

JOIN THE  
**LIFESAVING  
MOVEMENT**



SURF LIFE SAVING QUEENSLAND

# **PARTNERSHIP OVERVIEW**

SURF LIFE SAVING  
**QUEENSLAND**





# CONTENTS

## MESSAGE FROM THE CEO

### ABOUT

Who we are | Statistics | Branches & Clubs

### PARTNERSHIP BENEFITS & OPPORTUNITIES

### COMMUNICATION, PARTNERSHIPS & COMMUNITY

Intellectual Property | Marketing & Communications

Traditional & Social Media | Fundraising | Community Awareness

### CLUB SERVICES

Lifesaving Services | Regional Support | Membership Services | Surf Sports

### COMMERCIAL

Westpac Lifesaver Rescue Helicopter Service

Westpac Lifesaver Drone Rescue Program

Australian Lifeguard Service | Australian Lifesaving Academy Queensland

### CURRENT PARTNERS

### CONTACT US



# MESSAGE FROM CEO

For more than a century, our surf lifesavers and lifeguards have stood watch on Queensland’s coastline, protecting millions of beachgoers and directly saving countless lives in the process.

Their vigilance, service, bravery and dedication are highly-regarded and well-respected across Queensland, Australia, and all over the world.

But while the red and yellow flags have developed into one of our country’s most iconic and recognisable images, there is much more to our organisation than first meets the eye.

Off the beach and behind the scenes, Surf Life Saving Queensland (SLSQ) continues to roll out a raft of programs, services and initiatives to help protect swimmers and save lives up and down the coast.

In addition, we also deliver a wide range of sporting, fundraising, member development, education,

training, and community awareness programs each and every year.

With a reach and impact as wide as ours, it can sometimes be easy to forget that SLSQ is a not-for-profit organisation, and we rely heavily on the support of our partners and communities across Queensland to deliver our vital initiatives each year.

With that in mind, we are actively looking to partner with like-minded organisations who share our passion for public safety and community service.

We would welcome an opportunity to discuss where and how we can work together to deliver a tailored partnership proposal based around your sponsorship, branding and marketing needs.

Thank you for your time in reviewing this document, and I look forward to discussing some of the opportunities that lie ahead for our organisations.

**Dave Whimpey**

Chief Executive Officer

Surf Life Saving Queensland





## ABOUT SLSQ

Who We Are | Statistics | Branches & Clubs | Our Brand Identity



## WHO WE ARE

SLSQ is the state's leading authority on aquatic safety and surf rescue, and one of the largest volunteer-based community service organisations in Australia.

From humble beginnings, when the first official rescue was recorded on a Queensland beach in 1909, SLSQ has developed into a ground-breaking and highly innovative organisation encompassing 59 clubs and more than 33,000 men, women and children across the state.

Since its inception, SLSQ's volunteer surf lifesavers and lifeguards have directly saved the lives of more than 135,000 people through in-water rescues, while educating in excess of 13 million people about surf and aquatic safety through targeted and grassroots community awareness programs. SLSQ is directly affiliated with, and is part of, Surf Life Saving Australia (SLSA) and the International Life Saving Federation (ILSF).

As a not-for-profit organisation, SLSQ relies heavily on community support and donations to continue our vital work both on and off the beach. It's the generous support of Queensland community that enables us to help keep beachgoers safe.


