

Beach Safety for Visitors to Australian Beaches

Tourist and Immigrant Drowning Prevention in Australia

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Destination Australia

5.6 Million Tourist Visitations Annually.

543,000 Permanent and Temporary Visas.

And we want these to grow.

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 Australia.com

ARRIVED
 FOR AN EXPERIENCE
 LOOKING TO REMEMBER.
DEPARTED
 WITH AN ADVENTURE
 WE'LL NEVER FORGET.

It's true what they say. To find yourself sometimes you need to lose yourself. In Australia they call this going "walkabout". And with their unbelievable underwater worlds, extraordinary marine life and relaxing tropical islands to enjoy, it's no wonder people are finding themselves here every single day. Visit Australia.com to find out how you can go walkabout.




 Australia.com

ARRIVED IN SEARCH OF THE ULTIMATE BREAK.
DEPARTED HAVING FOUND PARADISE.

It's true what they say. To find yourself sometimes you need to lose yourself. In Australia they call this going "walkabout". And with the most incredible beaches, the ultimate lifestyle and one of the best climates in the world, it's no wonder people are finding themselves here every single day. Visit Australia.com to find out how you can go walkabout.

We promote our unspoilt beaches,
our isolated coastline and our
pristine reefs.

Why would we promote the
dangers?

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English tourist drowns at Burleigh

Tony Wilson | March 22nd, 2008

THE English tourist lay across her partner on the beach in the desperate hope she could bring him back, but when she realised he was gone, she let out a gut-wrenching scream that cut through everyone on Burleigh Heads beach yesterday.

That was the bitterly sad Good Friday scene of the Gold Coast's first beach drowning in more than 12 months.

David Ball, 62, and his partner Linda, from the Lancashire town of Leyland, had arrived in Australia on St Patrick's Day and were due to head back to England next Tuesday.

Staying with friends at Varsity Lakes, the couple decided to visit Burleigh beach near Second Avenue on a picture postcard, perfect Gold Coast morning.



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guardian.co.uk

British holidaymaker drowns at Sydney beach

Rescuers failed to resuscitate 59-year-old man pulled from the sea at Elouera beach in city's Cronulla suburb

Tourists die in separate swimming accidents in SEQ

November 14, 2010

Council, resort sued over tourist drowning



Chinese tourist drowns at Surfers

Stranger saves German tourist from drowning

By Alison Middleton

Updated Fri May 28, 2010 9:16am AEST

Fears of mass tourist drowning



Jan 21, 2011 5:21pm

ONE person is dead and six others are fighting for their lives in a horrific incident at a South Coast beach this afternoon.

A man aged in his 20s, and another man aged about 60 were pulled unconscious from Stanwell Park beach just before 4pm. One has since died.

Paramedics worked on

Penelope Little from the missing in the water.

American tourist drowns at Fraser Island beach

By Robyn Ironside | The Courier-Mail | December 10, 2010 8:28am

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Japanese tourist dies snorkeling in Australia

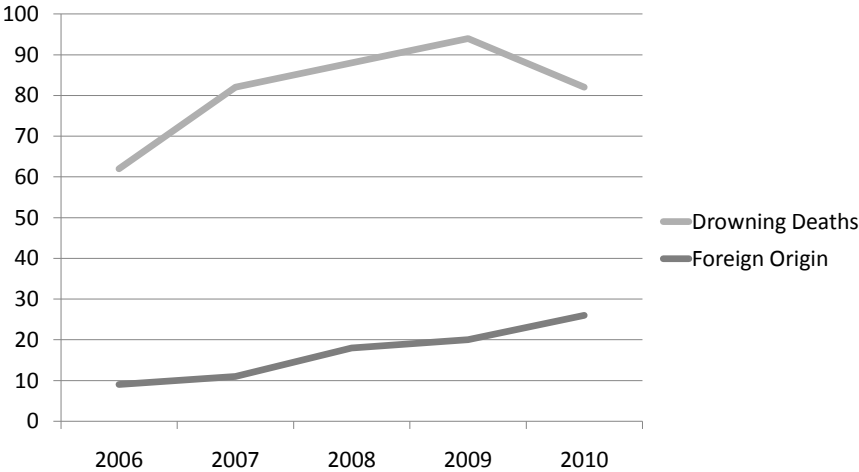
47-year-old 'experienced difficulties' in waters off Green Island

