



The Surf Life Saving Foundation

Annual Review
2014 - 15



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Chairman & Executive Report

Our volunteer surf lifesavers provide a most valuable service to the community as evident from the rescue statistics this year: 12,690 lives saved, over 1.25 million preventative actions carried out and 42,424 first aid actions performed.

They consistently put their own lives at risk to rescue people from perilous surf conditions, perform lifesaving CPR on those whose breathing or heartbeat has stopped, and provide first aid, care and comfort to the injured. Their quick actions are often the difference between life and death and their dedication to the cause of saving lives is truly inspiring.

It's this incredible work that inspires action from people everywhere, from our staff to our supporters. The financial contribution made by our supporters is fundamental to the movement's ability to deliver and grow its frontline services. Every dollar given to Surf Life Saving (SLS) really does make a 'life saving' difference.

Together we are all making a positive impact on helping to achieve Surf Life Saving Australia's mission of Saving Lives, creating great Australians and building better communities.

We are delighted to report that The Surf Life Saving Foundation continued to achieve steady growth in 2014/15. In total, over \$11.4 million was raised for Surf Life Saving from national fundraising activities for distribution.

And of course, we are grateful for every gift we receive. This year, we recorded 21,066 regular and monthly Guardians of the Surf, representing a 4.86% increase in the number of

regular and monthly givers over the past 12 months. We also recorded 32,020 one-off donations, representing an 8.04% increase in the number of people who gave single donations in the previous year.

Our Workplace Giving Program continues to go from strength to strength, with 28 companies actively participating in the SLS Program in FY14/15.

Awareness of our National Bequest Program has increased significantly, as we welcomed 88 new Bequest Program participants this year, bringing our total known Circle of Friends to 519 nationally.

Our Lottery Program continued to perform well this year, with the Foundation running one of Australia's largest House and Land Lottery programs, as well as our Champions Club Loyalty Program and a number of smaller limited lotteries.

Our Grant Seeking Unit continues to make a measured impact at a grassroots level, securing over \$1.4M in funding for Surf Life Saving entities across Australia.

The first year of the five year Surf Life Saving Fundraising Awareness campaign 'Be A Life Saver' launched in December 2014 to highlight SLS as a community cause in need.

Initial results are very encouraging with Surf Life Saving receiving almost \$7 million in media exposure, achieved with the generous support of Community Service Announcement media placement and PR generated coverage. The campaign



was delivered through TV, radio, press, outdoor, digital and social media and all SLS owned communication channels and preparations are well underway for year two.

For all of the great achievements over the past year, we still have a long way to go. We are constantly striving to match the needs of the movement and remain committed to helping provide for priority needs, new opportunities and a secure,

stable financial future for Surf Life Saving. To achieve these goals we rely on public generosity.

To all of you who support our charity, please never doubt your help really does make a difference.

Martin Walsh
Chairman
The Surf Life Saving Foundation

Melissa King
Chief Executive Officer
Surf Life Saving Australia

Steve Francia
Head of Foundation
Surf Life Saving Australia

Board of Directors



Martin Walsh

Chairman - appointed 23 October 2012

Martin is the Independent Chairman of the Surf Life Saving Foundation and an Independent Director of Surf Life Saving Australia Limited. He is an independent Director for State Super Financial Services Australia Limited and the Royal College of General Practitioners. Until October 2014 he had been a Financial Services Partner of Ernst & Young, and prior to that a partner with Deloitte. He is a Fellow of the Australian Institute of Chartered Accountants and a Graduate Member of the Australian Institute of Company Directors. He is also a life member of Life Saving Victoria and has been a member of the Lorne Surf Lifesaving Club since 1970.



Peter Brian George AM

Director - appointed 18 October 2013

Peter has been GM Corporate Services / Chief Operating Officer at Surf Life Saving Australia for approximately 5 years. Peter has extensive senior executive experience in project and financial management within the finance and not for profit industries, focusing on providing strategic insight into supply chain management and cost control. His 40 years' experience within the finance industry includes Westpac Banking Corporation (Westpac), Australian Guarantee Corporation and State Bank of South Australia. Peter has had a long and proud association with Surf Life Saving in Australia extending over 47 years. During this time he has served the organisation as a Director (Lifesaving) for 11 years and chaired the Finance, Audit and Compliance Committee for 8 years.



Christine Hopton

Director - appointed 27 June 2014

Christine has an extensive media background having worked in the newspaper and television, public relations, marketing and communications industries for more than 30 years. Christine has been involved in Surf Life Saving for over 15 years, joining as a Nipper parent and holding positions on the Avalon Beach SLSC junior committee before gaining her Bronze Medallion in 2000. Christine was also President of Avalon Beach SLSC for eight years.



Graham Bruce Ford

Director - appointed 22 May 2014

Graham was elected as President of Surf Life Saving Australia (SLSA) in October 2010. He brings to this role a wealth of Surf Life Saving knowledge and experience, coupled with a strong business background. Graham is a Life Member of Bronte SLSC and has held many senior roles in SLS. His professional experience includes over 30 years in the property industry, as well as numerous chairman and directorship roles. Graham was re-elected as SLSA President in October 2014. He was also elected as President of the ILS in November 2012. Graham is a Fellow of the Australian Institute of Company Directors.



