

Opportunity for Surf Clubs to host the NSW Country Surf Life Saving Championships

2021-22
AND/OR
2023-24



SURF LIFE SAVING
NEW SOUTH WALES



Introduction

SLSNSW invites you to submit an Expression of Interest (EOI) to host the NSW Country Championships.

This document outlines the requirements for hosting this important event in the NSW surf life saving sport calendar.

Submitting an EOI

Please reach out to SLSNSW Sport Manager Rob Pidgeon to discuss how you may benefit from the hosting opportunity.

After discussing with SLSNSW, Expressions of Interest can be received at any time prior 5pm 30 September 2019.

Mail: Att. Rob Pidgeon
Surf Life Saving NSW
PO Box 307
Belrose, NSW, 2085

Email: rpidgeon@surflifesaving.com.au

Phone: (02) 9471 8098 or 0455 381 095



671,211
Volunteer Hours



3,755
Rescues



196,845
Preventative
Actions



Surf Life Saving - What We Do

Surf Life Saving is an Australian icon and through our actions and our affinity with the outdoors we promote a healthy active lifestyle, community spirit and inclusiveness with a mission to save lives, create great Australians and build better communities.

Surf Life Saving New South Wales (SLSNSW) is the peak water safety, drowning prevention and rescue organisation in NSW and one of the largest volunteer based community service organisations in Australia. Throughout NSW, the organisation's 11 branches and 129 Surf Life Saving Clubs comprises of almost 75,000 members. Our organisation encompasses several diverse arms – lifesaving services, community education, surf sports and member training, which all contribute to our overarching purpose to save lives and meet our target of zero preventable deaths and injuries on NSW beaches.



6,806
First Aid



7,647,590
Attendance



604
13 SURF Callouts

Overview of Country Champs

Whilst the core business of SLSNSW will always be to keep our beaches safe through our volunteer life savers, it is our champion athletes who are often the most public facing figures of our organisation. Our wide range of sporting events give our athletes, who are all volunteer lifesavers, a chance to compete against the State's best in their desired field, whether that be on the sand or in the water, and lay claim to being some of NSW's finest athletes.

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 1,400 competitors and over 4,000 spectators, 200

officials and the volunteer manpower of 140 strong workforce. This two 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 community of regional NSW from school age children through to masters age.

The event is held between mid-January and the first weekend in February.

SLSNSW is offering NSW Country Surf Clubs the opportunity to host the 2021 & 2022 and/or 2023 & 2024 NSW Country Surf Life Saving Championships. Bringing the Championships to your town or region can result in vast benefits to the local community; and businesses.

| Years Hosted | Host Surf Life Saving Club | Host Council | Host Surf Life Saving Branch |
|--------------|----------------------------|-------------------------|------------------------------|
| 2019 & 2020 | Cudgen Headland | Tweed Shire | 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 |





\$1.8 million
Injection into the local
economy



\$100,000+
Media Coverage



68%
Of visitors staying in the area
for a minimum of one night in
paid accommodation



63%
Of visitors saying they would
return to the area to holiday



1,400
Competitors



4,000
Spectators



Benefits - Host SLSC

By partnering with SLSNSW to deliver the NSW Country Championships, benefits will be extended to the host Surf Life Saving Club (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.

Media

The opportunity to be promoted in a positive light within the community, the host SLSC can leverage to recruit members and supporters.



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 existing liquor licensing) and specified event catering. Please note that SLSNSW will need to approve all fundraising activities.

Financial

A host fee (amount to be confirmed) is provided to the host club towards agreed operational expenses for hosting this event, mainly in the provision of a volunteer workforce to stage the event.



Sponsorship

Negotiations with a naming right sponsor of the NSW Country Surf Life Saving Championships are currently in progress.

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 can discuss in further detail.

SLSNSW also has a number of other partners for the event who provide significant investment. This can be discussed in further detail when necessary.



EOI Process and Timetable

Event Organiser

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.

Key Decision Makers

Board of SLSNSW - The successful host venue(s) will be selected by the Board of SLSNSW

Sport Manager – Manager responsible for the overall delivery of the event for SLSNSW and key contact for the EOI.

Selection Criteria

The successful EOI will be determined based on the ability of the beach and surrounding areas to meet 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.

Financial support is highly recommended and can include a mix of cash and value-in-kind support.

Format of EOI

There is no required format for the EOI document, however the following items should be made clear;

- The EOI submission should clearly identify the submitting organisation with written support from local government organisation(s), SLSNSW affiliated surf life saving club(s) and any other party included as part of the EOI
- 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
- Address each item of the 'detailed selection criteria'
- Topographical maps of preferred and alternate venue
- State the total value of the financial support and provide estimated value in kind component

Timeline

Please see summary of the timeline on the following page.

EOIs are now open and will be accepted until 30 September 2019 submitted via post or email by 5pm to Rob Pidgeon, SLSNSW Sports Manager.

