Importance of Websites for Surf Clubs

SUCCESSFUL
SURF CLUB SERIES

- A website acts as the central hub of information, serving as the "one source of truth" for all Club-related details.
- It ensures trust and accessibility for members of all ages, no matter the device they use (phone, tablet, computer).
- Like businesses and organisations, Clubs need a professional and trustworthy online presence to stay relevant.

1 Key Features for an Effective Surf Club Website

- **Member-Focused Design:** Ensure the website provides relevant information for various groups such as lifesavers, nipper parents, and new members.
- **Examples to Follow:** Have a look at other Surf Club websites and gain inspiration from those doing things well.
- **Ease of Navigation:** Use drop-down menus to help members and prospective members find key information easily.

2 Maintaining and Updating Your Website

- Websites **should be reviewed at least twice a year and updated every six to eight weeks** with training calendars, event information, and contact details.
- Regular **updates ensure accuracy** and **encourage Members to rely on the website as their primary source of information**.

3 Benefits for Membership Recruitment

- **Your website is often the first point of contact for prospective Members.** Ensure basic information about membership costs, roles, and how to get involved is readily available.
- Missing or outdated information can lead to lost recruitment opportunities. **Make it easy for new Members to find what they need quickly.**

4 Reducing Administrative Burden

- An up-to-date website can significantly **reduce the volume of enquiries**, saving time for staff and volunteers.
- Consider adding website links to email signatures to direct members to the website for answers.

5 Sharing the Responsibility

- **Spread the workload** by training multiple Members to update the website. This ensures continuity even if key individuals leave the Club.
- **Document website update procedures** to make the process easier for new volunteers to learn.

6 Must-Have Website Features

- **Information on how to join the Club**, including membership costs and the joining process.
- **Up-to-date information** including training calendars, event schedules, and governance documents.
- **Accurate contact details** for easy communication.

7 Support for Managing Your Website

- Surf Life Saving Queensland's marketing team can assist with website updates. Contact them at marketing@lifesaving.com.au.
- Record video tutorials or create a step-by-step guide to help train Club Members in managing the site.

8 Cost of Developing and Maintaining a Website

- Initial **development may cost around $3,000 to $4,000**, with **annual maintenance estimated at $300 to $400**.
- Look into grant opportunities to help cover these costs and reduce financial pressure on the club.

9 Follow-Up Tasks

- Ensure the website is reviewed thoroughly twice a year and updated periodically.
- Allocate time every six to eight weeks for minor updates.
- Apply for grants to fund website development.
- Train multiple Members to manage the website to spread responsibility.