

**Supplemental Materials for Promoting Public Rescue Equipment on  
Venus Bay Beaches**

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Life Saving Victoria

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## A. Venus Bay Intercept Survey Questionnaire



### VENUS BAY BEACH SURVEY

ID No.

Date:

Beach name: Venus Bay

Entry point: 1 2 3 4 5

*Thank you for agreeing to complete this survey on behalf of Life Saving Victoria. The survey will take 5 – 10 minutes of your time. Most questions offer a range of responses for which there are no right or wrong answers – an answer is correct if it is true for you. Please be honest in your responses; the survey is voluntary and anonymous.*

1. How often have you visited the beach in Venus Bay in the last 12 months? *(Tick one box)*

- |  |   |
|--|---|
| <input type="checkbox"/> Daily                         | <input type="checkbox"/> Monthly              |
| <input type="checkbox"/> A few times per week          | <input type="checkbox"/> A few times per year |
| <input type="checkbox"/> Weekly                        | <input type="checkbox"/> Just this time       |
| <input type="checkbox"/> Fortnightly (every two weeks) |   |

2. What is the main activity you are using the beach for today? *(Tick one box only)*

- |  |  |
|--|--|
| <input type="checkbox"/> Swimming/paddling/wading      | <input type="checkbox"/> Boating                         |
| <input type="checkbox"/> Sunbathing                    | <input type="checkbox"/> Fishing                         |
| <input type="checkbox"/> Surfing                       | <input type="checkbox"/> Walking (including dog walking) |
| <input type="checkbox"/> Other (please specify): _____ |  |

3. In what group are you attending the beach today? *(Tick one box)*

- |  |  |
|--|--|
| <input type="checkbox"/> On my own                     | <input type="checkbox"/> With family             |
| <input type="checkbox"/> With friends                  | <input type="checkbox"/> With friends and family |
| <input type="checkbox"/> Other (please specify): _____ |  |

4. Do you have children in your care at the beach today? *(Select all that apply)*

- Yes, children under 5
- Yes, children aged 5 – 10
- Yes, children aged 11 – 17
- No

5. What information do you seek out in preparation for your visit to this beach? *(Select all that apply)*

- Weather forecast
- Wave forecast
- Tides
- Water safety precautions (please specify): \_\_\_\_\_
- Parking and accessibility
- Lifesaving patrol times
- Nearby amenities, e.g. food and beverage, accommodation
- Other (please specify): \_\_\_\_\_
- None

6. Where do you find that information? *(Select all that apply)*

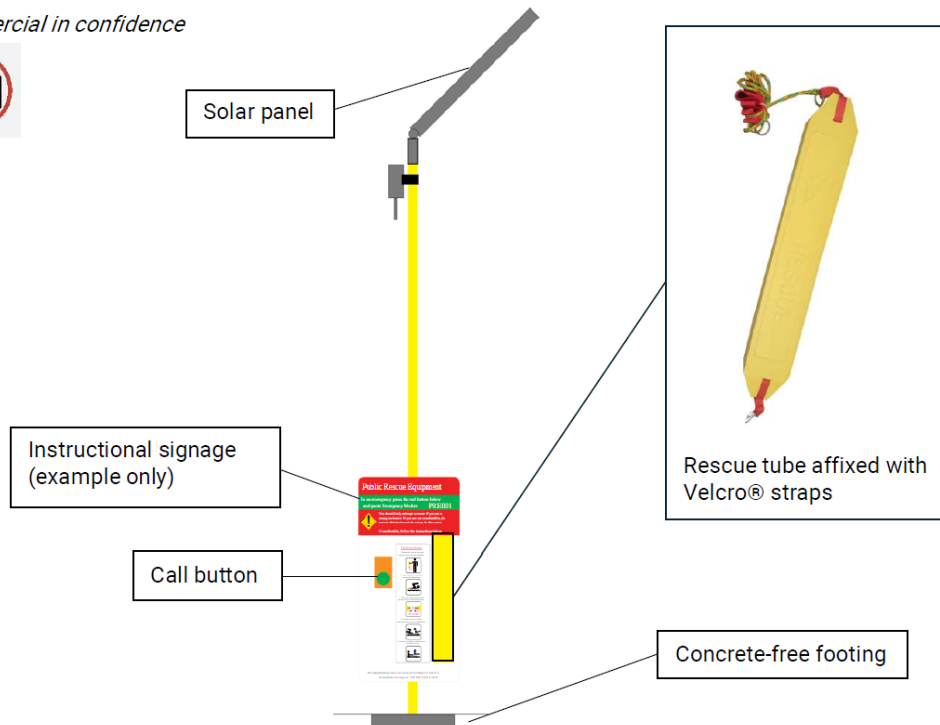
- Websites: \_\_\_\_\_
- Apps: \_\_\_\_\_
- Social media: \_\_\_\_\_
- Traditional media, e.g. print, TV, radio
- Beach signage
- Word of mouth
- Other (please specify): \_\_\_\_\_
- Not applicable

7. Have you heard about the new public rescue equipment that will soon be installed along Venus Bay Beach 1 – 5?

- Yes, many times
- Yes, once or twice
- No
- Unsure

Public rescue equipment stations will be placed along Venus Bay at beach access points, equipped with a call button enabling two-way communication with emergency services, a rescue tube, and instructional signage.

*Commercial in confidence*



8. What is your level of support for this public rescue equipment, on a scale from 1 to 5, where 1 is strongly oppose and 5 is strongly favour?

1	2	3	4	5	99
Strongly oppose	Oppose	Neutral	Favour	Strongly favour	Unsure

9. Why/why not? \_\_\_\_\_

10. Which of the following features of the public rescue equipment do you think you would use in an emergency? (Tick one)

- The emergency call button only
- The rescue tube only
- The emergency button and the rescue tube, because I am trained to use one
- The emergency button and the rescue tube, but I would need further training before using
- The emergency button and the rescue tube, but only if the water conditions appropriately match my ability
- The emergency button and the rescue tube, but only if someone else is helping
- The emergency button and rescue tube, but only if flippers and/or a board are available
- Other (please specify): \_\_\_\_\_
- Unsure
- None of the above – why/why not? \_\_\_\_\_

**Now a few questions about you...**

**11. Thinking about swimming in a typical 25-metre swimming pool.** How would you rate your current swimming ability? *(Tick one)*

- I can't swim – cannot swim or float unassisted
- I am a weak swimmer – can swim less than 25 metres (less than 1 lap) without stopping or touching the bottom and stay afloat in deep water for up to 30 seconds
- I am an OK swimmer – can swim up to 50 metres (1-2 laps) without stopping or touching the bottom and stay afloat in deep water for up to 1 minute
- I am a good swimmer – can swim up to 100 metres (3-4 laps) without stopping or touching the bottom and stay afloat in deep water for up to 2 minutes
- I am an excellent swimmer – can swim at least 200 metres (8 laps) without stopping or touching the bottom and stay afloat in deep water for more than 2 minutes
- Unsure

**12. Now thinking about swimming in coastal and inland waters.** How would you rate your current swimming ability through waves in the surf or in rivers with strong currents? *(Tick one box)*

- I can't swim – cannot swim or float unassisted
- I am a weak swimmer – can swim less than 25 metres in open water without stopping or touching the bottom and stay afloat in deep water for up to 30 seconds
- I am an OK swimmer – can swim up to 50 metres in open water without stopping or touching the bottom and stay afloat in deep water for up to 1 minute
- I am a good swimmer – can swim up to 100 metres in open water without stopping or touching the bottom and stay afloat in deep water for up to 2 minutes
- I am an excellent swimmer – can swim at least 200 metres in open water without stopping or touching the bottom and stay afloat in deep water for more than 2 minutes
- Unsure

**13. Have you personally had any formal swimming lessons or taken part in learn-to-swim programs at any time in your life?**

