



The Surf Life Saving Foundation

Annual Review
2013-14



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Chairman & Executive Report

The Surf Life Saving Foundation is a significant stakeholder in achieving the Surf Life Saving Australia mission of *Saving Lives, creating great Australians and building better communities*. Our success is achieved through the community who support us and each of the seven State and Territory Surf Life Saving bodies, the 101 Safety and Rescue Support Operations, the 311 Surf Life Saving Clubs and our volunteer members around the country who engage and promote our programs and activities.

This year we are proud to report that the Foundation has contributed in excess of \$11.4M through its **Philanthropic Programs** including Donor, Workplace Giving and Bequest Programs; **Commercial Programs** including our successful House and Land Lotteries and Pin & Win Programs; **Grant Seeking Unit** and **Events**. This achievement supports our purpose of helping to ensure the long term sustainability of the movement.

Now, as a wholly owned subsidiary of Surf Life Saving Australia, we have revisited our structure as a part of the Change Management process with Surf Life Saving Australia and Surf Life Saving State entities and in collaboration, our programs continue to deliver significant support to Surf Life Saving. On page 5 we can see how funds distributed last year have been allocated by the seven State and Territory bodies to benefit the movement.

We continue to operate a diverse mix of revenue streams to enable all Australians to participate in our fundraising programs, and are proud to boast some of the very best Donor and Lottery programs in Australia. Our digital Donor

Stewardship program is cutting edge and our Lottery program is one of the top 5 of its kind in the country.

Our Grant Seeking Unit has once again aided Surf Life Saving entities around the country, this year sourcing over \$1.4M in Grants which demonstrated a return of \$1 to Surf Life Saving for every 0.20c invested by the Foundation – a result we are immensely proud of.

We have achieved all this in an environment that has seen budgetary pressures on all sections of our economy. We know this has affected the hip pockets of many Australians and yet the financial contributions made by our donors – Guardians of the Surf – has remained consistent with previous years and provided the stability the movement requires – for which we say Thank You.

We have spent some time focusing on our Workplace Giving and Bequest programs this past year and will continue to develop these areas. Recognition by your peers is always a positive sign and we are proud to have received the “Best Promotion – Charity” Award at the Australian Workplace Giving Awards in 2014.

Increased contact with our supporters has also seen our Bequest Program, ‘Circle of Friends’ grow with 187 new ‘Friends’ advising us of their intention to leave a gift to Surf Life Saving. We hope you will consider Surf Life Saving as a worthy recipient of your gift when the time comes.

The Foundation’s extensive Lottery Program has also experienced growth with our regular purchasers – Champions Club members – reaching record numbers.

In the year ahead the Foundation will continue to work closely with Surf Life Saving Australia to promote and position the



Surf Life Saving movement as a cause that needs and values the support of all sections of our community.

There has also been exceptional work done by the Surf Life Saving National and State entities in the development and articulation of the SLSA Strategic Plan which will certainly

deliver future growth and opportunities for the movement.

Finally, we would like to acknowledge and thank Surf Life Saving Australia and the Foundation Team. They are a fine group of people who work tirelessly with enthusiasm to raise funds and awareness for Surf Life Saving.

Martin Walsh
Chairman
The Surf Life Saving Foundation

Melissa King
General Manager Communications
& Business Development
Surf Life Saving Australia

Steve Francia
Head of Foundation
Surf Life Saving Australia

Board of Directors

Name	Office held		Meetings eligible	Meetings attended
Martin Walsh	Chairman	Appointed 23.10.2012	4	4
Peter George AM	Director	Appointed 18.10.2013	3	3
Christine Hopton	Director	Appointed 18.10.2013	3	3
Graham Ford	Director	Appointed 22.05.2014	0	0
Michael Bushell	Director	Resigned 18.10.2013	1	1
Michael Martin AM	Director	Resigned 18.10.2013	1	1
Matthew Finnis	Director	Resigned 18.10.2013	1	0
Hon. Michael Cleary AO	Director	Resigned 18.10.2013	1	0

Our Aim

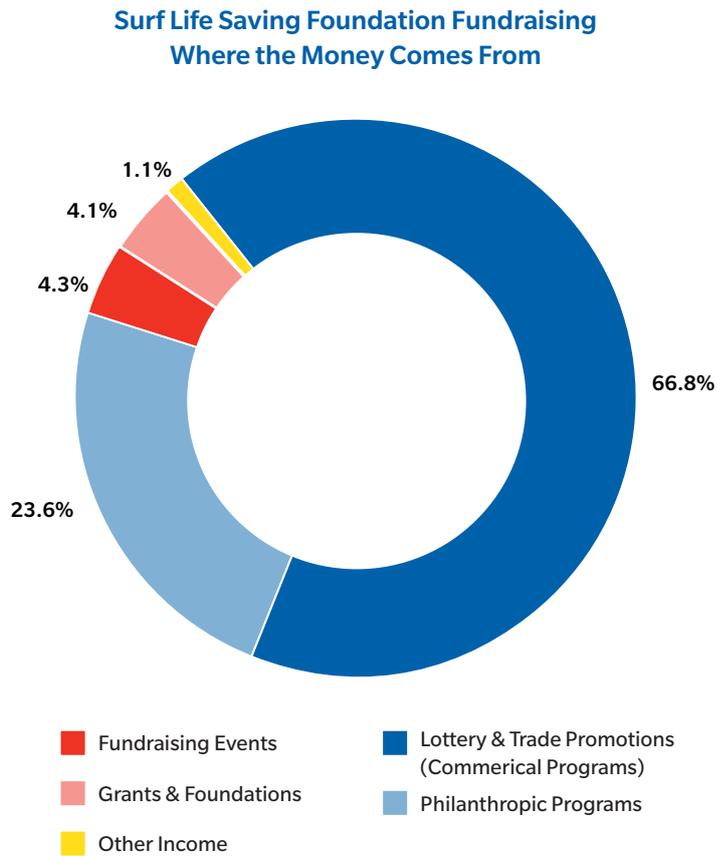
To contribute to the financial security and viability of the Surf Life Saving movement.