**OUR VISION:**  
**ZERO PREVENTABLE  
DEATHS IN QUEENSLAND  
PUBLIC WATERS**

**OUR VALUES:**  
Leadership  
Community  
Safety  
Trust  
Respect  
Teamwork

## STATISTICS



3,894  
RESCUES

35%   
INCREASE IN  
RESCUES  
PERFORMED

33,011   
MEMBERS



65,133  
FIRST AID TREATMENTS



ENGAGED VIA  
COMMUNITY  
AWARENESS  
PROGRAMS



319,101  
VOLUNTEER PATROL HOURS



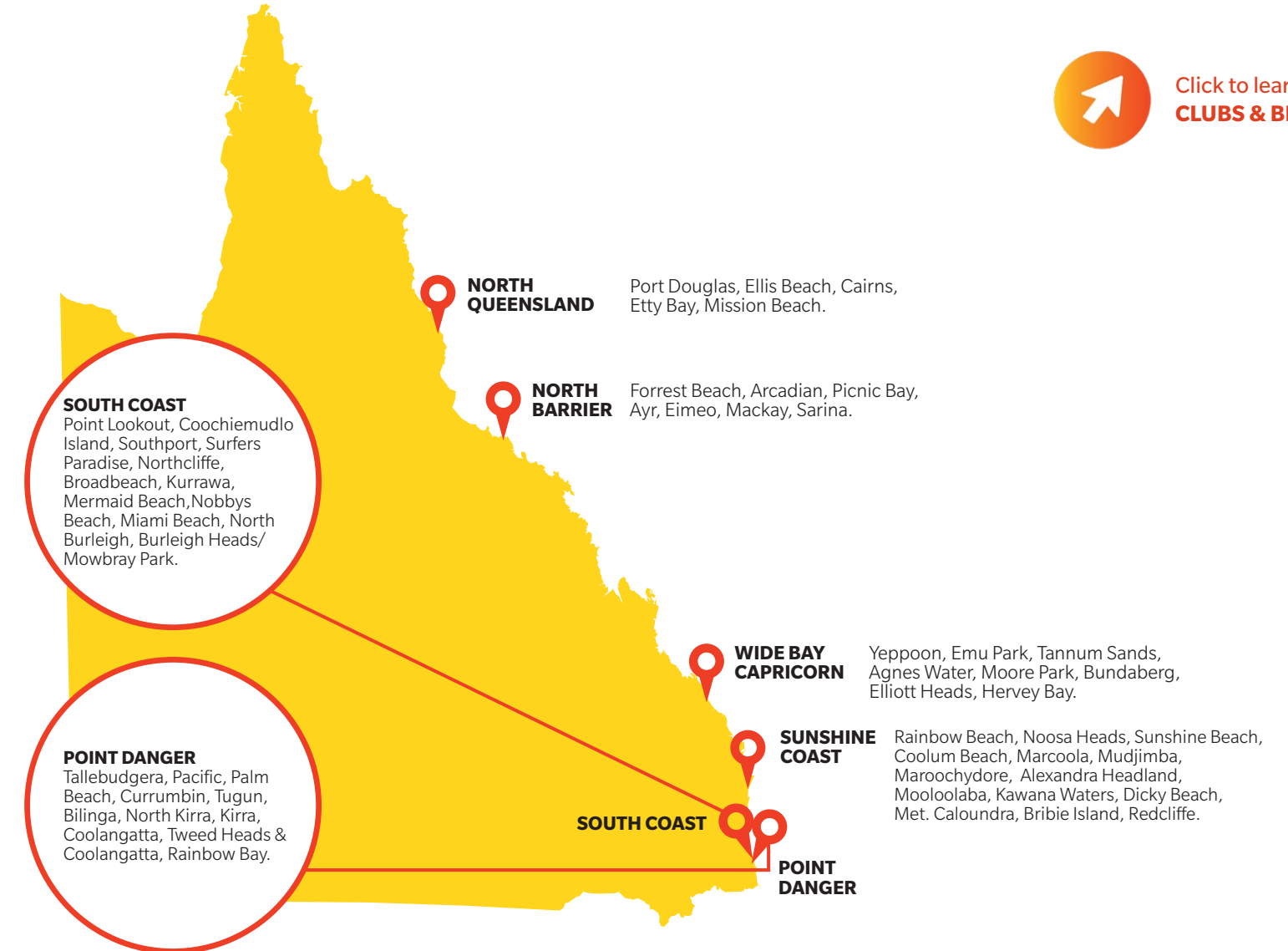
716,215  
PREVENTATIVE ACTIONS

12,865 TRAINED IN  
FIRST AID & CPR 

## SLSQ BRANCHES & CLUBS



Click to learn about  
CLUBS & BRANCHES



\*2018-19 Season



# PARTNERSHIP BENEFITS & OPPORTUNITIES



SLSQ is actively seeking to partner with like-minded organisations across a number of different opportunities and models presented in this prospectus. Further information about these options are available upon request. SLSQ seeks to deliver mutually beneficial partnerships designed to satisfy the individual needs and strategic objectives of its sponsors, all while delivering them a unique marketing edge.

By partnering with SLSQ, you can:

- Access activation opportunities for product sampling and data collection
- Raise brand awareness and entity
- Showcase your corporate social responsibility
- Tap into media and PR opportunities
- Stimulate leads and sales
- Increase customer loyalty
- Entertain clients and prospects
- Networking
- Strengthen your position in the market
- Access red and yellow IP
- Engage employees
- Directly contribute to saving lives and protecting Queensland beachgoers



# COMMUNICATION, PARTNERSHIPS & COMMUNITY

Intellectual Property | Marketing & Communications | Traditional Media | Social Media  
Fundraising | Community Awareness



## INTELLECTUAL PROPERTY

**Equity in a brand takes time to build. The Surf Life Saving movement is over 100 years old and is one of Australia's most recognisable and iconic brands.**

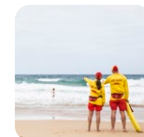
The red and yellow surf lifesaving imagery is a readily identifiable feature of our movement, and reflects the valuable community service it provides around Australia.

Surf Life Saving Australia and Surf Life Saving Queensland have a number of registered trademarks that have become synonymous with our organisations. Importantly, many of these are also intrinsically associated with the bravery and dedication of our patrolling members, and our broader mission of saving lives in Australian public waterways.

These trademarks, with more than a century of history behind them, represent the most valuable asset within our organisation and consist of various names, logos, and imagery, including:



**Surf Life Saving**



**Surf Patrol**



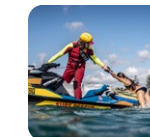
**Uniforms**



**Red and yellow caps**



**Red and yellow flags**



**Surf Rescue**

***Becoming an SLSQ partner will enable your company to become part of a limited family of sponsors that are licensed to promote their involvement with our iconic institution. Our intellectual property is carefully protected so you can be assured of an exclusive relationship and advantage over your competitors.***

- Opportunity to leverage our long-standing, respected position within the community through access to SLSQ brand identity and logo for mutually-agreed marketing initiatives
- Provision of relevant surf lifesaving imagery and artwork to assist your company with promoting and leveraging the partnership.



# COMMUNICATIONS AND MARKETING



When in partnership with SLSQ, we strive for convenience and efficiency. Partners are provided with access to our in-house design team to handle all co-branding and marketing requirements. We believe that positive relationships with our partners enhance the creative process, allowing us to anticipate your needs and tailor designs based on your preferences.

## EDMS

- BETWEEN THE FLAGS

- NIPPERS NEWSLETTER

## Marketing Collateral

- QUARTERLY MAGAZINE

- FLYERS / BROCHURES

## Online Media

- E-PUBLISHING

- LIFE-FI

- MEMBERSHIP APP

## Advertisements

- NEWSPAPER

- BILLBOARDS

- TV

Partnering with SLSQ offers opportunities to look beyond the simple metrics of advertising equivalence or logo exposure. It offers a tangible platform to foster an emotional connection with our members and the general public and build affinity. We'll work with you on ways to tell a story which will drive social conversations and turn our members into brand advocates.