SURF RESCUE
SLSF

Our Aim

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

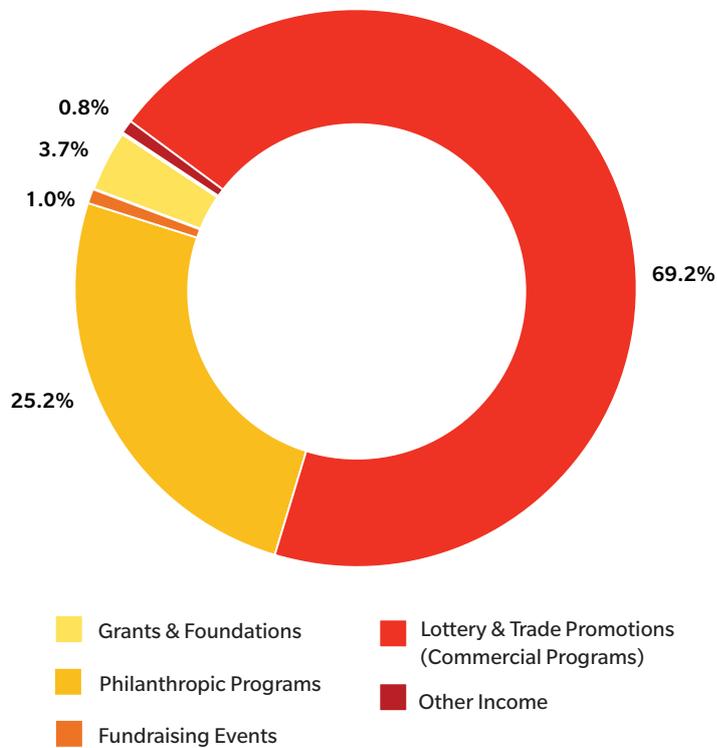
Our Contribution

The Surf Life Saving Foundation achieved consistent fundraising results in 2014/15.

Our fundraising efforts directly contributed \$11.47M to the Surf Life Saving movement.

Of these funds, \$10.06M was a direct distribution and \$1.41M was achieved through successful grant applications for various Surf Life Saving entities.

**The Surf Life Saving Foundation Fundraising
Where the Money Comes From**

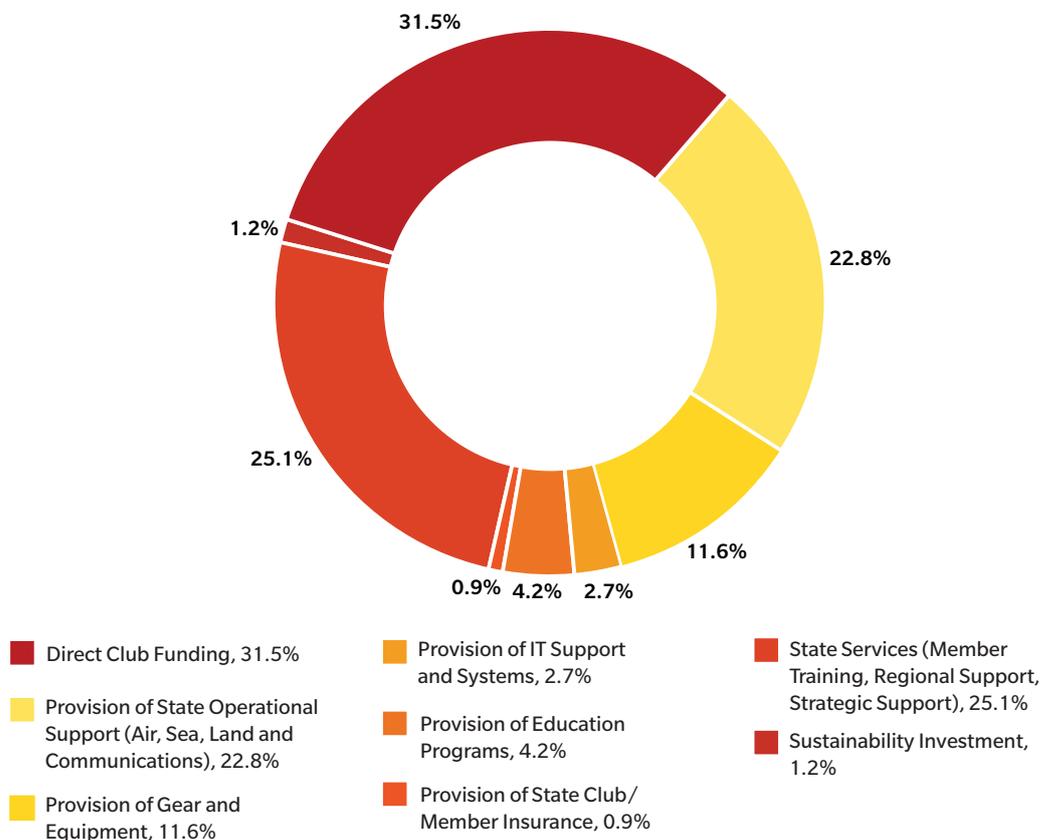


How Funds are Distributed

The Surf Life Saving Foundation distributes funds through Surf Life Saving Australia and 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 Surf Life Saving Entities*



*2013/14 Financial Year

Philanthropic Support





Philanthropic Programs

Guardians of the Surf

In the 2014/15 financial year, Surf Life Saving donors - our Guardians of the Surf - continued to challenge a trend of declining charitable giving* in Australia. We were delighted to record 21,066 regular and monthly Guardians of the Surf located throughout Australia, which represented a 4.86% increase in the number of regular and monthly givers, thereby maintaining a sound base for our sustainable income.

We also recorded 32,020 one-off Guardians of the Surf which represented an 8.04% increase in the number of people who gave single one-off donations in the previous year.

Our lead donors (those who have a gift of \$1,000 or greater) also increased in the 2014/15 financial year with a total of 117 received.

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

Thank you to all supporters who donated – please never underestimate the crucial role you play.

* Source NAB Charitable Giving Index 2015

Be a Life Saver Fundraising Awareness Campaign

SLS launched a new national fundraising awareness campaign titled 'Be A Life Saver', highlighting SLS as a community cause in need. The campaign used powerful imagery depicting life savers putting their hands up to ask for support.

SLSA received almost \$7 million in media exposure, achieved with the generous support of Community Service Announcement media placement and PR generated coverage, resulting in a 179% increase in media value from last season. The campaign was delivered through TV, radio, press, outdoor, digital and social media and all SLS owned communication channels.

A campaign microsite www.bealifesaver.com.au was launched and achieved a 0.34% click through rate via mobile -14% higher than industry standard. The Be A Life Saver campaign is a five year strategy which has a fundraising goal of \$1 Million by 2020.

