

10 Question Planning Guide

Is Your Club Ready to Stage a Silver Salties Program?

The following document is designed to help Clubs decide whether they are ready to stage one or more Silver Salties programs, as well as help Clubs organise, coordinate and deliver Silver Salties.

1. How would/will Silver Salties align to your club's vision, needs, culture, organisation and environment?

Consider how Silver Salties could benefit your club e.g.

- a) Filling a gap in sports offerings for older Australians in your club and wider community
- b) Promoting active and healthy ageing
- c) Promoting inter-generational learning and caring
- d) Building your volunteer base
- e) Growing the surf lifesaving community
- f) Educating older Australians about water safety
- g) Building strong communities

2. How would/will you encourage your club / branch to endorse and participate in Silver Salties?

Consider:

- a) Using the suggested "Letter to Clubs" template to write to your Club Committee
- b) Share an email with the Club Committee using the letter template content, links to the Silver Salties webpage, and attach the "Presentation Slides for Clubs"
- c) Organise for a SLSA representative to speak about Silver Salties at your next Branch Meeting.

3. Which Silver Salties programs would/will you/your club choose?

There are 20 Silver Salties programs your club can choose to deliver related to activities at the park, clubhouse, beach, pool, or surf.

- **PARK** – Walk & Talk, History & Horizons, Yoga & Mindfulness, Tai Chi & Meditation
- **CLUBHOUSE** – Wisdom & Wellbeing, Chair Aerobics, Club Volunteering, First Aid
- **BEACH** – Beach Fitness, Beach Surf Sports, Patrol, Social Club
- **POOL** – Pool Swim Club, Gentle Pool Exercises, Swimming Skills, Pool Rescues
- **SURF** – Surf Swim Group, Surf Swimming, Catching Waves, Surf Rescues



You could also consider the MULTI program which combines two or more SS program activities within a session or across a program.

You can find program summaries at: www.sls.com.au/silver-salties/#silver-salties-available-programs.

Consider which program/s would/will match:

- a) Your club's available resources including volunteer/personnel time, interest and expertise, access to local expert facilitators/instructors, as well as existing or access to nearby facilities.
- b) Potential participants' interest in activities, as well as your community's setting and context.

4. Would/will you give your Silver Salties program a club-specific local name?

Some clubs might prefer to use a local name for their Silver Salties program. This is not compulsory, but may add to your community spirit and participant buy-in. Some ideas for naming your program include:

- Your Club Name and the type of activity being undertaken e.g., Seacliff Steppers (i.e., Seacliff SLSC, Walk & Talk), Forster FitBods (Forster SLSC, Beach Fitness)
- Using an existing activity group name to engage new and existing participants e.g., Muddies, Tadpoles, Dolphins etc.

5. Who would/will coordinate the program?

Consider the following questions:

- Who would/will coordinate the overarching Silver Salties initiative at your club e.g., liaise with the Silver Salties team at SLSA (i.e., communications, online management), organize program leaders, manage communications and marketing, reporting to club etc.?
- Who would/will be the specific program leader/s i.e., organise sessions within the program, engage effectively with older Australians?
- Who would/will provide any additional safety requirements for the program to run e.g., water safety, other?
- Would/will people involved have appropriate training and experience?

6. When would/will the program run?

Consider the following questions:

- What is the most relevant duration for the program e.g., 6-10 weeks?
- What is the most relevant duration of each session e.g., 1 -2hrs?
- What time would/will suit leaders/instructors and older Australians? E.g., morning time 8-9am? Other?
- What day/s of the week will the program occur?
- When would/will you start? After the busy summer period? Which month?

7. Would/will any costs be involved?

Consider the following:

- Venue hire?
- Club volunteer/trainee fee
- External instructor fee?
- Morning tea cost?
- Equipment required?
- Minimal or no fee required from participant?



8. What education needs to occur before your club runs Silver Salties?

Consider the resources available on the Club Toolkit as follows:

- Presentation Slides for Club to help club members understand the Silver Salties initiative
- Engaging with older Australians online module including demographics, barriers, myths, needs, suggestions etc.
- Information Manual for Clubs including checklists around safety, program leader characteristics, club environment
- Program Session Plans
- Marketing to older Australians Resource for Clubs
- Safety and Risk Management Process

9. What marketing strategies would/will you use to recruit participants i.e., older Australians?

Consider:

- Reading the “Marketing to older Australians Resource for Clubs”
- Which key messages you will convey to older Australians e.g., program features (rewarding, safe, beneficial, fun), benefits of being active and socially connected, and/or how participation addresses barriers to participation.
- Using the marketing tools from the Club Toolkit i.e., promotional flyers, email copy, Facebook posts, newspaper copy.
- How you will market your key messages e.g.
 - Approach local council, local newspaper, local radio station, medical centres, retirement villages, community groups, surf lifesaving club members.
 - Share messages through Facebook, other social media platforms, emails, presentations, media releases, fast facts flyer, promotional posters.
 - Refer to the Silver Salties webpage including the Silver Salties promotional videos, program summaries etc.
 - Stage a special event to launch Silver Salties at your club e.g., free morning tea, BBQ sausage sizzle and activity.

10. How would/will you use the seed grant to help your club get started?

Consider:

- Covering the cost of a coach/instructor or any trained professional delivering a program
- Providing light food and refreshments
- Venue/facility hire
- Providing transport to and from a venue.