## In-house graphic design

- PRINT AND DIGITAL

- MOTION GRAPHICS

## Photography

- IN-HOUSE PHOTOGRAPHERS

- POST PRODUCTION CAPABILITIES

## Videography

- IN-HOUSE PRODUCTION

- PROMOTIONAL CAMPAIGNS

## Website

- MICROSITES

Electronic database 25,102  
Member app users 5,827



# TRADITIONAL MEDIA

We continue to develop and enhance the Surf Life Saving brand, while communicating important messages to the public and our members.

SLSQ’s media and communications team plays a key role in delivering proactive and reactive messaging in all regions around the state. Through strategic media campaigns, SLSQ works to increase brand awareness, proactively promote vital safety messaging, and publicly reinforce the organisation’s position as the peak authority on coastal and aquatic safety.

Importantly, where appropriate, SLSQ can work to integrate our partners’ messaging and/or branding into broader media activities. This could include the likes of membership promotions, media activations, co-branded content, joint PR activities, and more in a bid to leverage and build upon an existing partnership.

Media coverage generated by SLSQ has been valued at approximately \$25 million annually, with approximately 21,000 stories each year.

- MEDIA RELEASES
- MEDIA COVERAGE



 Click to view  
MEDIA ARTICLES

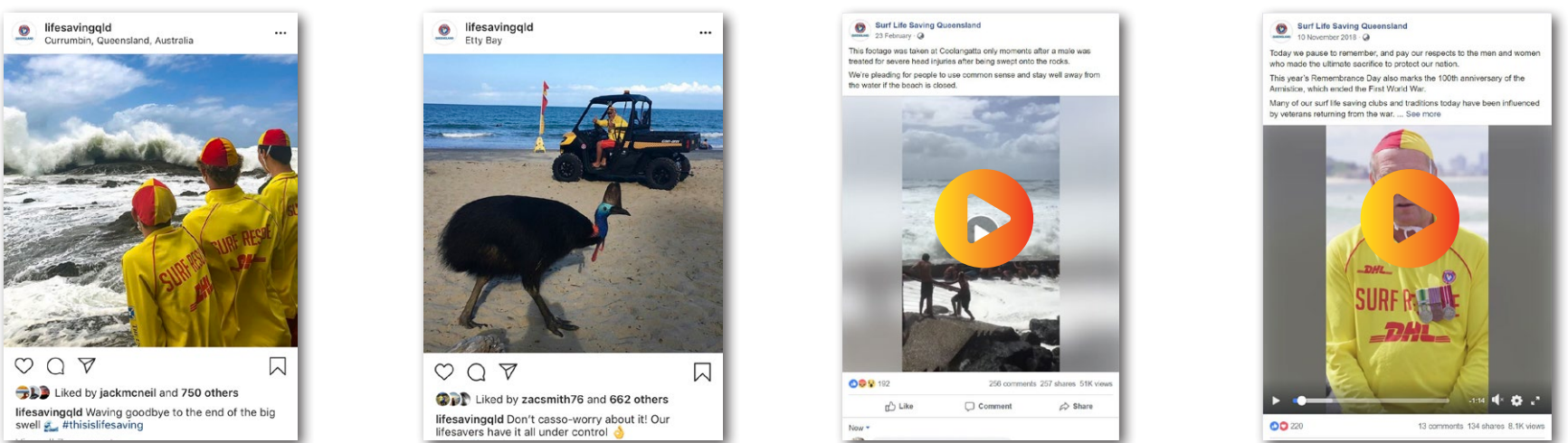
# SOCIAL MEDIA

50,000 TOTAL FOLLOWERS

A strong focus on digital and online communication has seen SLSQ build a dedicated and engaged audience across our various social media channels.

With a combined following of almost 50,000 people, SLSQ’s digital channels regularly attract high engagement and community interaction across a wide range of demographics and key stakeholders.

In addition to surf safety messaging, SLSQ’s channels offer engaging, compelling, and exciting content for members, beachgoers, and the general public alike.



10.6k @LifesavingQLD



1.6k @LifesavingQLD



17k @LifesavingQLD  
4.8k @WestpacHeliQLD  
4.8k @LifesavingAcademyQLD



17k @LifesavingQLD  
1.8k @WestpacHeliQLD  
1.7k @QLDLifeguards





# FUNDRAISING, WHAT WE DO

As a not-for-profit organisation, SLSQ relies heavily on the generosity of its partners and the community to ensure our volunteer lifesavers have the necessary training and equipment to deliver their vital service.

To effectively set up a beach patrol, a surf life saving club must be provided with more than \$80,000 worth of equipment, including inflatable rescue boats, surf rescue boards, rescue tubes and defibrillators. In addition, it costs approximately \$10,000 a year to maintain an active patrol and an estimated \$850 to train a young volunteer surf lifesaver to patrol standard.

Importantly, all proceeds raised through SLSQ’s various fundraising initiatives are used to maintain and purchase rescue equipment, enhance training and development programs, expand community safety initiatives and fund aquatic safety research and development.



# SOS WEEK

SLSQ’s largest annual fundraising event.

As a charity and not-for-profit organisation, SLSQ relies heavily on community support and public donations to enable its volunteer members to work towards achieving their overarching goal of saving lives and protecting beachgoers.

To that effect, SOS Week is pivotal in ensuring that volunteer surf lifesavers have the necessary equipment, training and resources to continue safeguarding our state’s coastline.

Each October, the red and yellow army of volunteer surf lifesavers take, to the street armed with donation tins, allowing all Queenslanders the chance to show their appreciation.

Becoming a Partner of SOS Week comes with a suite of benefits which will help showcase your organisation’s commitment to help save lives.



Click to watch  
SOS WEEK VIDEO





## SURF GIRL

Engaging and developing skills and experience for lifesavers both on and off the beach.

