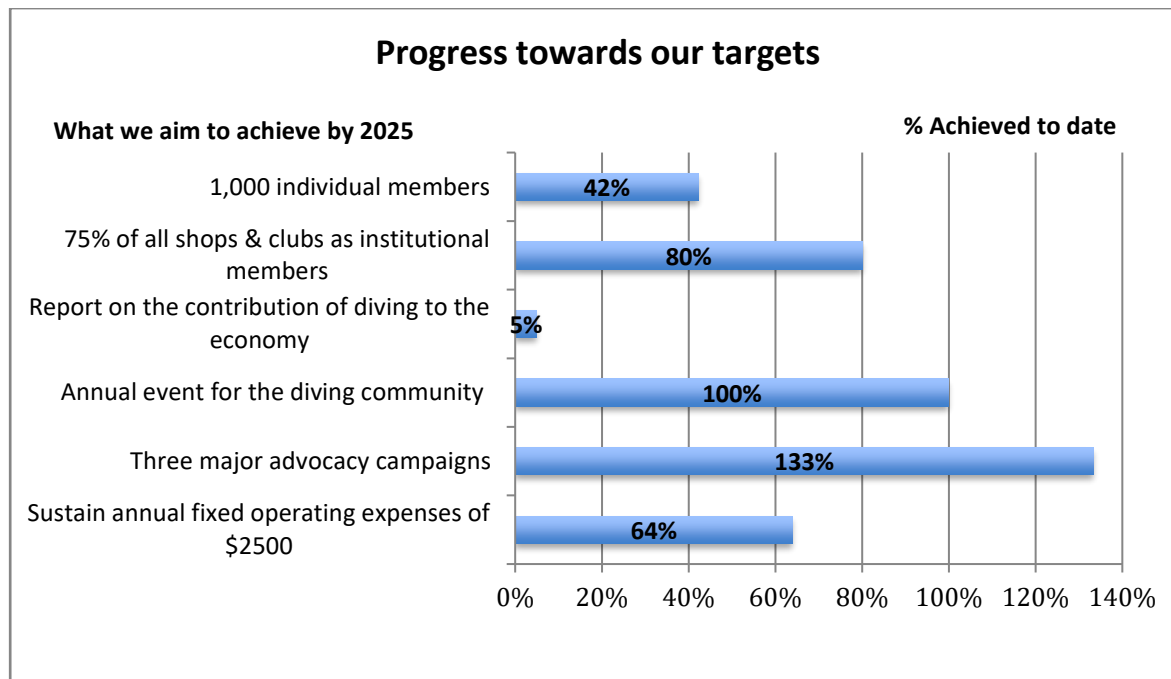


SDFSA Strategic Plan 2020-25
Second annual report: FY 2021-22
Prepared for the SDFSA AGM, August 2022

Our Key Performance Indicators



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

1. Build the membership

In 2021-22, we:

- Increased our total membership from 285 to 423.
- **We have also brought together a broader community of 1713 divers, freedivers and snorkellers** who have joined the SA Dive Sites Viz and Conditions FB group, and have 794 followers of the SDFSA Facebook page.
- A number of new members of the SA Dive Sites Viz and Conditions group are **interstate, using the group to explore the best places and times to dive in South Australia.**
- Continued to promote membership in SDFSA through events like Science Alive, our Bunnings sausage sizzle fundraisers, and reminders to join the SDFSA through Facebook.
- Suspended the payment of membership fees for shops and clubs (due to the economic impacts of Covid).

Major change:

In 2021, the Membership committee proposed a change in the membership structure for clubs and shops, including a proposal to eliminate membership dues for clubs and shops. The Committee consulted with shops and clubs. Based on their feedback, the Executive Committee has revised and approved the elimination of membership dues for shops and clubs and proposes a role for shops and clubs in the governance of the SDFSA.

AGM decision: This requires an amendment to our Constitution, which will be voted on at the 2022 AGM.

