



## **PAYCE Cronulla Shark Island Swim 2014**

Date : March 24, 2014

**Brian Boyd – talks about his observations of the PAYCE Cronulla Shark Island Swim Challenge.**

... Let's pause for a moment here and take a look at the bigger picture, because it's good to remember just what we all have right here, right now in this country.

It's easy to get complacent and forget about what we all share. We all contribute one way or another so it's about how we can make it better, which is why Brian Boyd says his company has a policy of community involvement and supports a number of community initiatives in the Sutherland Shire.

=====

**"Sydney is the jewel in the crown when it comes to city and beachside living"  
– Brian Boyd**

Over the weekend the Sutherland Shire played host to the Annual PAYCE Cronulla Shark Island Swim Challenge off the beach at Cronulla Point.

The event was organised by the Cronulla Surf Lifesaving Club. Surf Life Saving is an Australian Institution, one of the largest volunteer movements in Australia, who consider as their primary role the saving of lives on Australian beaches.

Surf Life Saving NSW is a not-for-profit organisation which relies on community generosity including donations, fundraising and corporate sponsorship.

Brian Boyd, managing director of new sponsor PAYCE, announced his company had committed to major sponsorship of the event for the next five years.

Surf Life Saving is Australia's major water safety, drowning prevention and rescue organisation.

**It takes Local action to make changes happen that improve the lives of everyone**

From its fledgling beginnings as various Sydney Life Saving Clubs and brigades in the 1870s, the origins of Surf Life Saving in New South Wales can be traced back to the actions of Mr William Gocher at Manly Beach in September 1902.

By defying the laws of the time and bathing during prohibited daylight hours, his risqué

actions and similar actions by others forced the local and state government into recognition of daylight bathing as a legitimate pastime and surfing became part of national Australian culture.

As surf bathing grew in popularity, its dangers just as rapidly became evident, small groups of experienced and regular surfers began to form themselves into lifesaving bodies to assist those who required rescuing from the uncertain waters.

The need for a united front to raise funds and seek assistance from local and state government resulted in the New South Wales Surf Bathing Association being formed on 18 October 1907.

As Australia has become identified around the globe for its beaches and culture, the modern day surf lifesaver has developed from a guardian of our surfside havens, accepting responsibility for their safety, into ambassadors inadvertently promoting Australian beach culture.

To keep our beaches safe, surf lifesavers patrol beaches from September to April. Each year surf lifesavers spend in excess of 500,000 voluntary man and women hours patrolling most of the accessible beaches along the New South Wales coastline.

Surf Life Saving New South Wales has saved more than 345,000 lives and it is thanks to the dedication and professionalism of these fine volunteers that New South Wales beaches are amongst the safest in the world.

“Vigilance and Service” since 1907 - New South Wales Surf Bathing Association.

### **The PAYCE Cronulla Shark Island Swim Challenge -2014**

Held in perfect weather conditions, on Sunday morning a total of 709 swimmers took to both the main race and the earlier 1 kilometre swim, the main race started by Sutherland Shire mayor Steve Simpson.

453 competitors undertook the 2.3 kilometre swim around Shark Island.

The course of the Main Swim race starts on the sands of Cronulla beach, and then moves out into the bay, round the cans to the right and out past the point. The course then runs around the coast of Shark Island and back to the cans before turning again towards the beach for the final run up the sands of Cronulla beach to the PAYCE marquee which marks the races finish line.

In the Mens Division : Jesse Goodyear became the youngest swimmer to win the annual 2.3 kilometre PAYCE Cronulla Shark Island Swim, aged just 14.

Mark Simpson, Cronulla's "mighty-mouse" swam a very respectable Second, but was toppled by young Jesse Goodyear at the final stage, in a close and thrilling swim back from the cans to the finish line at the PAYCE marquee. With Jake Little taking out a close Third, "That was the best result of my life," said young Jesse Goodyear.

In the Womens Division, Taylar Puscaric at 18 years of age won the women's title, a champion surf swim veteran who has won the women's division for the fourth consecutive year. Coming in a very respectable Fifth overall, Taylar Puscaric again outswam most of her male competitors with Emma Southwell of Engadine taking second place and Cody Parsons of Caringbah taking third place behind her.

The one-kilometre PAYCE Fun Swim attracted 256 starters and was won by Jed Boxall, with the first female competitor, Samantha Kennedy, finishing 12th.

The Billy Stafford Award for swimmers over 70 years was won by former state and federal minister, Bruce Baird, who recorded a respectable time of 42.14 minutes.

The PAYCE - Shark Island event's oldest competitor and a regular racer, Georgene McKenzie-Hicks at 86 years of age, beat home nearly 40 of her younger competitors with an outstanding time of 58.48.

All in all the Sutherland Shire had a splendid day out, celebrating its native Cronulla beach culture and lifestyle in its own quintessentially Australian back yard.

### **PAYCE commitment to the South Village apartment development at Kirrawee in the Sutherland Shire**

"In Kirrawee's South Village, what we can achieve, is an environmentally friendly place to call home, where the residents truly feel part of an integrated community with a wide range of amenities and services available nearby," Brian Boyd said

"South Village will offer a wonderful quality of life for its residents and the local neighbourhood, with new community facilities incorporated into the design and an expanded and enhanced transport access system" he said.

"Sydney is the jewel in the crown when it comes to city and beachside living and I think you will continue to see strong demand for apartments in the inner ring," Mr Boyd said.

"South Village is just a short walk of 150 metres to Kirrawee railway station and minutes' drive away from the Royal National Park.

"This site has everything going for it with its proximity to transport and existing facilities, not to mention beaches and the National Park," Mr Boyd said.

Mr Boyd said inner city and beachside locations continue to be the top of the list for apartment buyers, but

"When you add the proximity to Cronulla Beach and the waterways of the Georges River and Port Hacking, the location can become a vibrant, integrated community that will have long-lasting benefits for the shire.