Our Contribution

The Surf Life Saving Foundation achieved consistent fundraising results in 2013/14.

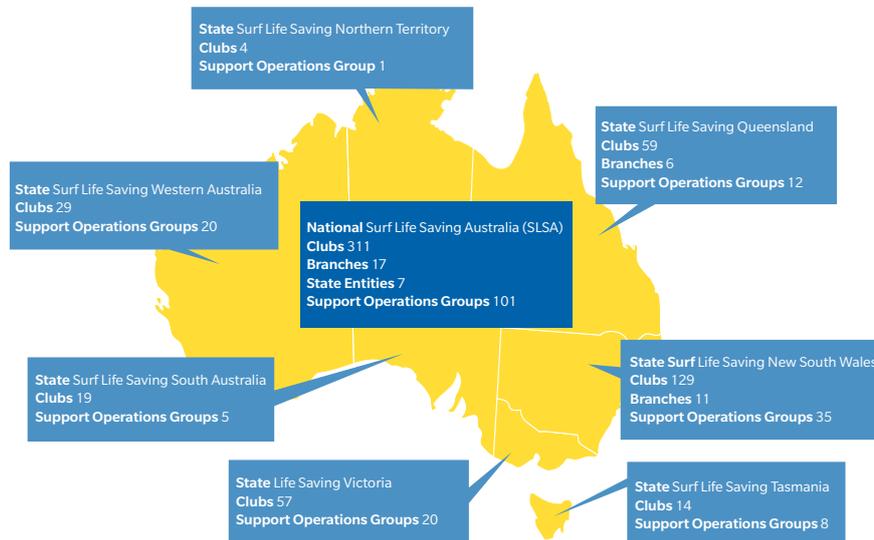
Our fundraising efforts directly contributed \$11.4M to the Surf Life Saving movement.

Of these funds, \$10.0M was a direct distribution and \$1.47M was achieved through successful Grant applications for various Surf Life Saving entities.

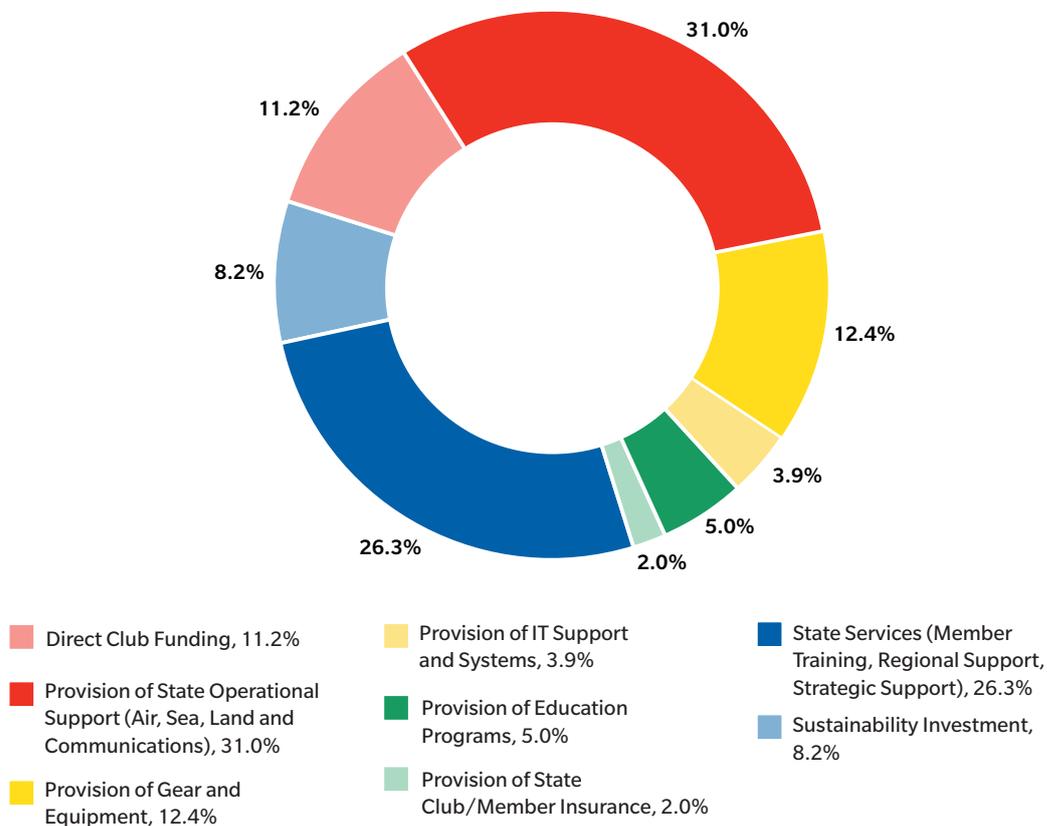


How Funds are Distributed

The Surf Life Saving Foundation distributes funds through Surf Life Saving Australia to State Entities. The outline below shows the breadth and reach across Australia through which these funds are delivered to support the movement.



How Funds are Utilised by State SLS Entities*



*2012/13 Financial Year

Philanthropic Support





Philanthropic Programs

Guardians of the Surf

Our supporters continued to give, and we certainly appreciated it, particularly in an environment that has seen budgetary pressures in all sectors of our community. Funds raised through our regular Appeals were up on previous years.

In the 2013/14 financial year, we recorded 20,089 regular and monthly Guardians of the Surf located throughout Australia. This represents a 3.65% increase in the number of regular and monthly givers which provides a sound base for our sustainable income.

