



# 2019 Summer Surf Program Conditions of Entry



## TERMS

The program is **2019 Summer Surf Program** (therein after referred to as SSP). The event organisers are **Surf Life Saving Queensland** (therein after referred to as SLSQ).

### 1. HOW TO QUALIFY

To qualify and enter the SSP, **ambassadors MUST:**

- a) Be member of a Queensland Surf Life Saving Club
- b) Be 18 years of age by **1 May, 2019;**
- c) Obtain and/or hold a proficient Bronze Medallion by **1 January 2019;**
- d) Raise and bank a minimum of \$5,000 by no later than two (2) weeks prior to 2019 Final Judging period and Awards Dinner (dates TBC); and
- e) Accept and agree to the following terms and conditions.

### 2. ENTRY CONDITIONS

Clubs and ambassadors must accept and agree to the following terms and conditions:

- a) Registration approval is at the discretion of SLSQ. A registration is only confirmed once your club has received written confirmation from SLSQ, and;
- b) An entry fee of \$1,200.00 inc. GST is paid by the Surf Life Saving Club to SLSQ. Entry fee to be split into payments:
  - I. 1<sup>st</sup> payment of \$600 (inc. GST) to be paid upon receiving SLSQ's written confirmation of registration; and
  - II. 2<sup>nd</sup> entry fee of \$600 (inc. GST) will be invoiced at the completion of the program (*approx. May 2019*).
- c) All ambassadors and Clubs must submit a completed signed Official Registration Form. ambassadors and Surf Life Saving Clubs acknowledge upon signing the Official Registration Form they agree to all the terms and conditions laid out in the 'Summer Surf Program Conditions of Entry'.
- d) All ambassadors and clubs must complete and submit an 'Authority to use Registered Trademark' form along with their completed registration form.
- e) Ambassadors can commence fundraising as soon as written confirmation has been received by SLSQ and the 1<sup>st</sup> entry fee of \$600 (inc. GST) has been paid.
- f) Upon completion of registration (forms, confirmation from SLSQ and fee payment), ambassadors will receive the following items (*subject to sponsors delivery of some items*):
  - 1 x official uniform (see Clause 8)
  - 10 x SLSQ generic receipt books
  - Link to SSP Dropbox, which contains:
    - Ambassador Tool Kit
    - Fundraising record forms
    - Fact sheets
    - Media training guide
    - Summer Surf Program and SLSQ official logos (refer to Clause 10 for condition of use)
    - Ambassador questionnaire
    - Portfolio checklist
    - The current Summer Surf Girl winner's portfolio (for guide purposes)
    - ambassador submission folder (for ambassador to submit their documents)
- g) For ambassadors to be eligible to be part of the Final Judging and Awards Dinner in 2019, **they must have raised and banked a minimum of \$5000.00 two (2) weeks before the final judging** commences. All money raised by the ambassador must then be received by SLSQ (either by direct debit or bank cheque) on the date specified by SLSQ (*approx. 2 weeks prior to final judging week*) to be included in the ambassador's judging total.

### 3. CLUB REPRESENTATION

Only one financial member of any affiliated Surf Life Saving Queensland Club may be a SSP ambassador at a time. The following rules will apply:

- a) Funds raised by the SSP ambassador must be channeled back to the club for distribution to Surf Life Saving services within the club's jurisdiction;
- b) SSP club prizes won by the ambassador must be allocated back to the club; and
- c) SSP individual prizes won by the ambassador must be retained by the ambassador.

### 4. REGIONAL AMBASSADORS – NORTH QUEENSLAND & NORTH BARRIER

- a) SLSQ will make all necessary arrangements in regards to transport to and from final judging week for ambassadors from clubs including and north of Tannum Sands (i.e. all ambassadors from Yeppoon, Emu Park, Tannum Sands, North Barrier and North Queensland regions only).