The Surf Girl program is a key fundraising and member-development program which seeks to engage young female ambassadors from surf life saving clubs across Queensland and develop their skills and experience for their future careers within and outside the movement.

The program highlights the achievements and contribution of young lifesavers, while promoting the vital services provided by SLSQ and the crucial need for funds and support from the community.

Surf Girl traditionally commences after SLSQ's patrol season has concluded. Surf life saving clubs nominate an existing female member or recruit a new member to represent their club for

the program.

Throughout the fundraising period, which spans anywhere from 9 -12 months, the participants, referred to as 'Ambassadors' coordinate events to raise funds for their respective clubs and to promote the program and surf safety within their communities.

All funds raised are distributed back into participating clubs to be used in a variety of ways such as the maintenance and purchase of new rescue equipment, surf safety education, member development, increasing volunteer memberships, and expanding training programs.



Click to watch  
**SURF GIRL  
HIGHLIGHTS**



## WESTPAC RACEDAY

The Country Music Race Day is one of Westpac's major fundraising events for the Westpac Life Saver Rescue Helicopter service in Queensland.

Westpac Raceday is an annual event hosted by Westpac for their staff and customers to enjoy an afternoon at the races in a private ticketed event. Funds are raised through raffles, the popular Punters Club, roaming promo staff and the Brisbane Racing Club generously donate a clip of all General Admission Ticket sales for the day to SLSQ.

## COUNTRY MUSIC RACEDAY





# COMMUNITY AWARENESS, WHAT WE DO

Away from the red and yellow flags, SLSQ strives to expand its work in the community to promote surf safety education and awareness as a crucial part of breaking the drowning cycle.

Each year SLSQ invests a considerable amount of time and resources into educating members of the public about beach and water safety. We do this on the back of an unrelenting belief that prevention is better than cure, and that an educated swimmer is far less likely to find themselves in trouble while in the water.

Through targeted programs along with school and community visits, SLSQ is ensuring high-risk groups and the general public benefit from comprehensive and engaging surf safety messages. On average, our organisation connects with 150,000 people annually, providing education about coastal and aquatic safety. Some of our established programs include:

**Little Lifesavers**

**On The Same Wave**

**Beach to Bush**

**Queensland Health Beach Safe Schools**

**Surf Crew**

**Watersafe Month**

Exclusive sponsorship and branding opportunities are available with these projects, offering wide brand recognition opportunities due to their public-facing nature.





# LITTLE LIFESAVERS

SLSQ’s award-winning youth program, providing water safety skills and awareness to children aged 5-11.

SLSQ’s acclaimed Little Lifesavers program has educated thousands of youngsters across the state since its launch in 1993, providing children aged 5-11 with an introduction to some of the basic principles of water safety.

Initially launched at Brisbane’s South Bank, the program has expanded significantly in the 25+ years since, with regular sessions now held at a further seven locations across the state.

The program, run by fully-qualified surf lifesavers, sees young children participate in a range of games and educational activities, all designed to slowly build up their confidence in the water and at the beach.

In addition, they also learn some of the early and fundamental skills of surf lifesaving including first aid and CPR, basic rescue techniques, and how to identify someone in trouble in the water – all vital skills they will carry for life.

The programs are either four or five sessions in length (depending on whether it’s a holiday or weekend program), with each session running for approximately two hours.



Click to watch  
**LITTLE LIFESAVERS PROMO**

## AT A GLANCE

Target audience		Children aged 5 - 11
Geographic location		Inner-city locations across Queensland, including South Bank Parklands in Brisbane, Springfield, Raby Bay, Gold Coast, Sunshine Coast and the Cairns Esplanade Lagoon.
Reach		Over 600 participants every year
Program delivery		<p>Two hour sessions over five weeks running on weekends, or Monday-Friday during the school holidays.</p> <p>Surf lifesavers guide children through a structured program where students participate in a wide range of games and educational activities, all designed to slowly build their confidence in the water and teach them how to stay safe at the beach. Participants are also taught basic CPR skills, equipping them with vital skills for life.</p>

# ON THE SAME WAVE

A vital educational initiative targeting international visitors and other Queenslanders from culturally and linguistically diverse (CALD) backgrounds.

Each year SLSQ’s On The Same Wave program sees surf lifesavers directly engage with tens of thousands of migrants, tourists, refugees, and other people from CALD backgrounds, providing them with vital surf safety information in their primary language.

In addition to practical on-beach sessions, surf lifesavers also visit schools, community groups, events, and multicultural festivals, where they distribute multilingual beach safety information in more than 25 languages.



## AT A GLANCE

Target audience		International tourists, migrants and people from CALD backgrounds (all ages).
Geographic location		<p>Delivered within key regional centres across Queensland, including – Brisbane, Toowoomba, Cairns, Townsville, Gold Coast, Sunshine Coast, Logan.</p> <p>Programs are delivered within universities, TAFE’s, Primary and Secondary Schools, International Language Colleges, Multicultural Festivals, International Airports, Fetes, Community Events, Career Expos and Regional Shows.</p>
Reach		Within a typical 12 month program, more than 25,000 participants from many different countries are represented within the On The Same Wave program.
Program delivery		<p>The On The Same Wave program can be delivered in many forms, from classroom style presentations conducted at institutions, schools and community centres, to experiential learn programs conducted within beach locations that incorporate basic water skills and surf safety awareness.</p> <p>In excess of 15,000 multilingual beach safety fact sheets are distributed annual across the state.</p>



# BEACH TO BUSH

Every year volunteer lifesavers swap the surf for some of Queensland’s remote and rural communities to help spread water safety messages far and wide.

Historically speaking, beachgoers who live more than 50 kilometres away from the surf have been over-represented in both state and national drowning figures. The Beach to Bush program has been operating in Queensland since 1998 and remains one of the largest and most innovative community awareness initiatives in Australia.