- Yes
- No
- Unsure

**14. Do you hold any current lifesaving, water safety, or health sector qualifications?** *(Select all that apply)*

- Bronze Medallion
- Silver Medallion
- Gold Medallion
- Cardiopulmonary Resuscitation (CPR)/  
Advanced Resuscitation Techniques
- Other (please specify): \_\_\_\_\_
- None
- First Aid
- Mental Health First Aid
- Pool Lifeguard
- Teacher of Swimming and Water Safety

**15. In what year were you born?** \_ \_ \_ \_ \_

**16. Your gender:**

- Male
- Female
- Non-binary
- Prefer not to say
- Other (optional specify): \_\_\_\_\_

**17. Your usual place of residence:**

Town/suburb: \_\_\_\_\_ Postcode \_ \_ \_ \_ \_ Country (if outside Australia): \_\_\_\_\_

**18. What country were you born in?** \_\_\_\_\_

19. If you were **born outside Australia**, how many years have you lived in Australia?

- Less than 1 year
- Between 1 to 4 years
- Between 5 to 9 years
- More than 9 years
- I don't know

20. Do you speak a language other than English at home or with family members?

- Yes
- No
- I'd prefer not to say

21. If **yes**, what language/s do you speak? \_\_\_\_\_

22. Do you have any medical conditions and/or disabilities?

- Yes
- No
- I'd prefer not to say

23. If **yes**, please specify: *(Select all that apply)*

- I do not wish to specify
- Head injury, stroke, or acquired brain injury
- Respiratory condition
- Cardiovascular condition
- Physical restriction
- Autoimmune condition
- Sensory or speech disability
- Neurodivergent condition, e.g. autism spectrum
- Mental health condition, e.g. anxiety
- Intellectual or learning disability
- Other (please specify): \_\_\_\_\_

24. Please use this space to provide any further comments or questions about the upcoming pilot of public rescue equipment at Venus Bay:

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**THANK YOU**

*Thank you for taking the time to complete this survey.*

*If you have any further queries regarding this survey or project, please do not hesitate to contact*

*Life Saving Victoria at [research@lsv.com.au](mailto:research@lsv.com.au)*

## B. Initial draft of the DL flyer



### Safety tips

Before you visit the beach, keep these safety tips in mind:

- Check the weather before you go, but understand the conditions can change suddenly
- Be aware and prepared for the conditions
- Know your limits
- Always swim and recreate with a friend



### Acknowledgements

Venus Bay Surf Life Saving Club  
[www.vbslsc.org.au](http://www.vbslsc.org.au)  
 Surf Life Saving Australia  
[sls.com.au](http://sls.com.au)  
 CartGIS Pty Ltd  
[www.cartgis.com.au](http://www.cartgis.com.au)

Want to learn more about the project?

Get in touch with us here:

Our contact:

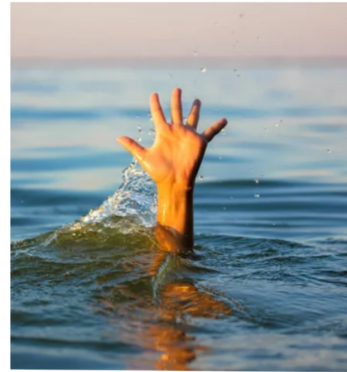


123-456-7890

[www.PRElandingpage.com](http://www.PRElandingpage.com)

@VBSLSC/LSV

## Public Rescue Equipment at Venus Bay



Logos for sponsors here

### The problem

The South Gippsland region is a drowning blackspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours unaware of the risks. This lack of awareness has led to tragic incidents, for example, untrained bystanders attempting rescues without appropriate equipment.



Only Beach Number 1 has lifesaving services, due to the vast coastline, which makes patrolling the entire length unfeasible. These significant factors demonstrate the need for public rescue equipment at this location. This equipment will help mitigate the high risk of drowning at Venus Bay beaches 1 – 5, potentially saving lives.



Public rescue equipment is used by the public in an emergency to help with emergency response. Six stations will be installed across Venus Bay Beaches 1 – 5 and will each contain the following:

- Emergency call button
- Instructional signage
- A rescue tube (flotation device)

1. Push button and quote PRE001.
2. If you cannot swim, do not use this equipment.
3. Remove rescue tube and place strap over shoulder.
4. Swim to patient with caution, maintaining safe distance.
5. Stay calm. Return to shore or float with patient until help arrives.

Understand how your swimming ability might change in coastal environments.

If in doubt, don't go out.

## C. Final draft of the DL flyer

### Safety tips

Before you visit the beach, keep these safety tips in mind:

- Know your limits
- Always swim and recreate with a friend
- Check the weather before you go, but understand the conditions can change suddenly
- Don't drink and drown



### Don't risk your safety

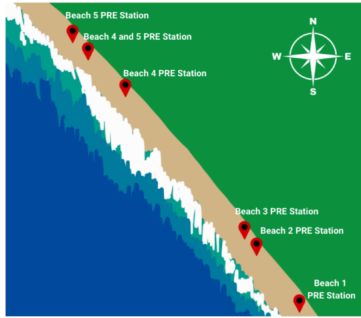
Always swim between the flags. Venus Bay Beach Number 1 is patrolled every weekend from November 2023 to April 2024. Check the Surf Life Saving Australia Beachsafe app to learn more. [beachsafe.org.au](https://www.beachsafe.org.au)

### Dangerous Beaches

The South Gippsland region is a drowning blackspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours, unaware of the risks. This has led to many tragic incidents such as untrained bystanders attempting rescues without appropriate equipment.



Due to the vast coastline, only Beach Number 1 has lifesaving services which makes patrolling the entire length unfeasible. These significant factors demonstrate the need for public rescue equipment at this location. This equipment will help mitigate the high risk of drowning at Venus Bay beaches 1 – 5, potentially saving lives.



### Acknowledgements

Venus Bay Surf Life Saving Club  
[www.vbsslsc.org.au](http://www.vbsslsc.org.au)  
 Surf Life Saving Australia  
[sls.com.au](http://sls.com.au)  
 CartGIS Pty Ltd  
[www.cartgis.com.au](http://www.cartgis.com.au)

Want to learn more about the project?  
 Get in touch with us here:

Our contact:

- Placeholder #
- [www.PRElandingpage.com](http://www.PRElandingpage.com)
- [@lifesavingvic](https://www.instagram.com/lifesavingvic)

This project is funded by Surf Life Saving Australia with support from the Australian Government



Public Rescue Equipment Station

Public Rescue Equipment is used by the public in an emergency to help with emergency response. Six stations will be installed across Venus Bay Beaches 1 – 5 and will each contain the following:

- Emergency call button
- Instructional signage
- A rescue tube (flotation device)

## Public Rescue Equipment at Venus Bay



Life Saving Victoria



1. Push button and quote PRE001.



2. If you cannot swim, do not use this equipment.



3. Remove rescue tube and place strap over shoulder.



4. Swim to patient with caution, maintaining safe distance.



5. Stay calm. Return to shore or float with patient until help arrives.

Understand how your swimming ability might change in coastal environments.

If in doubt, don't go out.



# NEED HELP? PUSH THE RED BUTTON

Don't go in  
alone. Get us  
on the phone.

Public rescue equipment  
now at Venus Bay  
beaches 1-5.



FOR MORE INFORMATION VISIT:

Insert QR code

# SWIMMER IN DISTRESS? PUSH THE RED BUTTON



Public rescue equipment  
now at Venus Bay  
beaches 1-5

FOR MORE INFORMATION VISIT:



This project is funded by Surf Life Saving Australia  
with support from the Australian Government

F. Initial draft of the 3-Point poster

# PUBLIC RESCUE EQUIPMENT

COMING TO VENUS BAY BEACHES 1-5



## Someone in trouble?

Coastal waterways have unpredictable conditions. Regardless of prior experience and swimming ability anyone can find themselves in trouble.



