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BROADBEACH SLSC'S

BEACH HEROES OF TOMORROW

A PUBLIC RELATIONS CAMPAING
BY KATHLEEN, YUNUEN, AND CHRISTINA

CONTENT

Executive Summary

Broadbeach Surf Lifesaving Club is a traditional and family-friendly club, located between the famous Kurrawa and Northcliffe surf clubs on the Gold Coast.

As it is mainly run by volunteers, plus one part-time employee, volunteer retention and engagement is crucial for a smooth operation of the club.

One important strength is the club's Nippers program, which has a positive reputation that extends past Broadbeach's borders.

Therefore, the BEACH HEROES OF TOMORROW campaign focuses on the future of Broadbeach SLSC: its Nippers and Youth Members.

Not only is the engagement and therefore event participation of Cadet and Young Active Members going to be increased through nudges such as fun and social competitions with prizes, but also the connection of Nippers to the Surfclub is going to be increased through the concept of role models. Hereby, young members are going to take on more responsibility with Nipper groups, which will on the one hand demonstrate them the value of their work and demonstrate to the children what their life as a "beach hero" at Broadbeach SLSC could look like in the future.

While increasing volunteer retention and motivation, the tactics also aim to reach and engage the public, as compelling social media content is another outcome of the events in this campaign.

Situational Analysis

S
- Deep-rooted traditional & family values, which resonate strongly with members, families, and the community.
- Location & Facilities.
- Positive reputation of the Nippers Program.

W
- Low retention rate after bronze medallion.
- Low participation at youth events.

T
- Nearby competitors.
- Unpredictable weather can impact the activities, which are mainly taking place outside.
- Reliance on volunteers.

O
- Potential in engaging the Nippers and young members more.
- Fostering a sense of community and connection that goes beyond the beach.
- Leveraging social media hereby also presents an exciting possibility to amplify reach and engagement.

RESEARCH BEHIND THE CAMPAIGN

Nudge Theory (Chenjin & Hasrina, 2022; Dickens & Dickens, 2021):
Nudge theory can promote volunteering and event participation by designing choice architectures that make volunteering more convenient and socially desirable. Simple tweaks, like highlighting the social benefits or offering prizes, can make a big difference in increasing participation rates.

Motivational factors of volunteering (Dwyer, 2013; Gage & Thapa, 2012; Hallman & Harms, 2012):
- Perceived meaningfulness of work
- High-quality relationships
- Expression of values
- Personal Growth
- Current engagement in voluntary work
- Family

Engagement of Nippers and young members.
Highlighting te benefits of voluntary work.

Higher probability of desire for future engagement in the club.

Goals & Objectives

Goals

🎯 Encourage youth to stay in the surf club after Nippers and become patrolling members.

🎯 Engage Cadet and Young Active members into club activities.

🎯 Raise awareness about Broadbeach SLSC and their activities and events among local community.

Objectives

🎯 Increase the retention rate of Junior Activity members from 12% to 20% by the end of the 2024-2025 season.

🎯 Increase the participation rate by 50% in all youth related activities.

🎯 Increase social media engagement (followers, likes, comments) by 10% by the end of the 2024-2025 season.

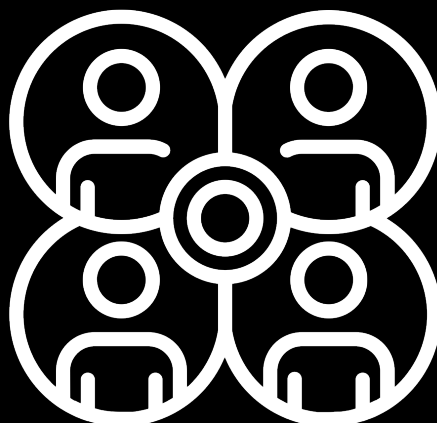# Publics Analysis

Nippers

Primary Audience.
Engaging them directly is crucial to inspire them to take the next step in SLSC.

Cadets and Young Active Members

Primary Audience.
Engaging them is crucial to further deepening the connection with the club.