This year did show a small increase on the number of lead donors who gave a gift of \$1,000 or greater, bringing the total to 88 in 2013/14 Financial Year.

No matter how big or small the contribution, our Guardians are helping to fund vital programs and services that allows us to confidently plan ahead and invest in our volunteer surf lifesavers so they can continue their vital community service now, and in the years to come.

Thank you to all supporters who could assist – please never doubt, your support really does make a difference.

Workplace Giving

Workplace Giving programs allow employees to make regular donations to their favourite charity, typically through the payroll system of their employers.

For employers, implementing a workplace giving program is an easy way to demonstrate good corporate social responsibility and showcase to their employees their commitment to social and community groups. For employees, it's a great opportunity to support those charities they feel strongly about, in a convenient and regular way.

Since we introduced Workplace Giving into our Philanthropic Programs portfolio in 2011, we have seen steady and consistent growth year on year, resulting in a total of 37 companies and 201 individuals actively participating in the Surf Life Saving Program. Approximately 45% of these companies also match their employee's gifts dollar for dollar thereby making a significant contribution to their employees charities of choice.

The largest contributors through Payroll giving in 2013/14 were AHL, BlueScope, Orica, Surf Life Saving, Telstra, NAB, Westpac, Ernst and Young, BHP, Australian Unity, Australian Securities Exchange, King & Wood Mallesons, Corporate Citizen Pty Ltd, Dulux Australia and Incitec Pivot.

This year Surf Life Saving also welcomed new participants DHL and Google to the Program.

We remain committed to continued growth and will continue to focus on the following areas for 2014/15:

- Working with all of our existing Workplace Giving companies to increase employee participation,
- Working with our Sponsors, Partners and Supplier companies to introduce them to the organisational benefits associated with Workplace Giving; and

- Working independently and with third parties such as ACF and Corporate Citizen, to increase awareness of Workplace Giving, and grow participation levels within companies we don't currently have a relationship with.

If you or someone you know would like more information about how to get your organisation involved in Workplace Giving, please contact our Workplace Giving Relationship Manager on 1800 642 925.

Bequests

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

The 2013/14 financial year has seen awareness of our Bequest Program increase, and we welcomed 187 new Bequest Program participants who advised us of their intention to leave a gift to Surf Life Saving. That brings the total number of known Bequest Program members nationally to 434.

This year has also seen an increase in a number of Will makers being much more specific with the wording in their Wills, with many requesting their gift be used for specific programs and/or specific Surf Life Saving clubs or geographic locations. This certainly demonstrates that our supporters are showing a much greater interest in where and what they want their Bequest to help.

We continued our communications to both the Lottery and Donor supporter base throughout the year in the hope that even more generous Aussies leave a gift in their Will. These communications primarily ask our supporters if they have considered or intend to leave a gift in their Will to Surf Life Saving, and have a lasting effect on the safety of beach goers. This continues to be a successful method of communicating the Bequest Program to our Supporters and in many ways prompts the individuals to consider Surf Life Saving as a viable option in their Will, which they may not have previously

considered. It also helps in highlighting the fact that we are a charitable organisation that relies 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 to bequests@slsfoundation.com.au. All discussion with our Supporter Relationship Manager is confidential.

Charity Christmas Cards

The Surf Life Saving Foundation continues its partnership with Charity Greeting Cards to give everyone the opportunity to purchase greeting cards and hampers for various occasions, with the added benefit of supporting Surf Life Saving.

By purchasing cards through Charity Greeting Cards, 40c per card will be donated to Surf Life Saving.

For more information on greeting cards or gift hampers, visit www.christmascards4charity.com.au.

Surf Breaks

The Surf Breaks travel portal has been created exclusively for the Surf Life Saving community and members can take advantage of discounted domestic and international travel and accommodation offers. Surf Breaks is powered by the LeisureCom Travel Group, one of the largest and most progressive direct marketers of resort, hotel and apartment accommodation in the Pacific region and for every completed booking, LeisureCom will dig into their pockets and donate to Surf Life Saving.

To learn more about how you can save on all your travel needs visit www.surfbreaks.com.au.

Fundraising Events





Boardies Day celebrations at Dalby Kindergarten

Fundraising Events

Boardies Day 2014

Friday 28 March 2014

Brightly coloured boardshorts again made a splash across Australia on 28 March 2014 in celebration of Boardies Day. Since 2002, the initiative has encouraged individuals and companies alike to help raise vital funds for beach safety by ditching their usual corporate attire or school uniforms, and donning their favourite pair of boardshorts instead.

The program also provides volunteer surf lifesavers and their clubs with a fun and interactive fundraising event to promote within their local community and deliver a financial return back to the club.

Once again Grill'd Restaurants provided valuable support, donating more than \$37,000 to Surf Life Saving clubs through their Local Matters program. In addition, more than 350 schools, retailers and workplaces participated in the popular fundraising activity, which contributed in excess of \$104,000 towards Surf Life Saving clubs around Australia.



Wendys Capalaba lend a hand to Point Lookout SLSC lifesavers



28 March 2014



Surf Life Saving Queensland President Ralph Devlin SC opens 'Up The Tower'

Up The Tower - Queensland

Friday 20 September 2103

Once again we brought the surf to the city and transformed Brisbane's Queen Street Mall into an urban beach. The event saw 15 'towersitters' participate in Up The Tower on Friday 20 September 2013.

Perched in a rescue tower and armed with a mobile phone, each of our corporate supporters had half an hour to raise a minimum of \$1,000 from family, friends, suppliers and clients. So outstanding were our towersitters' efforts, more than \$35,000 was raised for essential volunteer services in Queensland.

A number of towersitters returned from previous years however there were also a few first-timers such as Wallace Bishop Jeweller, Calibre Real Estate, Easternwell, and Pronto Direct. The St George Queensland Reds mascot Rusty took on the challenge of Up The Tower for the first year.

