



Surf Life Saving Australia

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Silver Salties Reference Group Survey - Planning for Sustainability - July 2021

Dear Silver Salties Colleague,

You are invited to be part of our Silver Salties Reference Group. We are collating stakeholders' thoughts and insights about the best ways to convert non-club member Silver Salties participants to club members; and making Silver Salties a sustainable participation program beyond the Sport Australia funding period (2019-2021).

We would appreciate your time to complete the following 3-question survey which should take approx. 5-10 minutes.

Thank you in advance for your time, support and contributions.

Kind Regards,

The Silver Salties Team.

Contact email address

1. How could your club (or clubs in general) convert non-club member Silver Salties participants to club members? E.g. Which membership category? What fee? What inclusions/benefits?

Over 1100 older Australians have registered as Silver Salties participants. Approx. 90% of them are non-club members. This presents a huge opportunity for clubs to increase club membership through Silver Salties.

2. What support mechanisms and/or other aspects, would be crucial for your club (or clubs in general) to consider continuing Silver Salties beyond the grant period?

Clubs, Branches and States have the option to continue to deliver Silver Salties as a participation program, beyond the Sport Aus Move It Aus. – Better Ageing Grant period (2019-2021).

3. Do you have any other feedback, or suggestions you would like to share?