Foreign students feared drowned

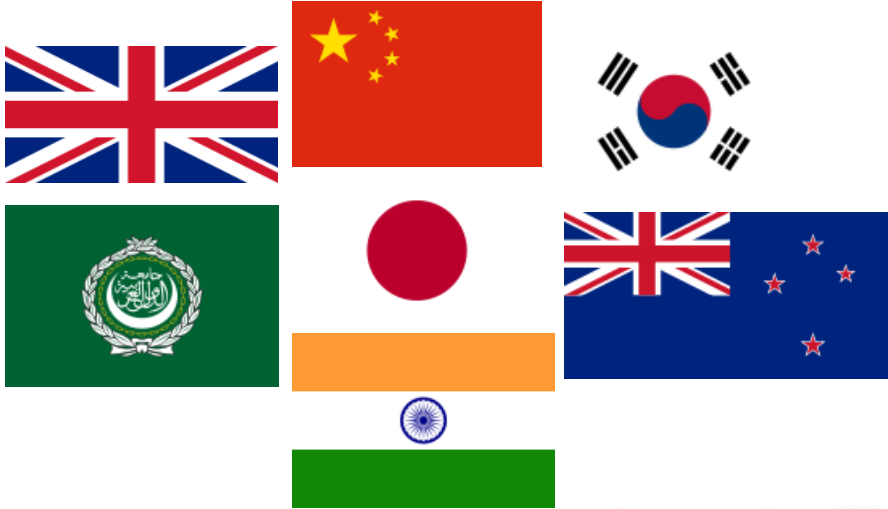
Search

International tourists and immigrants are continually overrepresented in the drowning statistics.

They account for approximately 20% of coastal drowning fatalities annually.



Where are they from?



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All over the world.

But there were correlations to
tourist visitation rates.

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So what are the issues?

Lack of water safety knowledge
in the Australian context.

Communication barriers.

Lack of aquatic ability and skills.

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Combined with...

A high rate of beach and aquatic exposure
during their stay.

Unfamiliarity with Australian conditions.

They can be a little different!

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The Strategy

Simple consistent messages.

Imagery to cross linguistic and literary barriers.

Positive, so we don't exaggerate
hazards unnecessarily.

Aim for repeat exposure across the country.

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But we can't do it alone...