### 5. CANCELLATION POLICY

- a) In the event of cancellation of entry by a club or ambassador, SLSQ will only refund the 1<sup>st</sup> entry fee payment of \$600.00 if entry is cancelled (in writing) within two (2) months of entry date. The entry fee will not be reimbursed if cancellation notice is received after the two (2) month period.
- b) Cancellations must be submitted to SLSQ in writing by the ambassador and club.
- c) SLSQ reserves the right to deny an application or cancel a registration at any time should an ambassador be deemed to bring, or have brought, the organisation or program into disrepute. In this instance, the entry fee will not be reimbursed.

### 6. RESIGNATIONS

- a) Should an ambassador wish to resign from the Summer Surf Program they will be required to submit a letter of resignation firstly to their club president and treasurer and forward a copy to SLSQ. It is then their duty to return their Summer Surf Program uniform and any program materials to SLSQ.
- b) Should an ambassador resign from their position, the cancellation policy will take effect (see Clause 5).

### 7. WITHDRAWAL OF AMBASSADOR

- a) An ambassador's surf club can reserve the right to withdraw their ambassador at their discretion under reasonable circumstances. Should a club see fit to take this action, the club president would be required to contact SLSQ to explain the circumstances/reasons and written confirmation is to be supplied.
- b) If a club chooses to withdraw an ambassador the decision will be final. SLSQ will not rebut the withdrawal providing reasonable notice has been provided.

## 8. OFFICIAL UNIFORM

- a) Upon confirmation of entry, each ambassador will be supplied with a Summer Surf Program official uniform (*subject to program sponsors and uniform delivery dates*):
- 1 x Summer Surf Program polo shirt
  - 1 x Summer Surf Program board shorts
  - 1 x Summer Surf Program hat
  - 1 x Summer Surf Program swimwear
- b) Ambassadors will only receive their official uniform once the official registration form and payment of 1<sup>st</sup> entry fee have been received and processed.
- c) This uniform must be worn by ambassadors at all publicity/media calls, ambassadors fundraising events and when advised by SLSQ staff.
- d) The upkeep of the uniform is the responsibility of each ambassador. Should the uniform become damaged or lost during the course of the fundraising period, the ambassador will be required to purchase replacement items at own cost.
- e) The size of uniform provided will be as specified on the entry form. The organizers will endeavour to exchange uniforms if a different size is required, subject to availability of stock on hand.
- f) Extra uniform items may be available for purchase subject to availability of stock.
- g) Ambassadors are **ONLY** to be photographed in the supplied uniform (shorts and polo shirt/rashie) for all media opportunities and promotions for the Summer Surf Program promotion. Under **NO** circumstances is an ambassador to be photographed in non-uniform for the promotion of the program. Should the official uniform not be available for any given reason, your club uniform or patrol uniform shall be worn.
- h) Ambassadors are to wear the official uniform at media opportunities and promotions. For formal functions, ambassadors are permitted to wear the official polo shirt with black or navy dress pants or skirt.
- i) Ambassadors are required to provide their own white fully-enclosed footwear to wear as part of their official uniform.

## 9. AMBASSADOR REQUIREMENTS

By agreeing to these conditions of entry, each ambassador is responsible for the following terms:

- a) All ambassadors will be required to attend all scheduled activities over the Final Judging period and Awards Dinner. (*2019 dates and location to be confirmed by SLSQ*).
- b) Within 4 weeks of receiving the ambassador tool kit, ambassadors must supply SLSQ with their completed profile questionnaire. Ambassadors must be aware these details may be used to promote the program.
- c) **Within 4 weeks of receiving their official uniform, ambassadors must supply SLSQ with a minimum of two (2) high res colour photographs wearing:**
- 1 x Summer Surf Program official uniform (profile, waist up)
  - 1 x Summer Surf Program official uniform (full length)

Plus action photos taken of the ambassador working on the beach (patrolling), working at the club (if relevant), at events or promotions. *These should also be used in your portfolio.* These photographs are to be provided in **high-res jpg format** into the submission folder (dropbox). Please do **NOT** wear sunglasses in these photos. These photos **do not** have to be taken by a professional photographer, however they will need to be of reasonable quality, as they will be used to promote the program and the ambassador. By entering the program, the ambassador is choosing to represent Surf Life Saving and their individual club. It is therefore imperative the ambassador conducts them self in a professional manner at all times whilst in this role.

