



North Bondi SLC



North Bondi Surf Life Saving Club, established in 1906, is one of Australia's oldest and most famous surf clubs and currently has around 2,000 members.

It operates patrols along the famous Bondi Beach from late September to early April each year, and provides lifeguard services on weekends and public holidays. Of its total membership, about 400 people are involved in the patrolling aspect of the club, with about 50 members forming part of the various management groups and committees.

The club relies heavily on communications with its members to co-ordinate its patrol rostering, committee meetings, and to manage education and training programs.

“The problem we found with email was that not everyone was diligent in checking their messages on the computer, and some people only checked their emails once or twice a week,” says North Bondi Surf Life Saving Club secretary Michael Wright.

“We were finding that many bits of information were getting lost or missed. But most people doing the surf patrols, and certainly in the management side, have a mobile which is on them all the time. We consider that a more efficient tool for communicating.”

By integrating the **MessageNet** product into its website, the club is able to effectively communicate with members using SMS. For example, the club uses template SMS messages to remind patrol members when they are rostered on. The club has 14 rostered patrols, with 20 people in each patrol.

“Most people lead busy lives and they may forget to check if they are on patrol,” Mr Wright says. “If they get a text message just reminding them they are rostered it is very effective. We also have a lot of kids in the club aged 14 to 19. They tend not to check their emails ... we’ve found it a very useful method for the various instructors to communicate with the kids all at once. If they’re teaching a group of kids how to paddle boards and they’ve got a training session planned for the morning, it’s easy to text out to all the kids.”

Organisation Profile

North Bondi Surf Life Saving Club has about 2,000 members and provides lifesaving patrols along Bondi Beach. It has about 400 members actively involved in beach patrols, and it runs an active education and training program involving various sessions during weekdays and weekends.

The Challenge

The club needs to ensure that members rostered on patrols can be effectively and easily communicated to. It also needs to be able to reach club management efficiently as well as communicate with general members as required.

The Solution

MessageNet has been integrated with the club's website so that reminder text messages are sent to patrol members, enabling the efficient co-ordination of rosters. Messages are also sent to management advising of meetings and other issues, and messages detailing training and education sessions are also easily sent to members.

Benefits

The club is now confident its messages are reaching members
Lifesaving patrols are always advised of their rostered times, so there are no potential gaps
The system is cost-effective for the club

For further information

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