Benefits Report

PORTSEA SURF LIFE SAVING CLUB

30 June 2026

Estimating the value of four measurable benefits generated for members and the broader Mornington Peninsula region.

The economic and social value generated for members and the Mornington Peninsula region.



Contents

Part One

About this Report

3

Part Two

Value at a Glance

5

Part Three

Benefits

7-12

Part Four

Summary

13

Part One About this Report



Measuring what the Club gives back

Established in 1949, the Portsea Surf Life Saving Club exists to save lives. With a focus beyond the beach, the Club now delivers a wide range of benefits to its members and the broader Mornington Peninsula community. This report estimates the economic and social value of four identifiable measurable benefits for the 2025/26 financial year.

01

Beach Safety & Lifesaving



Value of lives saved and critical injuries avoided by our life saving activities.

02

Club Volunteering



Personal benefit members receive from the hours they volunteer.

03

Tourism Benefits



Economic activity driven by the Club's major events and activities.

04

Club Operations

New revenue drawn into and spent within the region each year.

Part Two Value - at a Glance



Total Value generated in 2025/26

$37·4 million

Estimated total economic and social value of the Portsea Surf Life Saving Club to the Mornington Peninsula region.



$31.8M
Beach Safety & Lifesaving



$1.6M
Club Volunteering



$2.7M
Tourism Benefits



$1.3M
Club Operations

Part Three Benefits



Beach Safety & Lifesaving

For the 2025/26 patrol season, 511 volunteer surf lifesavers and lifeguards protected the Portsea Back Beach and the Point Nepean National Park (Quarantine Station) — with the Portsea Back Beach being rated 8/10 and “highly hazardous”.

8,114 PATROL HOURS	**511** LIFESAVERS & LIFEGUARDS	**15.9** AVG PATROL HOURS EACH
4,200 PREVENTATIVE ACTIONS	**2** RESCUES	**5** MAJOR FIRST AID

$31.8M total value of lives saved & critical injuries avoided



Valuing lives saved and injuries avoided

Reflecting our highly hazardous beach, we assume that — in the absence of patrols — 7.5% of rescues would result in a fatality, 4.5% in a critical injury, and 1.5% of preventative actions would have required a rescue. (Note, numbers may not equate due to rounding)

DEATHS PREVENTED

4.9 estimated deaths prevented × **$6.19M** quantified value of a life

= $30.2M

CRITICAL INJURIES PREVENTED

2.9 estimated injuries prevented × **$534,511** cost of a non-fatal drowning

= $1.6M

(Note, numbers may not equate due to rounding)

Total value of beach safety & lifesaving: $31.8 million

Club Volunteering

As Australia's largest surf life saving club, with more than 5,500 full fee-paying members, our people volunteer thousands of non-patrolling related hours each year. Valuing that time at $75 per hour captures the personal benefit members receive from volunteering (excluding patrol hours already counted in Benefit 01).

20,692
NON-PATROLLING VOLUNTEERING HOURS

928
VOLUNTEER ROLES

$1.6M social value of member volunteering

VOLUNTEER ACTIVITY	PEOPLE	HOURS
Committee (Board)	11	1,130
Role-based subcommittees	89	3,748
Major event subcommittees	21	2,100
Major event volunteers	355	2,450
Nippers	80	1,500
Education & training programs	372	9,764
Total	**928**	**20,692**

Tourism Benefits

Major events draw visitors from across Victoria, generating direct and flow-on spending across the Mornington Peninsula.

Portsea Swim Classic	40th continuous year · 4,000 swimmers
Portsea Pier to Perignon	38th year · 1,100 swimmers
Portsea Bay to Surf	5th year · 650 runners
Portsea All Stars Golf Day	Plus weddings, corporate activities & school/community camps

11,952
COMPETITORS & ACCOMPANYING PERSONS FROM OUTSIDE THE REGION

$3.04M
DIRECT EXPENDITURE

$2.7M
GROSS REGIONAL PRODUCT UPLIFT



Club Operations

The Club generated $3.38M in revenue for the 2025/26 financial year. New money drawn in from outside the region, and then spent within it, delivers a lasting economic benefit to the Mornington Peninsula.

73%
$2.45M
New revenue from outside the region

→

59%
$1.99M
Expenses spent within the region

→

$2.45m x 59%
$1.44M
Direct expenditure impact to the region

→

$1.3M
Gross Regional Product generated

$3.38M Total revenue

$3.37M Total expenses

$1,134 Operating surplus



Part Four Summary



A $37.4 million contribution to the Mornington Peninsula

$31.8M
Beach Safety & Lifesaving

$1.6M
Club Volunteering

$2.7M
Tourism Benefits

$1.3M
Club Operations

FROM SAVING LIVES ON OUR BEACHES TO SUSTAINING LOCAL JOBS AND COMMUNITY, THE PORTSEA SURF LIFE SAVING CLUB CONTINUES TO DELIVER VALUE THAT REACHES FAR BEYOND THE SHORELINE.