- d) Each ambassador will be required to prepare a portfolio to be assessed by the Judging Panel.

These portfolios must be uploaded to the entrant submission folder (Dropbox) along with the final bank statements and final fundraising summary (see Portfolios – Clause 11).

- e) Each ambassador will be responsible for submitting a Final Fundraising Summary (see Fundraising/Monetary Procedures – Clause 12).
- f) The ambassador is responsible for fulfilling all requirements above in a timely manner. If for any reason an ambassador is not able to complete the requested requirements in set time, please notify SLSQ immediately.

## 10. ADVERTISING/PROMOTIONS

- a) Any advertising or printed collateral for Summer Surf Program functions and events should specifically state that the proceeds of that event will benefit the ambassador/club efforts for the Summer Surf Program.
- b) Ambassadors are required to acknowledge and reference the program by its full title (**Summer Surf Program**) in all promotional materials and media opportunities. It should **NOT be referred** to as Summer Surf Girl, Miss Surf Girl, or as a quest or beauty pageant. Media tend to abbreviate the program title, so please do refer to its full title at all times.
- c) **Event promotion** – It is ESSENTIAL that all advertising and promotional material produced for all activities and fundraising events include the Summer Surf Program logo, and **are approved by SLSQ prior to promoting, printing or advertising on any website or social media sites. Please email to [events@lifesaving.com.au](mailto:events@lifesaving.com.au) for all event approvals.** We will endeavour to approve such materials within two (2) working days of receipt where possible.
- d) Ambassadors wishing to create social media accounts to assist in the promotion of their campaign **MUST** first receive approval from SLSQ by emailing: [media@lifesaving.com.au](mailto:media@lifesaving.com.au)

## 11. PORTFOLIOS

Portfolios must be submitted as a PDF document into the ambassador.

- a) Each ambassador will be required to prepare a portfolio, in accordance with the checklist provided at the time of registration, which will be assessed by the judges. **These portfolios must be submitted as a PDF document to SLSQ along with at least ten (10) fundraising photographs** (must be provided in high res JPEG format), **Final Bank Statement and Fundraising Summary no later than one week prior to Final Judging commences** (date to be provided when available).
- b) The portfolio is a summary of your Summer Surf Program fundraising events, activities and promotions held throughout the year. This portfolio can contain materials such as photos, flyers, invitations, newspaper clippings, social media coverage, etc. that you have used to promote your fundraising efforts, community education activities, Surf Life Saving and the Summer Surf Program. It is important that you include the Summer Surf Program event wording or event logo in all of your fundraising, advertising and promotions.
- c) **Do not** include your final fundraising total in your portfolio or to any judges, as the award for Highest Fundraiser is announced at the Awards Dinner.

## 12. FUNDRAISING/MONETARY PROCEDURES

Monies can be raised by ambassadors in accordance with the rules set down by the current Charitable Collections Act (QLD). The following rules apply:

