



Chelsea Longbeach SLSC Introduction to YIP's

What is YIP'S?

Youth Involvement Program

Background of YIP's

Program originally designed by Anglesea SLSC in 2002 with the objective of retaining club members in the 14-18 year old age group.

It is recognized by, not just Life Saving clubs in Victoria but right across Australia and internationally, that there are a number of issues affecting the retention of this age-group as club members.

Whilst most clubs have very strong Nipper involvement and support, this is not the case with Youth Involvement. With the great success of YIP's, Lifesaving Victoria and many other clubs across Australia have adopted and endorsed the program.

We have the same retention issue here at Chelsea which is why, in various discussions with Cate, John and other members, we would like to put forward to committee, the idea of implementing the YIP's program here.

Youth Retention Issues

After the age of 13, Lifesaving members are no longer Nippers and become what is known as Lifesaving Youth.

Typically, Nippers is a highly structured program with a great deal of parental volunteering, support and involvement. It is very focused on developing skills, safety awareness, self esteem and participation at all levels. Nippers also has a very well established reward program based on participation.

However, compared to Nippers, Youth Involvement Programs are in many cases, unstructured and face a number of factors which affect Youth retention. Some of these factors are as outlined below, which are recognized here at Chelsea also:

- Lack of Program Structure
- Lack of recognition for participation
- Boring Patrols
- Lack of transport
- Busy parents
- Part-time jobs
- Other Sports
- Friends and Parties
- Surfing
- Study
- Peer Pressure

Without structured activity and incentive, these other activities take precedence and contribute to the high attrition rate of members aged 14-18 years.

Long-Term Implications for Clubs

- Clubs invest significant time and money into Junior members through Nippers – Youth leaving the club represents little or no return on time and money investment provided throughout Nippers.
- Life Saving Australia identifies the Youth retention issue as “essential for continuing growth and development of the organization” as a whole but more particularly at Club level. Without appropriate Youth programs we cannot grow and develop as viable community organisations.
- Life Saving membership is in competition to other Youth Activities to attract 14-18 year olds. We therefore need to market ourselves as an activity of value to them now and in the future.

How does YIP's help with retention?

- Provides motivation and rewards to keep them involved in Lifesaving
- Provides opportunity for a healthy lifestyle
- Helps to prevent them becoming disinterested and engage in other activities
- Helps to provide youth with goals
- Empowers decision making
- Satisfies needs of affiliation

The YIP's Concept

- YIP's is a recognition and rewards program with a similar concept to Frequent Flyer points.
- Youths collect points for being involved in Lifesaving activities. The more points, the greater the reward.
- YIP's can gain points in any of the following areas :
 - Lifesaving - Patrols, Rescue, First Aid, Patrol Logs
 - Development – Training awards and development camps
 - Competition – Club training, Compete at Carnivals, Assistance at Carnivals
 - Administration – Newsletter, Mail outs, Sponsorships, Committee, Office duties
 - Junior activities – Nippers Water Safety, Age group leaders/assistant, Nippers events
 - Youth Activities – YIP events, recruitment, YIP exchange
 - Club Activities – Club functions, working bees, Maintenance and cleaning, fundraising

Lifesaving Victoria has published full details of the points allocation system in the participant's handbook which is provided when enrolment in program is processed. The handbook is meant as a guide to the program as endorsed by Lifesaving Victoria. However, it would be our intention to, in addition to the LSV program, to advocate some local awards and allow the Chelsea Youths the opportunity to achieve incentives in shorter timeframes and rewards that will motivate further.

Cost of Investment

It is at the discretion of the Club committee to decide how the program is funded.

Enrolment & 1st season cost per YIP - \$27.50 (Includes Handbook and Polo Shirt)

Cost per season thereafter - \$27.50

Cost to Chelsea SLSC (based on 10 current members) - \$275.00

Return on Investment and benefits to Chelsea SLSC

- Increased Patrol hours
- Increased participation in all areas of club life
- Youth taking initiative and responsibility for club activities and events
- Assistance with completion of projects
- Strong network of youth
- Positive role models for other youth and nippers
- Commitment and on-going involvement with club
- Youth developing leadership talent to use within club
- Increased youth member base

NEXT STEPS

1. Collect membership data (14-18 years)
2. Create a report to gain Club approval for YIPS
3. Present the report to your committee
4. Appoint a YIP's co-ordinator
5. Promote YIP's to youth members
6. Identify and recruit YIP's mentors
7. Register and order YIP's resources
8. Begin the program
9. Reward your YIP's
10. Report your progress LSV

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