



ANNOUNCEMENT

TO:	Clubs, Presidents, Secretaries, Club Captains, Member Services Teams and Youth & Junior Development Teams CC: SLSS BOM, MSC & YJDC
FROM:	Doug Hawkins, Director, Membership
DATE:	Friday 2 October 2026
PAGES:	5
NUMBER:	25: 2026/27
SUBJECT:	SLSS Membership Retention Campaign – Why It's Worth It!
OVERVIEW:	The "Why It's Worth It" Retention Campaign is a Surf Life Saving Sydney initiative that encourages Clubs to promote the value of membership by sharing stories, experiences and achievements that highlight the benefits of being involved in Surf Life Saving. Through Club conversations, social media, posters and videos, the campaign aims to strengthen member engagement, improve retention and showcase why being part of a Surf Club is rewarding for individuals, families and the wider community.

WHY IT'S WORTH IT !

Surf Life Saving Sydney has developed a retention campaign for all Sydney Clubs to participate in, with the aim of strengthening member retention and engagement across our Clubs.

The campaign is built around the powerful message: **"Why It's Worth It"**

Background

Member retention must be a priority for all Clubs. By actively promoting the value of Surf Life Saving membership, we can create positive conversations that encourage members to stay involved and continue contributing to their Club and community.

"Why It's Worth It" focuses on the many benefits of being part of Surf Life Saving, regardless of age, role, experience, or area of involvement. It highlights the friendships, opportunities, achievements, community spirit and enjoyment that come from being part of a Surf Club.

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Campaign Activities

Start the Conversation in Your Club

We encourage Clubs to promote the campaign through:

- Committee meetings
- Training sessions
- Education programs
- Patrol briefings
- Club newsletters and communications

Talking Points: Why It's Worth It

Ask members what Surf Life Saving means to them and encourage discussion around themes such as:

- Being part of a supportive local community that serves others.
- Having a place where I feel happy, valued and can make a positive contribution.
- Accessing opportunities that benefit both myself and others.
- Sharing experiences with family and friends.
- Challenging myself, keeping fit and developing lifesaving skills.
- Representing my Club with pride in competition and other activities.
- Using my personal and professional skills to contribute to the success of the Club.

Share Member Stories

Invite members of all ages and backgrounds to share their personal story about **"Why It's Worth It."**

These stories can then be shared through:

- Club newsletters
- Social media channels
- Patrol briefings
- Club presentations and events
- Internal Club communications

Throughout the season, these stories will help build a strong narrative around the value of Surf Life Saving membership and provide authentic examples of retention in action.



Promotional Materials

Club Posters

Create a **"Why It's Worth It"** poster using your own Club photos and branding. A Surf Life Saving Sydney example poster is available for reference.

Club Videos

Produce a short **"Why It's Worth It"** video that showcases the different areas of your Club, including:

- Patrols
- Education
- Training
- Competition
- Nippers
- Youth Development
- Community Engagement

Use your Club's imagery and logo, along with the official **Why It's Worth It** campaign branding.

To obtain the official campaign logo, please email: cwoodside@sls.sydney

Club Social Media Content

Create short social media videos featuring members answering the question:

"Why It's Worth It?"

This would be an excellent project for Youth Teams or Club media volunteers and provides a great opportunity to showcase the diversity of experiences within your Club.

Supporting New Member Recruitment

While primarily focused on retention, the campaign can also support membership growth.

Clubs may wish to showcase **"Why It's Worth It"** during Bronze Medallion courses and other training programs, helping prospective members understand the opportunities, friendships and experiences available through Surf Life Saving.

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Deliverables

Each Club is encouraged to create:

- A Club Poster
- A Club Video

These resources will help reinforce the campaign message with existing members while also promoting Surf Life Saving to the broader community. Together, they will demonstrate to both members and non-members alike exactly **"Why It's Worth It."**

Campaign Timeline

October - November 2026

All Sydney Clubs are invited to submit their completed **"Why It's Worth It"** campaign materials by:
20 November 2026

We are looking forward to seeing the variety of creative and inspiring campaigns produced by our Clubs under the **"Why It's Worth It"** banner.

Recognition & Prizes

SLS Sydney will recognise and announce the **Best Club Campaign for 2026**, with prizes proudly supported by Betty's Burgers.

Best Overall Campaign - 1 x \$200 Betty's Burgers Voucher

Awarded to the Club that delivers the **Best Overall Campaign**, demonstrating the "Why It's Worth It" message in the most engaging and impactful way. The winning campaign should showcase a planned and coordinated approach across the entire Club, utilising Club communications, social media platforms, and member engagement to effectively promote the campaign theme.

Most Original Campaign- 1 x \$200 Betty's Burgers Voucher

Awarded to the Club that delivers the **Most Original Campaign**, recognising creativity, innovation, and fresh thinking. The campaign should present the "Why It's Worth It" message through unique and engaging content while involving and representing the broader Club community.



Please email links or completed campaign materials by **20 November 2026** to:

Doug Hawkins

director_memberservices@sls.sydney

Questions?

If your Club has any questions regarding the campaign, please contact:

Doug Hawkins

director_memberservices@sls.sydney

We encourage every SLS Sydney Club to get involved in this exciting initiative and help strengthen member retention by sharing the many reasons **"Why It's Worth It"** to be part of Surf Life Saving.

Together, let's celebrate our members, our Clubs and the incredible impact we make in our communities every day.

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