

## Circular

<b>Title:</b>	<b>2019 BeachSAFE Campaign</b>
<b>Date:</b>	3 October 2019
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<b>Department:</b>	Fundraising
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<b>Audience:</b>	Club Administrators
<b>Summary:</b>	This circular outlines SLSWA's BeachSAFE Campaign including the surrounding marketing activities, BeachSAFE Appeals, and Boardies Day
<b>Action:</b>	<ul style="list-style-type: none"> <li>Review below BeachSAFE Campaign information</li> <li>Complete and return attached <b>Participation Form</b> to SLSWA by COB Friday 11 October 2019</li> </ul>
<b>Attachments:</b>	<a href="#">Club Participation Form</a>

### Summary

The BeachSAFE Campaign is an opportunity for Clubs to be involved in the biggest annual fundraising campaign for surf life saving in WA, at a time of year when beaches and the vital service Clubs provide for our communities will be front of mind.

#### The campaign includes a range of activities from October, increasing towards December:

- Marketing & PR Activity – November 2019 through January 2020
- BeachSAFE Mail Appeal – November 2019 through January 2020
- BeachSAFE Street Appeal – Friday 29<sup>th</sup> November 2019
- BeachSAFE Door-Knock Appeal (Metro Perth) – Saturday 30<sup>th</sup> November & Sunday 1<sup>st</sup> December 2019
- Boardies Day – Any day through summer, primarily October 2019 – March 2020

To indicate what activities your Club would like to participate in this year, **please return the attached [Participation Form](#) as soon as possible, but no later than Friday 11 October 2019.**

### BeachSAFE Mail Appeal

***Between November 2019 and January 2020***

SLSWA will conduct a mail appeal under the BeachSAFE appeal branding to raise funds for essential lifesaving activities, such as equipment and training, for surf life saving within West Australia. This appeal will be aimed at existing donors and the acquisition of new donors.

### Marketing & PR Activity

***Between November 2019 and January 2020***

SLSWA will conduct promotions from November through December designed to raise awareness of the Appeal and associated activity, especially in the lead up to Boardies Day and the BeachSAFE Street Appeal. This may include targeted marketing to stakeholders, print, digital, radio and TV promotions.

SLSWA will provide clubs with a range of digital resources including social media tiles etc. for Clubs to promote their participation, the Appeal and key activities, and leverage scheduled marketing activity.

### BeachSAFE Street Appeal



**Friday 29th November 2019**

The BeachSAFE Street Appeal is Surf Life Saving WA's (SLSWA) primary community fundraising activity. We are allocated a permit for one street collection date per year.

The Street Appeal activity not only raises funds from people in our community for essential lifesaving activities in WA, but the presence of our members in the public also raise awareness of the important role Surf Lifesaving plays in the community and creates opportunities for long term support.

It is a chance for our volunteers to head out into our communities.

Within the Perth metropolitan area, this is the only day we are permitted to carry out any street collection activity.

**All funds collected during the street appeal are allocated and directed to the club responsible for collecting the funds.**

*It is encouraged that regional clubs also speak with local councils to secure this date as soon as possible. This will enable all Clubs to leverage any marketing activity carried out by SLSWA. Should this date not be suitable for some regional areas, please advise SLSWA of the date you will be doing your Street Appeal in order for your activity to be covered under the SLSWA charitable Collections Licence, and so we can promote it through our various marketing channels.*

Please indicate on the [Participation Form](#) (attached) if your Club will be participating in the Street Appeal activity. Those Clubs will then be sent further information, including the quantity of tins they require, collector stickers, site allocations etc.

Any Club wishing to collect at shopping centres or local stores e.g. Bunnings, will need to liaise directly with the management of those businesses and advise SLSWA where they have been given permission to collect.

Please be advised that Surf Life Saving WA will not be the only charity collecting in the metro area on the day. Up to three charities are issued permits to collect each Friday by the Department of Commerce. This year 'Angelhands' and 'No Limits Perth' will also be collecting on Friday 29 November.

The stronger the "red and yellow" presence in the CBD and surrounds on the Street Collection Day the more successful this event will be this year, and into the future. Collectors aren't required to participate for a whole day. An hour or two will be plenty.

## **Charitable Collections Licence**

Any activity by a Club for the BeachSAFE appeal is undertaken under the Charitable Collections Licence of Surf Life Saving Western Australia. If your Club holds its own Charitable Collections Licence, your Club may apply for its own permit for a street appeal, but not under the brands Surf Life Saving Western Australia or BeachSAFE appeal.

## **Regional Collections**

The street collection permit that allows the BeachSAFE appeal to be undertaken only covers collections within the Perth metropolitan area (approximately Wanneroo to Rockingham). If your club wishes to collect outside this area, either on the date of the BeachSAFE Street Appeal or another date, permission will need to be received from your local council. However, you will still need to **return the [attached Participation Form](#)** to collect under the SLSWA Charitable Collections Licence.



## BeachSAFE Door-Knock Appeal

*Saturday 30th November & Sunday 1st December 2019*

As part of SLSWA's Charitable Collections Licence, door-knock fundraising is permitted between Monday and Saturday. On the weekend directly following the Street Appeal we have also received permission to conduct a door knock appeal on Sunday 1<sup>st</sup> December.

Please indicate on the [Registration Form](#) if your Club would be interested in this activity on either the Saturday and/or Sunday.

## Boardies Day

*October 2019 – March 2020*

SLSWA will be targeting schools and businesses to "pick a day" in summer to hold Boardies Day at their school or workplace. Registrations to participate will be able to be made online at [www.boardiesdaywa.com.au](http://www.boardiesdaywa.com.au).

As well as wearing boardies to raise funds, options such as wearing a piece of red or yellow clothing, or another item of beach attire such as a hat etc. or simply putting on a morning tea at their workplace for a gold coin donation are encouraged. The idea is to engage audiences but lets them choose an appropriate way to participate.

We would encourage Clubs to engage with their members to encourage member workplaces, schools, childcare centres etc. to get involved in the initiative.

Registrants can nominate the Club they wish their funds to be directed to. **All funds designated for a specific Club are 100% allocated and directed to the club nominated.**

To assist Clubs in promoting Boardies Day, we will provide digital resources to help you engage with local businesses or schools.

Please indicate on the [Participation Form](#) (attached) if your Club would like to receive information to promote Boardies Day.

## Questions?

For any further information on BeachSAFE Appeal or Boardies Day activities, please contact:  
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