## Use the emergency call button.

Each station has a two-way call button that quickly connects you with emergency services and alerts them of your location.



## Not comfortable in the water?

You don't have to use the rescue tube! Just press the button, speak to the operator, and emergency services will be alerted.

For more information visit:  [www.landingpage.com](http://www.landingpage.com)

*This project is funded by Surf Life Saving Australia with support from the Australian Government*

# PUBLIC RESCUE EQUIPMENT

NOW AT VENUS BAY BEACHES 1-5



## Identify your nearest public rescue equipment station.

Stations are positioned at beach entrances. Keep eyes on the person in the water while heading to the station.



## Use the emergency call button.

Each station has a two-way call button that quickly connects you with emergency services and alerts them of your location.



## Don't put yourself at risk.

You don't have to enter the water! Just press the button, speak to the operator, and emergency services will be alerted.

For more information visit: [www.landingpage.com](http://www.landingpage.com)



*This project is funded by Surf Life Saving Australia  
with support from the Australian Government*



H. Draft concept of “HELP SAVE A LIFE, PROTECT YOUR OWN” poster

# HELP SAVE A LIFE PROTECT YOUR OWN

## Public Rescue Equipment coming to Venus Bay



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for more informaton visit: [www.xyz.com](http://www.xyz.com)

*This project is funded by Surf Life Saving Australia with support from the Australian Government*

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I. Draft concept of “HELP US HELP YOU” poster

# HELP US HELP YOU

**Public  
Rescue  
Equipment  
coming to  
Venus Bay**



for more informaton visit: [www.xyz.com](http://www.xyz.com)

*This project is funded by Surf Life Saving Australia with support from the Australian Government*

# DON’T GO IN ALONE GET US ON THE PHONE

Public  
Rescue  
Equipment  
now at  
Venus Bay



for more informaton visit: [www.xyz.com](http://www.xyz.com)





# K. Initial draft of the public rescue equipment educational video storyboard

## Introduction + Transition

0:00-0:06 Frame 1	0:06-0:08 Frame 2
Precontemplation stage: person searching what is PRE?	Entering in results and see video pops up, click first one which has thumbnail and title referencing "What is PRE?"
0:08-0:10 Frame 3	0:10-0:20 Frame 4
Clicked video zooms in to fill screen	Greetings and ambassador introductions

## What is PRE?

0:00-0:10 Frame 1	0:10-0:20 Frame 2
Shots of PRE stations on Venus Bay, VO of what PRE is	Pan to ambassador pointing out the different features of stations (button, tube, signage, solar panel, strobe light, etc.)
0:20-0:25 Frame 3	0:25-0:30 Frame 4
Show aerial view of the location of the stations	Provide alarming statistic and slogan for pressing the button

## How to use PRE transition

0:00-0:05 Frame 1	0:05-0:15 Frame 2
Once video done, zoom back out to thumbnail	Audio roll: "oh PRE, wonder how I use it?" new search
0:15-0:18 Frame 3	0:18-0:30 Frame 4
New part of video, click result for how to use	Spokesperson instructions


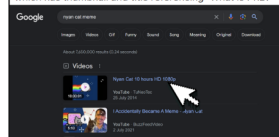
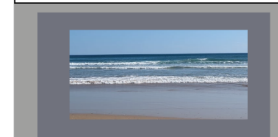
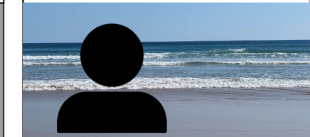
## How to use PRE?

0:00-0:04 Frame 1	0:04-0:07 Frame 2
Voice over explanation of what to do when you see someone (see someone)	Shot of bystander looking at the water
0:07-0:15 Frame 3	0:15-0:20 Frame 4
Show bystander pressing button and speaking to operator	Remove tube and place strap over shoulder



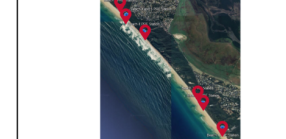

0:20-30 Frame 5	0:30-0:35 Frame 6
Swim to patient and hand them tube first and maintain safe distance	Stay calm. Return to shore or float with patient
0:35-0:45 Frame 7	
Safety tips message and emphasizing the button	
<p><b>Safety tips</b></p> <p>Before you visit the beach, keep these safety tips in mind:</p> <ul style="list-style-type: none"> <li>• Know your limits</li> <li>• Always swim and recreate with friends</li> <li>• Check the weather before you go, but understand the conditions can change suddenly</li> <li>• Don't drink and drown</li> </ul>	

# L. Final draft of the public rescue equipment educational video storyboard

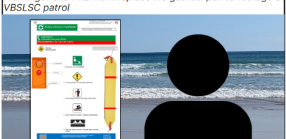

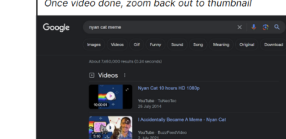
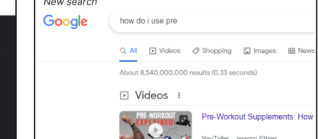
## PRE Educational Video

<p>0:00-0:15 Frame 1</p> <p>Opening frame</p>  <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>VO "I saw this strange thing on the beach today... I think it was called public rescue equipment. huh ..."</li> <li>Sounds of typing - VO reading search input: "what is public rescue equipment?"</li> <li>One key pressed after typing finishes (like hitting enter button) before scene switches</li> </ul> <p><b>Visual</b></p> <p>Fade into window of search engine with search bar, then person starts typing "what is public rescue equipment?" into the search bar</p>	<p>0:15-0:18 Frame 2</p> <p>Entering in results and see video pops up, click first one which has thumbnail and title referencing "What is PRE?"</p>  <p><b>Audio</b></p> <p>Click onto link</p> <p><b>Visual</b></p> <p>Visual becomes new screen with search results, cursor moves over to top video link which is video of "what is public rescue equipment" (see next slides, make thumbnail accordingly)</p>	<p>0:18-0:19 Frame 3</p> <p>Clicked video zooms in to fill screen</p>  <p><b>Audio</b></p> <p>N/A</p> <p><b>Visual</b></p> <p>Video expanding as if it is being opened</p>	<p>0:19-0:35 Frame 4</p> <p>Greetings and ambassador introductions</p>  <p><b>Audio</b></p> <p>Ambassador introduces themselves and quick summary of their accomplishments (aka Tammy Von Wisse saying that she's holds 5 records in swimming)</p> <p><b>Visual</b></p> <p>Ambassador standing with beach in background, speaking to camera</p>
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## PRE Educational Video pt. 2

<p>0:35-0:50 Frame 5</p> <p>Ambassadors comment on beach and how it is a dangerous beach, need more precautions than existing - pan to various images of the beach</p>  <p><b>Audio</b></p> <p>VO of ambassadors comment on Venus Bay beaches and how it is dangerous and need more precautions, specifically mention some of the hazards like shorebreak, riptides, and tall waves</p> <p><b>Visual</b></p> <p>Various B-roll of the beach in various locations, specifically of the rough surf on the beach and riptides</p>	<p>0:50-0:56 Frame 6</p> <p>Shots of PRE stations on Venus Bay, VO of what PRE is</p>  <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>VO: "PRE are flotation devices used by bystanders to help safely perform aquatic rescues. These are what the PRE stations look like"</li> </ul> <p><b>Visual</b></p> <p>Shot(s) of PRE installed at Venus Bay beaches</p>	<p>0:56-1:20 Frame 7</p> <p>Show aerial view of the location of the stations, VO recites basic facts about the stations (If, where they are)</p>  <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>Explain that across 5 beaches are 6 stations (verbally say where they are)</li> <li>Show beach access points so people get a better idea of where they are on the beach</li> </ul> <p><b>Visual</b></p> <ul style="list-style-type: none"> <li>Little markers dropped on a map of Venus Bay beaches 1-5 to show locations of PRE stations</li> <li>Markers should be dropped in time with when their locations are said in VO</li> <li>Visual landmarks of Venus Bay to help identify locations (beach access points, VBLSLC clubhouse)</li> </ul>	<p>1:20-1:45 Frame 8</p> <p>Pan to ambassador pointing out the different features of stations (button, tube, signage, solar panel, strobe light, etc.)</p>  <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>Ambassador speaking</li> <li>List off all of the features of the PRE station:             <ul style="list-style-type: none"> <li>Rescue tube + sentence-long explanation of it</li> <li>Call button + sentence-long explanation of it</li> <li>Informational signage</li> <li>Unit number</li> <li>Strobe light</li> </ul> </li> </ul> <p><b>Visual</b></p> <p>Ambassador standing next to PRE station and pointing out every feature as they explain it</p>
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## How to use PRE transition

