

SDFSA Strategic Plan, 2020-2025

Approved at the 22nd July 2020 AGM

Mission

To promote South Australia as a world-class diving destination and contribute to the conservation, enhancement and rehabilitation of our marine and freshwater environments.

Goal

To act as the peak body representing all recreational scuba diving clubs, scuba divers, free divers and snorkellers in South Australia in all relevant matters, including the provision of information for decision making by government and / or the general public about our sport and SA marine and freshwater environments.

Objectives

The objectives of the Scuba Divers Federation of South Australia are to:

- Promote and encourage scuba diving, free diving and snorkelling as recreational activities.
- Encourage the conservation, enhancement and rehabilitation of the marine and freshwater environments as essential to the enjoyment and promotion of our sport.
- Represent the interests of members in any matters that may arise.
- Notify members of any information in respect to scuba diving, free diving and snorkelling and the association's related interests.
- Promote understanding between the public and recreational divers and snorkellers.
- Liaise with other organisations and agencies that work on issues of interest and concern to the Federation.

Key Performance Indicators

- Increase individual membership to 1,000 by 30 June 2025.
- Have 75% of SA shops and clubs as financial members by 30 June 2025.
- Publish 1 major report on the value of diving to the economy of SA.
- By 2025, have an established annual event that brings SA divers together and promotes diving to the general public.
- Undertake 3 significant initiatives -- advocacy interventions and special projects -- to promote and protect SA diving and the underwater habitat, involving and supporting SA divers.
- By 2025, sustain an annual operating budget of \$2500, with special events and initiatives to be fundraised for as needed.

Six Strategies to advance the goals and objectives of SDFSA

The SDFSA Committee proposes six strategies to advance the Federation's goal and objectives:

1. Build the membership.
2. Strengthen and expand our information, communications and engagement tools.
3. Increase promotion and marketing of SDFSA and SA Diving.
4. Hold or participate in special events, advocacy campaigns and projects.
5. Strengthen the governance and management of the Federation.
6. Build the financial resources for the Federation.

Strategy 1. Build the membership.

Purpose:

- To build and maintain the membership base: Numbers count -- the more members we have, the stronger our influence.
- To increase membership to include a broad representation of ages of divers, free divers and snorkellers.

Major activities

- 1.1 Prepare a "call for members": the case for joining the SDFSA: for both individuals and shops and clubs.
- 1.2 Membership drive.
- 1.3 Build and maintain relationships with shops and clubs across the State (whether financial members or not).
- 1.4 Expand a list of NGO and other community stakeholders that should be kept informed of the work of the SDFSA.

Strategy 2. Strengthen and expand our information, communications, and engagement tools

Purpose:

- To bring our community and stakeholders together in order to share information and increase knowledge, enjoyment and protection of the underwater world.
- To build content (photos, stories, videos) that will help to promote SA diving.

Major activities

- 2.1 Provide regular information on topics of interest to members and solicit their input and feedback (Newsletter, related news pieces in dive magazines, website, Facebook page).
- 2.2 Prepare information and promotion tools (eg, flyers, marquee, etc.).
- 2.3 Expand our range of communications vehicles to attract, engage and inform members (eg, Instagram photo library, directory of SA wreck dives).

Strategy 3. Increase promotion and marketing of SDFSA and SA Diving (external communications)

Purpose

- To promote our sport to those who are not yet divers/snorkellers
- To promote the SDFSA, and increase our profile across the State with government, local Councils and the general public in order to advocate for our issues with greater impact.
- To promote the importance of the dive industry to the economy of the State.
- To promote SA as a world-class dive destination.

Major Activities:

- 3.1 Targeted community engagement with NGOs, universities, high schools through presentations, etc.
- 3.2 Develop government, council and media relationships and be prepared for quick response times when issues arise.
- 3.3 Research and publish report on the value of diving to the economy of SA.
- 3.4 Work with SA Tourism to promote SA diving.
- 3.5 Develop and promote articles about SA diving in SA magazines, international dive magazines, etc.

Strategy 4. Hold or participate in special events, advocacy campaigns and projects

These will be specific initiatives to be launched by the SDFSA: most will require sub-committees, more detailed work plans and the support and involvement of members, dive shops/clubs and other stakeholders as needed.

Purpose:

- To bring our community together to celebrate our sport and promote it to non-divers.
- To ensure premier dive locations are available and well-maintained, in terms of infrastructure and habitat conservation.
- To ensure the conservation, enhancement and rehabilitation of the marine and freshwater environments.

Major activities

- 4.1 Hold annual and occasional events to bring our community together and attract the interest of non-divers.
- 4.2 Identify key issues, respond to member concerns and advocate with State government and local councils on matters that will affect SA as a world-class diving location: including addressing the lifting of the fishing restrictions for the Giant cuttlefish; concerns over opening Marine Parks to recreational fishing; improving jetties and amenities across the State including at Rapid Bay, and others sites as they arise.
- 4.3 Undertake major projects in support of providing new dive experiences, eg, opening Port Stanvac jetty to diving; opening State reservoirs to divers; sinking of a major new wreck.

Strategy 5. Strengthen SDFSA governance and management

Purpose:

- To ensure the SDFSA Committee adequately represents the diversity of the SA scuba, free diver and snorkelling communities and is accountable for its activities.