Multicultural Media and Marketing Firm

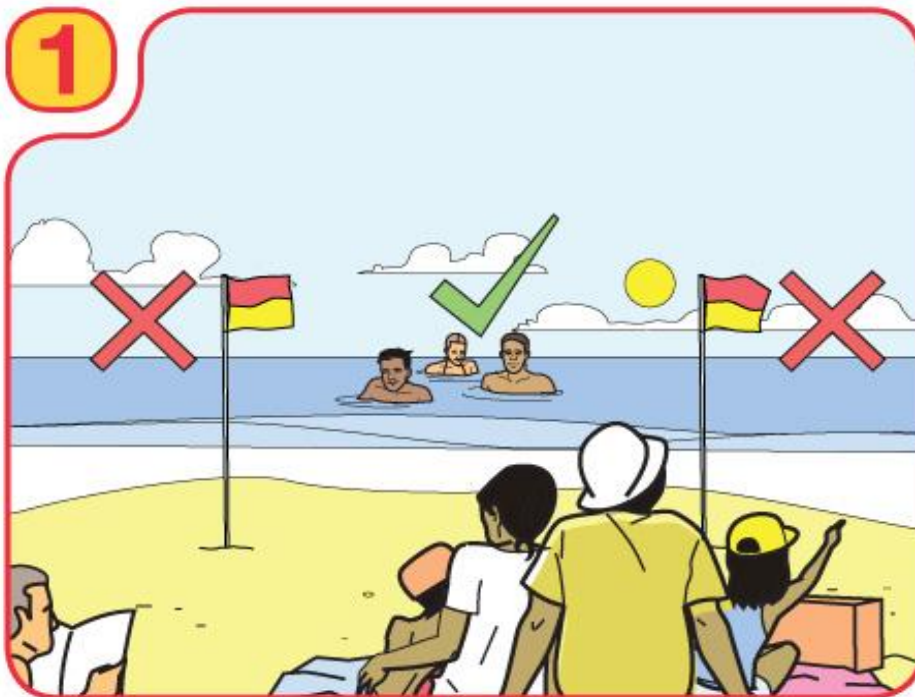
Tourism Australia

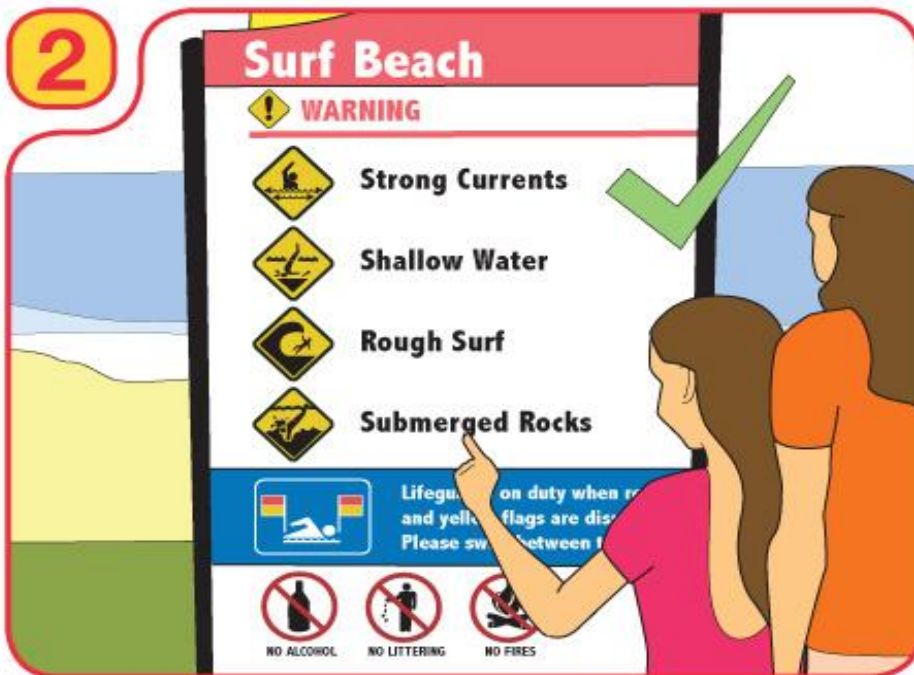
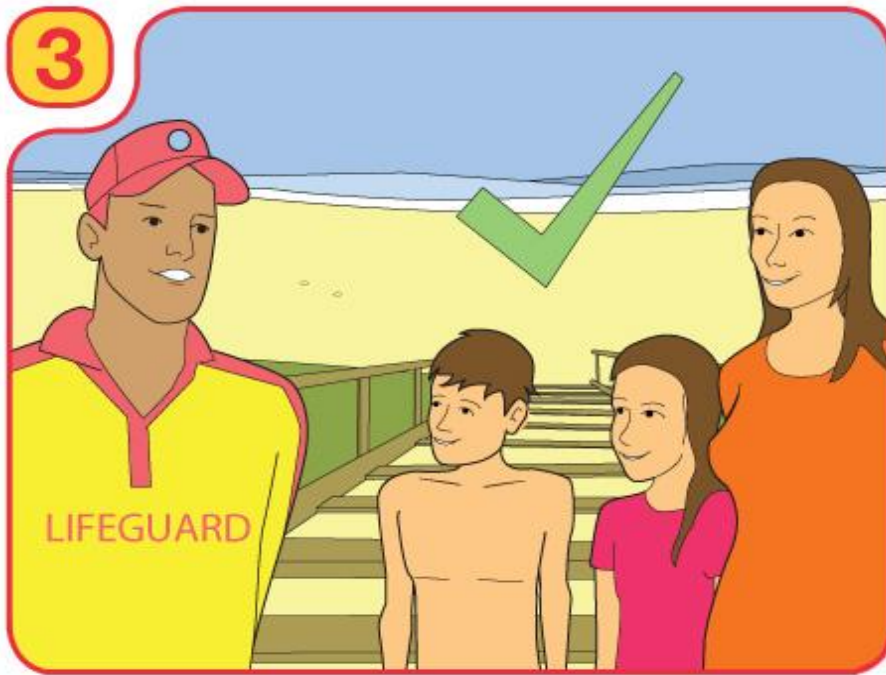
International Airlines

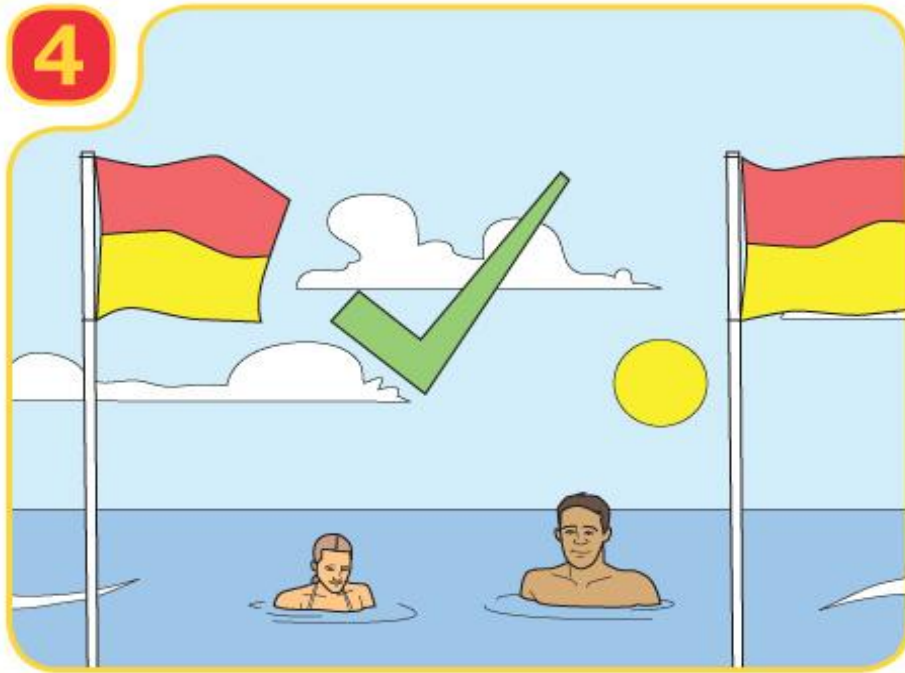
Australian Tourism Export Council

Local Government Groups

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These images could then be used in specific resources, designed and translated by SLSA.

