THE VENUE.

Based on figures from the 2014 Australian Championships it is expected that in excess of 500 team managers, competitors, officials, supporters and SLSA personnel will require accommodation for the championships.

The Kingscliff district is home to various forms of accommodation inventory. In the centre of Kingscliff there are a number of motels, apartment blocks and of course a beach front caravan park who are a major partner to this proposal via the Tweed Shire Council. To the north approximately

one kilometre, the locality of Chinderah has a number of larger Holiday Tourism Parks and Motels. To the south approximately two kilometres the major Salt – Mantra and Peppers Resorts offer hundreds of rooms and apartments. In land the hinterland offer unique homestays, Bed and Breakfast, and house rentals.



The new integrated packaging of accommodation via Destination Tweed can offer a one-stop service point for all bookings for participants to once again make the journey a simple logistical exercise.

PUBLIC VIEWING AREAS

The beach foreshore has numerous picnic areas, cooking facilities, toilets, car parking spots, beach access pathways and generally sits above the ocean allowing ease of public viewing in large numbers.

PROXIMITY TO A COMPREHENSIVE SHOPPING COMPLEX

The main street of Kingscliff – Marine Parade is emerging as a much sought after tourism day drive destination. With numerous boutique shops, cafes, restaurants along the kilometre of frontage, Marine Parade is a perfect off beach escape.

One block back from the beach is Pearl Street with a major commercial hub of shops, businesses, supermarkets, fresh food outlets, butchery and medical centre. This hub includes a large Woolworths shop and is less than five minutes' walk from the beach.

The centre also includes a fuel station at the front and is the connection point for intrastate and Surfline bus services with the Gold Coast.

A SUITABLE ALTERNATIVE VENUE WITH A SUFFICIENT ASPECT

In the event of adverse sea conditions (within a reasonable distance from the proposed venue)

With the permission of three local Surf Clubs, we are able to offer three alternate beaches, each with unique characteristics. Fingal Headland presents normally a protected beach from southerly winds; Salt offers usually larger surf on calmer days and the iconic Cabarita Headland can offer protection and a bay. Fingal and Cabarita have Clubhouses and could operate as day bases for competition. Salt has limited Clubhouse facilities but again is very suitable as a day base.

Drive Time:

- To Fingal is approximately ten minutes
- To Salt is between five and seven minutes
- To Cabarita is approximately ten minutes.

LOCAL GOVERNMENT SUPPORT (IN WRITING)

We have received verbal support from the Tweed Shire Council and Destination Tweed to assist with hosting the event and are waiting on Formal Correspondence. The agencies are very motivated and keen on supporting another major IRB racing event.

BEACH PATROLS FOR THE DURATION OF THE EVENT

The Cudgen Headland Surf Life Saving Club will provide water safety support and patrols on the nominated days. With the extra backing of our local three clubs we will attract enthusiastic IRB members to further strengthen patrol numbers on work days.

FIRST AID AND MEDICAL SUPPORT

The Cudgen Headland Surf Life Saving Club has a suitable first aid station on the ground level. The Kingscliff Ambulance is across the street from the Clubhouse and we also enjoy a close working relationship as many of the Ambulance Officers are active Lifesaving members of our Club.

A medical centre near Woolworth's shopping centre provides general practitioner, and specialist services. The Tweed is supported by three major hospitals, Tweed District, Murwillumbah and John Flynn

Marine Parade also has a number of remedial and therapy providers for massage, chiropractic services, many of whom are also members of our Club. We would be certain of offering discount services for massage etc for the competitors after a day of hard racing.

GEAR STORAGE AREA/S AND SECURITY

We propose to use the same site layout that was agreed for the 2014 Australian Championships and are keen to invest time into improving the facilities if required (See layout attached).

The location selected for the IRB Compound is ideally located opposite the Police station, is near a Council maintained toilet and is sufficiently large to accommodate a major compound. Additional hose connections and temporary showers have already been installed to facilitate the requirements for hosting of the 2014 Championships event.

Clear beach access will be maintained using the existing access point which connects the compound area directly to the beach. This permits fast insertion and extraction of equipment and boats on the beach without accessing gazetted roads.

