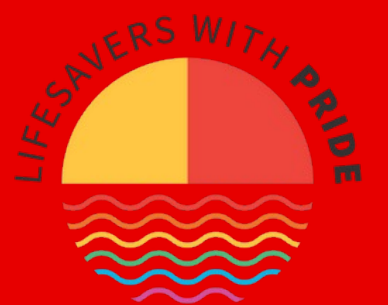




EVERYONE IS WELCOME AT THE BEACH

Rainbow Beaches Playbook 2023



Why?



Strength through diversity in our communities & environments.



Lifeguards with Pride (LWP) has been raising awareness of the importance of diversity within surf lifesaving since 2006.



Diversity is about what makes each of us different.
It is the key to strong, vibrant environments & communities.
Fostering inclusion gets the best from diversity.



Rainbow Beaches brings this message of strength through diversity & inclusion to our beaches and ocean .

What?



Whatever you want to do on your beach to show that everyone is welcome.



Add colour to your patrol kit & tent



Flags & banners on your beach

What?



Whatever you want to do on your beach to show that everyone is welcome.



Protect those nipper noses
with coloured zinc



Liked by [kylievonm](#) and 232 others
[bondi_penguins](#) 1,2,3 MARDI GRAS!!

[The team from @lifesaverswithpride](#) reached out to... [more](#)

Engage with community groups
& share the love

What?



Whatever you want to do on your beach to show that everyone is welcome.



Work with council / local businesses
& add colour to your beach



Get some rainbow chalk
& let the littlies (+ biggies) loose

What?



Whatever you want to do on your beach to show that everyone is welcome.



Add some tunes, strike a pose –
[#rainbowbeaches Spotify playlist](#) here



Activities like sand races
or a paddle-out

When?

Ride the wave



RIDE WITH PRIDE

Use the swell

The easiest way to start - just add a rainbow / colour to existing gatherings / events, like patrols, nippers, club functions or training sessions.

Understand what's worked

Clubs have aligned their event local community festivals, pride parades or club colour runs.

Pick what's going to work best for you.

Local conditions rule

Whatever works for your community will be best for your club. Chat to other clubs or contact LWP to find out who might be doing something nearby.

When?

Some key dates for 2023



SLS NSW Rainbow Beaches
19 February



Mardi Gras Parade
25 February



World Pride Beach Party (@Bondi)
4 March

RS WITH PRIDE



How?

Get started.
Now.

- 1 Find some friends**
People who want to make everyone feel welcome at your beach; engage with club leadership
- 2 Pick a date / time**
A few hours one morning is all you need
- 3 Plan some activities**
Start with activating a patrol & maybe some nippers... then add more colour!
- 4 Share the load - early**
Engage those who can support – BoM, PC, Nippers Director, Branch reps, Local Council, Sponsors
- 5 Get some kit**
LWP provides some basics, add from there (try to re-use!)
- 6 Spread the word + reach out**
Get the message out & yell for help if needed
- 7 Sort event logistics**
Raising flags, distributing props, zinc fairies, etc
- 8 Share the love**
Get some shots & post to socials using #rainbowbeaches



Stuff?

Check the LWP website for more details.

1 Messaging
Stick with simple messaging & use the LWP posters & bylines for your socials. [See LWP website](#) for templates & precedents



2 Rainbow kit
Just ask LWP for basic kit with rainbow bunting, sweatbands & lanyards. [Email here](#)
Get your own coloured flags, zinc, chalk, hats, towels, swimwear.
Go crazy.

3 Activities
KISS - **K**ee**P** **I**t **S**imple (life)**S**aver.
Ocean swim, paddle out, music (here's our Spotify playlist), beach flags, chalk art, best dressed – what suits your club / crew?

4 People
See over page for key LWP contacts for help / support.
Or call SLS member services in your branch / state.

Contact Us

@lifesaverswithpride

rainbowbeaches@lifesaverswithpride.com.au

www.lifesaverswithpride.com.au/rainbowbeaches