Parents and Guardians

Primary audience.
They make decisions about their children's activities.

Local community

Secondary audience.
They can participate in events and increase the awareness of the club.

BEACH HEROES OF TOMORROW

Introducing Beach Heroes of Tomorrow, a campaign dedicated to igniting the imagination and aspirations of young Nippers while fostering the growth and development of cadets and young active members. By recognizing the challenge of low attendance at events for Cadet and Young Active members, this initiative takes the excitement and essence of being a beach hero to their doorstep. Through interactive experiences and hands-on activities, we're painting a vivid picture of the rewards and responsibilities awaiting them within the Broadbeach SLSC community. Central to this vision is the involvement of young SLSC members, who, during Nipper sessions, will act as inspirational role models, showcasing the camaraderie, skills, and sense of purpose that define the life of a beach hero. Each event is carefully crafted to captivate young minds and spark a lifelong passion for saving lives while relying on available resources. With Beach Heroes of Tomorrow, we're not just hosting events; we're crafting experiences that shape futures, empowering our youth to embrace their potential as the heroes of tomorrow.

EVENT

BEACH HEROES TAKEOVER

YOUTH CONNECTING WITH YOUTH

BEACH HEROES TAKEOVER

Tactic: Cadets and Young Active members take over running each of the Nipper groups for a day (twice per season) and taking them through their activities. Age leaders and managers are 'observing' as backup.

Channels:
Face-to-Face
Printed Media: Flyers/Posters
Social Media: document the activities through:

f Facebook

O Instagram

Benefits:
Empower Cadets and Young Active Members to take on responsibility.
It helps to build a supportive and inclusive environment - everyone feels valued and connected.
Cadets and Young Active can be role models - can inspire Nippers.

Inspiration

Mockups/Flyers and Instagram Posts

EVENT

BAKE THE BEACH SAFE

BAKE-OFF COMPETITION

BAKE THE BEACH SAFE

Tactic: Organize bake-off competition with a beach theme and voting system.
For Cadet and Young Active Members.
Voting in 3 categories: e.g. the biggest, the tastiest and the most creative cake/muffin/etc.

Channels:
Face-to-Face
Printed Media: Flyers/Posters
Social Media: Set up the voting system through the Facebook memeber groups and announce the winner.

f Facebook

◎ Instagram

Benefits:
Uses available resources
Gets all members engaged, as a social event which improves a sense of connection and community & creates excitement through healthy competition and positive reinforcement.

Inspiration

Mockups/Flyers and Instagram Posts

EVENT

BUILD YOUR BEACH HERO HEADQUARTERS

SAND CASTLE COMPETITION

BUILD YOUR BEACH HERO HEADQUARTERS

Tactic: Organize a Sandcastle contest where the winning team gets a prize. Open to everyone to participate and it would take place twice on Club Championship days.