Workplace Giving

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

Since we introduced Workplace Giving into our Philanthropic Programs portfolio in 2011, we have seen steady and consistent growth in revenue year on year.

The current number of companies actively participating in the SLS Program in FY14/15 is 28; and approximately 45% of these companies match their employee's gifts, thereby making a significant contribution to their employees' charities of choice.

The largest contributors to Surf Life Saving through payroll giving in 2014/15 Financial Year were Westpac, BlueScope, AHL, Orica, Telstra and NAB, collectively making up 65% of Workplace Giving contributions to Surf Life Saving.

The Foundation remains committed to this area of giving and will continue to focus on the following areas for 2015/16:

- 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 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 2014/15 financial year has seen awareness of our National Bequest Program increase, and we welcomed 88 new Bequest Program participants (Circle of Friends) who advised us of their intention to leave a gift to Surf Life Saving. That brings the total number of known Circle of Friends program members nationally to 519.

Many Will makers continue to target their areas of interest, requesting their gift be used for specific programs and/or specific SLS clubs or geographic locations. This certainly demonstrates that our supporters are showing a much greater interest in where and/or what they wish their Bequest to help, and this is very encouraging to see the increased level of engagement.

We continued our communications to both the Lottery and Donor supporter base throughout the year in the hope that even more generous Aussies are planning to leave a gift in their Will to Surf Life Saving. We understand the primary purpose and benefits of Wills is for family and community. Our communications primarily ask our supporters if they have considered or intend to leave a gift in their Will to

Surf Life Saving, with the knowledge this will 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 which does rely 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 Greetings Cards

The Surf Life Saving Foundation continues its partnership with Charity Greeting Cards to give everyone the opportunity to purchase greeting cards 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.

Entertainment™ Book

The Surf Life Saving Foundation has the Entertainment™ Book available for everyone to purchase. The book provides a range of dining, shopping and entertainment vouchers and can be purchased for multiple regions throughout Australia.

20% of the cost of all books sold gets donated back to the Surf Life Saving Foundation to invest in Surf Life Saving.

For more information, or to order your book please visit www.entertainmentbook.com.au/orderbooks/222769s.

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.



Grant Seeking Unit

The Grant Seeking Unit (GSU) performed exceptionally well again this year, securing \$1,407,241 in funding for Surf Life Saving entities across Australia. In addition they achieved record results lodging 214 grant applications for the movement in the 2014/15 financial year.

The service provided at a grassroots level has offered much

needed support to our volunteers with over \$550,000 contributing toward the purchase of beachside emergency search and rescue equipment.

The GSU continues to make an outstanding contribution to Surf Life Saving helping to achieve their mission to save lives, create great Australians and build better communities.

Table of Grants Received

Funding Body & Grant Program	Applicant Entity	Project Details	Granted \$
New South Wales			
Richmond Valley Council Financial Assistance Program	Evans Head SLSC	Malibu Boards x 3	3,000
NSW Ministry for Police & Emergency Services - Emergency Volunteer Support Scheme 2014/15	SLSNSW	Volunteer recruitment & retention strategy to support SLSNSW Surf Life Saving clubs	19,778
NSW Ministry for Police & Emergency Services - Emergency Volunteer Support Scheme 2014/15	SLSNSW	Training equipment to comply with new Units of Competency for Apply Advanced Resuscitation Techniques (HLTAID007)	31,219
NSW Ministry for Police & Emergency Services - Emergency Volunteer Support Scheme 2014/16	SLSNSW	Develop State wide internal training capacity.	26,675
NSW Sport & Recreation Events Program	SLSNSW	2016 NSW Surf Life Saving Championships	5,000
Cancer Institute NSW Evidence to Practice Grants	SLSNSW	Sun Shade	25,215
Northern Territory			
NT Dept of Natural Resources, Environment, the Arts & Sport - Grass Roots Devt Grants	Mindil Beach SLSC	Expansion of Youth Programs EAR & Equipment Trailer	3,950
Queensland			
Reef Hotel Casino CBF Round 35	North Qld Branch	Radio Comms & First Aid Trailer - Education, Carnivals & Emergency Response	7,557
Gambling CBF Round 80	Point Lookout SLSC	Removal of ceiling asbestos	24,750
Jupiters Casino CBF Round 85	Sunshine Coast Branch	Building works (roof replacement & painting)	26,900