Liz Pidgeon of Cornerstone Properties, one of our long-term towersitters was unable to attend on the day however she continued to be involved raising money online prior to and during the event and impressed by raising more than \$11,500. A special thank you to long-time Surf Life Saving supporters Westpac who once again supported the event by sending staff member Matt McNaughton up the tower for the entire day and raising over \$10,500.

The Surf Life Saving Foundation is extremely grateful to each of our towersitters who volunteered their time to go on patrol and support our volunteer lifesavers.

Thanks must also be given to our wonderful MC John Holt, Weather Presenter, Network Ten and our fashion parade sponsors City Beach.

We are proud of the fact that since 2000, Up The Tower supporters have collectively raised over \$735,000 for Surf Life Saving services in Queensland.





The team from the Good Guys donating first aid kits

Surf Safe Appeal - Queensland

18 November - 1 December 2013

2013 marked the 10th year of the Surf Safe Appeal, one of the largest annual fundraising initiatives for Surf Life Saving Queensland. The appeal is pivotal in ensuring that volunteer surf lifesavers have the necessary equipment, training and resources to continue safeguarding the State's beaches and provides a unique opportunity for Surf Life Saving to highlight the services they provide to the community.

The Surf Safe Appeal's campaign was officially launched on Thursday 14 November by Queensland Premier, The Honourable Campbell Newman, who pledged \$50,000 to Surf Life Saving Queensland. This was followed by a series of on-air announcements on Network Ten featuring major sponsor donations of cash and equipment totalling over \$140,000.

The Appeal was supported by the annual doorknock and street appeal from 18 November to 1 December which saw thousands of volunteer surf lifesavers from 55 Surf Life Saving clubs across Queensland participate in door-to-door and street collections. Funds raised through these volunteer club activities and corporate donations raised over \$420,000 for Surf Life Saving Clubs.

Every year our volunteer surf lifesavers perform a vital service for the local community, giving up countless hours of their own time to watch over swimmers and ensure that residents and tourists alike can enjoy our beautiful beaches safely. The funds raised during the Surf Safe Appeal assists our Queensland Clubs to continue this service to the community, and we cannot continue to do so without the ongoing support and generosity of our corporate partners and the general public.

We are grateful for Network Ten's media support of this Appeal. We simply would not be able to raise these significant funds and increase public awareness without their support or that of the Queensland Government and our corporate partners – AA Radio, Black and White Cabs, Brisbane Airport Corporation, Jupiters Hotel & Casino, The Good Guys and Tradelink.





MC Josh Holt (Channel 10), Olivia Wilson (Broadbeach SLSC), Caitlin Knight (Dicky Beach SLSC), Morgan Marrinon (Pacific SLSC) and MC Georgie Lewis (Channel 10)

Jupiters Summer Surf Girl - Queensland

14 - 17 May 2014

2014 marked the 50th year of the Jupiters Summer Surf Girl program, and 20 years of partnership with Jupiters Hotel & Casino.

Dicky Beach Surf Life Saving Club's Caitlin Knight was named the 2014 Jupiters Summer Surf Girl in what was a tightly contested affair. After nine months of hard work raising funds and spreading the beach safety message, twenty fully qualified female lifesavers representing Surf Life Saving Clubs from as far north as Cairn's down to Coolangatta came together at the final judging week which was again hosted by our event sponsors Jupiters Hotel & Casino from 14-17 May 2014.

Twenty three entrants embarked on an exhaustive fundraising campaign within their local communities raising a staggering \$882,866.82 for their respective clubs. In addition to their outstanding fundraising efforts throughout the year, the final judging week saw the entrants assessed on their core surf lifesaving skills including CPR, a board and tube rescue, interviews with the judges and presentation of a beach safety education and awareness session to multi-cultural school children at Tallebudgera Creek.

The Gala Ball, attended by over 500 guests saw Caitlin Knight from Dicky Beach SLSC crowned as Jupiters Summer Surf Girl with Olivia Wilson from Broadbeach SLSC named as Jupiters Summer Surf Girl Runner-up.

Caitlin Knight also took out the highest Individual Fundraising Award raising \$128,000 for her club.

Rounding out the awards presentations, the Award for Personality voted by the entrants themselves was presented to Morgan Marrinon from Pacific SLSC.

We commend each of the entrants, who represented their clubs and communities so admirably. The young women are excellent role models for surf lifesaving demonstrating that good time management, a great attitude and a passion for what they do can make a huge difference, raising vital funds and increasing awareness of Surf Life Saving within their local communities.

The Summer Surf Girl program has now injected more than \$14.5 million into Surf Life Saving clubs throughout Queensland since the program's inception in 1964. All funds raised are distributed back into participating clubs to be used in a variety of ways such as, the maintenance and purchase of new rescue equipment, surf safety education, member development, increasing volunteer memberships and expanding training programs.

We would like to extend our appreciation to our valued partner Jupiters Hotel & Casino on their 20 year partnership with the program and to our program supporters who contributed to another successful year –Suzuki Auto Co, Engine, Star Outdoor, Get Hummered, Flutter Beauty, AIAS, Screen Offset Printing and Etiquette & Manners Australia. Special thanks also to our judging panel of George Hill, Megan Crockford and Lainey Loneragan.



SUMMER SURF GIRL

CELEBRATING 50 YEARS



Sandy the Surf Dog lends a hand at Gold Coast 600

Beneficiary Events

Armor All Gold Coast 600



The Gold Coast's biggest party came to town over the weekend of 25 – 27 October with the V8 Supercars hitting the streets of Gold Coast and again, Surf Life

Saving was named the official beneficiary for the Armor All Gold Coast 600.

Not only was this a great opportunity for Surf Life Saving to receive much needed funds to help keep our beaches safe, but it was also a fantastic way to get the message out to our many international and local visitors on how to stay safe on our beaches.