In 2022-23, we intend to

- Continue to work on building relationships with shops, clubs and organisations.
- Continue our membership drive in 2022-23, with a view to reaching 500 members, or 50% of our target of 1,000.

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

In 2021-22, we have:

- Provided regular information on topics of interest to members through our monthly Newsletter and bimonthly reports in DiveLog Australia
- Kept the SDFSA website up to date, including the directory of dive shops, clubs and other resources
- Updated the handout of our directory of shops, clubs, etc. for distributing at events
- Kept our broader community engaged and solicited their input and feedback through our Facebook page and SA Dive Sites Viz and Conditions
- Launched a monthly/bimonthly photo contest; with the winning photo to be the banner for SA Dive Sites and for the SDFSA page that month.
- Initiated contact with Peter Lesty to help build the SA Dive Site database.

In 2022-23, we intend to

- Update and reissue our SDFSA brochure
- Acquire business cards for SDFSA Committee members, to be used at the events and workshops we are being invited to participate in
- Support Peter Lesty's SA Dive Site Database, in three areas: advice on improvements to the interface (how can it be improved for users); historical and current information on SA wrecks; and moving information from the SDFSA webpage about sites into DiveDB, with a view in future simply to point users to DiveDB as the main source for SA dive site information.

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

We are continuing to **strengthen our recognition from the State as the peak body** representing the interests of divers, freedivers and snorkellers.

In 2021-22, we have:

- Maintained regular contact with DIT and local councils, in particular over the conditions of jetty stairs at Rapid Bay, Second Valley, and Edithburgh. We are also exploring improvements at Port Noarlunga, such as the provision of benches near the stairs.
- **Our President now participates regularly in a Department of Infrastructure and Transport working group on maintenance and improvements at Rapid Bay.** His advice is helping to influence how changes and upgrades will affect key marine life like leafy seadragons and support divers at one of the State's premier diving locations.
- Promoted diving to high school students through our booth at Science Alive 2021. **This is now an annual event for SDFSA – we are considered by the organisers to be a regular community group exhibitor.**
- Secured the contribution of a graphic designer and Officeworks for the production of another SDFSA banner to use at events.
- Produced an SDFSA reusable face mask to be sold as a fundraiser

Major change

Because of Covid, we were unable to move forward on holding presentations in schools and universities to promote diving. The executive committee has subsequently agreed that our annual booth at Science Alive is

sufficient to promote the SDFSA and SA diving to the high school demographic. The university clubs are already well positioned to promote diving to the university student demographic. We also took into consideration what other organisations are doing in this area, in particular Experiencing Marine Sanctuaries and the dive shops.

In 2022-23, we intend to:

- Work with SA Tourism to promote SA diving.

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

A. Special events

We held two special events this year:

1. Port Noarlunga jetty Centenary Celebration: Jettyfest

Jettyfest was a major success for the SDFSA. **We were able to register 100 divers to join in a group dive** to celebrate the 100 years of the Port Noarlunga jetty, and **secured over \$4,000 worth of prizes** for our event.

2. Lifetime Membership Awards banquet

In 2021-22, SDFSA established Lifetime memberships for those members who have contributed significantly to the work of the Federation and the promotion and enjoyment of diving in South Australia. Dr. Richard Harris kindly agreed to join us to present the first of these awards to Peter Koszegi, Steve Reynolds, and Hank van der Wijngaart.

Major change

What has proven to be very effective is to align our events with other high profile activities. Rather than organise an annual SA Scuba Week, we will instead focus on having a presence at other events that will already bring an audience, including Science Alive, the Edithburgh jetty 150 year celebration, and other similar events.

In 2022-23, we intend to:

- Hold an event as part of the Edithburgh jetty 150 year celebration in 2023
- If we nominate another round of Lifetime membership awards, we will hold an awards dinner
- Take our marquee out to one or two dive locations during the year

B. Advocacy campaigns

We now have four advocacy campaigns in place.

