



MAROOCHYDORE
SURF LIFE SAVING CLUB

SPONSORSHIP, PARTNERSHIP & DONATION PROSPECTUS

All funding received by the Maroochydore Surf Life Saving and Supporters Association Inc enables the continuation of volunteer lifesaver training and the purchase of essential lifesaving, first aid and rescue equipment.

These funds are vital in keeping Maroochydore Beach a safe place to visit and enjoy.



MAROOCHYDORE SURF LIFE SAVING CLUB INC

Established in 1916, Maroochydore Surf Life Saving Club is the oldest community organisation on the Sunshine Coast and the second oldest surf lifesaving club in Queensland. We celebrated our 109th birthday in 2025.

ON THE BEACH

The 2024/2025 season was a busy year for the Lifesavers who patrolled at Maroochydore Beach:

- **27 Rescues,**
- **153 First Aid Treatments,**
- **783 Preventative Actions while looking out for 89,246 beachgoers**

All our activities on the beach are carried out by volunteers, however paid lifeguards are employed by Surf Life Saving Queensland and the Sunshine Coast Regional Council to patrol during the week.

OUR VISION

Zero preventable deaths on Maroochydore Beach and waterways.

OUR MOTTO

Vigilance and Service.



MAROOCHYDORE SUPPORTERS CLUB MEMBERSHIP & VISITORS

Established in 1992, our supporters club 'Maroochy Surf Club' has become an iconic destination for local supporters and visitors to the Sunshine Coast.

As one of Australia's most respected clubs, Maroochy Surf Club is home to a Surf Bar, Beach Break Café, Flags Bistro, gaming room, and top floor function room.

For the 2024/2025 year the Maroochy Surf Club registered a total of approximately **15,000 Members**.

Around **14,000 visitors** are recorded visiting our venue each month, jumping to around **19,000** over summer. That's **200,000 visitors a year** from the greater Sunshine Coast region, across Australia and around the world.

Every year our free **courtesy bus drives 55,000km** and transports over **15,600 patrons** travelling to and from the venue in the Maroochydore, Mooloolaba, North/East Buderim, Mt Creek, Alexandra Headland and Kuluin areas.



SPONSORSHIP, PARTNERSHIP & DONATIONS

Maroochydore Surf Life Saving Club and Supporters Association Inc aims to provide the necessary lifesaving equipment, educational resources and involvement in lifesaving activities, surf sport events and carnivals through the generosity of our sponsors, partners and community donations.

Our Club and Members benefit both directly and indirectly from contributions that are made, as well as from donations and our ongoing fundraising efforts.

CONTRIBUTION CATEGORIES

Platinum Sponsorships and Partners
Gold Sponsorships and Partners
Silver Sponsorships and Partners
Bronze Sponsorships and Partners
Government Partners and Grants
Community Partners and Grants
Media Sponsorships and Partners

KEY PERFORMANCE AREAS

- Committed to our community
- Connected to our people
- Effective in our business
- Sustainable for the future



ANNUAL FUNDRAISING EVENTS

Throughout the year Maroochydore SLSC hosts a range of fundraising events to raise much needed funds for the maintenance and purchase of new rescue equipment, surf safety education, member development, increasing volunteer memberships and expanding training programs to keep Maroochydore Beach safe.

MAJOR EVENTS

November 1 2025 – Maroochydore Derby Day
December 2025 - Annual \$10,000 Draw
April/May 2026 - MSLSC Annual Golf Day



CARNIVALS

Surf Sport events are a cornerstone of the Surf Life Saving movement. Each summer Queensland's top lifesavers line up across the state to take on the surf and sand. Young and old, professionals and beginners alike come together at beaches across the State.

Maroochydore Surf Life Saving Club hosts two major surf sport carnivals annually on Maroochydore Beach:

MURPHY HOMES 'MAROOCHY CLASSIC' (JANUARY)

The 'Maroochy Classic' Carnival has been running for 13 years with a great partnership between Maroochydore Surf Life Saving Club and Murphy Homes/Builders. Each year the event promises to be bigger and better with a prize pool of over \$55,000. It is the biggest carnival run by the club and has the largest prize money for a single event that attracts some of the biggest athlete names in the sport.

CENTURY 21 SPORTS CARNIVAL (NOVEMBER)

The Century 21 Sports Carnival has been hosted by Maroochydore Surf Life Saving Club for 8 years and attracts junior competitors from all over the State from U8 - U14s. Competing in a range of beach and water events, the Century 21 Sports Carnival is a fun event for junior competitors from all clubs to showcase their skills and abilities in a competitive environment and make new friends.



SURF SPORTS

Maroochydore Surf Life Saving Club's continuing success in Surf Sports is due to a strong focus on development. Our Black Swan Academy provides support to our surf sport athletes to enable them to further enhance their skills reach their full potential.

Maroochydore Surf Life Saving Club has produced some of the country's best surf sport athletes and has held the title of World Youth Champion Club since 2018. The Club is committed to continuing this tradition as well as offering athletes of any ability the opportunities, skills and training to perform at their best.

ATHLETES

The Club employs seven professional coaches who all work extremely hard in supporting, mentoring and training athletes. With this comes a strong support structure, a culture of success and development pathways to help young members achieve their goals.

SURF CRAFT

When competing individual craft is necessary for training purposes and used at Surf Sport events. This includes but is not limited to Nipper Boards, Paddle Boards, Rescue Boards and Surf Skis.

OFFICIALS

Maroochydore Surf Life Saving Club believes good officials make for well-run, well-supported surf carnivals, and our volunteer officials are required to become Level 1 Surf Sports Official accredited.



JUNIOR ACTIVITIES (NIPPERS)

Junior Activities (also known as Nippers), is a fun way for young children and families to enjoy the beach in a safe environment. Maroochydoore SLSC supports and offers the delivery of the SLSA Junior Development Program.

Nipper days are on Sundays at 7.50am – 10.30am from mid-September to approximately mid-March. The program is designed to ensure children have fun at the beach while participating in lessons that will provide them with a pathway in both lifesaving and surf sport activities.

CELEBRATING 50 YEARS

2018 was a very special year at Maroochydoore SLSC as we celebrated 50 years of Nippers on Maroochydoore Beach.

The idea of a 'Junior Club' came from and was formed by a Senior Member Ron Parton at a Saturday night members meeting in 1967. Before Nippers was even 'invented' Maroochydoore 'Cygnet's' started and today still stands as one of Queensland's original Nipper Clubs.

The Williamson brothers, Brett and Kirk, future Captain and Hon. Secretary respectively were Foundation Members of the 'Cygnet's'. Brett then became CEO of both Surf Life Saving Queensland and Surf Lifesaving Australia. Both Brett and Kirk still volunteer for our Club, 50 years later.

This demonstrates how key Nippers is for engraining a love of lifesaving at a young age and arming our junior members with rescue techniques and skills that they take through to becoming a Lifesaver.



Call the Surf Club on (07) 5443 1323 for more information on our partnership packages.

Maroochydore Surf Life Saving Club and Supporters Association Inc

34-36 Alexandra Parade, Maroochydore, Queensland 4558 | p (07) 5443 1298 | f (07) 5443 8963 | lifesaving@maroochysurfclub.com.au