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.

EOI

Formal EOI questions from interested parties should also be submitted to the Sports Manager via email or phone.

Mail: Att. Rob Pidgeon
Surf Life Saving NSW
PO Box 307
Belrose, NSW, 2085

Email: rpidgeon@surflifesaving.com.au
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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.

Expression of Interest Timetable - Subject to change

| Action | Responsibility | Period |
|--|-----------------------------------|-------------------------|
| 'Expression of Interest' document released to all NSW Country Surf Life Saving Clubs (SLSC) & NSW Coastal Councils | SLSNSW Sport Manager | July 2019 |
| SLSCs and Councils to hold preliminary discussions and draft EOI bid | Host Club and Council | July – September 2019 |
| SLSNSW Sport Manager available to brief SLSC and Councils | SLSNSW Sport Manager | July – September 2019 |
| Expressions of Interest from potential SLSC & Councils close at SLSNSW | Host Club and Council | 30 September 2019 |
| SLSNSW 'shortlists' all EOI's received. If required, inspect venues and meet with SLSC & Councils | SLSNSW Sport Manager | October 2019 |
| EOI assessed and recommendation provided to the SLSNSW Board of Directors | SLSNSW Sport Manager & SLSNSW COO | October 2019 |
| SLSNSW Board of Directors endorse the successful venue bid | SLSNSW Board of Directors | October - November 2019 |
| SLSNSW provide draft separate contract host agreements to SLSC and Council | SLSNSW Sport Manager | November 2019 |
| SLSC and Council execute contract host agreements with SLSNSW | Host Club and Council | December 2019 |
| 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 |



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:

The Beach

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

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.

Financial support

Those bids, which have local government involved and providing a level of financial support will be looked upon favourably. To secure this opportunity an investment of \$20,000 + GST is required.

SLSNSW will consider a combination of financial, logistics and infrastructure support, by way of cash and/or value-in-kind as outlined on p14.

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

Detailed Essential Criteria

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.

This checklist can be completed and returned to us.

| On Beach Specifications | | |
|---------------------------------------|---|--|
| Category | Description | Requirement |
| Natural Environment / Characteristics | Average swell size range for month of event | Average >0.25m to <2.0m |
| | Minimum monthly temperature average for month of event | >18 degrees C |
| | Minimum water temperature average for month of event | >16 degrees C |
| | Tide range | Less tidal range the better |
| | Desirable maximum wind velocity average for month of event | <15 knots average for the month of the event |
| | Rocks, wrecks & reefs within proposed competition area | None in proposed competition area |
| | Desired beach shape /angle | Straight |
| Beach Length and Width | 3 – 4 water area (includes competition, warm up/warm down, buffer and power craft access zones) | 600m of useable water area |
| | 1 surf boat area | 350m long x 20m wide (straight line at water's edge) |
| | 1 graded area of beach for beach sprint areas | 140m long x 30m wide |
| | 2 graded areas of beach for beach flags areas | 30m long x 50m wide |
| | Beach length and width – for competition / on beach infrastructure requirements | 1000m x 30m of usable beach at high tide |
| | Tent area behind competition area (i.e. Additional to beach length and width) | 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 with 15km of main event site | 100m long x 10m wide |
| Spectator Viewing | Direct viewing capacity of competition areas | 700 |
| On Beach Broadcast/Media | Good access/ locations for TV news cameras | Required |
| Pedestrian Accessibility | Number of (2m wide) pedestrian access points required | minimum 4 |
| Vehicle Access Points | Number of (6m wide) vehicle access points to beach | minimum 2 |
| Parking Spaces | How much car parking is around the event (within 1km radius)? | 500+ |

Back of Beach Specifications

| Category | Description | Requirement |
|---|---|---|
| Meeting, Briefing, Function Space | Number of meeting facilities available (100sq/m) | 1 |
| Event Equipment Space | Storage area for 40ft shipping containers | 1x container (with 30m x 20m clear space to unload) |
| | Storage area for event power craft including fresh water supply | 30m x 20m (with beach access) |
| | Club trailer parking for 25 - 30 | |
| | Open space (grassed or sealed) for presentation area | 20m x 15m |
| Infrastructure | Showers (officials/participants and general public) | |
| | Public toilets | 1 per 100 people |
| | Fresh water supply | |
| | 3 Phase power supply (within 50m/100m of beach) | E.g. to container |
| | Data lines / broadband | 3G minimum, 4Gx preferred |
| Site Availability | Total number of days SLSNSW need access to the site (including leaving infrastructure on the beach) | 5 days |
| TV Broadcast Compound | Minimum 30m x 15m flat grass, gravel or sealed area for broadcast truck | If required |
| Food Court / On-site Food Outlets | Minimum 200sq/m flat grass, gravel or sealed area for food/beverage vendors | Close proximity to beach |
| Event Administration / Media Centre | This area should be located as close as possible to the central competition areas and the SLSC | Minimum 100sq/m room |
| Sponsor Activation Area | Flat grass, sand, gravel or sealed area for sponsor activations | Minimum 40m x 20m |
| Merchandising Area | Minimum 100sq/m flat grass, gravel, or sealed area for merchandising zone | 6m x 4m tent minimum |
| VIP Hospitality Area | Area must look over the main competition area. This may be part of the existing clubhouse | |
| Officials Briefing/Catering/Licensed Refreshment Area | This area should be located in close proximity to the competition areas | |
| Gear, Equipment and Power Craft Compound | This area must have direct beach vehicle access and have suitable power and water facilities | 300 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 | 40m x 40m |
| ASADA Testing Facility | This area must have access to exclusive toilet facility | |
| Helicopter Landing Site | Must be within a reasonable distance to the competition area. | 40m x 40m |
| Medical/First Aid Area | Must have direct access to the beach. This may be part of the existing clubhouse | 10m x 10m |