- a) **Each ambassador's Club must open a specific 'Summer Surf Program' bank account** upon entering Summer Surf Program. It is a necessity that ALL funds raised from the ambassador's fundraising activities be banked into this account. The club's treasurer and one (1) appointed member from the ambassador's committee or the ambassador MUST be signatories for this account.
- b) Clubs do not have to charge GST on Summer Surf Program events conducted, but must nominate before an event if it is going to be a GST or non-GST fundraising event. If it is going to be a non-GST event then, (a) a formal declaration of this must be noted at a club or committee meeting and recorded in the minutes and, (b) GST cannot be claimed on event expenses.
- c) Only funds raised after completion and return of the registration form and payment of 1<sup>st</sup> entry fee can be included in the ambassador's final fundraising total for the program.
- d) Each ambassador's club is responsible for the accounting of all monies raised for the Summer Surf Program. SLSQ are not required to keep or maintain an ambassador's club financial records.
- e) The ambassador will be supplied with function records in their entry kit for their own use to record details for each function/fundraiser held by the ambassador and/or their committee. SLSQ reserves the right to request a progress report or copies of financial records from an ambassador throughout the campaign if required.
- f) Every expense incurred for an ambassador's event must be deducted from the funds raised at your events throughout the program.
- g) **Ambassadors are required to submit a Final Fundraising Summary and Final Bank Statement to SLSQ no later than one week prior to the commencement of final judging (specific date TBC).** A Final Fundraising Summary will be provided in the entry kit.
- h) Ambassadors must satisfy SLSQ that all monies raised have been raised through the efforts of themselves and/or their committee. Cheque donations from any club, supporters club or branch will not be permitted.
- i) Direct donations from external/unaffiliated companies totaling \$10,000 or more to the Summer Surf Program fundraising account must be substantiated in writing by the ambassador to SLSQ. The ambassador must illustrate they actively instigated the donation in aid of their fundraising efforts for the Summer Surf Program. The ambassador will be required to provide a letter signed by their club president substantiating how the donation was instigated. Alternatively, the ambassador can substantiate the donation by providing a copy of the ambassador's letter to the company requesting such a donation and a letter from the donor company confirming the donation. Such documentation must be provided with the Final Fundraising Summary.
- j) Monies raised from pre-existing fundraising events managed and coordinated by SLSQ cannot be included in the ambassador's fundraising activities. These fundraising events include:
  - **SOS Week (annual door knock and street appeal)**
  - **Westpac Lifesaver Rescue Helicopter Lunch**
  - **Official SLSQ beneficiary event (e.g. V8 Supercars)****It is mandatory that ambassadors adhere to these conditions to avoid double counting of funds raised by a particular club, and any ambiguity of fundraising totals.**

If monies from the above events are included in the ambassador's overall fundraising total submitted at the end of the Summer Surf Program year, SLSQ will remove the total amount raised from the ambassador's final total and money from these activities listed above will **not** be counted towards the ambassador's final fundraising total.
- k) Summer Surf Program ambassadors can sell Surf Life Saving Foundation lottery tickets to raise funds. It is up to the ambassador and their club whether they want to use the lottery as a fundraising source. It is a good club fundraiser as it **returns up to at least**

**50% of proceeds back to the club** from every ticket sold. If you are interested in selling lottery tickets, please contact the Surf Life Saving Foundation on (07) 3177 5862.

- l) Each ambassador's club will be responsible for any debt incurred by fundraising activities in pursuance of this promotion and SLSQ accept no liability for any such debts.

### 13. FINAL MONIES

- a) At the close of fundraising each ambassador/club is required to DIRECTLY DEPOSIT the total monies raised (including interest) to SLSQ, together with the Final Bank Statement and Final Summary Form. Total monies **must be received by SLSQ no later than one week before** the final judging commences, or a date specified in writing by SLSQ to both the ambassador and the club, in order to be eligible to attend the Final Judging period in 2019 (date and location for 2019 Final Judging & Awards Dinner TBC).
- b) The 2<sup>nd</sup> entry fee payment of \$600.00 inc. GST will be invoiced by SLSQ at the completion of the program (May 2019).
- c) After a final reconciliation by SLSQ, the total funds raised will be distributed directly back to the club, along with any online fundraising amount, within ten (10) working days following the completion of the Final Judging period.
- d) Each ambassador's final fundraising totals are not to be discussed with other ambassadors, the judges, SLSQ staff, or between clubs and branches **at any time**.

### 14. ONLINE FUNDRAISING

- a) Each ambassador will have access to use an online fundraising system to collect donations (Everyday Hero).
- b) SLSQ will set up a personal fundraising page for each ambassador to utilise during their campaign to obtain online donations.
- c) All ambassador online fundraising accounts will be closed and will no longer be open to receive donations **one week prior** to Final Judging commencing.
- d) The total online donation amount will be added to each ambassador's final (offline) fundraising total in order to determine the Summer Surf Program Highest Fundraiser.
- e) After a final reconciliation by SLSQ, the total online donations raised, less online fundraising commission, processing, merchant fees, licensing and management fees, will be distributed directly back to the Club along with the final (offline) fundraising total within ten (10) working days following the completion of the Final Judging period.
- f) All online totals are visible to the public however your overall fundraising total (offline and online combined) **must not** be publicised to the media, to the judges or other ambassadors throughout the program and should not appear in your portfolios (refer to Clause 11).