CRAFT SCRUTINEERING

A craft scrutineering area with considerations for ready access to the craft, motor and competitors can be accommodated in the same area used to store the boats and equipment.

SUFFICIENT WORKFORCE FOR THE DURATION OF THE CHAMPIONSHIPS, INCLUDING SET-UP AND BUMP-OUT

It has been demonstrated at various Championships, that the Cudgen Headland Surf Life Saving Club can arrange the necessary armies of volunteers for the set-up, daily operations and bump-out. Keith Kennedy and Kim Holdom have extensive "Old Boys Networks" to call upon who will rally and are excited to once again be provided with the opportunity to host another major event.

TRACTORS / QUADS / 4WD VEHICLES AS REQUIRED FOR THE EVENT

Two tractors, two Commander ATV's and two 4WD tray top utes were secured for use during the 2014 Australian Championships and again with the continued support of Council and the four local Surf Lifesaving Clubs we expect to be able to provide the same level of resources. Courtesy buses to move participants and spectators, volunteers and officials can also be arranged if required.

SITE SHEDS AND TENTS

The requirements for administrative beach tents, sheds etc can be satisfied from the resources of the four Surf Lifesaving Clubs and sponsors. The ground floor self-contained office in the Cudgen Headland Club can be provided for the event managers for the requirements in the weeks leading up to and after the event. Site offices if required can be provided through Coates Hire. Additionally official and volunteer spaces can be easily established under the Cudgen Headland Clubhouse to avoid costs.

Front of Clubhouse bus pickup and mustering is available to attempt to centralise much of the operations. A new concrete beach access ramp from the Clubhouse directly to the beach simplifies the access to the water zones and beach operations.

RUBBISH BINS WITH REGULAR CLEANING

Cudgen Headland has a long term sponsorship relationship with Solo Waste who will be supporting the 2015 event. Solo would again be approached to manage all waste and recycling programs. We are particularly keen to see a major emphasis on recycling to reduce our carbon footprint of the event. This will be in keeping with the community's desire to reduce waste and operate as a green friendly destination. Rubbish sorting would either be done by local community groups as a fundraiser or done at Solo.

TEAM MANAGERS AND OFFICIALS

Briefing and Debriefing facilities (50+ team managers and 80+ officials) are available at the Kingscliff amenities centre next door to the Cudgen clubhouse which readily provides a kitchenette, tables, chairs, stage, toilets and secure storage. It can provide seating for up to 200 people. The club also has a large training room which can be used for VIP functions or administration. This eliminates the need to impact on the commercial food & beverage areas within the Club.

VIP FUNCTION FACILITIES (30+ VIPS)

The Cudgen Headland Clubhouse will be the central base for most functions. However to engage and win the sponsorship support of other businesses in Kingscliff, opportunities to host some functions will be shared with the Bowls Club and the Hotel.

A number of small functions will be organised by the club during the racing on the veranda of the Cudgen Headland Clubhouse overlooking the beach and racing events.

Predominantly presentations and commentary can be accommodated in the Clubhouse or on the grass in front of the Clubhouse overlooking the beach and racing.

CAR AND TRAILER PARKING

The intent is to keep cars out of the Marine Parade, café precinct and provide car parking north and south of the Cudgen Headland Surf Lifesaving Clubhouse. We will promote heavily through the media the event and attract spectators and do not wish to have the central activity area overly stressed with cars. An alternative carpark site will be established next to the craft compound area. Trailers will be stored near the compound near the Bowls Club.

POWER SUPPLY AND ELECTRICITY/DRINKING WATER/NEARBY PUBLIC OR OTHER TOILET FACILITIES

Each operational base at the Compound, Cudgen Clubhouse, and Team Tents area has electricity, water already connected and toilet facilities immediately available.