A range of fundraising and educational activities were conducted by Surf Life Saving Queensland clubs and Jupiters Summer Surf Girls on and around the track. Spectators at the event were able to drop by the Surf Life Saving Education Trailer and learn all about surf safety and ask any questions about how to stay safe while having a great time at the beach. The Dreamworld Family Fun Zone saw families getting involved and participating in the free "Surf Fun Clinics" with Sandy the Surf Dog.

Spectators through the gates over the weekend were able to contribute to Surf Life Saving by purchasing sunscreen, earplugs, lottery tickets or making a gold coin donation to one of the volunteer surf lifesavers from Southport Surf Life Saving Club and Surfers Paradise Surf Life Saving Club.

In excess of \$10,000 was raised over the weekend to support vital Surf Life Saving services. We extend our thanks to V8 Supercars Australia for their continued support of our Queensland Surf Life Saving Clubs.

Bruce Lynton Charity Ball



The 2014 Bruce Lynton Charity Ball marked 14 years since the event's original inception and remains a highlight on the Gold Coast social calendar. Over this time more than \$1.4 million has been raised for local charities.

Saturday 10 May saw over 600 guests attending the Charity Ball held at Royal Pines Resort. An exciting line up of entertainment featuring Choirboys along with a large range of silent and grand charity auction items made this a night to remember for all guests.

Each year, the Charity Ball raises much needed funds for local charities and has been a great supporter of Surf Life Saving over the years. Bruce Lynton has been unwavering in their support of Surf Life Saving over the past 14 years and this year was no exception with over \$9,000 being raised for surf lifesaving services in Queensland.

We would like to extend our appreciation to Bruce Lynton Automotive and in particular Beric Lynton and his team for their ongoing support of Surf Life Saving.

Thanks also go to all our generous supporters who donated items for the charity auction, including Australia Zoo, Bob Jane, Brisbane Lions, Circus Arts, Jupiters Hotel & Casino, Brisbane Marriott Hotel, Quest Spring Hill and Riverlife.

We appreciate the support of all our partner organisations and the beneficiary activities held throughout the year, and as always, we extend our sincere thanks to these organisations.

Commercial Activities



SURF LIFE SAVING SURF LIFE SAVING
LOTTERIES

Your new
Lakeside Lifestyle
starts here

Tickets
Still ONLY
\$2

Surf Life Saving Lotteries

The Foundation operates one of Australia's largest "House and Land" Lottery programs. The entire Lottery program includes 6 House Lotteries, 6 exclusive regular buyer Lotteries and a number of smaller 'limited' lotteries, all of which have performed well over the year. A highlight in 2013-14 saw two first prize properties being valued at over \$1M each, bringing the total supporter prizes given away last year to over \$7.5M. A total of 24 lotteries were conducted in the 2013/14 financial year.

We continue to work on improving our data quality which has helped us gain a better understanding of our customer's motivations and behaviours, leading to an increase in response rates and average ticket order across all channels. We also commenced a face to face membership acquisition trial in April of this year with early indicators showing that this is an effective method to acquire new supporters.

Sales across our digital channels continue to meet expectations and we are seeing strong sales in both our email and search engine marketing channels.

Direct mail continues to be an important part of our marketing communications and we have seen some good results converting one off supporters to Champions Club members via this channel.

Over the past year, we also added a number of additional limited lotteries through our phone sales channel. These new games are designed to help reactivate and acquire new supporters as well as generating additional revenues.

Digital

Sales across digital channels continue to meet expectations with strong sales in email and search engine marketing. Work is currently underway on improving the customer experience and sales through our digital channels for FY15.

Direct Mail

Direct mail continues to be an important part of our marketing communications and we have seen some good results in converting one off supporters to Champions Club members via this channel.

Phone sales

Phone sales continue to play a very important part of our marketing mix and represents over 20% of our sales for Lotteries.

Prize Home Sales

Sales have been consistent all year with literally thousands of individuals inspecting our prize homes. Our new Champions Club opening nights have also been very successful this year.

Face to Face

The face to face channel has performed strongly this year and continues to be our best performing direct sales channel.



Trade Promotions

Pin & Win 2

With the trial program featuring a collectible helicopter pin heralded as a success, a second national Trade Promotion was launched in April 2013. Using a similar promotion formula purchasers of our \$10 and \$25 collectible pins received a 'scratch card' to reveal cash prizes. The new program featured a new pin being that of an Inflatable Rescue Boat (IRB) replica.

This promotion was enthusiastically received by Surf Life Saving State entities and our supporters. All participants received the chance to win instant cash prizes and \$60,000 in the second chance major prize draw which was drawn on 11 April 2014.

The next Trade Promotion, Pin and Win 3 will commence in August 2014 and will feature a rescue board collectible pin.



Grant Seeking Unit





Yamba SLSC take delivery of new rescue boards

Grant Seeking Unit

The Grant Seeking Unit again achieved outstanding results for the Surf Life Saving movement having successfully assisted Clubs and State entities secure \$1,474,486 in funding.

With over 200 grants lodged for the financial year, the GSU continues to provide essential support for our volunteers allowing them to focus on the task of saving lives and developing our youth.