Funding Body & Grant Program	Applicant Entity	Project Details	Granted \$
Gambling CBF Round 80	Eimeo SLSC	ATV & accessories	9,867
Jupiters Casino CBF Round 85	Rainbow Beach SLSC	All purpose equipment trailer	7,920
Reef Hotel Casino CBF Round 35	Cairns SLSC	All purpose trailer	8,249
Gambling CBF Round 80	Bilinga SLSC	Roof structure for outdoor deck	35,000
Redland City Council Community Grants - Project Support	Coochiemudlo Island SLSC	Age Manager Training Project	4,244
Jupiters Casino CBF Round 85	Metropolitan Caloundra SLSC	ATV & accessories	30,142
Gambling CBF Round 80	Southport SLSC	ATV & accessories	26,815
Aurizon Community Giving Fund Round 6	Ayr SLSC	IRB motor, 2 x Hand Held Radios & 2 x Base Radios	8,910
Gambling CBF Round 81	SLSQ South Coast Branch	Training Room Refurbishment	32,593
Gambling CBF Round 81	Mackay SLSC	Clubhouse roof reseal & paint	35,000
Breakwater Island Casino CBF Round 53	Mackay SLSC	Digital Radios x 6	4,999
Breakwater Island Casino CBF Round 53	SLSQ North Barrier Branch	Training & Education Program IT Equipment	2,742
Gambling CBF Round 81	Port Douglas SLSC	PFDs, IRB Hull & Motor	19,780
Gambling CBF Round 81	Mudjimba SLSC	Digital Radios & First Aid Training Equipment	19,196
Gambling CBF Round 81	Surfers Paradise SLSC	Mobile Patrol Tower & Accessories	19,228
Arrow Energy Brighter Futures	Tannum Sands SLSC	Expand CPR & First Aid Training Capability	2,225
Suncorp Safer Qld Community Grants	Sarina SLSC	Upgrade security at Sarina Surf Life Saving Club	1,390
Mackay Regional Council Grants Program	Eimeo SLSC	Automated External Defibrillator (AED) & First Aid Cabinet	2,468
Gambling CBF Round 82	Emu Park SLSC	IRB Motor & Safety Equipment	17,214
Gambling CBF Round 82	Ayr SLSC	ATV	23,867
QLD Dept of NPRSR Get In the Game - Get Playing	Moore Park SLSC	Clubhouse/Gear & Equipment Shed	100,000
QLD Dept of NPRSR Get In the Game - Get Going	Sarina SLSC	Pilot development & coaching program for cadets	8,000
QLD Dept of Communities, Child Safety & Disability Services - Caring for Our Communities	Nobbys Beach SLSC	Digital Radios x 5	4,750
QLD Dept of Communities, Child Safety & Disability Services - Caring for Our Communities	Eimeo SLSC	IT package	5,000
QLD Dept of Communities, Child Safety & Disability Services - Caring for Our Communities	Ayr SLSC	Oxy kits x 3	4,750
QLD Dept of Communities, Child Safety & Disability Services - Caring for Our Communities	SLSQ North Qld Branch	Personal Flotation Devices	560
QLD Dept of Communities, Child Safety & Disability Services - Caring for Our Communities	Sarina SLSC	Rescue Boards x 2	3,128
Gambling CBF Round 83	Kirra SLSC	Tractor	33,700
Gambling CBF Round 83	Tannum Sands SLSC	ATV	28,650
Gambling CBF Round 83	Palm Beach SLSC	ATV	28,611
Gambling CBF Round 83	Wide Bay Capricorn Branch	IRB service (Motor, Fuel Cell, Trailer, Radios, PFD's)	15,382
Gambling CBF Round 83	Elliott Heads SLSC	Shade sail over IRB wash bay	4,775
Redland Foundation	Point Lookout SLSC	IRB Hull	500
Fraser Coast Regional Council Community Grants Program	Hervey Bay SLSC	IRB Road Trailer	3,850
Lord Mayor's Charitable Trust - General Grant Round	SLSQ	Aquatic Program for Youth with a Disability	9,985
Rio Tinto Hail Creek Mine Sponsorship	Eimeo SLSC	World's Largest Game of Beach Flags	5,500
Surf Life Saving Australia			
ASC Women Leaders in Sport Grant Program 2014/15	SLSA	SLSA Leadership Program 363 Training Program	10,000

Funding Body & Grant Program	Applicant Entity	Project Details	Granted \$
South Australia			
City of Whyalla Community Grants Program	Whyalla SLSC	Increase capacity for first aid treatment & purchase of valuable lifesaving equipment	2,100
BP Statoil Community Grants 2014	Semaphore SLSC	Expand CPR & First Aid Capacity at Semaphore Surf Life Saving Club	5,000
City of Charles Sturt - Community Benefit Donation Program	Semaphore SLSC	Family Fun Day: Introduction to Surf Life Saving	5,000
SA Office for Recreation & Sport Active Club Program Round 38	Somerton SLSC	Web Update	2,940
Dept of Premier & Cabinet Indigenous Advancement Fund	SLSSA	Desert Lifeguards	27,500
Clubs SA Funding Assistance	Semaphore SLSC	Equipment	9,860
SA Office of Recreation & Sport - Sport & Recreation Development & Inclusion Program (SRDIP)	SLSSA	Surf Sisters	60,000
(ASSIST) SA Office of Recreation & Sport - Sport & Recreation Development & Inclusion Program (SRDIP)	SLSSA	Surf Life Saving Regional Community Surf Sport Development Program	130,000
SA Dept of Communities & Social Inclusion - Community Benefit SA	SLSSA	Surf Babies & Little Lifesavers Pilot Program	10,000
Tasmania			
Tasmania Sport & Recreation - Minor Grants Program Rd 3 2013/14	Port Sorell SLSC	Expansion of cadet & beginner adult programs (Surf Skis)	3,365
Waratah Wynyard Council Community Assistance Program	Somerset SLSC	Expansion of youth development program (Nipper boards & Rower)	1,989
Tasmanian Community Fund Round 28 - Medium Grants	Clifton Beach SLSC	Southern Region Training & Operational Centre - Stage 2 (Disability access)	99,000
Huon Aquaculture Helping Hand Community Grants 2014	Somerset SLSC	Continuation & expansion of lifesaving services at Somerset Beach (IRB Motor)	3,000
Allport Bequest	Carlton Park SLSC	First Aid Equipment	4,800
TAS SES Emergency Volunteer Fund	SLST	Build Training Capacity of Surf Life Saving Tasmania & Volunteer Marine Rescue volunteers	34,000
Tasmanian Community Fund Round 29 - Medium Grants	Launceston LSC	Expansion of Lifesaving Services (IRB replacement)	25,640
Tasmanian Community Fund Round 29 - Medium Grants	Port Sorell SLSC	Expansion of Youth Programs (Gear Trailer)	10,170
Tasmanian Community Fund - Small Grants Round 30	Carlton Park SLSC	Security System	9,675
Huon Aquaculture Helping Hand Community Grant	Bridport SLSC	Expansion of patrol capacity & services through provision of radio base	2,000
Tasmanian Community Fund - Medium Grants Round 30	SLSC	Education & training facility	19,500
Victoria			
Vic Dept of Justice Community Safety Fund	Fairhaven SLSC	Installation of Club Security	9,100
Vic Dept of Justice Community Safety Fund	Jan Juc SLSC	Upgrade security of Jan Juc Surf Life Saving Club	6,318
Gwen & Edna Jones Foundation	LSV	Open Water Learning Experience – Essential Survival Skills for Students	4,250
Andrews Foundation	LSV	Aquatic Safety Program for Disabled Youth	8,095
(ASSIST) City of Casey Community Grants 2014/15	LSV	Open Water Learning Experience: Essential Aquatic Survival Skills at Lysterfield Lake	2,992
(ASSIST) Knox City Council Community Development Fund Category 2	LSV	Survival Skills for Seniors	12,663
(ASSIST) City of Melton/Collingwood FC - Community Support within Caroline Springs/ Eastern Corridor	LSV	Open Water Learning Experience: Essential Survival Skills for Melton City	4,900

