



# MEMORANDUM

<b>To</b>	<b>SLSS Clubs, Presidents &amp; Secretaries</b>
<b>From</b>	<b>Director of Administration</b>
<b>CC</b>	<b>BOM</b>
<b>Date</b>	<b>Thursday, 7 September 2023</b>
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<b>Subject</b>	<b>EOI for a Club to be part of DHL Activation for 20 Year Partnership Campaign</b>

Dear All,

For background DHL are proud to be celebrating 20 years of partnership with Surf Life Saving (SLS) this year and we want your club to be a part of this celebration!

As you may have seen, SLSA has been reaching out to the membership base to find those amazing people who have been involved for 20 years or more. These amazing volunteers should be celebrated and acknowledged! SLS/DHL are in the process of collecting their stories to showcase to the public at selected surf clubs across Australia. This will be achieved by creating customised floor decals to display at clubs. Alongside the stories will be vital Surf Safety messages that beachgoers will see just before they set foot on the sand. See below an example of what this activation will look like:



SLS/DHL are currently seeking 1 Sydney Club to be a part of this promotion. Your Club should have a good relationship with your Council as you may need your Councils approval to place the floor decals down (hopefully the decals can potentially be placed in your Clubs footprint).

### **The Ask:**

DHL and SLS would love to have this display on the immediate area around a clubhouse and the beach. We see this as an opportunity to not only showcase the amazing people from within the community who have given 20+ Years of Service, but as a keyway that you can engage with the public visiting your beautiful beach this summer and remind them of the key surf safety messages to remember whilst they are enjoying the beach.

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## What You Will Get:

- Approx 20 stickers / floor decals to be placed in a prominent area around the clubhouse and beach.
- 10 x 20+ Year Club Stories from volunteers (focused on people within your club, branch, and state)
- 10 x Surf Safety & Campaign messages (ie Always swim between the red and yellow flags)

The stickers are very easy to install, we will provide instructions on how best to stick them to the ground, so they are not a safety hazard.

## Timings:

DHL & SLS are finalizing the roll out within each State however this will be during the December/January summer holidays.

## Next Steps:

If your Club is interested in taking part in this activity, can you please let me know by Sunday 10 September 2023.

Look forward to hearing from you.

Warm Regards

## Marissa Saunders

Director of Administration  
Surf Life Saving Sydney

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