Channels:
Face-to-Face
Printed Media: Flyers/Posters
Social Media: announce the event, share inspiration, set up the voting system and announce the winner.
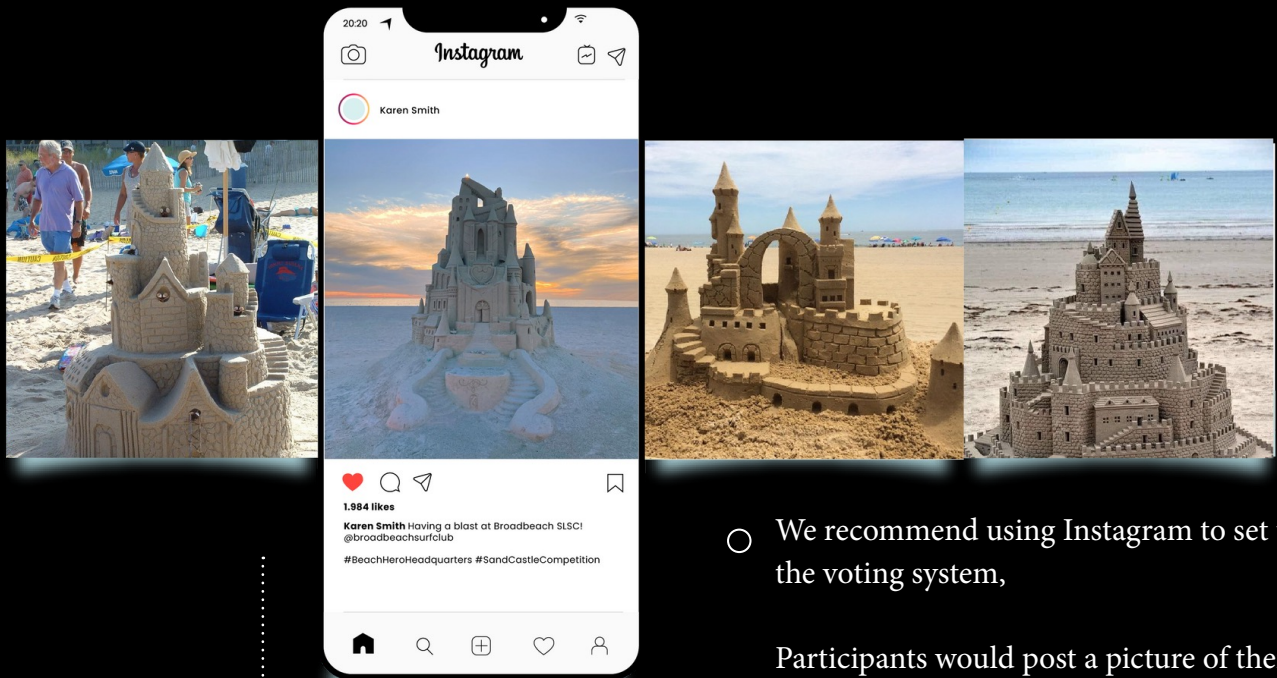
Facebook

Instagram

Benefits:
Positive public image, creates excitement through healthy competition, promotion of creativity and teamwork, community engagement and participation.