Funding Body & Grant Program	Applicant Entity	Project Details	Granted \$
(ASSIST) City of Melton/Collingwood FC - Community Support within the Melton Municipality	LSV	Sink or Swim	4,825
Coca Cola Australia Foundation Community Plus Program	LSV	Helping Shepparton youth to become Everyday Lifesavers	36,250
(ASSIST) Yarra Ranges Community Development Grant	LSV	Essential Survival Skills at Lysterfield Lake	2,200
Pacific Hydro Portland Sustainable Communities Fund	Portland SLSC	Expansion of Nipper & Youth Surf & Education Programs at Portland	8,524
Hobsons Bay 2015 Community Grants Program	Altona SLSC	Expansion of Youth Education & Nipper Program	810
Hume City Council Partnership Tier 2 Community Grants 2015	LSV	Survival Skills for Seniors	18,600
Moyne Shire Community Assistance Fund	Port Fairy SLSC	Expansion of Lifesaving Services for Port Fairy	20,000
(ASSIST) Surf Coast Shire Small Grant Programs	Jan Juc SLSC	Bronze Camp - Junior Life Saving Training	1,000
United Way Glenelg Community Fund	Portland SLSC	Expand CPR & First Aid Training Capability at Portland SLSC & in the Community (Manikins)	914
VIC DTPLI Country Action Grants Scheme 2015 Phase 1	Anglesea SLSC	Coastal Community Safety Project - Installation of a Coast Safe Smartphone APP	2,414
VIC Dept of Human Services National Youth Week 2015 Grant Program	LSV	Champion Junior Lifesaver Award	2,000
H V McKay Charitable Trust	LSV	Open Water Learning Experience Program	10,000
Glenelg Shire Council	Portland SLSC	Expansion of Nipper & Youth Surf & Education Programs	2,613
FRRR & McEwen Foundation Partnership Grant	LSV	Open Water Learning Experience - Regional Aquatic Program	9,000
VICT Community Investment Fund	LSV	Open Water Learning Experience	10,000
Western Australia			
City of Busselton Community Bids Program - Minor Grants	Busselton SLSC	Rescue Boards x 3	1,300
Coca Cola Amatil Keep Australia Beautiful Beverage Container Recycling Grants	Fremantle SLSC	Fremantle SLSC Recycling Program	2,480
Shire of Broome Community Sponsorship Program	Broome SLSC	Strengthening our Junior Surf Sports Development Program	2,420
WA Dept of Local Government & Communities Grants for Women	SLSWA	Developing & managing women's leadership in Surf Lifesaving	5,000



Commercial Activities





Lottery 168 prize home Ambience, Burleigh Heads

Trade Promotions

Pin & Win 3

Our third Trade Promotion was launched on 4 August 2014 in the states of Queensland, Victoria, South Australia and Tasmania. Using a promotion formula of \$10 and \$25 collectible pins, together with a promotional 'scratch' card to reveal cash prizes, the latest program featured a pin replicating a rescue board and volunteers.

The promotion has been enthusiastically received yet again by supporters who also have the opportunity to go into our \$25,000 second chance major prize draw drawn on 17 July 2015.

Surf Life Saving Lotteries

The Foundation operates one of Australia's largest "House and Land" Lottery programs. The Program includes six House Lotteries, a Loyalty Program (Champions Club) which awards daily cash prizes and a number of smaller telephone 'limited lotteries', all of which continued to perform well throughout the year.

Our focus remains on building the 'Champions Club' Loyalty Program and further utilising our data to develop segmentation of offers to our supporters and contribute to the ongoing growth of our total supporter base. New digital channels and the use of social media are also becoming an important aspect of our sales strategy.

This year saw us deliver another \$1M plus prize home with the beachfront Burleigh Heads apartment which exceeded our sales expectations, particularly in the emerging digital channels.

Our Champions Club continues to grow with membership of approximately 43,000 Supporters. A revised prize structure in the Champions Club of \$5,000 prize draws each weekday has certainly been a very popular change to the Program with many of our Supporters increasing their total ticket purchase or joining the Champions Club for the first time.

In the year ahead we will be diversifying our prize home offerings which will include a luxury waterfront Brisbane apartment and for the first time, an eco-friendly Beach House at Casuarina on the Tweed Coast in NSW.



Our beautiful Lottery 165 prize home at Brightwater, Sunshine Coast

Winner Stories



Lottery 163 – Hope Island

John* is the kind of guy that likes to help people whenever he can – in fact it’s one of the reasons he supports Surf Life Saving!

But when John received a call from one of our Surf Life Saving Lotteries team to tell him that he had won a home at Hope Island, he didn’t really believe us. “I asked the lady to put the information in an email to me, because I really did think that someone was pulling my leg” John said.

However after receiving an email from us with all the details of his prize, John was pretty excited. He kept trying to call his wife Ann and after several attempts he finally got her on the mobile.

“I was at work and had all these missed calls from John and when I did finally speak to him, he told me I had to come to his workshop immediately and that he had to discuss something with me face to face” Ann recalls. “When I did arrive, there was John surrounded by a few workmates – each with a cold Jim Beam in their hands!” “When he broke the news to me that we had won the house, I was beside myself”.