<p>1:45-2:05 Frame 9</p> <p>Warnings? aka PRE wont replace life guards. pan to footage of VBLSLC patrol</p>  <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>Ambassador explaining how PRE is not a substitute for the other safety implementations on the beach</li> <li>Swim during patrol hours, on beach 1, and in between the flags whenever possible</li> <li>If possible and safe to do so, try to swim on Beach 1 or near a PRE station</li> </ul> <p><b>Visual</b></p> <ul style="list-style-type: none"> <li>Ambassador in same spot as last frame looking directly at audience and talking to them</li> <li>Pan to footage of safety flags on beach and other shots of patrol as they are said aloud by ambassador</li> </ul>	<p>2:05-2:20 Frame 10</p> <p>Safety tips message and more reminders that PRE is meant to help get help, not guaranteed save your life</p>  <p><b>Audio</b></p> <ul style="list-style-type: none"> <li>Other safety tips to consider:             <ul style="list-style-type: none"> <li>Know your limits</li> <li>Always swim and recreate with friends</li> <li>Check the weather before you go, but understand the conditions can change suddenly</li> <li>Don't drink and drown</li> </ul> </li> </ul> <p><b>Visual</b></p> <ul style="list-style-type: none"> <li>Flash the slogans on the screen as they are read out</li> </ul>	<p>2:20-2:28 Frame 11</p> <p>Once video done, zoom back out to thumbnail</p>  <p><b>Audio</b></p> <p>Potential VO saying "huh, okay. I wonder... how do you use public rescue equipment?", sounds of typing in time with question, gone key pressed after typing finishes (like hitting enter button) before scene switches</p> <p><b>Visual</b></p> <p>Zoom back out into window of search engine with results from first search, then person starts typing "how do I use public rescue equipment?" into the search bar</p>	<p>2:28-2:30 Frame 12</p> <p>New search</p>  <p><b>Audio</b></p> <p>Click onto link</p> <p><b>Visual</b></p> <p>Visual becomes new screen with search results, cursor moves over to top video link which is video of "how to use public rescue equipment" (see next slides, make thumbnail accordingly)</p>
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# How to use PRE

2:30-2:32 Frame 13

Video opens

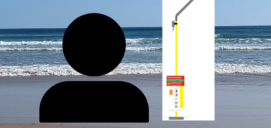


**Audio**  
N/A

**Visual**  
Video expanding as if it is being opened

2:32-2:40 Frame 14

Reintroduction of ambassador, intro to discussion topic (how to use it)



**Audio**


- Ambassador does quick intro again (or longer depending on if it's a standalone video, you could also leave in the longer intro and in the combined video, you can show visual of person skipping ahead)
- Introduces discussion topic

**Visual**

- Ambassador standing with PRE station on the beach, talking to camera

2:40-2:42 Frame 15

Shot of someone in danger in the water, waving for help, VO explaining that it's used when you spot someone in danger in the water, how to tell if they're in distress?



**Audio**


- VO "When you see someone in danger in the water"
- Explain how to see if someone is in danger - signs to look for?

**Visual**

- Person in the water in distress, waving arms and signalling for help
- Person is swimmer
- Person should be same size or smaller than light grey person in next frame

2:42-2:45 Frame 16

Personas spotting person in distress



*\*age range can differ, but recommended 1 child below the age of 15 (depicted in white), middle aged person - trained lifeguard (depicted in light grey), and older person 50+ not trained (depicted in dark grey)*

**Audio**


- Finish audio explaining if you spot someone in danger in the water

**Visual**

- People of 3 different age ranges all visibly spotting and reacting to the person in danger in the water
- Potentially pointing or indicating to person in danger

2:45-2:55 Frame 17

Group towards PRE station, VO instructs people to immediately locate and go to the PRE station, ANYONE CAN DO THIS




**Audio**

- VO instructing people to locate the nearest PRE station and get to it asap
- Reminder that anyone should do this!

**Visual**  
Showing 3 characters going to PRE station as fast as they can

2:55-3:05 Frame 18

Show bystander arriving at station and pressing button, VO instructs people to push the button



**Audio**


- VO instructing people to press the button and wait for an operator to pick up

**Visual**

- Light grey character reaching PRE station first and pushing the button
- Additional close up of them pushing the button

3:05-3:15 Frame 19

Talk to operator



**Audio**

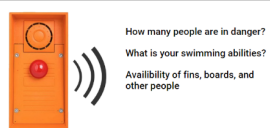
- VO explains that operator will pick up and ask for PRE station # and ask questions about the situation, talk to operator and don't run off!!!

**Visual**

- Shot of people from the back talking to station, inaudible but their mouths are moving

3:15-3:30 Frame 20

List of some things they will ask you, VO reciting talking points



How many people are in danger?  
What is your swimming abilities?  
Availability of fins, boards, and other people

**Audio**


- Read out some examples of questions operator will ask to best assess situation
- Reassure that they're there to help

**Visual**

- Call box with audio lines to show someone is speaking from it
- Written out questions appearing on the screen

3:30-3:45 Frame 21

Warning, do not go in if the operator does not advise you to - know your limits, also more information about who should perform rescue vs not, show individuals as examples



**Audio**


- VO explaining warnings surrounding people proceeding to use PRE, know your limits and don't risk yourself
- Wait for operator to advise you to go in
- More information on consequences of bystander drownings

**Visual**

- Warning symbol, maybe other visuals to depict dangers of going in when your ability doesn't match the conditions/untrained

3:45-4:00 Frame 22

Middle aged trained person go in, others shake head as to not go in, VO says if instructed to go in, take tube off station



**Audio**


- VO Additional emphasis of people shouldn't go in unless they are advised to and if their abilities match the conditions - don't endanger yourself
- VO: If able, remove the tube from the station

**Visual**

- Some form of visual depicting child and elder characters (white and dark grey) saying no to going in
- Light grey character reaching for tube and removing it off of station

4:00-4:05 Frame 23

Remove tube and place strap over shoulder



**Audio**


- VO instruct person to wrap strap around their chest

**Visual**

- Person demonstrating putting the strap around their chest

4:05-4:15 Frame 24

Person grabbing flippers, VO grab board/flippers if possible



**Audio**

- VO instructing people to grab flippers or use a surfboard instead if possible
- VO person explaining that it will help improve their swimming abilities/provide more stable floatation support


**Visual**

- Person grabbing flippers and running to water, then putting on flippers at beach before diving into water

# Closing

4:15-4:25 Frame 25

Swim to patient and hand them tube first and maintain safe distance



**Audio**


- VO instructs that people should swim to patient
- VO instructs that once rescuer gets within a tube's length away, they should grab the tube and hand it to their patient and maintain distance from victim
- Additional explanation for why this is important

**Visual**

- Video showing rescuer swimming out to victim and demonstrating tube handoff

4:25-4:40 Frame 26

Stay calm. Return to shore or float with patient



**Audio**

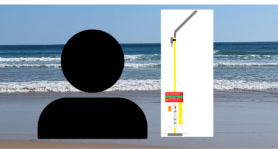
- Once the patient has been secured, both grab onto the tube for floatation support. Then either wait for rescue or swim to shore together
- Panic and exhaustion kills, stay calm and assess best course of action
- Examples of various ways to hold tube between the two people (clipping it around victim, swimming on it side by side, etc)

**Visual**

- Video of patient and rescuer grabbing onto tube
- One shot shows them waiting for rescue by just floating
- Another shot shows them swimming to shore together
- Text with reminders to stay calm and assess flash on screen
- Demonstration of various ways to use tube

4:40-4:55 Frame 27

Final remarks and closing tips



**Audio**

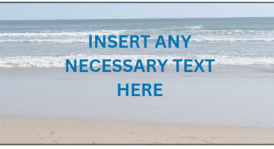
- Any additional safety tips/messages LSV wants to communicate
- Thanks for watching!