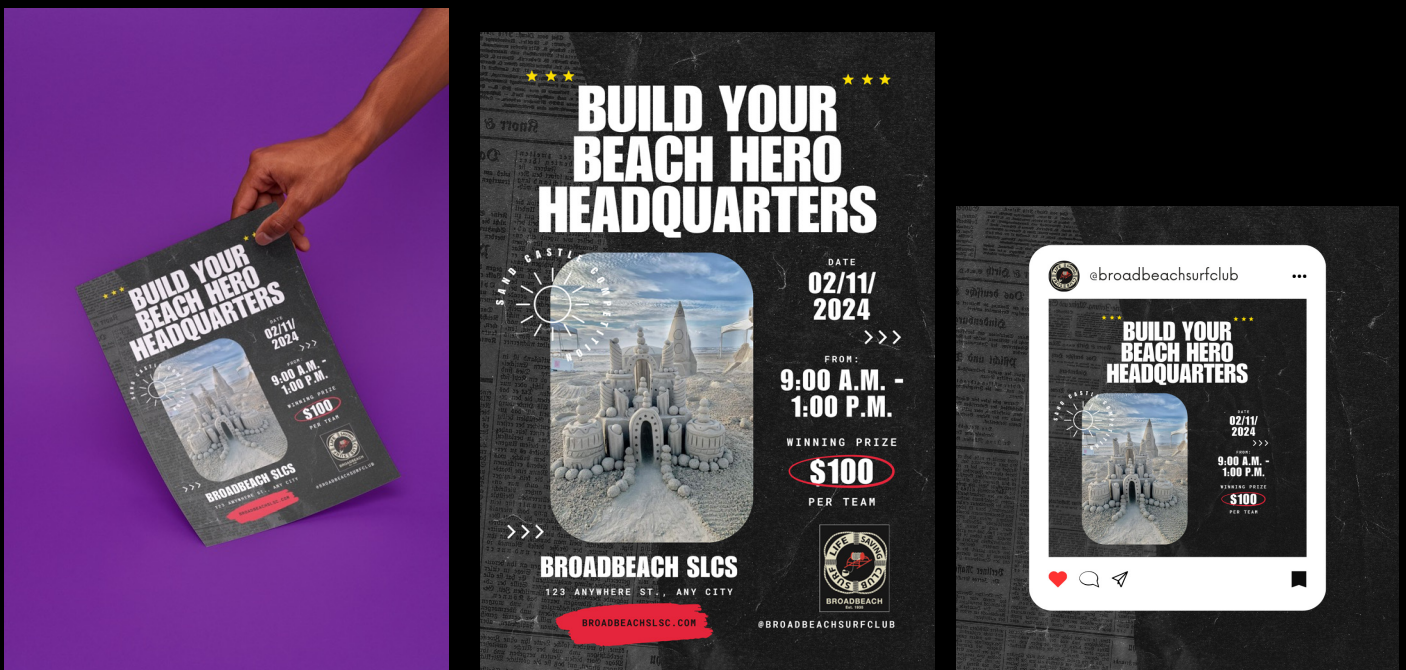## Inspiration

Participant Post/Example

Hashtag example:
#BeachHeroHeadquarters

○ We recommend using Instagram to set up the voting system,

○ Participants would post a picture of their sand castle, tagg the club and use a hashtag to facilitate finding the pictures.

○ The most liked picture wins the contest.

Mockups/Flyers and Instagram Posts

Click on the following buttons to access the flyers and posts, All graphics are editable.

Flyers

Instagram Posts

Implementation & Schedule

2ND WEEK AFTER THE SEASON STARTS

Launch the PR Campaign **Beach Heroes of Tomorrow** and upcoming events.

TWICE DURING CHAMPIONSHIP DAYS

Build your Beach Hero Headquarters.

6-7 WEEKS DURING THE HOLIDAY SEASON

Bake the Beach Safe Competition.

TWICE DURING THE SEASON

Beach Heroes Takeover.

SCHEDULE BREAKDOWN

October			
Week 1	Oct 6 - Oct 12	Develop campaign materials (flyers, posters, social media graphics).	Printed Media Social Media
Week 2	Oct 13 - Oct 19	**Launch social media campaign announcing "Beach Heroes of Tomorrow" and upcoming events.**	Social Media, Flyers/Posters
Week 3	Oct 20 - Oct 26		
November			
Week 4	Oct 27 - Nov 2		
Week 5	Nov 3 - Nov 9		
Week 6	Nov 10 - Nov 16		
Week 7	Nov 17 - Nov 23	Builid you Beach Hero Headquarters/ Championship Day	Printed Media Social Media In Person
Week 8	Nov 24 - Nov 30		
December			
Week 9	Dec 1 - Dec 7	**"Bake the Beach Safe" Competition** - Week 1 (Registration Opens) Promote "Bake the Beach Safe" competition on social media and flyers. Encourage registration for "Bake the Beach Safe"	Social Media, Flyers/Posters In Person
Week 10	Dec 8 - Dec 14	"Bake the Beach Safe" Competition - Week 2	Social Media, In Person
Week 11	Dec 15 - Dec 21	"Bake the Beach Safe" Competition - Week 3	Social Media In person
Week 12	Dec 22 - Dec 28	"Bake the Beach Safe" Competition - Week 4	Social Media In person
Januray			
Week 13	Dec 29 - Jan 4	"Bake the Beach Safe" Competition - Week 5	Social Media In person
Week 14	Jan 5 - Jan 11	"Bake the Beach Safe" Competition - Week 6	Social Media In person
Week 15	Jan 12 - Jan 18	"Beach Hero for a Day" Event Preparation Finalize logistics for "Beach Hero for a Day" event (location, equipment, volunteers). Promote "Beach Hero for a Day" event on social media, highlighting fun and learning.	Social Media Printed Media
Week 16	Jan 19- Jan 25	**"Beach Hero for a Day" Event** Host simulated lifesaving activities led by Cadets and Young Active members Capture photos and videos of the event for social media documentation.	In person
Week 17	Jan 26 - Feb 1		
February			
Week 18	Feb 2 - Feb 8		
Week 19	Feb 9 - Feb 15	Builid you Beach Hero Headquarters/ Championship Day	Printed Media Social Media In Person

*All dates are subject to adjustment based on what suits your needs and preferences best.