They could also be used by anyone to insert them into their own resources.

We could then distribute through the industry.

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But wait there's more...

Animations

Posters

Flyers

Beachsafe.org.au

Tent-Cards

DVD's

Online

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A key advantage...

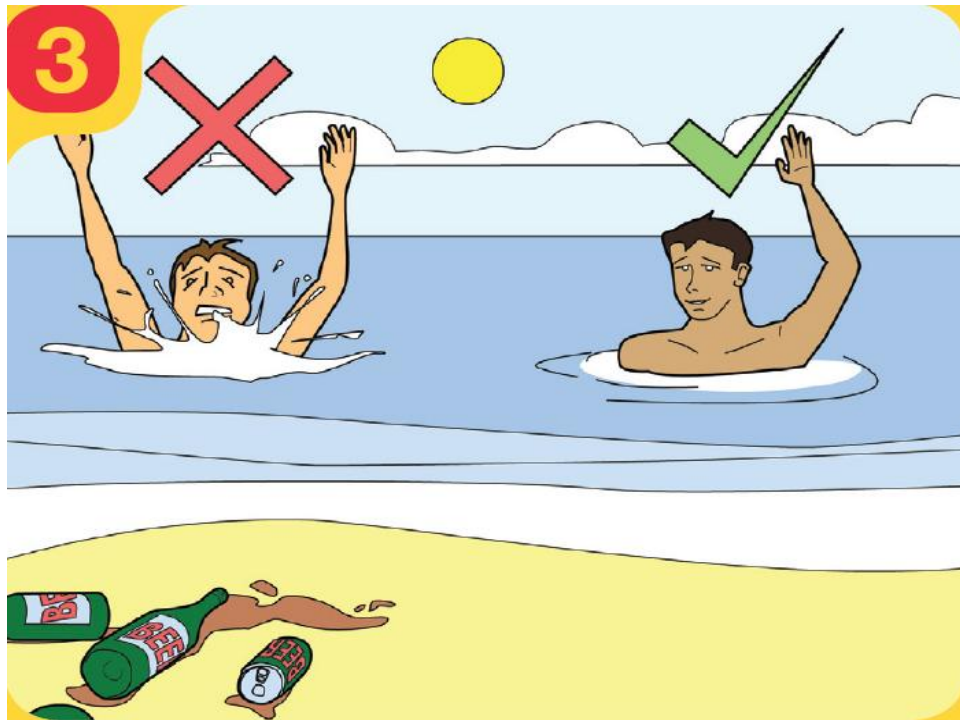
The resources and strategy have the capacity to localise content.

Alterations should demonstrate a need beyond those of the messages already included.

This was identified by some users.

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How was is received?

Previous attempts to engage the tourism industry have been met with skepticism.

This was not.

Fantastic support from lead agencies Tourism Australia and ATEC filtered through to suppliers and providers.

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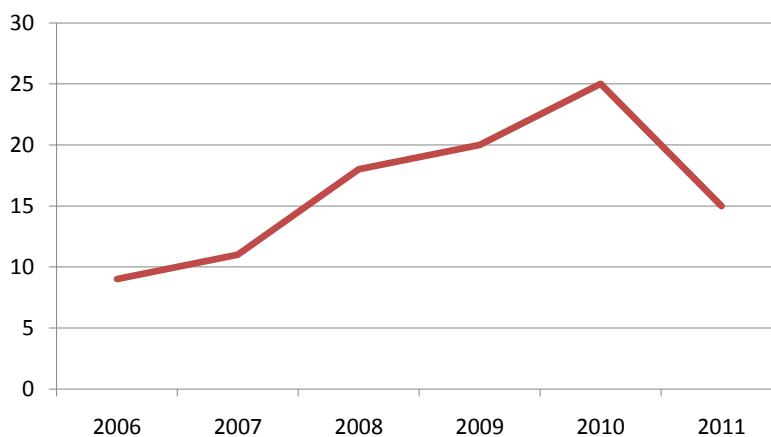
The effect on tourists?

Currently developing a benchmarking survey of tourists, to determine key attitudes and understandings.

This is a very expensive process!

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The drowning figures...



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Any questions?

Thank you

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