



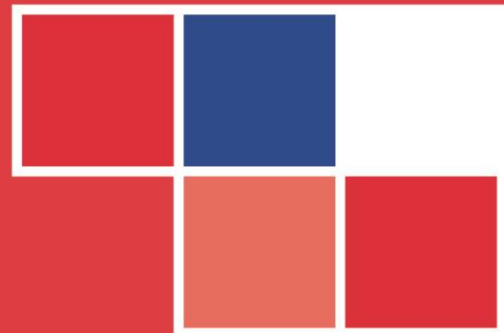
# Royal Life Saving

THE ROYAL LIFE SAVING SOCIETY WESTERN AUSTRALIA INC

*Everyone can be a lifesaver!*



# Promotional Activities 2019/20



## PROMOTIONAL ACTIVITIES 2019/20

As part of our continued partnership with all our Endorsed Swim Schools Royal Life Saving WA is proud to offer the following promotional opportunities to your Swim School for the 2019/20 season;



### Initiative 1 – Infant Aquatic Ducks

We have pink and blue versions of our Infant Aquatics ducks. These ducks are perfect for in-class use or promotion of your program to current and future customers. We can supply 10 of each colour to your centre free of charge – with the option for you to purchase more if you wish.

### Initiative 2 – Living With Water Books

A fun/educational story book for young children to promote water safety education. These books are generously donated by Laurie Lawrence for our Endorsed Swim School community.

### Initiative 3 – Swim & Survive/JLC Tattoos

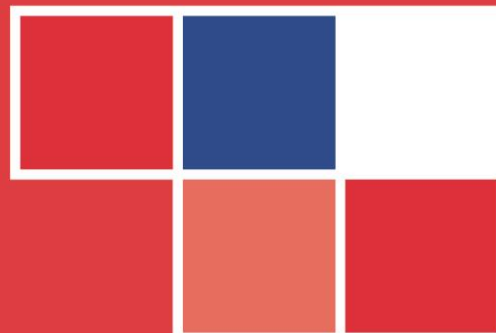
RLSS will provide a free stock of temporary tattoos for children participating in Swim & Survive at your Swim School. These will be issued to your swim school for distribution to participants parents.

### Initiative 4 – Swim & Survive Towels

We have a small number of Swim & Survive towels to provide to each Endorsed Swim School to use as promotional items/prizes etc.

### Initiative 5 – Instructor Guides

Our Infant Aquatics and Swim and Survive programs have comprehensive instructor guides to assist with teaching and understanding the skill sets for each stage. RLSSWA would love you to provide these to all instructors to ensure quality and consistent teaching for all programs.



# ENDORSED SWIM SCHOOL PROMOTIONAL ACTIVITIES ORDER FORM

LEARN FROM THE BEST

ENDORSED  
SWIM SCHOOL



Swim School Name

Contact Name

Postal Address

	Quantity
<i>Initiative 1 Infant Aquatics Ducks</i>	Up to 10 each colour
<i>Initiative 2 Living with Water Books</i>	
<i>Initiative 3 Swim &amp; Survive/JLC Tattoos</i>	
<i>Initiative 4 Swim and Survive Towels</i>	Up to 10
<i>Initiative 5 Instructor Guides (Infant Aquatics/Swim &amp; Survive)</i>	

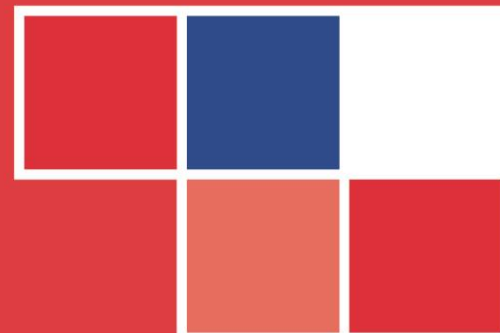
Please return ASAP to:

**Royal Life Saving Society**  
**PO Box 28**  
**Floreat Forum WA 6014**

or

**Email: [avearing@royallifesavingwa.com.au](mailto:avearing@royallifesavingwa.com.au)**

If you have any questions at all regarding the promotional activities, please don't hesitate to contact Amy at RLSSWA on (08) 9383 8200.



With the ongoing commitment to our Endorsed Swim School's, Royal Life Saving is continuing to look to provide a closer connection with the wider community and your Swim School.

### **HOW DO WE DO THIS?**

The Royal Life Saving WA website [www.royallifesavingwa.com.au](http://www.royallifesavingwa.com.au) is a main reference point for State & Local Government Departments, Community Organisations, Swim Schools, Industry Reference Groups & Professionals and the local community seeking advice on programs, training, resources, equipment, standards, audits, & VET accreditation. With an abundance of daily connections made to our website, your chance is to connect and become apart of this vibrant website and its information base.

Throughout Western Australia, Royal Life Saving Endorsed Swim Schools are recognised by the community for their best practice in swimming and lifesaving lessons. Therefore, we would like to give you the opportunity to promote your Swim School on our website.

The Endorsed Swim School directory has recently under gone a huge upgrade and is now more dynamic, interactive and user friendly. This new directory will be able to showcase more information about your centre and the programs you are currently running. It will also make it easier for customers to directly make contact and enroll into your swim school.

To further increase the number of people accessing the website and specifically the **ESS Directory**, Royal Life Saving Society WA has continued to generate high levels of traffic via the following promotional campaigns;

#### **Social Media Marketing Campaign**

This summer an intensive marketing campaign will be run via Facebook with direct links to our new and improved ESS directory. This campaign will replace the TV campaign of previous years, with the partnership model staying the same. Through contributions from each Endorsed Swim School it will allow us to engage with a more targeted audience for your swim school, and personal your marketing needs. RLSSWA will work in partnership with each participating Endorsed Swim School to work out their specific target audience and the best way to promote their centre.

#### **Open Days**

State wide initiative promoting Endorsed Swim Schools at the start of summer. All associated marketing (TV, Social Media, newspapers, flyers, posters) & resources promote the ESS and the website.

#### **Promotional Giveaways**

In a drive to assist you increase participation and awareness of Swim & Survive at your Swim School RLSSWA will provide promotional items to giveaway such as tattoo's, posters, brochures, sunscreen and activity booklets.

These exciting initiatives will improve consumer knowledge of your Endorsed Swim School and create a direct connection to more information via the website. The ESS Directory will be also be advertised to all RLSSWA members, LIWA members and promotional members. All information-based material dispatched from the RLSSWA will advertise this website, plus all internal/external referrals about swimming & water safety lessons will be guided via the website.

