



THE LIFE OF THE BEACH

17 June 2009

Justine Hodge  
Manager  
The Parents Jury  
570 Elizabeth Street  
MELBOURNE VIC 3000

Dear Ms Hodge

**Re: Surf Life Saving and Kellogg's**

Thank you for your letter received earlier this month regarding the above. It is pleasing to know that so many of your members are involved with the Surf Life saving movement and are passionate about our organisation.

As your members may be aware, Surf Life Saving Australia is a not-for-profit organisation that relies heavily on the support of sponsors, government bodies and the community to help keep Australia's beaches safe.

Surf Life Saving Australia is one of Australia's largest volunteer organisations, and is Australia's major coastal public safety and rescue authority. Each year surf lifesavers perform around 12,000 rescues and keep watch over more than 80 million beach goers. Our surf lifesavers are supporting the safety and enjoyment of Australia's largest and most popular playground.

For more than 20 years Kellogg's has sponsored Surf Life Saving through SLSA's elite national Ironman Series. This long standing sponsorship has provided the opportunity for Surf Life Saving to grow the profile of the sport and the organisation (which is vital to increasing awareness about beach safety) and has also allowed SLSA to further develop lifesaving services.

The Ironman Series is one of SLSA's showcase sport events that reach millions of people nationwide and assists to attract new membership and increase support from sponsors and individuals. The Ironman Series also creates sporting heroes who exemplify healthy and active lifestyles and are role models within the local communities where they volunteer as surf lifesavers.

We believe that the brand values of the Ironman Series are aligned closely to Kellogg's Nutri-Grain's target market of active teenagers.

Surf Life Saving is different to other organisations in that our "sport" is aimed at saving lives. The purpose of our sport is to improve lifesaving skills and thereby keep our beaches safer.

SLSA values our long standing partnership with Kellogg's and will continue to work with them to promote the benefits of healthy, active lifestyles for our members (young and old) and the broader community.

I welcome any further dialogue you may wish to have about our broad and comprehensive health and wellbeing programs that we deliver to our members thanks to the financial support of our partners, including Kellogg's. Should you have further matters you wish to raise, or discuss please do not hesitate to contact me.

Kind regards

**Brett Williamson OAM**  
Chief Executive Officer

**WHATEVER IT TAKES**

WHAT'S IT TAKE TO KEEP US AFLOAT?

Community donations. Corporate partners. Get onboard at [www.slsa.com.au](http://www.slsa.com.au)

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