John said “This win is going to make a massive impact on our lives and will certainly make my dreams of retirement a reality - in the meantime, we are going to celebrate Christmas in the house with the family and enjoy every moment”. “I have supported Surf Life Saving for years because we live near the beach and see what a great job that surf lifesavers do. I never imagined that we’d win, but it just goes to show, when you buy tickets, you could win a major prize - Ann and I are living proof of that!”



Lottery 167 – Pacific Harbour Bribie Island

June* was sitting in a waiting room while her partner finished having some tests when she received the call from Surf Life Saving to tell her that they had won first prize in Lottery 167, a luxury Pacific Harbour home valued at over \$913,000.

“When I got the call, I went through every possible emotion, from disbelief to wondering if it was some kind of hoax to EUREKA! - all while trying to remain calm because of the environment I was in”, June said. “You just don’t expect something like this to happen to you on an ordinary day while you are going about your life”. “I’m not sure we truly believed it was real until the day we actually moved our things into the house”. “And even now, we are both still walking around the house just trying to take it all in” she said.

Growing up in Queensland and enjoying annual beach holidays, June said she and her family were always conscious of the great work that surf lifesavers do. “I never really believed that I would win anything and was just happy to buy tickets just to support the volunteer surf lifesavers”. “It’s an organisation we have always supported and a worthy cause so even though I may have used up all my luck, we’ll continue to support them”.



Lottery 165 – Brightwater Sunshine Coast

“When we found out that we had won we were excited, thrilled... just in a state of disbelief really.

We never expected to win anything let alone the major prize ... this win is going to change our lives, and provide financial stability not just for us, but also for our kids as well.

I’ve been around Surf Life Saving Clubs my whole life and have seen first-hand the great work that they do, so I think it’s a really great cause to support.”



Lottery 166 – Hope Island Gold Coast

“Surf Life Saving is our favourite charity - we have always supported them because we know what a great job that they do and that they need more support from the public.

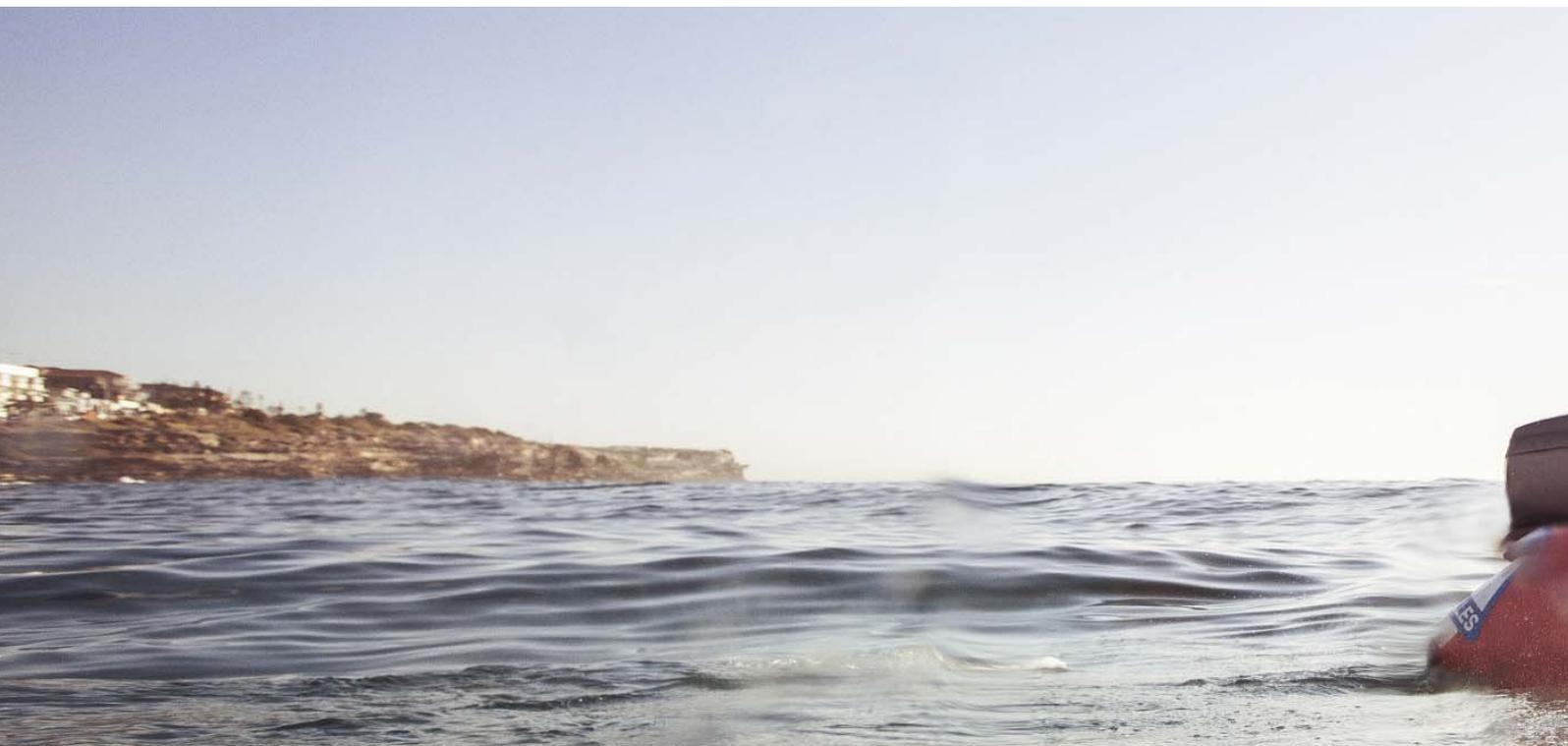
But never in a million years did we expect that we were going to win this stunning home – it is just so beautiful.

This is going to make such a change to our lives definitely for the better. Thank you, thank you, thank you!”



Just some of our many past Lottery winners.

*Winner names have been changed or withheld for privacy reasons.



