

CASE STUDY: CONNECTING WITH THE COMMUNITY

Surf School: Coolum Surf School

Event: Free surf sign on day

Details: Come and have a trial surf, while parents get a free coffee for every grom surfing



Overview

Coolum Surf School hosted a free surf sign on day in collaboration with The Shop @ Coolum for the local community. This involved groms signing up for a free surf lesson, with the additional bonus of a free coffee for parents who came along. This initiative was driven by Coolum Surf School, however the collaboration allowed some shared input and mutually beneficial outcomes to both businesses and their communities.

The process to organize the event

- Get clear on the desired event and what/who would be involved
- Organise a suitable date
- Arrange FREE coffee voucher with local café
- Estimate numbers and arrange coaches
- Market through social media, newspaper and flyers
- Bring future programs/sessions and information to event to distribute



FREE SURF & COFFEE

SATURDAY 15TH SEPTEMBER

The motivation behind the event

- To have more grom bookings for the school term 4 and upcoming summer holidays
- To partner and build a relationship with another local business

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Benefits for the surf school

- Exposure to potential customers
- Parents were involved in the promotion
- Build a relationship with the local coffee shop
- Handed out surf school flyers and stickers
- Promotional products to incentivise participants

Benefits for the community

- Local café got exposure to parents
- Kids get a surfing experience for free
- Free ocean awareness and introduction surf contributes to a safer beach community

Challenges and solutions of the event

Challenges

- Some people couldn't make the specific day and/or time
- Paying more staff than required due to no shows

Solutions

- 2 alternate days and times would make the event more accessible to get to
- Getting bookings to get a more accurate number prior to the event
- Have coaches on call if possible (be sure to communicate to them the situation)

Advice to share with other surf schools about having a community event

- Connect with local businesses to work together towards a mutually beneficial outcome.
- Establish, build and maintain relationships with business owners and provide value to each other's operations.
- Keep in mind the good you can give to community.



96 likes

coolumsurfschool Big thanks to these local #legends for gifting FREE coffees to all the mums and dads bringing the kids down for #surfing today 🏄🏻🌈 support locals doing good for the community @the_shop_at_coolum

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Building relationships with local businesses can have mutually beneficial outcomes