BUDGET

$1000
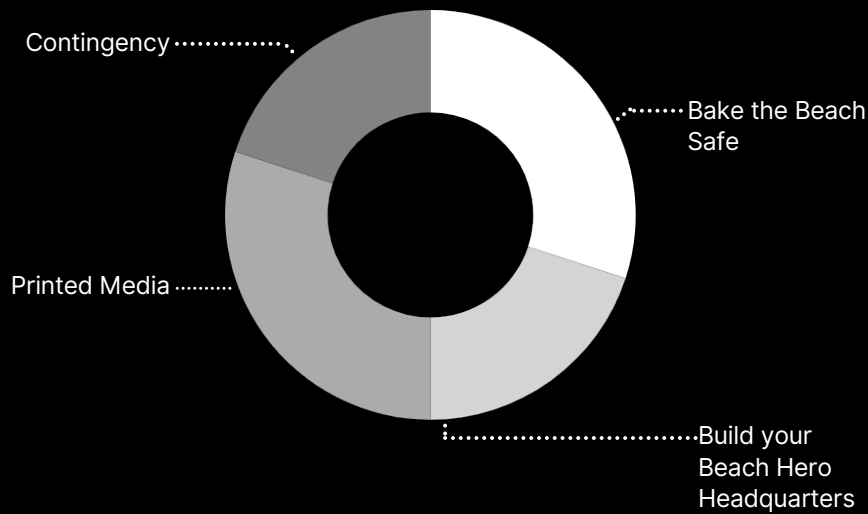
Bake the Beach Safe $300	→	This includes expenses related to the prizes of the 3 categories, which means $100 per prize.
Build your Beach Hero Headquarters $200	→	This includes expenses related to the prizes, which means $100 per prize.
Printed Media $300	→	This ensures that the flyers and posters will be available throughout the season.
Contingency $200	→	This will help in case there are any unexpected expenses or to make last-minute adjustments to any of the other areas.

HUMAN RESOURCES

Event Management: 8-11 days (spread out over several months)
Finalizing logistics for each event (location, equipment, volunteers, judging criteria).
Running of the events.

Social Media Management (ongoing): 3 - 4 hours per week
Promoting events on Social Media.
Announcing winners and wrapping up on social media.

MONITORING & EVALUATION

	# of PARTICIPANTS	#POSTS	#ENGAGEMENT (likes, comments, shares)	FOLLOWERS GAIN/LOSS	VOTES	FEEDBACK
Beach Heroes Takeover	500- 1000	1000 - 2000	1000 - 2000	100 - 500	100	
Bake the Beach Safe	500- 1000	1000 - 2000	1000 - 2000	100 - 500	100	
Build Your Beach Hero HQ	500- 1000	1000 - 2000	1000 - 2000	100 - 500	100	

This table provided by Hootsuite will allow to track the progress through the different platforms. Certain modifications were made in order to fit the events. This tool can be used every time an event takes place, which allows for comparison and analysis of which areas are performing well and which others present areas of opportunity so that adjustments can be made. Internal analytics from the channels will also be relied on in order to fill in the necessary inormation.

EVALUATION & SUMMARY

To evaluate how the campaign is performing it is important to refer back to the goals and objectives:
○ Retention will be achieved through events that will appeal to the different aspects of motivation so that older nippers feel inspired to transition to patrolling members.
○ Event participation will increase thanks to the healthy competition that encourages participation and engagement.
○ Awareness will increase since all events present great opportunities for creating engaging social media content.

VOLUNTEER RETENTION	EVENT PARTICIPATION	INCREASE AWARENESS
Motivation	Nudge Theory	Social Media Content
↓	↓	↓
Increase the retention rate of Junior Activity members from 12% to 20% by the end of the 2024-2025 season	Increase the participation rate by 50% in all youth-related activities during the 2024-2025	Increase social media engagement (followers, likes, comments) by 10 % by the end of the 2024-2025 season

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