

Case Study: Shelly Beach SLSC, NSW

Program: Tai Chi Social Group

Duration:

8.00am- 9.00am every Tuesday and Saturday
July 2020 - Ongoing



Leaders:

Experienced Tai Chi Teacher, 2 x Club Members (1 Program Leader and 1 Publicity Officer/Administrator)

Participants:

- 23
- Average age: 75
- Majority are non-club members



Background:

Many years ago, Shelly Beach SLSC welcomed the Tai Chi group to the club, after it had been operating as a Seniors' Club program elsewhere, so the club could bring the community back to the beach and promote club membership. In 2020, the club saw value in aligning the existing program to Silver Salties so the club could take advantage of insurance for non-club members, and seed grants to help enhance the program e.g. subsidised morning tea etc.

Promotion:

Word of mouth, and general club promotions.

Other:

The group gives the club a gold coin donation to support young club members. Coffee is enjoyed after Tai Chi at the club café.

Club Contact Tom Simpson, Club Member and Silver Salties Co-Coordinator, office@slscc.com.au.