As part of the program, qualified surf lifesavers hit the road to visit schools all over Queensland, providing fun and interactive sessions to students about how to stay safe at the beach and in other waterways.

While primarily focusing on surf and beach safety, the skills and information taught to participants can also be applied to any type of water situation including rivers, dams, creeks, pools, or public waterways.

In total, the Beach to Bush initiative has directly reached almost 300,000 school children since its inception.



## AT A GLANCE

Target audience		Primary school students.
Geographic Location		The Beach to Bush Program focuses on small and large townships that are in regional areas. Tours undertaken have incorporated large townships such as Dalby, Roma, Emerald, Warwick, Charleville, Longreach and Mt Isa.
Reach		More than 15,000 students from roughly 70 schools each year.
Program delivery		27 tours around Queensland over a week in August. Interactive classroom or large school group presentations that engage primary school students for approximately 45 minutes per program. Our qualified surf lifesavers and presenters highlight, through movement, colour, sound and interaction, important skills and education on water and beach safety.



# QUEENSLAND HEALTH BEACH SAFE SCHOOLS





The Queensland Health Beach Safe Schools Program is a surf safety education program visiting schools throughout Queensland, educating students on all areas of aquatic and beach safety, to ensure that all beachgoers have a safe and enjoyable visit to their local beaches.

In past years, much of the focus has been placed on educating children in rural areas about aquatic and beach safety. As well as educating rural communities, it is just as important to educate children closer to the coastline, as they are likely to visit the beach more often.

Armed with beach signs and safety flags, fully qualified surf lifesavers take students through a hands-on and interactive 40-minute session which includes an overview of potential dangers and strategies to stay safe at the beach. Lifesavers also provide a demonstration of basic surf rescue equipment and a mock rescue.



## AT A GLANCE

Target audience		Primary school children .
Geographic location		The program is delivered state-wide in most major coastal centres including, but not limited to – Cairns, Townsville, Mackay, Bundaberg, Sunshine Coast, Brisbane and the Gold Coast.
Reach		Within an average year, SLSQ deliver in excess of 330 school programs, reaching more than 40,000 students.
Program delivery		Interactive classroom or large school group presentations that en gage primary school students for approximately 40 minutes per program. Our qualified surf lifesavers and presenters highlight, through movement, colour, sound and interaction, important skills and education on water and beach safety







## SURF CREW

Using a dedicated red and yellow surf vehicle, lifesavers are stationed at key locations during peak periods to proactively engage with beachgoers and deliver surf safety information.

SLSQ officially launched the Surf Crew program and vehicle last season in a bid to educate and engage with the thousands of beachgoers who visit South East Queensland's coastline every summer. The program is based on the Sunshine Coast and the Gold Coast.

As part of the initiative, additional lifesavers are stationed at high-usage beaches, including Surfers Paradise, during the peak summer months in a dedicated and fully-equipped red and yellow surf vehicle. The surf lifesavers run daily educational clinics, completely free of charge, to help inform beachgoers about how to keep themselves and others safe in the water.

Importantly, the Surf Crew vehicle is also completely kitted out with lifesaving gear ensuring lifesavers have an additional resource up their sleeves in the event of any nearby emergencies.



## WATERSAFE MONTH

A new initiative aimed at promoting safe swimming practices and saving lives in all public waterways across the state.

SLSQ launched its Water Safe Month back in 2017 as a way to promote safe swimming practices, and highlight the potential dangers associated with swimming at publicly-accessible and unpatrolled rivers, dams, creeks, waterfalls, and lagoons. The initiative supports the front-line work of our surf lifesavers and lifeguards on Queensland beaches up and down the coast.

As part of the program, qualified surf lifesavers travel to various waterways across South East Queensland and directly engage with thousands of tourists and locals about how to stay safe while in and around aquatic environments.

SLSQ's Watersafe Month is viewed as a vital community education and awareness program, and will be further developed and built upon in the years ahead.



Click to watch  
**RIVERSAFE PSA**



# CLUB SERVICES

Lifesaving Services | Membership Services | Surf Sports | Regional Support



## LIFESAVING SERVICES

Surf Life Saving Queensland is the state's peak authority on coastal and aquatic safety

Since its inception more than a century ago, the surf lifesaving movement in Queensland has provided a vital service to communities across the state.

The first official rescue in Queensland was recorded at Greenmount Beach on the Gold Coast back in 1909 and, since then, more than 140,000 lives have been directly saved by SLSQ's red and yellow army of volunteer surf lifesavers and professional lifeguards.

From these humble beginnings, Surf Life Saving Queensland (SLSQ) has developed into an innovative and groundbreaking organisation encompassing 57 clubs and more than 33,000 highly-skilled volunteer members.

The organisation is underpinned by thousands of active patrolling lifesavers who collectively volunteer more than 300,000 hours each year to stand guard on Queensland's coastline. Their efforts are supported by a raft of operational services including jet ski patrols, the Westpac Helicopter, a network of coastal cameras, and SLSQ's State Operations and Communications Centre, amongst others.

### Lifesaving services comprise:

- 57 affiliated surf life saving clubs
- Westpac Lifesaver Rescue Helicopter Service
- Rescue Water Craft (jet skis)
- State Operations and Communications Centre
- Roving patrols
- Duty officers
- Surf safety cameras
- Remote coastal beacons
- Emergency Response Groups
- Westpac Life Saver Rescue Drone Program
- Dawn and dusk patrols

### Providing aquatic safety to the public is the most important area of our operations and includes:

- Surf safety and surf awareness information
- Dangerous Marine Creature information and research
- School education programs (e.g. Beach to Bush)
- Community award training
- Water safety services
- Statistical analysis of incidents
- Coastal Management Services





## MEMBERSHIP SERVICES, WHAT WE DO

As a volunteer-based movement, SLSQ’s members are the lifeblood of our organisation.