Table of Grants Received

Funding Body	Applicant Entity	Project Details	Granted \$
New South Wales			
NSW Community Building Partnership Program	Batemans Bay SLSC	Club House Redevelopment - Stage 1	25,000
Anonymous Donor	Far North SLSNSW Clubs	Emergency Search and Rescue Equipment	50,000
Anonymous Donor	Far North SLSNSW Clubs	Emergency Search and Rescue Equipment	150,000
Northern Territory			
Dept of Regional Aust, LG, Arts & Sport - Indigenous Sport & Recreation Program	SLSNT	Indigenous Surf Sports Program	79,200
NT Dept of Sport & Recreation Facility & Capital Equipment Program	SLSNT	New Surf Sports Training Facility at Lake Alexander	77,000
NT Dept of Sport & Recreation Grass Roots Program	Mindil Beach SLSC	Rescue boards for Surf Sport Training & Competition	3,190
NT Office of Youth	SLSNT	Youth Engagement Grant Program	2,200
NT Disaster Resilience Emergency Volunteer Fund	SLSNT	ORB Replacement	50,000
NT Community Benefit Fund Small Grants Program	Mindil Beach SLSC	Rescue boards & Radios	2,820
Queensland			
Gambling CBF	Wide Bay Capricorn Branch	IRB Hulls x 2	25,080
BCC Healthy & Physical Activity Grants	SLSQ	Little Lifesavers Program - CALD backgrounds	10,601
Gold Coast Light Rail Community Grant Program	Mermaid Beach SLSC	Member & Community Education Program	1,972
(ASSIST) FaHCSIA Volunteer Grants	Mackay SLSC	IRB Trailer	4,122

Funding Body	Applicant Entity	Project Details	Granted \$
FaHCSIA Volunteer Grants	Ellis Beach SLSC	Training courses & fuel reimbursements	4,660
RACQ Foundation - Natural Disaster Program	Bundaberg SLSC	Storm Damage Resilience Project	32,715
Breakwater Island Casino CBF	Mackay SLSC	2 X Hard Rescue Boards	3,600
Jupiters Casino CBF	Hervey Bay SLSC	Surf boat & rescue equipment shed	26,871
Jupiters Casino CBF	Coochiemudlo Island SLSC	Clubhouse facilities (kitchen) upgrade	28,628
Gambling CBF	Yeppoon SLSC	Renovation of member & public amenities	34,900
Breakwater Island Casino CBF	SLSQ North Barrier Branch	Townsville Little Lifesavers	4,843
Gambling CBF	Point Lookout SLSC	Tractor	32,100
Gambling CBF	Noosa Heads SLSC	Seahorse Nippers Program	28,000
Gambling CBF	Miami Beach SLSC	Custom built gear trailer	25,850
Jupiters Casino CBF	Bundaberg SLSC	IRB Hull, Motor, Fuel cell & Trailer	19,965
Gambling CBF	Pacific SLSC	ATV & Defibrillator	24,000
Gambling CBF	Moore Park SLSC	IRB Hull, IRB Motor, IRB Trailer & various equipment	29,622
The Straddie Sand Mining Community Fund	Point Lookout SLSC	Building works-asbestos removal/roof replacement	110,000
Dept NPRSR Get In The Game - Get Going	Nobbys Beach SLSC	Youth Devt Program - Education & Camp	10,824
(ASSIST) Dept NPRSR Get In The Game - Get Going	Peregian SLSC	Youth Devt Program - Nipper program	9,460
Aurizon Community Giving Fund	Mackay SLSC	Expand First Aid Training Capability	8,500
Gambling CBF	Tweed Heads & Coolangatta SLSC	Amenities upgrade	32,900
Gambling CBF	Nobbys Beach SLSC	ATV & various equipment	29,580
Gambling CBF	Bowen SLSC	Patrol Trailer	14,695
Breakwater Island Casino CBF	Sarina SLSC	Nipper boards	5,000
Gambling CBF	Cairns SLSC	First Aid Training Equipment	10,789
(ASSIST) Caring for our Community Grant Program	Peregian SLSC	Rescue Boards	3,000
Jupiters Casino CBF	Moore Park SLSC	Patrol & First Aid Equipment	3,621
Jupiters Casino CBF	Bilinga SLSC	Building refurbishment (deck replacement & storage)	75,000
Breakwater Island Casino CBF	Eimeo SLSC	Portable shade etc.	3,439
SITA Community Grants Program	Mackay SLSC	Keep Harbour Beach Clean (Beach cleaner & sifter)	5,000
Mackay Regional Council	Mackay SLSC	Keep Harbour Beach Clean (Beach cleaner & sifter)	5,000
ASC Local Sporting Champions	Elliott Heads SLSC	EHSLSC Junior Surf Sports Team attendance at Qld State Junior Championships 2014	3,300
Port of Brisbane Pty Ltd	Point Lookout SLSC	Portable shade marquees	5,000
Cory Charitable Foundation	SLSQ	Personal Floatation Devices for SEQld	7,182

SLSA

Australia China Council (EOI Stage Successful)	SLSA	Partnership with ShenZhen Surfing Association	19,817
Australia India Council	SLSA	Nipper Program	49,500

South Australia

Dept of Immigration & Citizenship - Building Multicultural Communities Program	SLSSA	On the Same Wave (Equipment)	9,291
Coca Cola Australia Foundation - Community Grants	SLSSA	On the Same Wave – Surf Life Saving Cultural Diversity Program	10,000
Multicultural SA - Multicultural Grants Scheme	SLSSA	'On the Same Wave' - Surf Life Saving Cultural Diversity Leadership Program	2,250
Office for Recreation & Sport - Active Club Program	Goolwa SLSC	Sports Equipment	3,700
Office for Recreation & Sport - Active Club Program	Henley SLSC	Sports Equipment	2,956
(ASSIST) RAA Regional Safety Grants	Port Elliot SLSC	Rescue & Water Safety Upgrade (IRB Motor)	5,000