**Visual**

- Visuals displaying slogans?
- Ambassador standing with PRE station on the beach, facing the camera

4:55-5:15 Frame 28

Acknowledgements and Credits



INSERT ANY NECESSARY TEXT HERE

**Audio**

- Maybe music and/or someone reading off the acknowledgements

**Visual**

- Display any credits and acknowledgements necessary
- 30% tint b-roll of beach as background for text overlay
- Logos displayed for acknowledgements

## Q&A

**Q: What is a public rescue equipment station?**

A: Public rescue equipment stations are 5.5m high poles that feature a rescue tube attached to the pole, call box and instructional signage to assist in beach rescues.

**Q: How does the PRE station work?**

A: The station has a call button and a rescue tube. During a swimming emergency, pressing the button is the first step to take. It connects the user with a 24/7 operator that will alert emergency services and assess the swimming ability of the person that pressed the button.. The station also has signage that instructs people how to use the rescue tube.

**Q: Who can use the PRE equipment?**

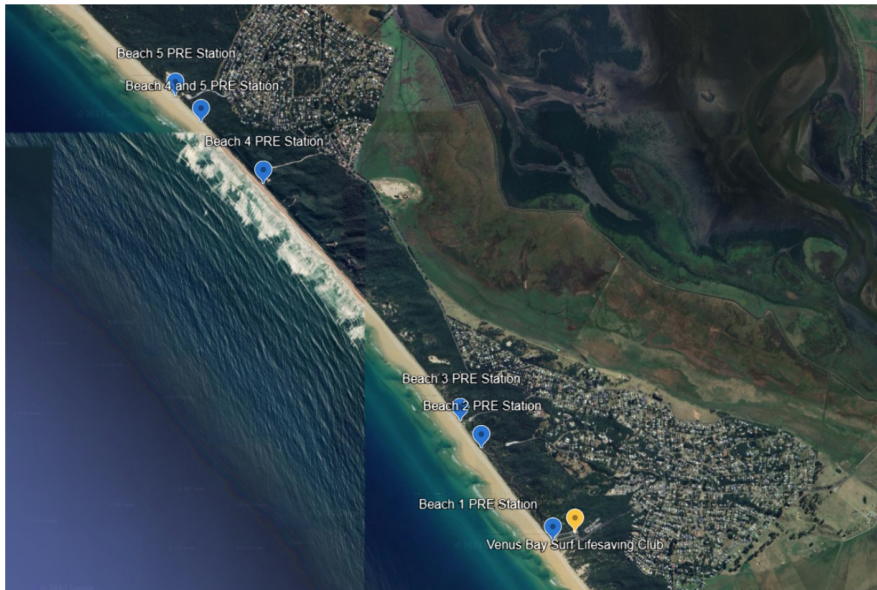
A: PRE equipment is designed for use by the public, in an emergency, if they're competent swimmers. Instructions on the station provide clear guidance on usage of the rescue tube. Once again, only individuals confident in their swimming abilities should attempt a water rescue. If the individual is not confident, they can press the call button to alert emergency services.

**Q: What should I do if I witness an emergency?**

A: In case of an emergency, immediately press the call button on the PRE station. Emergency services will be alerted, and a trained LSV operator will guide you through the necessary steps. If you're not confident in your ability to assist, do not enter the water.

**Q: Are the PRE stations available at all Venus Bay beaches?**

**A: Yes, there will be a PRE station available on the lower part of each beach's access point with an extra station between beaches 4 and 5.**



**Q: Can I use the equipment for other types of emergencies?**

**A: Yes, the call button is available for any other life threatening situations. Do not press the call button for non-emergency situations.**

**Q: Can a rescue tube hold me and another person? Is it buoyant enough to hold me? (concerned about tube capabilities)**

**A: It can hold up to 220 kg.**

**Q: Is there any training available for using the PRE stations?**

**A: Community education sessions will be conducted to familiarize residents and beachgoers with the equipment and its protocols. Look out for community announcements regarding these sessions.**

## N. Community education session lesson plan

### OVERVIEW

This document provides an overview of each lesson and the key understandings beachgoers should obtain.

#### **Lesson 1 - Understanding the PRE Station**

- Features of the station; Overview of the informational signage; Understanding the primary purpose of the PRE Station; How the rescue tube, call button, and emergency alert system work.

#### **Lesson 2 - Safe Beach Behavior**

- Encouraging bystanders to prioritize their safety and not attempt rescues if they are not confident.

#### **Lesson 3 - Emergency Response**

- Practical demonstration of how to use the call button in case of an emergency; Understanding the unique emergency marker code for location identification; Create mock scenarios involving interactions with the emergency call operators; Emphasizing clear communication and following instructions.

*Note: The lesson plan can be adapted based on the audience's prior knowledge and the specific features of the Venus Bay PRE Stations.*

## Campaign ideation (5 mins)

- Warm up: What is the most memorable ad you've seen? Please describe what you remember from it?
  - **Probe:** Are there any specific visuals or messaging styles that resonated with you?
- For lifesavers: What is the most important safety message beachgoers should keep in mind when visiting Venus Bay beaches 1 to 5?

### Learning outcomes:

- Identify memorable aspects of ads that should be implemented in our campaign materials.
- Generate draft concept ideas using other perspectives
- Identify key messages that would be appropriate for the audience at Venus Bay

## Draft concept feedback (10 mins)

- After reviewing the draft concepts for our campaign material, we'd love to hear your thoughts.
- \*DESCRIBE THE DRAFT CONCEPTS\* (one at a time)\*
- What aspects of this draft concept do you like?
  - What aspects of this draft concept could be improved?
  - Do you think there is enough information for beachgoers to understand what to do if they see someone in trouble in the water? (FOR SPECIFIC DRAFT CONCEPTS)
    - **Probe:** What other information do you think should be included? What would make it clearer?
  - Who do you think the target audience is and do you think the materials would resonate with this audience?

### Learning outcomes:

- Identify aspects of the draft concepts that are impactful for the public.
- Fill in any missing gaps in information in the draft concepts.

## Draft concept feedback (10 mins)

\*ONCE ALL DRAFT CONCEPTS SHOWN\*

- In your opinion, which elements are likely to resonate most with beachgoers and encourage them to adopt water-safety related behaviours?
- Which one captured your attention and why?
  - **Probe:** What was it that made it stand out? Images used colours, layout, messaging?
  - **Probe:** Which one captured your attention and why?
  - **Probe:** Were there any aspects that were confusing or distracting?
  - **Probe:** Can you suggest any improvements? What would make it more impactful?

Learning outcomes:

- Identify aspects of the campaign materials that are impactful for the public.

## Button colour feedback (5 mins)

- Which button means emergency to you?
- Does that colour button encourage you to press it during an emergency?