- 1. On improving SA jetties:** Over the past year, **we have been able to respond quickly when damage has been reported by divers.** As noted under section 3 above, our President now participates in a Department of Infrastructure and Transport working group on maintenance and improvements at Rapid Bay. His advice is helping to influence how changes and upgrades will affect key marine life like leafy seadragons and support divers at one of the State's premier diving locations. We have also shared our reports on SA jetties with the Scuba Divers Federation of Victoria to help in their campaigns for protections of State jetties.
- 2. On Cuttlefish protection:** Launched the Cuttlefish Alliance (648 followers to date), to support petitions and campaigns to protect the Giant Cuttlefish aggregation. Our support for petitions to reinstate fishing restrictions as well as behind the scenes conversations with PIRSA's Cuttlefish advisory group **have contributed to the significant expansion of the no-take zone during the aggregation: the waters north of a line between Arno Bay and Wallaroo.**

3. **On photographing marine life:** Based on consultations with marine scientists and underwater photographers, we prepared and launched a set of guidelines for underwater photographers to encourage minimal impact on our marine life and environment.
4. **On Marine debris and cleanup -- Responsible disposal of single use face masks:** We prepared and published via our website and FB a report on the growing accumulation of single use face mask waste in our oceans and waterways (a byproduct of the Covid 19 pandemic). The report includes guidance on what divers can do about it.

In addition to these four campaigns, we are increasingly approached for our input and support for addressing:

- Concerns over the impact of the expansion of spearfishing zones in metro waters
- Concerns for greater protections for sharks and rays in SA waters
- Support for the work of Experiencing Marine Sanctuaries

In 2022-23, we intend to:

- Maintain and update our advocacy campaigns as necessary

C. Special Projects

1. **To prepare a report on the contribution of diving to the SA economy.** We have begun to compile background research based on other similar studies such as the case prepared many years ago for the sinking of the Hobart. Once we have enough background information we will seek out a university faculty member who may have a graduate student willing to take this on as part of their studies.
2. **To establish a new dive site or enhance an existing site in SA waters:** We have not yet identified a major project that could be initiated and branded by the SDFSA and engage all shops and clubs (such as the sinking of a new wreck or the opening up of a new location for diving). Such a project would focus on either a new diving experience or enhance an existing site.

In 2022-23, we intend to:

- Advance our work on a report on the contribution of diving to the SA economy.
- Scope out one new project in support of providing new dive experiences

5. Strengthen the governance and management of the Federation.

In addition to the four Executive positions (President, Vice President, Secretary and Treasurer), the SDFSA governing committee now has from 6 to 9 additional committee members. This has proven to be a robust and sustainable number of volunteers to serve the broader interests of the SA diving committee. We continue to work on bringing new members onto the Committee who reflect a broader demographic and range of interests (snorkellers, free divers) as well as representation from the regions.

In 2021-22, we have

- **Established the role of SDFSA Patron** – and secured the agreement of Dr. Richard Harris to serve as the SDFSA Patron.
- **Awarded three lifetime memberships**
- Proposed a change in governance to provide **a greater role for shops and clubs**, to be voted on at the AGM
- Secured the participation of at least one committee member from the region (Edithburgh)
- Recognised the need for a better induction process for new members of the governing committee. A

Committee Handover document is to be prepared so that new members can familiarise themselves with the Constitution, bylaws and the strategic plan.

In 2022-23, we intend to

- Promote the opportunity for representatives from clubs and shops to have a vote in the governance of the Federation.
- Consider another Lifetime membership award, and dinner
- Seek out SDFSA 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.

In 2021-22, we have

- **Secured two fundraisers 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.

In 2022-23, we intend to

- Improve our recognition of the sponsors to SDFSA.
- Continue our Bunnings BBQs
- Explore new grant opportunities
- In connection with upcoming events like Science Alive 2022, seek out contributions for prizes.

Submitted by Heather Creech, Communications Officer

17th July 2022