Funding Body	Applicant Entity	Project Details	Granted \$
Tasmania			
Harcourts Foundation	SLST	North West Emergency Response Team	10,000
Events Tasmania Small Project Grants	Port Sorell SLSC	Headline musical act for the Port Sorell Surf Fiesta	3,300
Tasmanian Community Fund Round 27 - Small Grants	Somerset SLSC	Rescue boards, PFDs	7,530
Tasmania Sport & Recreation - Minor Grants Program	Boat Harbour Beach SLSC	Gear and Equipment Trailer	4,557
Victoria			
Lord Mayor's Charitable Foundation - Exploration Grant	LSV	Helping older adults to become Everyday Lifesavers	49,250
(ASSIST) City of Greater Geelong - Major Event Funding	LSV	2014 VIC State Lifesaving Championships	22,000
Brimbank City Council - Youth Grant Program	LSV	Emergency Response Youth Education Program	5,299
Vic DPCD Sporting Uniform Grants Program	Woolamai Beach SLSC	High Visibility Vests for junior programs	1,100
Vic DPCD Sporting Uniform Grants Program	Port Melbourne LSC	High Visibility Vests for schools program	1,100
State Trustees Australia Foundation	Anglesea SLSC	Starfish Nippers	10,000
(ASSIST) Vic DPCD - Significant Sporting Events Assistance Program	LSV	2014 VIC State Lifesaving Championships (Junior & Senior/Open)	5,500
(ASSIST) ASC Local Sporting Champions Program	Point Leo SLSC	Funding assistance for Senior Competition Team (U18) to attend Aussies 2014	3,300
Vic Dept of Human Services National Youth Week 2014 Grants	LSV	LSV Champion Junior Life Saving Of The Year Award	2,200
VicHealth Active Club Grants	Hampton LSC	Starfish Nippers equipment	3,216
(ASSIST) VicHealth Active Club Grants	Sandringham LSC	First Aid Kit & IRB hull floor replacement	3,000
H V McKay Charitable Trust	LSV	Open Water Learning Experience (OWLE) Program for Regional Vic (Shepparton, Bendigo, Ballarat)	10,000
Helen Macpherson Smith Trust	LSV	Before School Swimming & Water Safety Program Trial	30,000
Vic Dept TP&LI Country Action Grant Scheme	Lakes Entrance SLSC	Expansion of capacity to deliver Nipper Education Program	5,478
Westwaters Community Grant Program	LSV	Aquatic Education in HPE Week - Sink or Swim	4,727
Western Australia			
Scottish Masonic Charitable Foundation	SLSWA	4 Programs - YIPS, OTSW, LSFL & TOAD/RISEUP	30,000
Shire of Busselton Community Bids - Major Grants	Busselton SLSC	Rescue, Communications & First Aid Training Equipment	2,718
Australian Sports Commission - Multicultural Youth Sports Partnership program	SLSWA	CALD Surf Sport & Aquatic Development Program	25,688
Aurizon Community Giving Fund	SLSWA as sponsor for Esperence Goldfields SLSC	Rapid Response Patrols (sets of equipment)	7,500
Shire of Denmark Community Financial Assistance Program	Denmark SLSC	Training boards for Youth (Retention) Training Programs	5,280

Financial Highlights



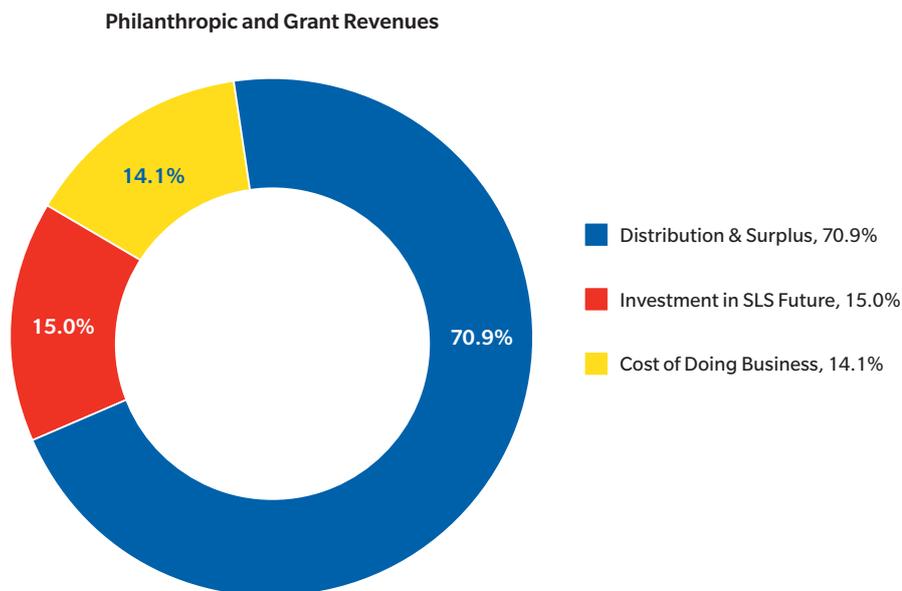
Surf Life Saving Foundation Financial Highlights

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 \$35.819M. Philanthropic activities represented 23.6%, Events 4.3%, Grants 4.1% and Commercial activities 67.9% (including Interest received of 1.1%) making up our total income.

Philanthropic Income and Grants (tax deductible)

- The Surf Life Saving Foundation's Philanthropic activities saw steady growth this financial year and when combined with grants secured for SLS Entities, totalled 27.7% of all Foundation revenues. 70.9% of these revenues were distributed to the movement via Surf Life Saving Australia and the State Entities.
- Grants secured for SLS entities equalled 14.8% of Philanthropic activities while the remainder was made up predominantly by our direct donor family, the Guardians of the Surf.



Distributions and Surpluses

- These funds are directly allocated to Surf Life Saving entities and total 70.9% of our Philanthropic revenues.

