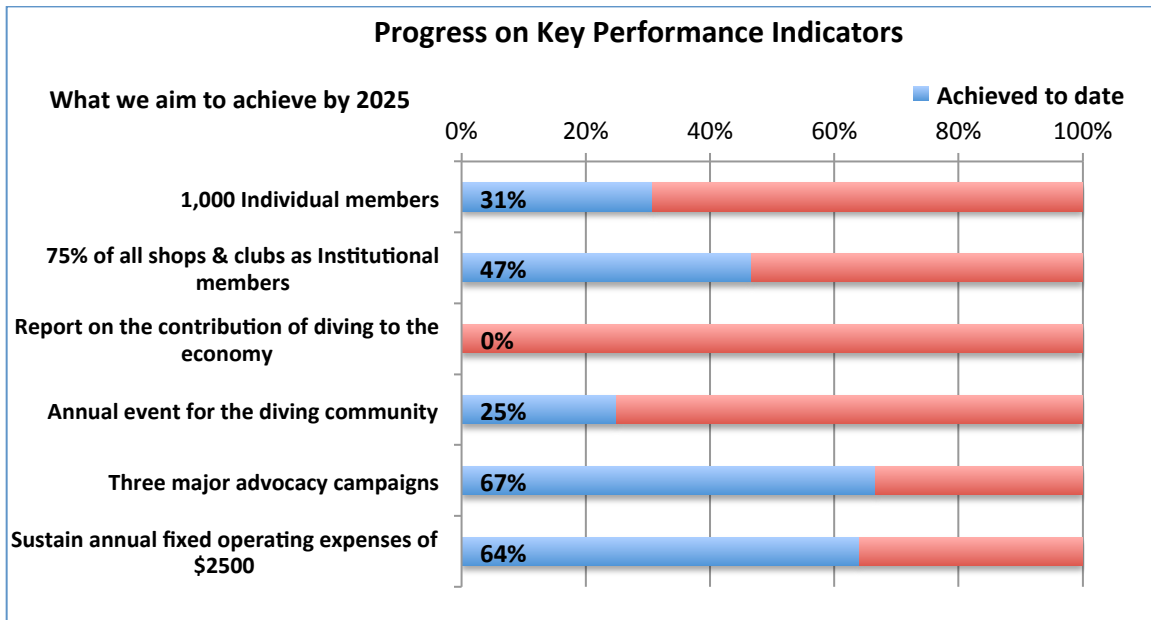


SDFSA Strategic Plan 2020-25
First annual report: FY 2020-21
 Prepared for the SDFSA AGM, 25 August 2021



The SDFSA 2020-25 Strategic Plan is built around 6 strategies.

1. Build the membership

Our membership officer has prepared a separate report on membership recruitment.

In 2020-21, we have:

- prepared the “case” explaining why people should join the SDFSA, and initiated a successful membership drive through Facebook
- **Attracted the interest of the freediving community in SDFSA’s work** through the SA Dive Sites Viz and Conditions Facebook group
- In addition to securing membership of 3 shops (out of 7) and 4 clubs (out of 8), we have 4 out of 12 diving-related organisations as members. Building relationships with clubs, shops, and organisations was hampered by Covid in 2020-21

In 2021-22, we intend to

- Continue our membership drive
- Work on building relationships with shops, clubs and organisations

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

Our Communications Officer has prepared a separate report on communications.

In 2020-21, we have:

- provided regular information on topics of interest to members
- kept them engaged and solicited their input and feedback through Facebook
- **expanded our range of communications vehicles** with the SA Dive Sites Viz and

Conditions FB group.

In 2021-22, we intend to

- Update our website, update and reissue our SDFSA brochure, and update and prepare a print handout of the directory of SA dive shops, clubs, services and resources
- Support Peter Lesty's initiative to build an SA Dive Site Database and are looking into ways to help him build the content

3. Increase promotion and marketing of SDFSA and SA Diving.

Because of Covid, we were unable to move forward on holding presentations in schools and universities to promote diving. We have, however, **strengthened our recognition from the State as the peak body** representing the interests of divers, freedivers and snorkellers.