Surf Life Saving Rescue Fund

The Surf Life Saving Rescue Fund (“Fund”) is a charitable investment scheme (“Scheme”) operated by The Surf Life Saving Foundation (“Foundation”). The objective of the Fund is to maximise the net (after fees) earnings of the funds under management at an acceptable level of risk that protects the capital value of the investments.

The Fund, which can only accept investments on behalf of Surf Life Saving organisations which are members of, or affiliated with, Surf Life Saving Australia (“SLS Entities”), has two components: the Perpetuity component includes funds held on trust by the Foundation in accordance with the terms of the Trust Deed of the Foundation Perpetuity Trust (“Trust”), and the Withdrawable component includes funds that have been directly invested by SLS Entities.

All of the monies in the Fund are pooled within three streamlined investment funds (Short, Medium and Long Term), all with their own distinct investment allocations. By pooling capital into these three fund terms, the Foundation is able to more effectively refine appropriate investment strategies for each – both maximising returns and minimising fees, all done at an acceptable and prudent level of risk. The Fund provides an appropriate framework that facilitates SLS Entities in accessing market linked financial products which may be invested at more competitive rates than those individual organisations could otherwise access.

In exercising its responsibilities as operator of the Scheme and Trustee of the Trust, the Foundation has a strong focus on governance. The Foundation Board has established an independent Investment Committee whose role is to provide oversight and strategic advice on the effective investment of the Fund. The Investment Committee meets regularly and reviews effectiveness of the Fund’s investment performance, market risks and opportunities, and advises on investment policy. Further details on the Investment Committee members are provided at the end of this section.

Perpetual Private has been appointed by Foundation as Investment Manager for the Fund. Perpetual Private is one of the largest managers of philanthropic funds in Australia with over \$1 billion in charitable funds under management. Westpac has been appointed as the Authorised Deposit taking Institution (ADI).

As at 30 June 2015, the Fund had \$28.6M in funds under investment (2014: \$26.8M). This balance consisted of \$16.7M in Perpetuity Funds and \$11.9M in Withdrawable Funds. Despite volatile equity markets and a low interest rate environment, the Fund provided positive returns for the year. The Foundation Perpetuity Trust generated a surplus of \$511,000 (after distributions). The Long Term Fund returned 8.4% which was 1.8% above its benchmark. The Medium Term Fund returned 7.0% which was 2.9% above its benchmark. The Short Term Fund provided an average return of 4.7%.



Investment Committee



**Professor Emeritus Robert Officer AM
BAGSc, MAgEc, MBA, PhD**

Professor Emeritus, University of Melbourne (Professor of Finance at Melbourne Business School from 1986 to 2002). He is Chairman of Acorn Capital Ltd, Chairman of JF Capital Partners Pty Ltd, Chairman of Brookline Pty Ltd, and a board member of CP2 Pty Ltd. He is also on the board of the charitable trust The Colonial Foundation. Professor Officer chaired Commissions of Audit for the incoming Kennett and Howard governments.



**Ed Prendergast
BEcon, GradDipAppFin**

Ed Prendergast is Co-manager of the Pengana Emerging Companies Fund which he established with Steve Black in 2004. He was previously a Director at Citigroup, and Head of the Small Companies research team. In total, Ed spent 10 years researching small companies for stockbrokers – primarily at Citigroup and ABN Amro, and was top-ranked by BRW in 2003 and 2004. Ed has a Bachelor of Economics from La Trobe University and a Graduate Diploma in Applied Finance (SIA).



**Martin Walsh
B.Comm, FCA, GAICD, FGIA**

Martin Walsh is the Independent Chairman of the Surf Life Saving Foundation and an Independent Director of Surf Life Saving Australia Limited. He is an independent Director for State Super Financial Services Australia Limited and the Royal College of General Practitioners. Until October 2014 he had been a Financial Services Partner of Ernst & Young, and prior to that a partner with Deloitte. He is a Fellow of the Australian Institute of Chartered Accountants and a Graduate Member of the Australian Institute of Company Directors. He is also a life member of Life Saving Victoria and has been a member of the Lorne Surf Lifesaving Club since 1970.

Financial Highlights



The Surf Life Saving Foundation Financial Highlights

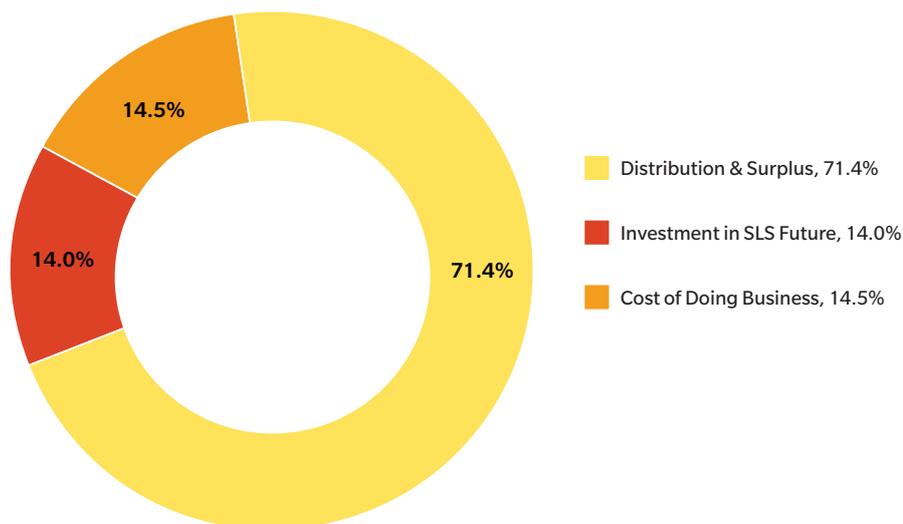
How We Manage Our Revenue

- 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 \$37,791,592. Philanthropic activities represented 25.2%, Events 1.0%, Grants 3.7% and Commercial activities 69.2% and other income received of 0.8%, making up our total income.

