

Subject	<b>Qantas Continues to Strengthen Its Commitment to Surf Life Saving Australia through branding on the Patrol Shirt</b>
Information	<p>Dear Clubs</p> <p>Qantas is proud of its partnership with Surf Life Saving Australia (SLSA), a likeminded organisation that has been safeguarding Australian beaches for over a century. At the heart of the partnership has been the Beach Passport, an innovative, free and accessible online surf safety course that has seen overwhelming engagement since its launch in November. Over 37,000 Australians have completed the Beach Passport, ensuring they're equipped with essential water safety knowledge to help navigate the beach confidently and safely.</p> <p>Qantas has awarded one lucky Frequent Flyer a staggering 1 million Qantas Points. This exciting giveaway is a testament to Qantas' ongoing support of beach safety initiatives, reinforcing the importance of education and preparedness when enjoying Australia's coastlines.</p> <p>Complementing this initiative is the Stop Look Stay Alive campaign, which has made a significant impact over the summer. Through integration with Qantas in-flight experiences, this lifesaving message reached over 2.5 million passengers during their travels, ensuring that beach safety remained top of mind both on the ground and in the air.</p> <p>As Qantas looks ahead to another season of partnership, beachgoers across Australia can expect further meaningful initiatives aimed at protecting lives and fostering a culture of safety on our iconic shores.</p> <p>One of these initiatives we are excited to announce is that Qantas will be incorporating a visible symbol of its commitment into the lifesaving community. Starting next season, the Qantas logo will be featured on the right arm of patrol uniform sleeve, reinforcing its dedication to the surf lifesavers who protect our beaches and save lives.</p>

The new patrol shirt will be available from next season so you will notice the update as new orders are delivered for the 2025/26 season. Please note this change applies to orders placed through standard supply channels. The supply channels may vary depending on your states ordering process.

We look forward to seeing you on the beach next summer.

Thanks

Surf Life Saving