Learning outcomes:

- Identify what colour would signal an emergency response from participants

## Emergency response procedure (10 mins)

- PRE emergency response procedure:
  - Press button and wait
  - Operator answers
  - State emergency marker code
  - Question on swimming ability & subsequent advice on whether to enter water or not
  - Availability of fins and board
  - Availability of other people to assist nearby/help with response
- Are there any gaps in the communication between the rescuer and the operator?

Learning outcomes:

- Gain feedback on the operator script and emergency communication



## Closing (5 – 10 mins)

- As we finalise the campaign materials, do you have any specific suggestions or changes you'd recommend to make the materials more compelling or effective?
- Is there anything else you'd like to share with us regarding this project? Any insights, experiences, or advice that hasn't been covered in our questions?
- Do you have any concerns or reservations about the campaign/project?

### Learning outcomes:

- Probe out any information about materials that participants might have wanted to point out.
- Identify locations and mediums to display campaign materials.

## O. Social Media Content Guidelines

### Designed for Instagram and Facebook official posts

#### Initial Release Captions

##### Brief Caption:

Have you seen these stations on Venus Bay beaches? 🤔

Find these stations at Venus Bay Beaches 1-5 🏖️ Each station has an emergency call button, rescue equipment, and how-to guides to help out in an emergency. 🆘

Check out our landing page (link in our bio) to learn more about these stations!

##### Longer Caption:

Have you seen these stations on Venus Bay beaches? 🤔

Find these stations at Venus Bay Beaches 1-5 🏖️ For the first time in Victoria, public rescue equipment stations equipped with two-way emergency communication technology and a flotation device known as a rescue tube have been implemented at Venus Bay. They're working hard to make these beaches safer! Six stations have been implemented along Venus Bay Beaches 1-5. One station at each beach entrance and one station between beaches 4 and 5.

This project became a reality through the Gippsland Blackspot project in collaboration with LSV.

For more information check out @venusbayslsc!

Also, check out the link in our bio to learn more about these stations and how to utilize them safely!

##### Suggested Visuals For Post:

- Organic images: beach, lifeguard, no text or branding
- Specific ideas:
  - PRE stations installed
  - Dog holding rescue tube sitting in front of PRE station
  - A slide show with the PRE station as the front then the following photo is a close-up of the call button, then the third photo is a close-up of the signage.

##### Suggested Reels

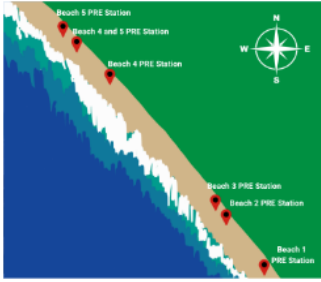
- Brief clip of PRE station with wind blowing in the background
- Clip of PRE station where video begins with a full shot of the PRE then the filmer moves in closer to get a close up frame of the signage and button

## **P. Campaign Materials Rationale outline**

# Campaign Materials Rationale

Concept (Insert image of final concept)	Rationale
<p><b>DL Flyer (all)</b></p>	<p><b>Medium Type:</b> Pamphlet</p> <p><b>Key Message:</b> PRE awareness, what is it, how to use it, general safety tips, and patrol information</p> <p><b>Intended Audience:</b> Beach-going families/Vacation Renters (20-60), Retired Residents (60+)</p> <p><b>Intended Behavioral Stage:</b> Precontemplation, Contemplation, Preparation</p> <p><b>Other Notes:</b> Main handout material for our campaign so can be applied to many scenarios</p> <p>The following is the rationale/additional work needed/notes for each panel in order from front, back, then panels 1, 2, 3, 4</p>
<p><b>DL Flyer - Front Page</b></p>	<p><b>Image:</b> Cover image should be an eye-grabbing, aesthetic photo - should be aesthetic picture of PRE station that draws attention. Photo should be of PRE station once its installed</p>

## DL Flyer - Back Page



### Acknowledgements

Venus Bay Surf Life Saving Club  
www.vbslsc.org.au  
Surf Life Saving Australia  
sls.com.au  
CartGIS Pty Ltd  
www.cartgis.com.au

Want to learn more about the project?  
Get in touch with us here:

Our contact:



Placeholder #



www.PRElandingpage.com



@lifesavingvic

This project is funded by Surf Life Saving Australia with support from the Australian Government

**Image:** Map of PRE stations on Venus Bay, should be edited to be more aesthetically uniform and more identifiable landmarks. Current image is placeholder to show intent.

**Acknowledgements:** SLSA link looks off, but it doesn't work if you type it into the browser with the www in front of it. Current collaborators/contributors listed here

**Want to learn more about this project?:** Contact information needs to be updated depending on number people should call, landing page final URL, and Instagram/Facebook handle in which PRE related information is posted to (most likely the LSV one)

## DL Flyer - Panel 1

### Dangerous Beaches

The South Gippsland region is a drowning blackspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours unaware of the risks. This has led to many tragic incidents such as untrained bystanders attempting rescues without appropriate equipment.



Due to the vast coastline, only Beach Number 1 has lifesaving services which makes patrolling the entire length unfeasible. These significant factors demonstrate the need for public rescue equipment at this location. This equipment will help mitigate the high risk of drowning at Venus Bay beaches 1 – 5, potentially saving lives.

**Title:** Short but should communicate that this section is about the current gap in safety at Venus Bay

**Writing:** Should emphasize that there is a gap in safety at Venus Bay, specifically because of hazardous conditions and how unfeasible it is for the patrol to cover the span of the beach at all hours. Can potentially make the wording more concise to make room for larger image

**Image:** We wanted to have a photo of Venus Bay beaches here, specifically one where the conditions are visibly rougher. Ideally, a rip tide would also be visible in the photo as well. The current photo is suitable but is not finalized

**Photo source:**

<https://www.domain.com.au/news/venus-bay-the-little-bit-daggy-but-affordable-coastal-town-1159538/>

## DL Flyer - Panel 2



Public Rescue Equipment Station

Public Rescue Equipment is used by the public in an emergency to help with emergency response. Six stations are installed across Venus Bay Beaches 1 – 5 and will each contain the following:

- Emergency call button
- Instructional signage
- A rescue tube (flotation device)

**Image:** Aesthetic photo of PRE on beach - full unit with less close up on signage, but should be close enough to see the rescue tube and call button clearly. New photo should replace this one on the units are in - currently a placeholder

**Text Box:** Red box around text is to make it stand out from the other content to avoid monotony in the branding while drawing attention to this point which is the core of what we want our audience to know/what will pique their interest - what is PRE? Red is also one of the colors of the patrol

**Writing Content:** Content was kept concise to avoid confusion and maintain audience attention. Includes brief definition of PRE, number of stations and location, and finally list of primary equipment included with the stations

## DL Flyer - Panel 3

1. Push button and quote PRF001
2. If you cannot swim, do not use this equipment.
3. Remove rescue tube and place strap over shoulder.
4. Swim to patient with caution, maintaining safe distance.
5. Stay calm. Return to shore or float with patient until help arrives.

Understand how your swimming ability might change in coastal environments.  
If in doubt, don't go out.