CARNIVAL GEAR AS PER THE IRB COMPETITION AND SURF SPORTS MANUAL

We will work with the SLS Event Director to erect signage, sponsor requirements, public address systems, and beach infrastructure

TIDES & WEATHER

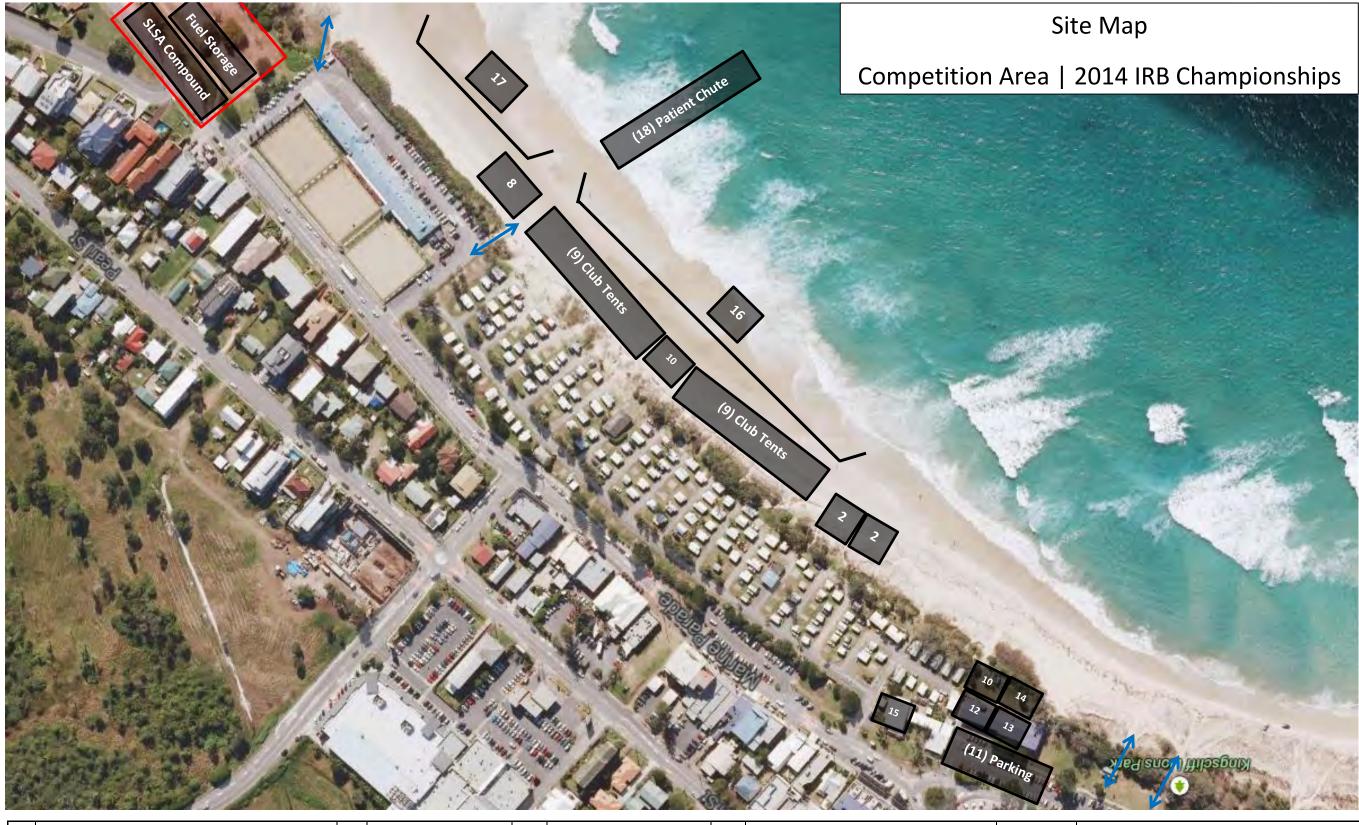
Whilst a high tide is generally a better tide as it presents less shore dumps etc, the Kingscliff Beach can be used during low and high tide without major consequence. During the month of June traditionally the weather is normally stable with sunny days, some wind and limited size surf.



Conditions on Day 1 Australian Championships 18th July 2014



1	Trailer/Container/Gear	5	Fuel Storage	9	Club Tents	13	VIP Parking	17	Warm up Area
2	Recording/Results Marquee	6	Scrutineering	10	First Aid	14	Presentation Area	18	Patient Chute
3	Toilets	7	Wash-down	11	VIP Parking	15	Briefing & Officials Area	\longleftrightarrow	Pedestrian Access
4	SLSA Compound	8	Marshaling	12	Admin Centre	16	Competition Area	\longleftrightarrow	Emergency Services
									Fencing



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