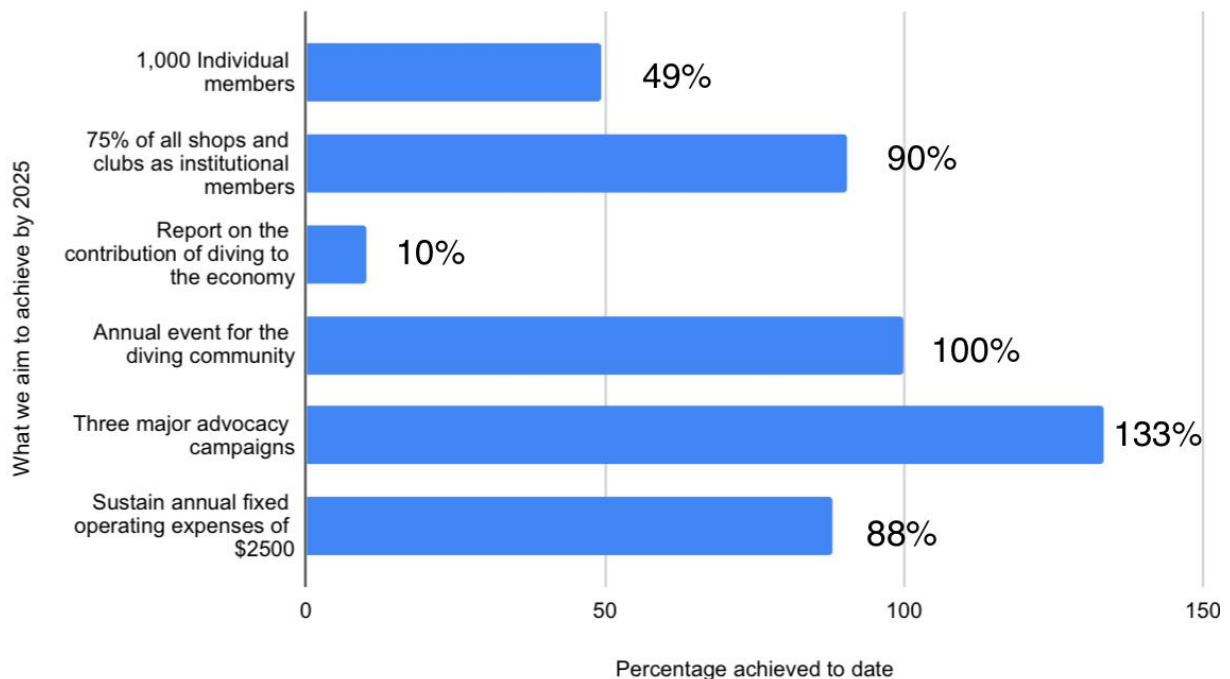


SDFSA Strategic Plan 2020-25 Third annual report: FY 2022-23

Prepared for the SDFSA AGM, July 2023

Our Key Performance Indicators: Progress towards our targets

Progress towards our targets



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

1. Build the membership

In 2022-23 we:

- Increased our individual membership from 423 to 492; with 7 shops and 8 clubs and organisations now as associate members.
- We have also brought together a broader community of 2,397 divers, freedivers and snorkellers who have joined the SA Dive Sites Viz and Conditions Facebook (FB) group (increased from 1687 members in 2021-22). We also now have 824 followers of the SDFSA Facebook page (up from 794 followers in 2021-22).
- We continue to attract new members of the SA Dive Sites Viz and Conditions group from interstate and overseas who are using the group to explore the best places and times to dive in South Australia.
- Changed the membership structure for clubs and shops, including the elimination of membership dues for clubs and shops and provided a role for shops and clubs in the governance of the SDFSA.

- Met with and/or made presentations to 4 Adelaide area dive shops and 4 Dive clubs/marine organisations on the work of the Federation, as well as established regular communications with several regional dive shops.
- Continued to promote membership in SDFSA through events like Science Alive, our Bunnings sausage sizzle fundraisers, and reminders to join the SDFSA through Facebook.

In 2023-24, we intend to

- Continue to work on building relationships with shops, clubs and organisations.
- Continue our membership drive with a view to reaching 650 members, or 65% of our target of 1,000.

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

In 2022-23, we have:

- Provided regular information on topics of interest to members through our monthly Newsletter and bi-monthly reports in DiveLog Australia.
- With the help of our website designer, optimised a number of aspects of the SDFSA website to improve retrieval of content through search engines, and updated a number of sections of the website, including the directory of dive shops, clubs and other resources
- Updated the handout of our directory of shops, clubs, etc. for distribution at events
- Kept our broader community engaged and solicited their input and feedback through our Facebook page and SA Dive Sites Viz and Conditions

In 2023-24 we intend to

- Update and reissue our SDFSA brochure
- Continue to support Peter Lesty's SA Dive Site Database — <https://divedb.net> — by encouraging SAAS (South Australian Archeological Society) to assist with adding information on SA wrecks.

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

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

In 2022-23 we have:

- Maintained regular contact with Department of Infrastructure & Transport (DIT) and local councils over conditions at local jetties.
- In particular we have been involved with planning for changes at Rapid Bay due to the deterioration of much of the old jetty. Our President participates regularly in a DIT working group on improvements at Rapid Bay, and we have provided on request by DIT information to support the business case for maintenance and upgrades to a number of jetties in South Australia.

