

Case Study: Woolgoolga SLSC, NSW

Program: "Woopi" Walk & Talk

Duration:

- 8.00am- 9.00am every Monday, Wednesday, and Friday
- Five (5) weeks from Monday 26 October to Friday 27 November 2020



Leaders:

Club member Colin Morley drives the program including administration, promotion, and delivery. Colin is ably supported by early adopter volunteers including Judy Jackson, Dee and Colin Westwood and Joanne Torrens.

Participants:

- 47 registered participants
- Average age: 72
- 100% non-club members

Background:

Following an advertisement in SLSA Surf Line outlining the Silver Salties programs Colin, who is a relatively new member to the club but with 50+ years involvement with other clubs on the Gold Coast and Melbourne, approached the committee to see if WSLC would be interested in running any of the Silver Salties programs.



Above: The Woopi SS Team and guest. L-R – Colin Westwood, Dee Westwood, Judy Jackson, Kevin Hogan (MP), Joanne Torrens, Colin Morley

The club committee were supportive, however most of their energy and attention at the time was focussed on the completion of the club's new \$4 million clubhouse and upcoming patrol season, thus they were happy for Colin to gauge local community support for a Silver Salties program. When Colin indicated that he had found some initial interest from the community, the committee supported him to continue recruitment for a Walk & Talk program to test the waters. The Silver Salties Club Toolkit and seed grant were assets to this stage of planning and gaining club endorsement.

Outcomes so far:

- Participants have enjoyed new friendships which has been a welcome outcome following COVID-19 isolation.
- Many participants are keen to join the club to make use of new facilities, support Nipper fundraising sausage sizzles, upgrade first aid qualifications and become supporters of patrolling members.

Promotion:

Colin and his team of volunteers have done an amazing job promoting their Walk & Talk program. While word of mouth in the Woolgoolga 'Woopi village' was important, the range of promotional strategies used proved just as effective including:

- Securing a local radio interview with ABC Coffs Coast – [Play interview here.](#)
- Giving talks to senior citizens/community groups/over 55 lifestyle villages.
- Leaving Silver Salties posters at the Community Information Centre and local shops.
- Creating a Facebook page, "[Silver Salties Woopi](#)" and using the skills of early adopted Judy Jackson to manage page.
- Placing articles in the local free papers and monthly Woopi News.
- Purchasing 10 Silver Salties t-shirts and coloured Silver Salties brochures with Silver Salties seed grant.
- Gaining exposure via table and promotional items at the club's first day of the 2020/2021 patrol season and clubhouse opening ceremony.
- Gaining the support of State and Federal Members of Parliament (Gurmesh Singh MP and Kevin Hogan MP) who added the Silver Salties Woopi group to their Facebook pages.

Advice to other clubs:

- Invite Club Committee members to welcome participants and share general information about the club. The Woolgoolga SLSC Vice President Bob Wright welcomed everyone at our first session which was a lovely touch.
- Try to identify and encourage the talents of early supporters/adopters/recruits as their experiences in events organisation can be invaluable.
- Source a database of your older and past club members if available for communications.
- Look for the influencers in seniors' groups you talk to e.g. Social Secretary who can encourage community groups to register.
- Consider Silver Salties shirts as a form of mobile promotion.
- Support of the local community by taking coffee at different venues promotes the Surf Club and Silver Salties programs.
- Tap into the support from the SLSA Silver Salties Team who can help you navigate the online system and provide emotional support to hang in there during planning!

Looking ahead:

Woolgoolga SLSC plan to run more Silver Salties programs including chair aerobics and some of the water-based programs. When they adopt the water-based programs they will be during patrol hours utilising the patrol members of the day for water safety and to support beach safety and awareness to participants.

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