**Image:** Current image is placeholder and should be replaced by LSV once signage has been fully approved for media release. Instructions and accompanying icons on flyer should match those on signage to re-emphasize the correlation. Insert additional warnings into instructions about not attempting a rescue unless advised to or trained to do so

**Writing:** Bottom text are just additional safety messages to accompany instructions. Completely optional, especially if added throughout the instructions rather than at the bottom

## DL Flyer - Panel 4

### Safety tips

Before you visit the beach, keep these safety tips in mind:

- Know your limits
- Always swim and recreate with a friend
- Check the weather before you go, but understand the conditions can change suddenly
- Don't drink and drown



### Don't risk your safety

Always swim between the flags. Venus Bay Beach Number 1 is patrolled every weekend from November 2023 to April 2024. Check the Surf Life Saving Australia Beachsafe app to learn more. [beachsafe.org.au](https://beachsafe.org.au)

**Safety Tips:** Content lists out general water safety tips that LSV wants to communicate to the public. The order in which the safety tips are written are placed in order of most to least important, though granted all of these messages are important. We also took into account the amount of people a message would apply to, specifically putting the message that would apply to the most of our audience first

**Image:** Currently a placeholder image, but should be replaced with images of the VBSLSC patrol on patrol during the summer season, specifically pictured between the flags to emphasize the information below

**Don't risk your safety:** Section highlighting information regarding the patrol, specifically emphasizing the message "always swim between the flags." Should include up-to-date information about the patrol times (specifically the years) and information should be updated yearly. Also directs readers onto the beachsafe app for updated information regarding patrols

## 3-Point Poster

A 3-point poster titled 'PUBLIC RESCUE EQUIPMENT' with the subtitle 'NOW AT VENUS BAY BEACHES 1-5'. It features three key points: 1. Identify your nearest public rescue equipment station. 2. Use the emergency call button. 3. Don't put yourself at risk. The poster includes icons for a person in the water, a hand pointing to a button, and a warning sign. Logos for Life Saving Victoria and Surf Life Saving Australia are at the bottom, along with a funding acknowledgment from the Australian Government.

**PUBLIC RESCUE EQUIPMENT**  
NOW AT VENUS BAY BEACHES 1-5

**Identify your nearest public rescue equipment station.**  
Stations are positioned at beach entrances. Keep eyes on the person in the water while heading to the station.

**Use the emergency call button.**  
Each station has a two-way call button that quickly connects you with emergency services and alerts them of your location.

**Don't put yourself at risk.**  
You don't have to enter the water! Just press the button, speak to the operator, and emergency services will be alerted.

For more information visit: [www.landingpage.com](https://www.landingpage.com)

Life Saving Victoria | Surf Life Saving Australia  
This project is funded by Surf Life Saving Australia with support from the Australian Government

### Medium Type: Poster (A4)

**Key Message:** How-to, don't need to go in

**Intended Audience:** Risk-averse, visitors

**Intended Behavioral Stage:** precontemplation, contemplation, preparation

**Other Notes:**

Addresses multiple personas and behavioral stages:

**"Public rescue equipment now at Venus Bay Beaches 1-5"**

### Behavioral Stage

- Precontemplation: notifies audience of equipment

### Personas

- All except pipi hunters until we get a translation

**“Identify your nearest PRE station..”**

Behavioral stage

- Contemplation/preparation stage: the **call to action** gives instructions on how to safely utilize the equipment

Personas

- Retired residents (John): does not ask audience to go in the water or use the tube
- Beach-going families (Sarah and Mark): does not ask audience to go in the water or use the tube

**“Use the emergency call button...”**

Behavioral stage

- Contemplation/preparation stage: the **call to action** and additional text gives information supporting why to use the call button

Personas

- Retired residents (John): does not ask audience to go in the water or use the tube, explains how and why to use call button
- Beach-going families (Sarah and Mark): does not ask audience to go in the water or use the tube, explains how and why to use the call button
- Young adventurers (Alex): emphasizes to first press the button so they don't just run in

**“Don't put yourself at risk...”**

Behavioral stage

- Contemplation/preparation stage: the **call to action** gives instructions on how to



remain safe while using the station

#### Personas

- Retired residents (John): does not ask audience to go in the water or use the tube, remain safe and what happens when pressing the button
- Beach-going families (Sarah and Mark): does not ask audience to go in the water or use the tube, remain safe and what happens when pressing the button
- Young adventurers (Alex): emphasizes to not put yourself at risk and to talk the operator who can then aid in determining if they are a competent enough swimmer to perform a rescue

#### **Visuals: Icons accompanying each statement**

#### Behavioral Stage

- Good for both the contemplation and preparation stages because it aids in the instructions

#### Personas

- Good for all personas by adding context and making it more visually appealing especially pipi hunters if a translation is not available

#### Branding

- Finger pressing button and warning sign match signage on the station. The overlap can be helpful for all audiences.

#### **Visuals: Wave and logos**

#### Branding

- The wave and logos will be helpful for uniform branding across the materials and showing audiences the connection. Repeated exposure to similar looking

branding will help it stick in their minds.

### Button Poster



### Medium Type: Poster (A4)

**Key Message:** press the button

**Intended Personas:** All of them

**Intended Behavioral Stages:** precontemplation  
contemplation, preparation

**Other Notes:** I feel like this can be multiple audiences because it addresses the risk-averse older community by telling them to press the button but also the young adventurers by telling them not to go in without pressing the button

Addresses multiple personas and behavioral stages:

**“Swimmer in distress? Push the red button”**

#### Behavioral stage

- Precontemplation stage: grabs the reader’s attention and draws them in to read further about the PRE therefore becoming aware of it.
- Contemplation stage: call to action gives audience brief instruction on how/when to use the equipment

#### Personas

- Retired residents (John): does not ask audience to go in the water or use the tube, simply that they just press the red button
- Beach-going families (Sarah and Mark):

does not ask audience to go in the water or use the tube, simply that they just press the red button

- Young adventurers (Alex): emphasizes the importance of pressing the red button as opposed to just grabbing the tube and running in

### **“Public rescue equipment now at Venus Bay Beaches”**

#### Behavioral stage

- Precontemplation stage: makes audience aware of PRE pilot

### **Visuals: Green Drowning Square**

#### Behavioral Stage

- Good for both the precontemplation and contemplation stages because it helps to demonstrate that the equipment is used in drowning incidents.

#### Personas

- Visual aid of what it looks like when a person might need you to use the equipment is beneficial for all personas specifically the pipi hunter persona who may need more visual aids to better understand the signs (if the translation is not available)

#### Branding

- Matches signage on the station. The overlap can be helpful for all audiences.

### **Visuals: Button/PRE station**

#### Behavioral Stage

- Good for both precontemplation and contemplation in showing what the equipment looks like

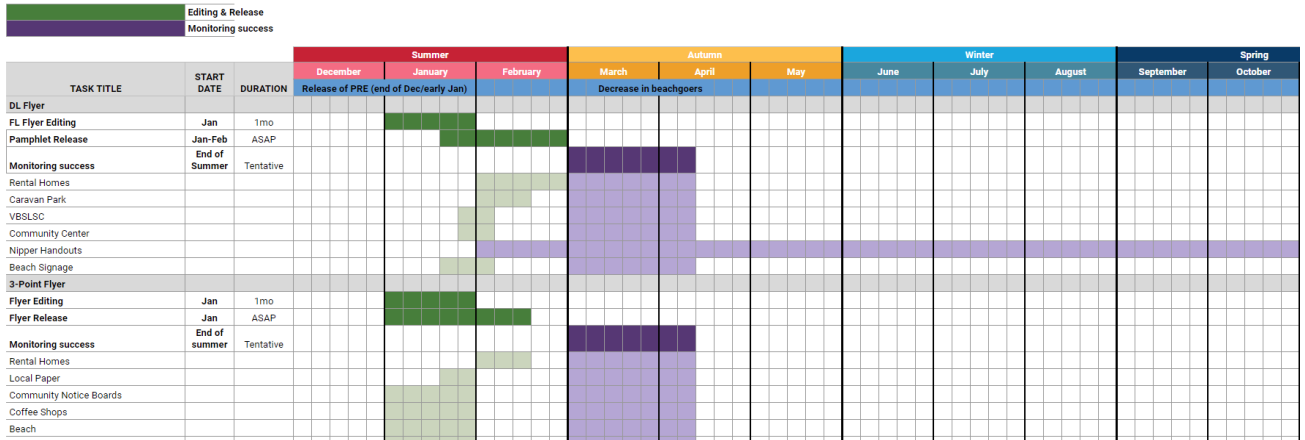
	<p><u>Personas</u></p> <ul style="list-style-type: none"><li>- This visual will aid in showing what to look for in case of an emergency (especially when the animated mock up is replaced with a photo of the actual station). This will be helpful for all the personas especially the pipi hunter persona who may need more visual aids to better understand the signs (if the translation is not available)</li></ul> <p><b>Visuals: Wave and logos</b></p> <p><u>Branding</u></p> <ul style="list-style-type: none"><li>- The wave and logos will be helpful for uniform branding across the materials and showing audiences the connection. Repeated exposure to similar looking branding will help it stick in their minds.</li></ul>
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## Q. Dissemination Plan Gantt Chart