Philanthropic Income and Grants

- The Surf Life Saving Foundation's Philanthropic activities saw steady growth this financial year and when combined with grants secured for SLS Entities, totalled 28.9% of all Foundation revenues.
- Grants secured for SLS entities equalled 12.9% of Philanthropic activities while the remainder was made up predominantly by our direct donor family, the Guardians of the Surf.

Philanthropic and Grant Revenues



Distributions and Surpluses

- These funds are directly allocated to Surf Life Saving entities and total 71.4% of our Philanthropic revenues.

Investment in SLS Future

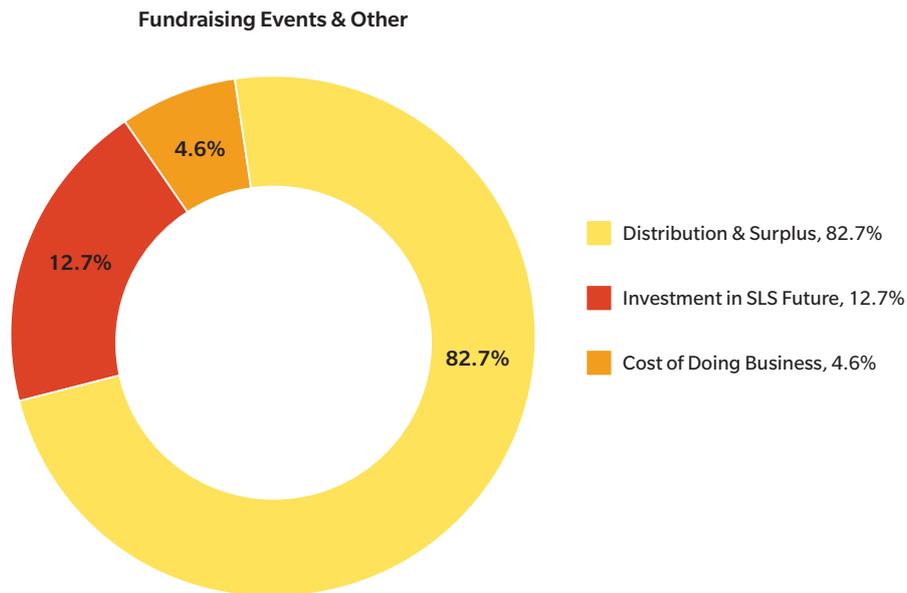
- To deliver our aim of contributing to the financial security and viability of the SLS movement, these funds are allocated to building advocacy and creating an ongoing supporter base (5.0%), community safety and awareness programs (5.0%) and revenue generation programs and grants for SLS entities (4.1%) which total 14.1% of our total philanthropic revenues.

Cost of Doing Business

- Direct fundraising costs are comprised of expenditure used for the purposes of fundraising (10.1%) and Admin & IT (4.4%), totalling 14.5% of our Philanthropic and Grant revenues.

Fundraising Events & Other

- The 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 1.0% of our total revenues.



Distributions and Surpluses

- These funds are directly allocated to Surf Life Saving entities and total 82.7% of our Fundraising Events revenues.

Investment in the Future

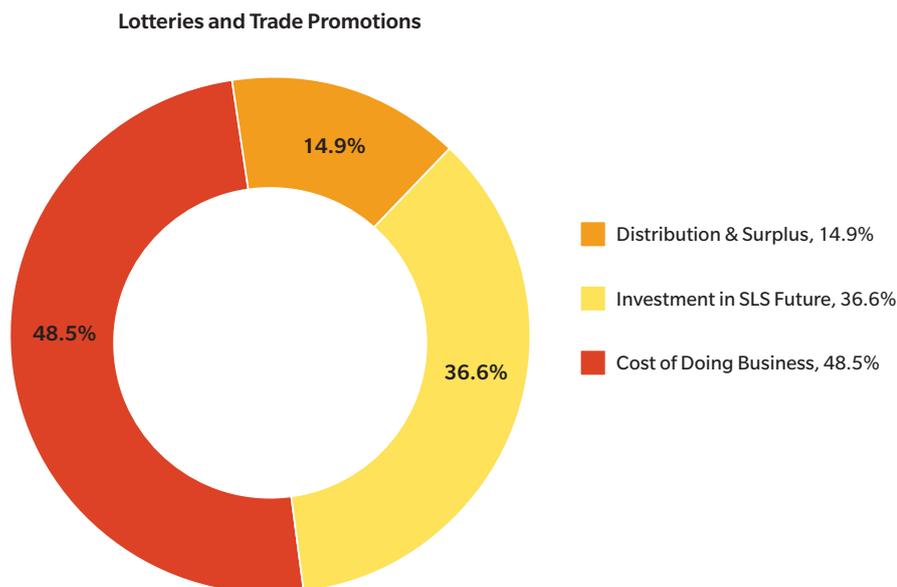
- To deliver our aim of contributing to the financial security and viability of the SLS movement, these funds are allocated to community safety and awareness programs (3.5%) and revenue generation programs for SLS entities (9.2%) which total 12.7% of our total Fundraising Events revenues.

Cost of Doing Business

- Direct fundraising costs include expenditure used for the purposes of fundraising (1.6%) and Admin & IT (3.0%) which totals 4.6% of our Philanthropic net revenues.

Commercial Activities (Lotteries and Trade Promotion)

- The Surf Life Saving Foundation operated 23 lotteries in 2014/15 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 14.9% 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 (20%) and revenue generation programs for SLS entities (0.4%) totalling 36.6% 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. 26% 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 22.6% which makes a total of 48.6% of commercial revenues.

Contact Us

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Email: foundation@slsfoundation.com.au

Web: www.slsfoundation.com.au



Philanthropic - Enquiries 1800 642 925

Guardians of the Surf donations

Bequests

Workplace Giving

Grant Seeking Unit

www.slsfoundation.com.au

Commercial - Enquiries 1800 642 999

Lotteries

Champions Club program

Trade Promotions

www.surflottery.com.au