

SUMMER SURF PROGRAM



WHY GET INVOLVED

Formerly known as Summer Surf Girl, SLSQ's flagship fundraiser is now the Summer Surf Program. The program is also a member development initiative that seeks to engage ambassadors from surf life saving clubs across Queensland, while developing their skills and experience for their future careers within and outside the movement.

The annual fundraising program promotes the vital services provided by SLSQ and the crucial need for funds and support from the community.

- 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.
- The Summer Surf Program seeks to find an ambassador for SLSQ who will be the best representative from the movement to help promote surf safety, fundraising, and the role of Surf Life Saving in the community.

The 2019 Summer Surf Program will feature additional learning and development opportunities to benefit each ambassador and their respective clubs. These include:

- Webinars with a variety of mentors, covering topics such as events management, leadership, social marketing, business development, and professional presentation;
- Increased focus on providing regular and ongoing feedback to each ambassador on their events and activities; and
- Developing further opportunities for each ambassador to engage with other participants within the program.

The development workshop for 2019 Summer Surf Program ambassadors will be held on 11 August, 2018. All current registered ambassadors, and those who are looking to register, are encouraged to save the date. Any ambassadors who are not able to attend the workshop will be provided with a video link covering all development sessions.

CLUB BENEFITS

- A program designed to unite your members and club towards a common goal;
- Provides significant exposure and positive engagement within your local community;
- Having run for more than 50 years, the program is a proven success – for both the individuals involved and the clubs;
- Showcases the calibre and strength of your club and members;
- Inspires younger club members and nippers to engage and achieve;
- Helps to create future leaders within your club;
- Promotes the retention of members; and
- Raises vital funds of which the club, via the efforts of their Summer Surf ambassador, is the sole beneficiary.

INDIVIDUAL BENEFITS

The Summer Surf Program is a great platform for participants to learn new skills for future careers in lifesaving and personal development.

- Involvement with their surf club and local community;
- Increasing self-confidence, public speaking and leadership skills through community education and fundraising initiatives, in addition to media training;
- Improving networking skills and expanding personal and professional networks;
- Demonstrating passion, initiative and commitment to future employers;
- Representing their club and SLSQ on a local and state-wide level through becoming an ambassador for the movement; and
- Involvement in development programs like the Summer Surf Program can be looked on favourably by potential employers and demonstrates initiative and leadership traits.



JUDGING/ATTRIBUTES

During the final judging period, each ambassador is assessed and rated in the following categories:

- Water safety (board or tube rescue/patrol set up/mock rescue scenario)
- CPR demonstration/first aid scenario
- Community Awareness schools session
- One-on-one interviews with the judging panel
- Public speaking ability, and knowledge of the Summer Surf Program and Surf Life Saving
- Awards Dinner speech/questions – further information will be provided closer to judging week
- Ambassador persona and working as part of a team, interaction with SLSQ staff, judges and supporters
- Judges look for character, personality, attitude and willingness to lend a hand to fellow ambassadors, SLSQ staff and judges
- Ambassador's representation of Surf Life Saving's values

This criteria allows the judges to observe each ambassador throughout the week and assess their personality separate to when being judged on particular activities i.e. socialising with the other ambassadors at meals, interacting with SLSQ staff, and courtesy towards members of the public, schools students, etc.

The judging week culminates with the Awards Dinner held on the Saturday night when the winners are announced. The Summer Surf Program Awards Dinner remains the most anticipated social event on the Surf Life Saving calendar.

The event is the final presentation of all ambassadors to the public and winners are announced in four categories:

- Summer Surf Program Winner
- Summer Surf Program Runner-up
- Summer Surf Program Highest Fundraiser
- Summer Surf Program Innovation Award

NOMINATING A PARTICIPANT

The Summer Surf Program traditionally commences after the South-East Queensland patrol season has concluded, and applications open at the Awards Dinner and conclusion of the previous program.

Surf life saving clubs nominate an existing member, or recruit a new member, to represent their club for the program.

Throughout the fundraising period, which spans anywhere between 9 - 12 months, the ambassadors coordinate events to raise funds for their respective clubs and to promote the program and surf safety within their communities.

*Must be over 18 years of age.

HOW TO APPLY

All Queensland SLS clubs will receive written information and registration forms via email.

Copies of registration forms are also available at lifesaving.com.au.

Questions, queries or general information on the Summer Surf program can be directed to the SLSQ Marketing and Fundraising Department - events@lifesaving.com.au / 07 3846 8000.