Importantly, SLSQ continues to develop and implement a range of programs focusing on the recruitment, retention, and development of volunteer members in all regions across the state. There is a clear focus on developing the skills and experiences of our members, both on and off the beach. The safety and wellbeing of our members remains our first and foremost priority in all activities and our dedicated membership area looks after our members through providing development opportunities, award programs and protection policies to reach our goal of healthy membership. Member development also includes a strong focus on youth development, junior activities (Nippers) and member welfare.

SLSQ BRANCHES	NIPPERS	TOTAL MEMBERS	NIPPERS %
North Queensland	326	988	33%
North Barrier	643	1,562	41%
Wide Bay Capricorn	851	2,149	40%
Sunshine Coast	4,095	12,431	33%
South Coast	3,427	10,102	34%
Point Danger	1,932	5,723	34%
Brisbane Life Saving Service	0	65	0%
TOTAL MEMBERSHIP	11,274	30,020	34%

## LEADERSHIP EXCELLENCE PROGRAM

Professional development program for emerging leaders within the movement.

The Leadership Excellence Program is conducted annually by SLSQ and provides participants with the knowledge and skills required to advance as a leader within their club, branch and state, as well as outside the movement in preparation for their professional careers.

Participants are active senior members aged 18-25 years who have been identified as future leaders within surf lifesaving, and have expressed an eagerness to further develop personally and professionally. Applicants must also hold a proficient Bronze Medallion and be a financial club member that aspires to a leadership role.

The Leadership Excellence Program not only provides participants with an insight into SLSQ’s structures, strategic direction and priorities but also provides opportunities to upskill in human resource management, networking, communication, club development, media, and public speaking.





# YOUTH EXCELLENCE PROGRAM

**Mentoring program for junior Surf Life Saving members within the movement.**

The Youth Excellence Program (YEP) is conducted annually by SLSQ, allowing participants to experience the practical elements of leadership, team building, self-confidence, mentoring, communication, negotiation and problem solving, whilst having fun in non-surf club environment.

Run since 1997, around 90 members attend the three day camp each year. Active members aged 15-17 years who have been identified by their clubs as a future leader, or who have a keen interest in developing their lifesaving skills.



Click to watch  
YEP video



# AWARDS OF EXCELLENCE GALA DINNER

**A chance to recognise and reward members who have excelled in surf lifesaving.**

Through the Awards of Excellence Gala Ball we recognise outstanding contributions to the surf life saving movement within Queensland, while publicly acknowledging the collective and exceptional efforts of our outstanding members and clubs each season.

Awards presented include a range of categories representing lifesaving, surf sport, officials, team and club, coaching and training.

Specific awards include Surf Lifesaver of the Year, Club of the Year, Junior Lifesaver of the Year and the Clive Hammond Gold Medal.

Roughly 400 guests attend the Awards of Excellence Gala Dinner each year, with strong media and online coverage generated.



## SURF SPORTS, WHAT WE DO

While the core business of SLSQ will always revolve around safeguarding Queensland beaches, our champion athletes are often the most public-facing figures within our organisation.

From nippers to elite ironmen and women, all of our members have the opportunity to participate in local, regional, state, national, and international surf sport carnivals.

However, what can often be lost amongst the thrills and spills of racing is that every competitor is a highly-trained surf lifesaver in their own right, with the skills and knowledge to protect beachgoers up and down the coast.

From beach sprints to surf swims and everything in between, all of the skills performed in the competitive arena are also on display when lifesavers and lifeguards patrol their local beach.

And therein lies the key difference between surf lifesaving and other

competitions across the country. Regardless of the event, athlete, or discipline, the underlying purpose of surf sport is to improve and refine lifesaving skills and ultimately, support Surf Life Saving's vision of reducing drownings across Queensland.

Importantly, each season SLSQ's sporting events continue to grow in size and stature, demonstrating the increased popularity and expansion of competitive surf lifesaving. These events are well established and provide strong engagement opportunities with our membership.

As part of our partnership opportunities we are seeking surf sport events related partners looking to gain a range of brand exposure opportunities and acknowledgment, while supporting the core events.

Within the 2019  
competitive season,  
we recorded:

 **8,000**  
PARTICIPANTS

 **300,000**  
AUDIENCE REACH

## QUEENSLAND SURF LIFE SAVING STATE CHAMPIONSHIPS

The Queensland Surf Life Saving Championships  
are the marquee sporting event run by SLSQ.

The Championships consist of three separate events held over two weekends, with the Queensland Youth Championships followed by Queensland Seniors and Masters Surf Lifesaving Championships.

Across these, more than 3,200 of the best surf lifesavers from the state line up against each other for one of the prestigious Queensland titles up for grabs.

Over the years, the Queensland Surf Life Saving Championships have developed into an iconic event which not only unites our best surf lifesavers, but also the wider community whom they protect. The Championships have been running since 1932 and have grown steadily into the large, multi-day event it is today.

Some of the sport's biggest athletes including Grant Kenny, Trevor

Hendy and, more recently, the likes of Shannon Eckstein and Courtney Hancock all made a name for themselves at the Queensland Championships.

The Championships provide SLSQ with an opportunity to showcase all that is great about the surf life saving movement. Throughout the events, SLSQ can also demonstrate how well we run all facets of our organisation through water safety personnel, equipment and first aid, the use of our lifeguard service, and highly-trained officials and volunteers across the state who come together to make the event run as smoothly as possible.

It is the collaboration of all these parts of our organisation that makes the Queensland Surf Life Saving Championships such a unique and special event.