## 15. FINAL JUDGING, AWARDS DINNER & AWARD ELIGIBILITY

The Final Judging & Awards Dinner will be held in 2019 (*dates and location to be advised when arrangements have been confirmed with sponsors*).

- a) Ambassadors must raise and bank a **minimum of \$5000.00 no later than two weeks before the final judging** commences to be eligible to attend Final Judging and receive any award titles.
- b) With the exception of Tannum Sands, Emu Park and Yeppoon, ambassadors from Wide Bay Capricorn, Sunshine Coast, South Coast and Point Danger regions are required to organise their own transport to and from judging week at their club's own cost. Travel arrangements for Tannum Sands, Emu Park, Yeppoon, North Barrier and North Queensland ambassadors will be organised by SLSQ.
- c) Ambassadors will receive accommodation and meals for the duration of the Final Judging period (*2019 dates and location to TBC*).
- d) Ambassadors are required to attend ALL scheduled activities over the Final Judging period. It should be noted that the Final Judging period is NOT a holiday. The schedule of activities is very busy with little downtime. Any ambassador who misses any judging point will not have the opportunity to re-sit it at a later date.
- e) Ambassadors MUST notify and gain permission from the Summer Surf Program manager if they need to leave the Final Judging premises for any reason during the Final Judging period.
- f) Should an ambassador not complete all Final Judging points as deemed by SLSQ, they will NOT be eligible to gain the maximum points available in determining the winners of the following awards:
  - I. 2019 Summer Surf Program Winner
  - II. 2019 Summer Surf Program Runner Up
- f) Ambassadors who do not complete some/all judging points will still be eligible for the following awards:
  - I. 2019 Summer Surf Program Highest Fundraiser Award
  - II. 2019 Summer Surf Program Innovation Award

## 16. JUDGING CRITERIA

a) **Awards:**

The Judging Panel will select winners for the following awards;

- **2019 Summer Surf Program Winner**
- **2019 Summer Surf Program Runner-Up**
- **2019 Summer Surf Program Innovation Award**

The **2019 Summer Surf Program Highest Fundraiser** award will be presented to the ambassador who has raised and banked the highest total funds (online and offline) by the due date determined by SLSQ. The judging panel are not involved in the determination of this award, and do not know the ambassadors' final monies raised until it is announced at the Awards Dinner.

**These four (4) awards will be presented at the Awards Dinner.**

b) **Awards Criteria:**

In addition to the final judging activities, each ambassador will also be assessed on the activities and promotions conducted throughout the year (portfolio), the contribution they have made in helping to raise the profile of their club, Surf Life Saving and the Summer Surf Program within their community. The recipients of the four (4) awards will be determined by the following criteria:

- **Summer Surf Program Winner** and the **Summer Surf Program Runner-Up** will be awarded to the ambassadors who best possess the following qualities:



- Commitment to Surf Life Saving;
- Knowledge of Surf Life Saving and surf safety;
- The ability to promote Surf Life Saving's voluntary work and the organisation's crucial need for support and funds from the community and corporate organisations;
- A vibrant, enthusiastic personality with the confidence and demeanour to speak at a range of various public events; and
- Ability to communicate effectively with Surf Life Saving personnel, corporate partners, supporters and members of all ages.
- The **Summer Surf Program Highest Fundraiser** will be awarded solely on the total amount of money raised including online donations.
- The **Summer Surf Program Community Education Award** will be awarded to the ambassador that has displayed the most innovation throughout their campaign, through a fundraising activity, community awareness event, or promotion of the program or Surf Life Saving. This award is not based on the amount of money raised by the ambassador, rather the ambassador's efforts and initiative/s. Where applicable, SLSQ staff may be appointed to the judging panel in determining the winner of this award.