Investment in SLS Future

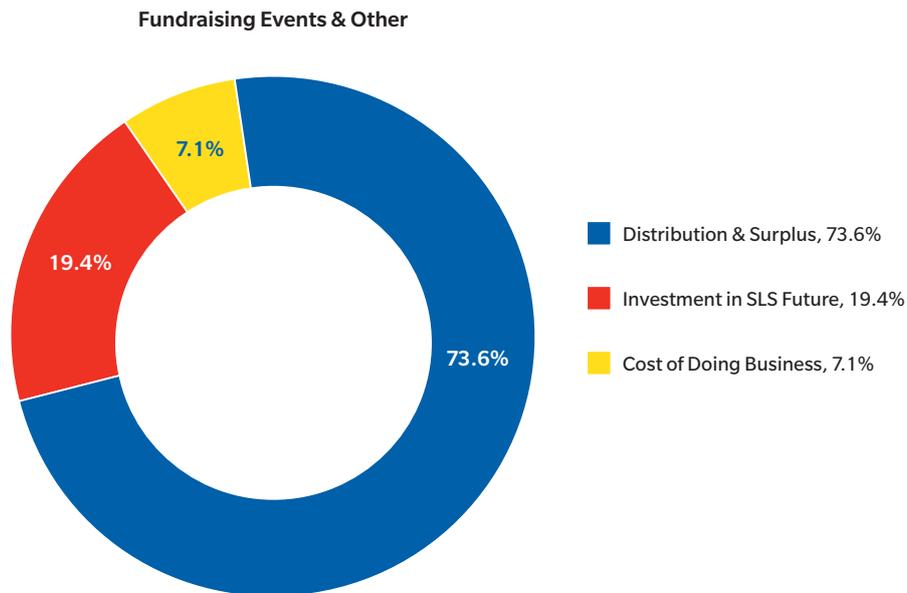
- To deliver our aim of contributing to the financial security and viability of the SLS movement, these funds are allocated to building advocacy and creating an ongoing supporter base (5.1%), community safety and awareness programs (5.3%) and revenue generation programs and grants for SLS entities (4.6%) which total 15% of our total philanthropic revenues.

Cost of doing business

- Direct fundraising costs are comprised of expenditure used for the purposes of fundraising (9.8%) and Admin & IT (4.3%), totalling 14.1% of our Philanthropic and Grant revenues.

Fundraising Events & 'Other'

- Surf Life Saving Foundation increases awareness of the movement through a variety of channels including our own Events and 'other' support secured as the preferred charity for events around Australia. This contributed 5.4% of our total revenues.



Distributions and Surpluses

- These funds are directly allocated to Surf Life Saving entities and total 73.6% of our Fundraising Events revenues.

Investment in the Future

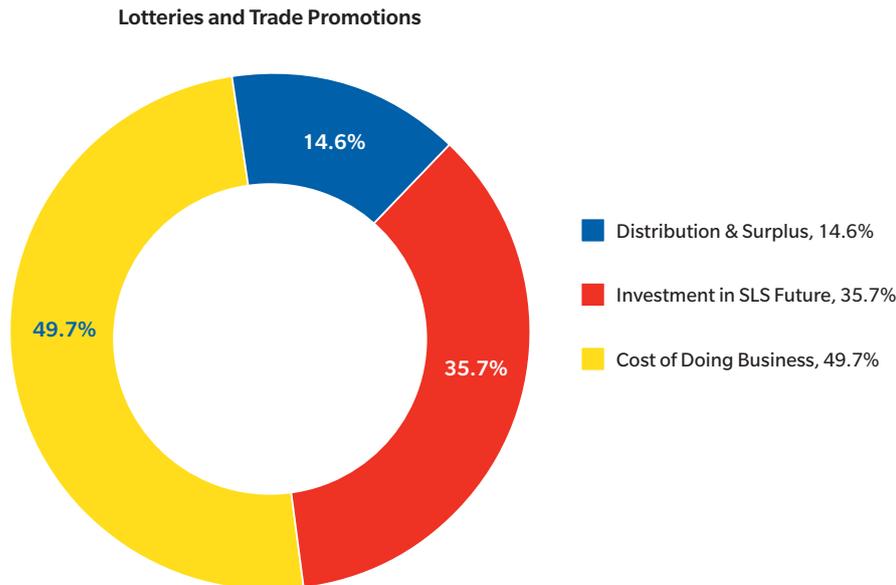
- To deliver our aim of contributing to the financial security and viability of the SLS movement, these funds are allocated to community safety and awareness programs (5.4%) and revenue generation programs for SLS entities (14.0%) which total 19.4% of our total Fundraising Events revenues.

Cost of doing business

- Direct fundraising costs include expenditure used for the purposes of fundraising (3.6%) and Admin & IT (3.5%) which totals 7.1% of our Philanthropic net revenues.

Commercial Activities (Lotteries and Trade Promotions)

- The Surf Life Saving Foundation operated 24 lotteries in 2013/14 selling thousands of tickets to our valued supporters who went into draws to win prizes ranging from house and land packages, to cars and cash. Our Trade Promotion programs, which offer collectible pins and cash prizes, were also operated in multiple states in Australia.



Distribution & Surpluses

- These funds are directly allocated to Surf Life Saving entities and total 14.6% of our commercial revenues.

Investment in the Future

- To deliver our aim of contributing to the financial security and viability of the SLS movement, these funds are allocated to building advocacy and creating an ongoing supporter base through data acquisition (16.3%), community safety and awareness programs (19.2%) and revenue generation programs for SLS entities (0.3%) totalling 35.7% of our commercial revenues.

Cost of Doing Business

- As the commercial component of our business, our investment in prizes is significant to successfully operate a program of this nature. 27.8% of funds are allocated to Lottery and Trade Promotion prizes to support our ever-growing Commercial activities. The remaining expenditure is used for Admin, IT & Fundraising activity equalling 21.9% which makes a total of 49.7% 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: 07 3177 5800 **Fax:** 1800 782 020

Email: foundation@slsfoundation.com.au

Web: www.slsfoundation.com.au



Manager Communications & Marketing 07 3177 5840

Philanthropic - Enquiries 1800 642 925

Guardians of the Surf donations

Bequests

Workplace Giving

Grant Seeking Unit

Commercial - Enquiries 1800 642 999

Lotteries

Champions Club program

Trade Promotions