- Promoted diving to high school students through our booth at Science Alive 2022. This is now an annual event for SDFSA – we are considered by the organisers to be a regular community group exhibitor.
- Promoted the 2023 Cuttlefish aggregation “Cuttlefest” events through our Newsletter and FB pages.

In 2023-24, 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 one special event this year: the Lifetime Membership Awards banquet and keynote talk by our patron, Dr. Richard Harris. Lifetime Membership was awarded to Christopher Deane, Con Penglis, and Judy Hani. [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.]

In 2023-34 we intend to:

- Hold 2 evening events during the year to bring together the scuba, freediving and snorkelling community to socialise and learn more about our underwater world and how to enjoy and protect it.
- Promote 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

Since the start of the 2020-2025 Strategic Plan, we have launched a number of advocacy campaigns.

Current

1. On improving SA jetties: Over the past year, we have been able to respond quickly when damage has been reported by divers. For example:

- We have submitted a request to Yorke Council drawing their attention to damage to the stairs at Ardrossan jetty.
- A former SDFSA Committee member was instrumental in the design of a repair to the divers stairs at Edithburgh.
- Another active SDFSA member has helped to monitor and report on damage at Second Valley.
- As noted under section 3 above, our President participates in a DIT working group on 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.

Concluded

2. On Cuttlefish protection: We launched the Cuttlefish Alliance in 2021 to support petitions and campaigns to protect the Giant Cuttlefish aggregation. Our support for various petitions to reinstate fishing restrictions as well as behind the scenes conversations with PIRSA's Cuttlefish advisory group have contributed to the State establishing a permanent no-take zone during the aggregation in the waters north of a line between Arno Bay and Wallaroo. With this regulation now in place, we will conclude this advocacy campaign, although we will leave the Cuttlefish Alliance Facebook page in place should there be a need down the road to share information to protect the aggregation. [We should note that our proposal in 2022 to PADI for a grant for support for the Cuttlefish Alliance was unsuccessful, but in the end also not required.]

3. On photographing marine life: guidelines for underwater photographers to encourage minimal impact on our marine life and environment [2021-22 campaign].

4. On Marine debris and cleanup -- Responsible disposal of single use face masks. [2021-22 campaign].

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

- The location for the proposed desalination plant in the Upper Spencer Gulf and its potential impact on the Cuttlefish aggregation. We note that one of the possible sites, Point Lowly, is no longer being considered.
- Greater protections for sharks and rays in SA waters.

In 2023-24, 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. As noted under item 3 above, we provided input to DIT this year to assist with their business case for investing in improvements to jetty infrastructure in several locations in South Australia. This input drew on the research we located from academic sources about the economic contributions of recreation activities such as the use of Rapid Bay jetty and shark cage experiences in the Neptune Islands. However the data is still very limited, and more work needs to be done. In 2023-24 we will compile a case for the need for further research and a grant proposal, with a view to engaging either academic or commercial expertise to undertake the study.

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.

We should note in both cases that a significant barrier to advancing either of these special projects is the limited number of people on the SDFSA Committee to spearhead this work.

In 2023-24, 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, including a Membership Officer and a Communications Officer. This has proven to be a sustainable number of volunteers for our communications, marketing, advocacy and fundraising work.

In 2022-23, we:

- Promoted the opportunity for representatives from clubs and shops to have a vote in the governance of the Federation.
- Prepared a Handover document to help new Committee members come up to speed with the work of the Federation, including the Constitution, Bylaws and Strategic Plan.

In 2023-24, we intend to:

- Expand the Committee. We have found that we are limited in our ability to take on new projects, and require additional person power and expertise.
- Bring new members onto Committee who reflect a broader demographic and range of interests (snorkellers, free divers) as well as representation from the regions.

6. Build the financial resources for the Federation.

Our treasurer has prepared a separate report on our finances that presents our ability now to set an annual budget with estimated revenues and expenditures. In 2022-23 and for 2023-24, these will appear to be in excess of the target of \$2500 set in the strategic plan, but those amounts may vary in any given year based on activities and additional funds raised.

In reporting on the strategic plan, we are focused just on those financial commitments we cannot avoid, in particular our public liability insurance and web hosting costs. We can state now that we can reliably raise the minimum necessary to cover those costs every year. As of 2022-23, we can sustain into the future a minimum operating budget of \$2200, covering fixed annual costs: our public liability insurance (necessary for all public events we might hold), website domain and hosting costs and \$500 for Lifetime Membership dinners.

In 2022-23, we:

- Held two fundraisers with Bunnings sausage sizzles. We have a good relationship with Bunnings, and several Committee members have the process well in hand for ordering the food and running the BBQ.
- Secured prizes for 3 draws at Science Alive! 2022 from Adelaide Scuba.
- Organised a wine sale fundraiser with the support of two South Australian wineries (revenues received in 2023-24)
- Received a \$100 donation to support our work from the SeaWolves dive club (revenue received in 2023-24)
- Improved the recognition of sponsors to SDFSA on the SDFSA website.

In 2023-24, we intend to:

- Continue our Bunnings BBQs.
- Explore new grant opportunities.
- In connection with upcoming events like Science Alive 2023, seek out contributions for prizes.

Submitted by Heather Creech, Communications Officer 19th July 2023