*\*\*The award decisions of the judging panel are final and no correspondence or discussion will be entered into with ambassadors, families or clubs. SLSQ has the right at any time prior to the final judging period to make changes to these award names and selection criteria. All ambassadors and clubs will be notified if any new awards or changes are made and also notified of prizes attached to winning such award/s.*

## 17. ROLE OF WINNERS

- a) It is the intention of SLSQ to arrange for the award winners to make certain appearances and attend functions as representatives of SLSQ if and when the opportunity arises.
- b) The overall winner may be invited to attend various SLSQ functions (including educational, promotional, beneficiary and fundraising activities) without remuneration as required by SLSQ until the promotion concludes the following year. SLSQ understands that an ambassador's work commitments may prevent attendance at some events and thus will endeavour to provide as much notice as possible. In the event the overall winner is not available, SLSQ may invite the runner-up, highest fundraiser or innovation award winners to attend.
- c) Each ambassador agrees that if successful in winning a title, they will make every effort to attend functions as requested. **The ambassador's location will have no bearing on the final judging decisions.** However, award winners will be required to make appearances and attend functions particularly within their regional area and at other SLSQ events as requested.

## 18. PRIZES

- a) Should an ambassador win more than one Summer Surf Program title, the personal prizes for both awards WILL be allocated to the winning ambassador and all club prizes will remain the property of the winning club.
- b) All Summer Surf Program title winners may be awarded, but not limited to, cash prizes, professional development courses, or lifesaving equipment prizes for the ambassador's club. If a cash prize is awarded, it must be used **to purchase equipment within two (2) months of the Final Judging period. The equipment MUST be ordered through SLSQ and as such SLSQ will retain the prize monies for payment or contribution towards the purchase of lifesaving equipment as selected by the winners' club/s. The equipment MUST be branded (where possible) with the relevant Summer Surf Program sponsor trademark/s.** Should the items selected by the club exceed the prize amount, the club will be required to pay the balance/difference.
- c) Any club that wins a prize displaying sponsor trademark/s **agree to leave these trademarks on the prize for a period of one (1) year after receiving the prize.** Whilst it is preferred that the winning club keeps the prize, should the club elect to sell the prize, the purchasing club will be required to sign necessary documentation to ensure that the sponsor trademarks are not removed within the one (1) year period.
- d) **The winners of Summer Surf Program titles may receive personal prizes that display sponsor trademark/s. If this is the case, the sponsor trademark must remain on this prize for one (1) year** from the time of winning the prize. If the ambassador chooses to sell the prize before the year is completed, they must gain prior written approval from SLSQ.
- e) A full list of prizes will be provided to the ambassadors and clubs at final judging week.

## 19. TRADEMARK & COPYRIGHT

- a) Each ambassador of Summer Surf Program acknowledges that the copyright and intellectual property of the program including the name 'Summer Surf Program', and that all photographs and video imagery taken by SLSQ or its agents remain the property of the SLSQ.
- b) Each ambassador acknowledges that all surf lifesaving trademarks are registered trademarks belonging to Surf Life Saving Australia and Surf Life Saving Queensland, and that the ambassador is required to complete and submit an 'Authority to use registered trademark' form (*see Attachment 3*) to SLSQ for use of such images in the ambassador's portfolio and in promotional materials for fundraising events and initiatives. Refer to *Attachment 1 for 'SLSQ's Intellectual Property Policy'* and *Attachment 2 for 'Sanctioned use of SLSQ Intellectual Property'* for further details.

## 20. INDEMNITY

- a) The ambassadors agree to indemnify and hold indemnified SLSQ and all sponsors of the program against all demands, claims, damages, suits and actions for any loss, damage or injury, whether personal or otherwise, whatsoever and howsoever arising which may be sustained or suffered by the ambassadors or their dependents during the fundraising and final judging periods.
- b) SLSQ reserve the right to exclude any ambassador from the promotion of the program without assigning any reason therefore.



## 21. CLOSING DATE

- a) To enter an ambassador in the 2019 Summer Surf Program, SLSQ must receive the signed registration form and payment fee by 31 December 2018. **It is recommended that ambassadors register at least nine (9) months prior to Final Judging to allow enough time to conduct their fundraising and community activities.**

## 22. THE ORGANISERS

Surf Life Saving Queensland Fundraising Programs Manager

07 3846 8000

Email: [events@lifesaving.com.au](mailto:events@lifesaving.com.au)