

## Surf School Proposal Sample NSSIA Proprietary

This is an example of a proposal that a city may require in order to issue a license for a surf school. What has been taking place in recent years is that municipalities have started to impose restrictions on the number of surf school licenses issued. In numerous cases, specific background and training qualifications have been imposed on instructors, plus proposals have been required for competing schools as part of a selection process.

### Parts of a Proposal

#### 1. Introduction

The introduction will identify the problem with most surf schools and the significance of these schools (and instructors) in providing quality instruction safely and with attention to surf etiquette to new beginners. Provide a summary of evidence that the unsafe instruction and surf etiquette problem exists by referencing potential injuries, news stories, etc. Also describe why taking action to create this safe learning environment is needed now. Briefly outline your approach for training (use the safe and effective method developed by NSSIA) and provide proof that your proposed solution will work (you are certified and your school is or will be accredited).

#### EXAMPLE:

Surfing is physically demanding, involves both balance and repetitious paddling, and is often hazardous, particularly for beginners. In addition, with more experienced surfers continually pushing advanced board designs to their limits under challenging conditions, the chances of injuries to all participants have increased in recent years. Another problem is the massive increase in numbers of surfers and swimmers in the water. Many of these surfers are beginners with low skill levels, or those who don't understand the safety aspects of the sport. The lack of understanding and water safety concerns often leads to common injuries such as lacerations, soft-tissue injuries, and sometimes more serious situations.

The potential problem for beach cities is that surf schools and instructors, particularly those operating without business licenses, insurance, and proper instructor training, represent a risk to tourists. To this end, \_\_\_\_\_ surf school and its National Surf Schools and Instructors Association professionally trained surf instructors are able to provide lessons using the most modern and internationally recognized standards for safe and effective beginner training.

#### Background

Provide background about the current problems in the body paragraphs, including its causes and attempts within the industry to solve the problem. In this case, the causes would be surfers with little experience in surfing or teaching, and often with unsafe equipment and no insurance, trying to make a quick buck from tourists. Acknowledge that the practice is widespread; mentioning NSSIA's mission in founding was to improve the industry.

#### EXAMPLE:

Most consumers take for granted that in the traditional workforce, regulatory bodies and professional organizations exist to both protect consumer interests and help those who do the work keep abreast of the best ways of doing their jobs. This simply is not the case within the surf and SUP school industry. Legislation is already impacting surf instructors in some communities and states, and it is only a matter of time before such legislation catches up with the entire surf school industry. In the meantime, to better protect the public with competent surf instruction in water and board safety techniques, surf etiquette, adult and adolescent teaching skills, business issues, and dangers beyond simple first aid, schools with instructors skilled appropriately are needed. In other words, the availability of true professionals fully competent in their field will greatly enhance publically offered surf or SUP classes as well as manage risks the public is exposed to.

The NSSIA is an IRS non-profit professional organization dedicated to fostering surf etiquette, water safety, and quality surfing instruction programs through professional instructor development, education, accreditation and research. It was created by a group of the sports most recognized surf and SUP school leaders to establish cooperation between surf schools, surf instructors, SUP instructors, and surf coaches, and to share their knowledge in teaching and/or coaching techniques within its membership. The organization's training programs and certifications are considered by the insurance community as the gold standard for safe surf lessons.

## 2. Rational

Supply reasons the quality of surf instruction as well as school business practices needs to be controlled and why your school will be effective in this endeavor. Include descriptions of your individual training (the Common Body of Knowledge) and how your school follows the Risk Management process described in the business section of our manual. Also include how you train employees in teaching youth and adults in ways they will comprehend, safe surfing for when they go out on their own, sexual harassment, how to handle emergencies, and proper safeguards should they be exposed to blood. These are serious issues that most school proposals will ignore.

### EXAMPLE:

The NSSIA is committed to training instructors so that they develop insight into themselves; they can recognize and avoid the challenges of instructing; and once their technical and safety skills are developed, they will continue the training focused on improving the surf instructors' educational effectiveness.

As with other professional certifications, NSSIA certification ensures a measurable level of expertise and competence as a surf instruction professional. The NSSIA administers and awards school accreditations and instructor certification based on the rigorous criteria developed and provided to instructors through both formal classroom training and on the beach training along with required examinations. To remain NSSIA accredited, NSSIA certified instructors must have proven verifiable experience through continuing direct training, work experience, and a formal commitment by the individual that they understand their role as both instructor and water safety practitioner. The NSSIA certification process is in reality a

professional training and recognition process requiring the applicant to meet certification levels based on their background and experience, supported by documentation including references, detailed self-study, classroom examinations, plus supplemental training and examinations for more advanced certifications.

### 3. Costs

Describe how your school rates will be both competitive with other schools, and also how helping more individuals enjoy their surfing experience will potentially provide additional tourism revenue as well as help with sales at local area businesses. You might mention items like visitors will stay longer, often extending to get more surfing in, or maybe that a great experience might lead the student to go buy a board and equipment to continue with the sport.

EXAMPLE: This is how our particular school operates.....

Some ideas: Most beginning surfers do not know the basic rules that guide conduct out in the water. Because the vast majority of these rules are not written down anywhere, most of us have had to learn them by spending time in the water, reading surf magazines, by watching and hanging around with other surfers and by making mistakes.

Hostility is bad for the surf camp market that depends on newcomers being able to get waves without the fear of being hassled. It's bad news for the surf shop owners who sell newcomers (and everyone else) surf stuff and whose businesses run on stoke. And it's bad for surfers in general. Arguably one of the most important (if not the most important) reasons for educating beginners in surf etiquette is this: If crowding leads to hostility and injury, and the surf community is thought to be unable to manage it from within, then local authorities may intervene and restrict surfing on public beaches.

Learners should understand that aggression ("surf rage") can arise when someone messes up someone else's wave. Sometimes it is unprovoked and comes out of nowhere. It can arise from a simple, automatic prejudice locals have toward "outsiders." But more generally, it comes from crowding. At many beaches, there are simply too many people competing for an increasingly limited resource.

### 4. Conclusion

Conclude with final recommendations for your school and the potential consequences of not taking action to improve the quality of surf instruction. Use the conclusion to "persuasively resell your proposal by emphasizing the benefits of your school over any competing schools. You could mention here that improper or less structured lessons could lead to more injuries and also increased surf rage when beginners go out in a crowded lineup where more experienced surfers are present.

EXAMPLE:

Some ideas: For the majority of surfers, surfing is an extended love affair with the ocean. It's about waking before dawn to catch a few waves before work or school. It's about seeing the sunset or sunrise reflected on the water's surface while gliding down a glassy, purple-pink

pastel line. It's about having fun. It's about freedom. Nowadays, more and more people are taking up surfing and other activities that involve ocean wave riding. As a result, breaks are becoming more and more crowded.

Generally, the more crowded conditions are the fewer waves there are to go around. This increases competition, which increases frustration, which increases aggression. As more and more people take to the waves, the more important it becomes for everyone to know what the rules are in order to stay safe and to avoid conflict. By teaching beginners the way to have fun in a safe and efficient manner right from the beginning, they will not only enjoy their experience more, but you will also protect others as well as limit the impact these new surfers have on your beach goers and more experienced surfers.