

Case Study: Walk & Talk at Bondi Surf Bathers LSC, NSW

July - September 2020

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“Silver Salties is a valuable program to reach out to a segment of our community that looks for social activities that improve fitness and develop surf and beach awareness. I see that over the coming years Silver Salties will become a section of the club as strong as Nippers and Lifesaving.” Brent Jackson, President BSBLSC

What is happening?

- Bondi SBSLC is the **first club in New South Wales** to deliver Silver Salties.
- Over **30 participants (15+ non-club members)** have registered for the Silver Salties Walk & Talk program, with 8-15 consistent participants and others enjoying the flexibility to join in when they can.
- **One club member leads the program** including administration, promotion, and program delivery.
- **The group meets weekly** on Wednesdays at 10am outside the clubhouse and enjoys various coastal walks to look at cultural sites, whales, and wild waves, and to enjoy a chat with new and old friends.
- **All participants, regardless of walking pace and fitness, are welcome** with different walking challenges offered.
- Participants can **connect socially during the walk and afterwards** with a coffee and cake at local café.

Why did the club get involved?

- The club saw great potential to reach a new segment of the community through Silver Salties.
- A club member was approached and happily volunteered to be program leader.
- The Walk & Talk program was chosen for its inclusive nature, safety, ease, and appropriateness during winter.

What has worked well?

1. **Promotions.** The club has used a range of successful strategies to promote Silver Salties including:
 - **A Program Launch** including special guests such as the Local Mayor, Surf Life Saving Australia representative, Club President, and Club Patron welcoming participants and sharing their enthusiasm for the program.
 - **Walks with Special Guests** including SLSA reps, local MP, local church Minister and associated media stories.
 - **Boosted/paid Facebook posts** including group-specific photos, program information and COVID-19 updates.
 - **Weekly emails to participants** via SLSA club online portal to give updates and reassurance.
 - **A dedicated club email address** i.e. silversalties@bondisurfclub.com.
 - **Club newsletter stories** sharing photos and updates on places walked and people involved.
 - **Distribution of flyers** (SS template) by program leader during a walk around the club and surrounds.
2. **Club Champion.** Club member, Rozanne Green, was approached and invited by fellow club member and Silver Salties Ambassador, Laura Thurtell, to get involved with the Silver Salties initiative. Rozanne was happy to volunteer based on background in promoting physical activity and her vast volunteering experience.
3. **SLSA Support.** The club has enjoyed support from the Silver Salties team including Ambassador, Laura Thurtell; as well as administrative and marketing support including the SLSA club online portal, flyers, and Facebook post ideas.

What has worked well? *Continued...*

Partnerships. The club has developed a mutually beneficial partnership with local social enterprise, **Heart Café**, where the Walk & Talk group meet after their walk to buy coffee. The Heart Café provides space for the group in the Wayside Chapel as well as free cake! The Heart Café returns hope to the lives of unemployed youth by supporting them in paid hospitality traineeships and profits go back into Wayside Chapel's Wingspan Project transforming lives.

The club has also encouraged **local political leaders** to be part of the initiative including the local Mayor and local MP* who value the important role of Silver Salties to engage older Australians. *See Dave Sharma MP's post below.



Dave Sharma MP ✓
5d · 

Post on 29/07/20

Swapped my (recently sodden) morning cycling 🚲 for a physically distant walk with [Bondi Surf Club's Silver Salties](#) this morning 🌊

Silver Salties is a welcome addition to Wentworth. Especially during these isolating times, keeping physically fit, active and socially connected is so important.

Silver Salties is a national fitness program for over 65s that has been supported by the [Australian Government's Move It AUS – Better Ageing](#) grant.

It's fantastic that SLS is providing opportunities for the community to be involved in physical activities that doesn't necessarily involve swimming and isn't restricted by age. There's something for everyone!



Advice for other clubs

- A launch is a great way to start a Silver Salties program as it can get additional club buy-in and media attention.
- From the outset, it is best to have at least two (2) dedicated club members who can drive the Silver Salties program/s from administration to promotion and program supervision/delivery.
- The first program might seem to take a while to get set up, but it only gets quicker as program leaders get used to the SLSA club online portal and the SLSA support tools etc.

Participant Testimonials

"I thoroughly enjoy meeting up each week with other 'Silver Salties' for a healthy walk at beautiful Bondi Beach and throughout its magical surroundings. As we walk, we enjoy a friendly chat, keep fit and participate to suit our level of fitness. We are fortunate that Rozanne Green is our dedicated Silver Salties Team Leader and appreciate that Bondi Surf Club has collaborated with Surf Life Saving Australia to provide us with this unique opportunity. We also enjoy a friendly visit from Program Ambassador, Laura Thurtell. After our convivial walk, we head over to a local cafe and share a cuppa and delicious cake (or two!) feeling refreshed and energised." Dr Patricia Jenkins (Trish), Club member (Third generation)

"Look so forward to our Wednesday morning walk and talk. Meet all interesting and lovely people on our walks at beautiful Bondi Beach. Lovely way to socialize while doing a bit of exercise and having a drop of coffee after." Sharon Harris, Non-club member

"I was recently walking along my street & ran into Rozanne speaking to a neighbour about the Club's initiative to start running a community program called 'Bondi Silver Salties Walk & Talk'. I stopped & was very quickly sold on the concept. Who doesn't like a bit of a walk, followed by coffee & good fellowship throughout the morning? I turned up, met some old friends & have started to get to know some new ones. I have been able to make the time each Wednesday at 10 am & am looking forward to enjoying it even more in the coming months. If you have time on your hands, why not come down & join us all, you will not regret it." Peter Qartly, Long time club member

"I've walked most of the coast and back streets around Bondi but joining other active and health minded people is more fun than doing it on your own! The walk is about getting fresh air and morning sun on our faces, scrolling the ocean's horizon. It is whale season and we saw a few spouts; it could be dolphins next time. The scenery by the beach is ever changing, every day is unique. After the "effort" comes the comfort, we join up for a coffee or hot chocolate afterwards. I have met new people with inspiring stories. They are from the neighbourhood and nearby suburbs. I am looking forward to next Wednesday. Gorgeous weather along the coast this morning. I hope you'll like it as much as I do." Chenta Rolley, Non-club member