**Link to spreadsheet:** [https://docs.google.com/spreadsheets/d/1hUj5f2h0vHZ8-dquUWtueRKFUipyQuWS7\\_auYdhgqE0/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1hUj5f2h0vHZ8-dquUWtueRKFUipyQuWS7_auYdhgqE0/edit?usp=sharing)

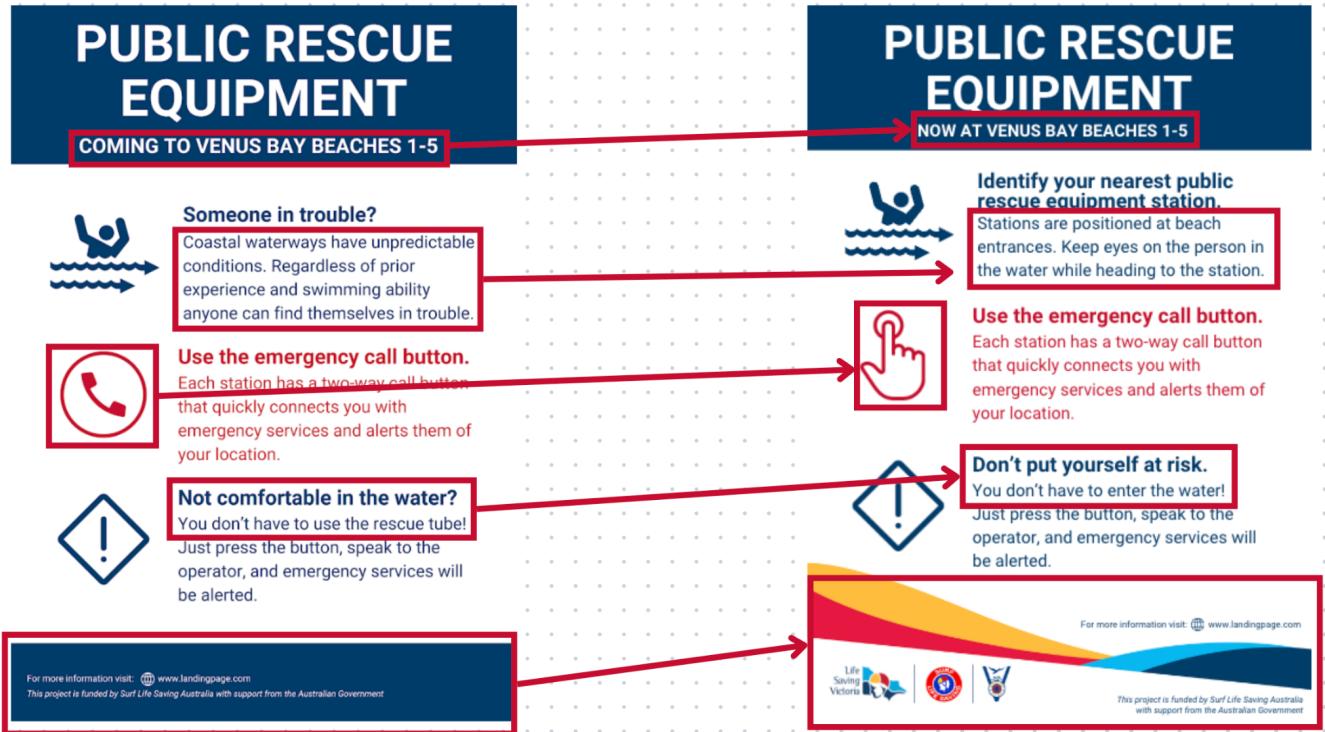
### Dissemination Plan



## R. Changes made to "PUSH THE BUTTON" poster




S. Changes made to 3-Point poster






# T. Changes made to DL Flyer



**Safety tips**  
Before you visit the beach, keep these safety tips in mind:


- Check the weather before you go, but understand the conditions can change suddenly
- Be aware and prepared for the conditions
- Know your limits
- Always swim and recreate with a friend



**Public Rescue Equipment at Venus Bay**

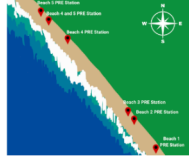
**Acknowledgements**  
Venus Bay Surf Life Saving Club  
www.vbslsc.org.au  
Surf Life Saving Australia  
sls.com.au  
CartGIS Pty Ltd  
www.cartgis.com.au

Want to learn more about the project?  
Get in touch with us here:  
Our contact:  
123-456-7890  
www.PRElandingspage.com  
@VBSLSC/SLSV



**Placeholder Image (VBSLSC lifesaver flags photo)**

**Don't risk your safety**  
Always swim between the flags. Venus Bay Beach Number 1 is patrolled every weekend from November 2023 to April 2024. Check the Surf Life Saving Australia Beachsafe app to learn more: [beachsafe.org.au](http://beachsafe.org.au)



**Public Rescue Equipment at Venus Bay**

**Placeholder Image (aesthetic photo of PRE)**

**Acknowledgements**  
www.vbslsc.org.au  
Surf Life Saving Australia  
sls.com.au  
CartGIS Pty Ltd  
www.cartgis.com.au

Want to learn more about the project?  
Get in touch with us here.  
Our contact:  
Placeholder #  
www.PRElandingspage.com  
#resaringic

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**The problem**  
The South Gippsland region is a drowning hotspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours unaware of the risks. This lack of awareness has led to tragic incidents, for example, untrained bystanders attempting rescues without appropriate equipment.


Only Beach Number 1 has lifesaving services, due to the vast coastline, which makes patrolling the entire length unfeasible. These significant factors demonstrate the need for public rescue equipment at this location. This equipment will help mitigate the high risk of drowning at Venus Bay beaches 1 – 5, potentially saving lives.



Public rescue equipment is used by the public in an emergency to help with emergency response. Six stations will be installed across Venus Bay Beaches 1 – 5 and will each contain the following:


- Emergency call button
- Instructional signage
- A rescue tube (flotation device)

Understand how your swimming ability might change in coastal environments. If in doubt, don't go out.



**Dangerous Beaches**  
The South Gippsland region is a drowning hotspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours unaware of the risks. This has led to many tragic incidents such as untrained bystanders attempting rescues without appropriate equipment.

Due to the vast coastline, only Beach Number 1 has lifesaving services which makes patrolling the entire length unfeasible. These significant factors demonstrate the need for public rescue equipment will help mitigate the high risk of drowning at Venus Bay beaches 1 – 5, potentially saving lives.



**Placeholder Image (insert close-up of PRE on beach)**

**Public Rescue Equipment Station**

Public Rescue Equipment is used by the public in an emergency to help with emergency response. Six stations will be installed across Venus Bay Beaches 1 – 5 and will each contain the following:

- Emergency call button
- Instructional signage
- A rescue tube (flotation device)

Understand how your swimming ability might change in coastal environments. If in doubt, don't go out.



**Placeholder Image (insert full instructions as listed on PRE, keep images same)**

1. Push button and queue PRE/DL

2. If you cannot swim, do not use this equipment

3. Remove rescue tube and place it in your shoulder

4. Swim to public with caution, maintaining safe distance

5. Stay calm. Return to shore or float with patient until help arrives

Understand how your swimming ability might change in coastal environments. If in doubt, don't go out.