INTRODUCTION TO SURF GUARD

Surf Guard is Surf Life Saving Australia's member management portal, essential for storing and accessing Member information across all levels of Surf Life Saving Queensland (SLSQ). Lynelle Gale explained that Surf Guard functions as a club-specific CRM, recording details on Member information, patrol hours, and awards.

1 Key Features of Surf Guard

- **Hierarchical Structure -** Surf Guard operates as a hierarchy, similar to a pyramid: clubs at the base, branches above, followed by state, and finally Surf Life Saving Australia (SLSA) at the top. Each level has defined access levels and responsibilities.
- **Daily Updates -** Updated daily, Surf Guard gives clubs current, accurate data to track their member stats and statuses.

2 Accessing Surf Guard

- **Requesting Access -** Access is restricted to club and branch admins. Lynelle provided a link for clubs to request access via a job form.
- **Access Levels -** Varying access levels are granted based on the user's role within the hierarchy (club, branch, state, or national level), with broader permissions as you move up. General members do not have access; only admins and executives can view and manage data.

3 Navigating Surf Guard Interfaces

- **Dashboard Overview** - Lynelle demonstrated the intuitive Surf Guard dashboard, showing critical data points like membership growth and retention.
- **Membership Categories** - The portal includes categories for different member types (e.g., juniors, active members), with hover-over information icons providing easy-to-understand explanations.

www.lifesaving.com.au/sscs

4 Running and Customising Reports

- **Custom Reports -** Custom reports in Surf Guard offer detailed membership insights, helping clubs manage and analyze data effectively. Lynelle recommended always using filters to pull the most relevant information.
- **Downloading Reports -** Reports are downloadable in CSV format, ideal for further analysis and data manipulation in Excel.
- **Setting Recurring Reports -** Surf Guard can schedule automatic reports to be sent by email, allowing for consistent monitoring of member data.

5 Data Accuracy and Maintenance

- **Regular Updates -** Maintaining current and correct information is essential for reliable reporting. Club admins are advised to regularly update member details, including executive roles post-AGM.
- **Support for Data Issues -** The SLSQ membership team is available for any questions or support, and Lynelle encouraged club leaders to reach out if they encounter data issues.

6 Using Data for Membership Strategies

- **Leveraging Historical Data -** Analyzing historical data can help clubs develop targeted strategies to boost engagement and address trends, like the general decline in volunteers.
- **Focusing on Demographics -** Data on specific demographics, such as youth or female engagement, allows clubs to focus on growing these areas strategically.
- **Detailed Reports for Strategy -** Statewide and regional reports aid regional managers in tracking trends and guiding membership strategies across all of SLSQ.

7 Follow-Up Tasks for Club Leaders

- **Access to Surf Guard: Request access if not yet obtained. Link available through the membership team.**
- **Surf Guard Manual:** Access the SLSA-created manual for further guidance.
- **Regular Reports:** Look out for mid-season, end-of-season, and statewide **reports from SLSQ, detailing membership stats and retention.**
- **Update Executive Information:** Keep club executive details current, especially following AGMs.