Other Venue / Community Considerations

| Category | Description | Requirement |
|--|---|--|
| Alternative Locations | Primary contingency venue that meets 'on beach' & 'back of beach' specification | Face a different direction and prevailing conditions |
| | Flat water contingency venue that meets 'on beach' & 'back of beach' specification | Minimum length of 500m |
| Logistics and Infrastructure Support | 4WD vehicle hire | |
| | Two-way radio hire | |
| | Demountable hire | |
| | Storage container hire | |
| | Toilet and change room facilities | Including portaloos pump outs |
| | Scaffold structures | |
| | Temporary seating | |
| | Teleporter / crane | |
| | Grass and / or road marking | |
| | Car trailer(s) | |
| | Tractors | |
| | Bobcat or similar | |
| | IRB's for duty and judging, 6 are required plus backup motors and fuel cells | |
| | Tables and chairs | |
| | 1.8m chain wire panel temporary fencing | 350-500m |
| | Crowd control barriers (CCB) | 400-450m |
| Security services | | |
| Rubbish removal | | |
| Rubbish bins (including small skip bins) | General waste, co-mingled and recycling | |
| Traffic management services | | |
| Local Community | Medical Centre within 25kms | |
| | Hospital (with full E and A capability) within 60 min (road) | |
| | On call ambulance service | |
| | Supermarkets | |
| | Accommodation – number of beds within 25km radius (majority within 10km) | |
| | Domestic airport | |
| | Local partnership opportunities – in kind / financial support, etc | |
| | Previous major events history | |
| | Hospitality – local bars / entertainment / restaurants etc.) | |
| | Value add opportunities (i.e. other local concerts, festival, sporting fixtures on) | |
| Conference / function facilities | | |

Financial, Logistical and Infrastructure Support

The minimum anticipated rights fee for the NSW Country Championships, is \$20,000 + GST. The cash component 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 club, 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 to be included in the total value of the bid:

| Category | Description | Requirement |
|--------------------|--|---|
| Event Vehicles | Provision of 1x tractor and driver | 3 days (1 day prior and 1 day post event) |
| | Provision of 2x 4WD flat-top utilities (utes) | 5 days (2 days prior and 1 day post event) |
| | Provision of 2x Side by Side, All Terrain Vehicles (ATVs) | 5 days (2 days prior and 1 day post event) |
| | Provision of 1x 4WD telehandler (3 tonne capacity) | 5 days (2 days prior and 1 day post event) |
| Waste Management | Provision of daily waste removal services | 2 days (On event days) |
| | Provision of adequate number of skip bins | 4 days (1 day prior and 1 day post event) |
| | Provision of adequate number of rubbish bins (comingled and recycling) | 4 days (1 day prior and 1 day post event) |
| | Provision of portaloop pump outs | 2 days (On event days) |
| Traffic Management | Provision of 2x variable message boards | 3 days (1 day prior) |
| | Provision of traffic control equipment for parking management including yellow/black road barrier boards and stands; witches hats; rolls of night line | 3 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; | 3 days (1 day prior) |
| Event Logistics | Removal and/or installation of crowd control and security fencing as required | 3 days (1 day prior) |
| | Provision of beach grading services including pre and during event days | 4 days (2 days prior) |
| | Provision of electrical and plumbing upgrades as required (requirements to be determined upon site visits) | 5 days (2 days prior and 1 day post event) |
| | Provision of sufficient security lighting for the compound area | 5 days (2 days prior and 1 day post event) |
| Promotion | Event management expertise and support via dedicated staff member | 4 days on site (1 day prior and 1 day post) |
| | Provision of signage for promotional purposes (suggested minimum 10 vinyl barrier signs and 10 feathers – SLSNSW to provide dimensions) | 4 days (2 days prior) |
| | Local tourism centre support; | Ongoing |
| | Local chamber of commerce support | Ongoing |
| | Total value of in kind support \$ | |



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midford

envirobank
recycling that pays



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