 **445**  
EVENTS

 **6 DAYS OF  
ACTION**

 **5,000+**  
SPECTATORS

[lifesavingchamps.com.au](https://lifesavingchamps.com.au)







## QUEENSLAND YOUTH STATE CHAMPIONSHIPS

The Queensland Youth Championships is one of the marquee sporting event run by SLSQ.

As one of the largest events of its kind in Australia, the Queensland Youth Championships take place each year attracting youth competitors (U11 to U14 years of age) from all 59 surf life saving clubs throughout Queensland.

Over 80 events are contested throughout the Championships on the beach and in the water across three days of competition.

Typically the ‘Youth Champs’ attract in excess of 1,700 competitors and 3,500 spectators per day to watch SLSQ’s surf sports stars of the future compete. In addition, approximately 250 officials volunteer their time to officiate at the numerous events that make up the competition.

1,650  
YOUTH COMPETITORS

50 YEARS  
SINCE THE FIRST  
YOUTH CHAMPIONSHIPS

## OCEAN ROAR IRB PREMIERSHIP SERIES

Action-packed inflatable rescue boat racing.

A high-octane, action-packed event, inflatable rescue boat (IRB) racing has a large following in Queensland as competitors from clubs around the state battle it out for surf rescue supremacy.

Aside from the spills and thrills competition, the event is also a genuine reinforcement of lifesaving skills. The races are all about simulating rescue situations and testing the abilities of drivers and crew members within a competitive setting.

Ocean Roar is the dedicated IRB competition series featuring five rounds of action across the season, with each round attracting approximately 250 competitors. The competition works on a cumulative point-based system with the winning team awarded the Premiership Title at the end of the series.

The competitors are typically between the ages of 16-25, with high fitness and energy levels.

The event is a popular precursor to the Queensland IRB Championships, which sees over 300 competitors go head-to-head in the pinnacle event of the season.





## QUEENSLAND BEACH SERIES

**Sand racing surf sport competition.**

Formerly known as the Fastest Man on Sand, the Queensland Beach Series has been an annual event on SLSQ's sporting calendar since 2002.

Since its inception, the event has grown substantially and now attracts approximately 400 entrants and more than 3,000 spectators.

The series is arguably one of the largest and most prestigious beach sprinting events in Queensland.

This event has wide community appeal for competitors and spectators alike, and attracts participants from as young as 10 years-old right, through to senior competitors.



## NORTH AUSSIES

**The most prestigious surf sport events held annually in North Queensland.**

The best surf sport athletes from Port Douglas to Hervey Bay race off each year at the North Australian Championships. With more than 1,000 competitors each year, the championships remain one of SLSQ's largest, and most prestigious, events. .

Traditionally held each year in October, the North Aussies features a diverse range of competitors across Surf Life Saving from U11 to Masters.

Across three days of action, athletes compete in the full suite of surf sport events including beach flags and sprints, belt rescue, ski, surf and board events, and of course, the Ironman and Ironwoman. The competition also features a surf boat competition, a champion lifesaver title and, more recently, a pool rescue competition.

This feature event in the north not only demonstrates SLSQ's commitment to regional sport, but also the strength and reach of the lifesaving movement across Queensland. The North Australian Championships attract extensive regionalised media coverage.





# SECONDARY SCHOOL SURF LEAGUE

The program offers a valuable mechanism for the acquisition and retention of youth within Surf Life Saving.

The Secondary School Surf League has been designed to introduce students to surf lifesaving skills and competition and, at the same time, allows SLSQ to promote vital beach safety messages.

Currently conducted in Bundaberg, Cairns, Gold Coast, Sunshine Coast, Rockhampton, Mackay and Townsville, the Secondary Surf School League targets over 1,000 participants aged 12 to 18.

On average, eight to ten schools attend each program, bringing approximately 150-200 competitors in each event.

The format of the league is certainly challenging and enables students to test their abilities against themselves, the environment and students from other schools. Activities include surf swimming, beach sprints and flags, board paddling, and rescue disciplines.

The series culminates with the Queensland Surf School League Championships conducted in March each year. The leading point scoring school is awarded the Secondary School Surf League Cup, based on a cumulative point score.



# REGIONAL SUPPORT

SLSQ’s operations extend far and wide along Queensland’s coastline, from Port Douglas down to Rainbow Bay.

With a total of six branches and 57 clubs SLSQ’s operations span the entire state. The challenges faced by lifesavers in the state’s far north are vastly different to what volunteers across the south east may encounter on patrol.

With that in mind, SLSQ’s regional support team plays a key role when it comes to coordinating and overseeing lifesaving services, and managing localised operations within all corners of the state.

## Key regions include:

### North Queensland

Encompassing five clubs, from Port Douglas to Mission Beach

### North Barrier

Encompassing eight clubs, from Forrest Beach to Sarina

### Wide Bay Capricorn

Encompassing eight clubs, from Yeppoon to Hervey Bay

### Sunshine Coast

Encompassing 14 clubs, from Rainbow Beach to Redcliffe

### Gold Coast

Encompassing 23 clubs, from Point Lookout to Rainbow Bay





# COMMERCIAL

Westpac Lifesaver Rescue Helicopter Service | Westpac Lifesaver Drone Rescue Program  
Australian Lifeguard Service Queensland | Australian Lifesaving Academy Queensland



## WESTPAC LIFESAVER RESCUE HELICOPTER SERVICE

Our eyes in the sky.

Established on 5 December 1976, the Westpac Lifesaver Rescue Helicopter Service (WLRHS) is one of the oldest community-based helicopter rescue services in the world. Over the past 40+ years, it has directly rescued more than 850 people along Queensland’s coastline, and flown in excess of 10,000 missions.

The WLRHS is a full-time service, operating 365 days a year, providing coastal surveillance and search and rescue support to surf lifesavers, lifeguards and other emergency service agencies as required.