In 2020-21, we have:

- Maintained regular contact with DPTI and local councils, in particular over the conditions of jetty stairs at Rapid Bay, Second Valley, and Edithburgh.
- **Promoted diving to high school students** through our booth at Science Alive 2020.
- **Expanded our marketing and promotion materials** – the SDFSA marquee, the SDFSA shirts, and the SDFSA brochure.

In 2021-22, we intend to:

- Look for opportunities to promote diving to non-divers (including Science Alive 2021)
- Work with SA Tourism to promote SA diving.

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

While Covid meant that we were unable to hold larger events including a 2020 Scuba Week, we were able to take our marquee out to two locations to promote diving and connect with divers – Edithburgh and Port Noarlunga (Rapid Bay was cancelled due to bad weather).

In 2020 and 2021, we have:

- Run activities on FB like Alex Suslin's Underwater Alphabet, a photo caption and other contests to keep our members connected during Covid, in lieu of Scuba Week.
- Joined Experiencing Marine Sanctuaries in having booths side by side at Science Alive
- **Established two advocacy campaigns:**
 - **On improving SA jetties:** Over the past year, **we have been able to respond quickly when damage has been reported by divers.** We believe our interaction with DPTI has contributed to a faster repair to the Rapid Bay platform than might have been expected. We continue to keep pressure on DPTI about fixing the Second Valley stairs. As a followup to our major report to DPTI on the state of SA jetties, we were **contacted by DPTI for guidance on specifications** for jetty stairs and related infrastructure (benches, toilets, etc). We are collecting data for that this week and will share our follow-up report to DPTI with the diving community.
 - **On Cuttlefish protection:** Launched the Cuttlefish Alliance (602 followers to date), to support petitions and campaigns to protect the Giant Cuttlefish aggregation. Our support for the Eddie Hughes (MP for Whyalla) petition to reinstate fishing restrictions and for the online petition on Change.org, as well as behind the scenes conversations with PIRSA's Cuttlefish advisory group **have contributed to a small but important extension to the no-take zone.** However, we believe more work

remains to be done to improve upon the current status quo.

- Responded to requests for input on spearfishing zones, and **secured a commitment and action by the SA Spearfishers Association** to inform their membership of the “no spearfishing” rule at Rapid Bay jetty.
- Explored a project to open State reservoirs to divers, but have been advised by government that this will not be possible.

In 2021-22, we intend to:

- Hold an SA Scuba Week (Date TBD)
- Scope out one new project in support of providing new dive experiences (such as the opening of Port Stanvac jetty to diving)

5. Strengthen the governance and management of the Federation.

We continue to work on bringing new members onto the Committee who reflect a broader demographic and range of interests (snorkellers, free divers).

In 2020-21, we have

- **Instituted a recognition program for SDFSAs volunteers** – the SDFSAs Lifetime Membership -- and nominated three longstanding champions of SDFSAs to be the first recipients. The award to be conferred on the recipients at the 2021 Dive for Cancer.
- Prepared our **first bylaws**, on Lifetime membership and on membership fees.

In 2021-22, we intend to

- Seek out SDFSAs committee members from the free diving community.

6. Build the financial resources for the Federation.

Our treasurer has prepared a separate report on our finances. Based on the success of our Bunnings fundraisers, we can state with assurance that **we can sustain into the future a minimum operating budget of \$1600**, covering two fixed annual costs: our public liability insurance (necessary for all public events we might hold) and our website domain and hosting costs. Within the next year, we should be able to commit to annual fixed expenditures of a minimum of \$2500 to be covered entirely by our Bunnings fundraisers. Any additional costs will be covered through other fundraisers and grants.

In 2020-21, we have

- **Secured at least two fundraisers a year with Bunnings sausage sizzles.** We have a good relationship with Bunnings and Tony, Sara and Helena have the process well in hand for ordering the food and running the BBQ.
- **Secured and used a grant** from the SA Clubs Reboot program.

In 2021-22, we intend to

- Continue our Bunnings BBQs
- Explore new grant opportunities
- In connection with upcoming events like Science Alive 2021 and SA Scuba Week, seek out contributions for prizes.

Submitted by Heather Creech, Communications Officer.