Major activities:

- 5.1 Bring members onto the Committee that reflect a broader age demographic and interests (snorkellers, free divers).
- 5.2 Review, prepare and update by-laws and policies, including a COVID-19 policy.
- 5.3 Institute a recognition program for SDFSA volunteers.

Strategy 6. Build the financial resources

As the Federation grows, there will be a number of annual expenditures that must always be covered, including public liability insurance and website hosting fees. Membership dues will cover some of these costs at present but efforts will be needed over the five years of the Strategic Plan to diversify our funding base.

Purpose:

- To secure a sustainable and growing capital base to support the work of the Federation, beyond reliance on membership dues.

Major activities

- 6.1 Hold fundraisers (eg Bunnings Warehouse sausage sizzles).
- 6.2 Seek out sponsorships (cash and in-kind contributions, prizes etc.).
- 6.3 Apply for grants: Research and submit proposals to grant programs from State government and local Councils that SDFSA may be eligible for.

Timeline

Strategy 1: Build the Membership
Immediate start (2020)
<p><i>July-Oct</i></p> <ul style="list-style-type: none"> • Prepare call for members (case for joining) • Membership drive <p><i>July-June</i></p> <ul style="list-style-type: none"> • Build relationships with shops and clubs
Mid-term (may initiate mid-2020; work runs 2020-2022)
<ul style="list-style-type: none"> • Expand list and engage with relevant NGO and other community stakeholders
Ongoing 2020-2025
<ul style="list-style-type: none"> • Increase new individual memberships • Build and maintain relationships with shops, clubs, NGOs and other stakeholders
Strategy 2. Information, communications and engagement
Immediate start (2020)
<p><i>July-Aug</i></p> <ul style="list-style-type: none"> • Have information and promotional tools in place: eg flyers, new marquee • New FB page (details to be announced at AGM)
Mid-term (may initiate mid-2020; work runs 2020-2022)
<ul style="list-style-type: none"> • SDFSa Instagram site; directory of wreck dives
Ongoing 2020-2025; Long-term (may initiate 2021, work takes place 2021-2025)
<ul style="list-style-type: none"> • Provide regular information to members: Newsletter, website, FB page, etc. • New SDFSa online database (Details to be discussed in 2021)
Strategy 3. Promotion and marketing
Immediate start (2020)
<p><i>July-Sept</i></p> <ul style="list-style-type: none"> • Build our lists of State, local council and media contacts • Build relationship with SA Tourism to promote SA Diving
Mid-term (may initiate mid-2020; work runs 2020-2022)
<ul style="list-style-type: none"> • Targeted engagement to promote diving: NGOs, universities, high schools • Research report on the value of diving to the SA economy • Work with SA Tourism
Long-term (may initiate 2021, work takes place 2021-2025)
<ul style="list-style-type: none"> • Develop and promote articles about diving in SA for SA magazines and international magazines

Strategy 4. Events, advocacy campaigns and special projects
Immediate start (2020)
<p>Events:</p> <p><i>July-Oct</i></p> <ul style="list-style-type: none"> • Prepare for opening of 2020 dive season <p><i>Oct-June</i></p> <ul style="list-style-type: none"> • Opening of dive season • Science Alive (Nov) • Take the SDFSA marquee / stand out to selected dive locations throughout the summer <p>Advocacy</p> <ul style="list-style-type: none"> • Launch campaign to address the lifting of fishing restrictions on the Giant cuttlefish <p>Projects</p> <ul style="list-style-type: none"> • Work to secure the opening of Port Stanvac jetty to divers
Mid-term (may initiate mid-2020; work runs 2020-2022)
<p>Advocacy</p> <ul style="list-style-type: none"> • Marine parks • Improve amenities at Rapid Bay • Follow up on our 2019 report on the state of SA jetties submitted to DPTI and local councils <p>Projects</p> <ul style="list-style-type: none"> • Open selected State reservoirs to diving
Long-term (may initiate 2021, work takes place 2021-2025)
<p>Projects</p> <ul style="list-style-type: none"> • Sink a new wreck
Ongoing 2021-2025
<p>Events</p> <ul style="list-style-type: none"> • Annual SDFSA events (e.g. opening of dive season; closing of dive season, etc.)

Strategy 5. Governance and management
Immediate start (2020)
<p><i>July</i></p> <ul style="list-style-type: none"> • SDFSA 2020-21 committee membership • Launch recognition program <p><i>Aug-June</i></p> <ul style="list-style-type: none"> • SDFSA Policy and by-laws review
Ongoing (2021-2025)
<ul style="list-style-type: none"> • SDFSA committee membership • SDFSA Policy and by-laws review • Recognition program

Strategy 6. Financial sustainability
Immediate start (2020)
<ul style="list-style-type: none"> • Sponsorships
Mid-term (may initiate mid-2020; work runs 2020-2025)
<ul style="list-style-type: none"> • Bunnings sausage sizzle fundraisers twice yearly • Sponsorships and prizes
Ongoing (2020-2025); Long-term (may initiate 2021, work takes place 2021-2025)
<ul style="list-style-type: none"> • Membership dues • Apply for grants