WLRHS comprises of 20 professional staff including five full-time air crew, six lifeguards, eight pilots and one administration assistant. The service also encompassed a further 20 highly-trained volunteers surf lifesavers, including six air crew and 14 rescue crew.

The service continues to support SLSQ’s overarching vision of ‘zero preventable deaths in Queensland public waters.’ The training, bravery and efforts of pilots and crew have seen the WLRHS build upon its reputation as one of the world’s leading aerial search and rescue services. The WLRHS has developed into one of SLSQ’s central lifesaving weapons, operating around the clock with pilots and crew on-call 24 hours a day and 365 days a year



We have developed a range of partnership packages to enable all businesses in our community the opportunity to support the WLRHS and to create a platform on which to build solid, viable working relationships.

It is estimated that SLSQ generates ASR valued at \$25 million each year, reaching an audience of over 150 million people over more than 21,000 items of media coverage.

### The WLRHS includes two helicopters:

- Lifesaver 45**  
based at Carrara, Gold Coast
- Lifesaver 46**  
based at Caloundra, Sunshine Coast



[westpacheliqld.com.au](http://westpacheliqld.com.au)



## WESTPAC LIFESAVER RESCUE DRONE PROGRAM

Eyes in the sky to boost coastal  
safety across Queensland



Surf patrols will soon take off following the recent launch of the Westpac Lifesaver Rescue Drone Program in Queensland.

As part of the initiative, up to 51 of the high-tech devices will be deployed across Australia, including 12 in Queensland, to boost front-line services and increase safety up and down the coast.

The digital eagles can be rapidly deployed to equip surf lifesavers and lifeguards with accurate aerial surveillance technology, assisting with spotting both rips and swimmers in distress while relaying vision with pinpoint accuracy back to operators on the ground. The

program will see trained surf lifesavers and lifeguards operating the drones all-year-round at up to 25 locations including key beaches in the wider Sunshine Coast, Gold Coast, Wide Bay Capricorn, and North Queensland regions.

The surveillance capabilities of drones will enable surf patrols to closely monitor any rips, currents, sand bars, and tidal movements in the water, and keep a close eye on any swimmers who may have strayed outside of the red and yellow flags. They will also be used to monitor and track marine life including crocodiles and sharks.



## AUSTRALIAN LIFEGUARD SERVICE QUEENSLAND

The Australian Lifeguard Service (ALS) has always been dedicated to saving lives and is committed to the provision service on the beach and within the community.



The Australian Lifeguard Service Queensland (ALSQ) is the professional lifeguard arm of SLSQ, providing vital aquatic safety services to a variety of governments, councils, and land managers across the state.

One of the largest providers of professional lifeguard services in Australia, the ALSQ operates at 80 locations across the state including beaches, lagoons, and creeks. Many of these sites are actively patrolled 365 days of the year, supporting SLSQ's overarching commitment to saving lives and reducing drowning deaths.

On and off the beach, the ALSQ continues to set an international benchmark in the provision of lifeguard services through nationally-accredited training, highly-skilled and experienced staff, and

continued best practice operations. Each year lifeguards are required to undertake regular fitness testing and professional development to ensure they maintain and enhance their patrol and beach management capabilities.

Collectively, Queensland lifeguards boast more than 1,500 years of experience between them and roughly 1.5 million career patrol hours.

Sponsoring an ALS patrol is a great way to connect with your local community and lifeguard service. The opportunity is particularly suited to small business owners looking to build grassroots connections and community support, while publicly aligning themselves with a world-class and highly-respected safety organisation.



[lifeguards.com.au](https://lifeguards.com.au)



# AUSTRALIAN LIFESAVING ACADEMY QUEENSLAND

Saving lives through training and education.



Every year thousands of drownings are prevented along our state’s coastline thanks to the efforts of Queensland’s volunteer surf lifesavers and professional lifeguards. However, off the beach, SLSQ is just as active in saving lives, albeit through educating and training members of the public.

The Australian Lifesaving Academy Queensland is the training arm of SLSQ, delivering vital emergency care training, including first aid and CPR courses, to the community. Its purpose is to bring more than a century of lifesaving experience from the beach to the home, school or workplace; because we don’t believe the skills needed to save a life should be restricted to the surf.

Importantly, all trainers of the Academy are highly-qualified surf lifesavers in their own right, often brining decades of practical and hands-on experience from the beach into the classroom. In addition, all proceeds are invested directly back into saving lives and supporting

beach safety services across the state.

In addition to public education, the Academy is also responsible for the training and upskilling of SLSQ’s members. This includes almost 9,000 active patrolling surf lifesavers who require ongoing first aid, CPR, and surf rescue training to maintain their qualifications each season.

In addition to training, the Academy also raises funds through the sale of first aid kits and other equipment including defibrillators and spinal boards. The Academy recently won a tender to supply all Queensland state schools with first aid kits and restocking services, putting our brand in front of more than 45,000 teaches across the state.

The Academy is an expanding commercial arm of SLSQ, providing regular and ongoing training to a range of industries including sport and recreation, education, retail, finance, construction, mining, government, and medical.



# CURRENT PARTNERS

PRINCIPAL



PREMIUM



GOVERNMENT



COMMUNITY



MEDIA



BUSINESS





## CONTACT US

We hope to be able to meet and discuss with you your aspirations around sponsorship, brand positioning and any specific areas of interest. Our goal is to provide unique and custom designed sponsorship opportunity that will add value and exposure to your brand.

The service we provide to the Queensland community would not be possible without a passionate and committed group of partners and sponsors behind the scenes, whose ongoing support and contributions are crucial to the growth and success of the surf life saving movement in Queensland and to achieve our vision.

***For a customised proposal, please contact [sponsorship@lifesaving.com.au](mailto:sponsorship@lifesaving.com.au)***



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