

PROGRAM SUMMARY

Pathfinder - Ambassadors



**Multicultural
Community Water
Safety Program**

A national, evidence-informed initiative to reduce drowning risk, remove barriers to swimming and water safety education, and build belonging for refugees, recently arrived migrants and broader multicultural communities.

Funded by the Australian Government and led by Royal Life Saving Society - Australia.

WHY PARTNER WITH US

- This is a communications, engagement and community influence stream, not an in-water delivery program, that supports trusted community voices to share approved WE SWIM messages.
- It balances the three objectives in the program byline, saving lives, removing barriers and building belonging, rather than hazard messaging alone.
- Backed by Royal Life Saving's WE SWIM communications framework, ensuring messaging is multilingual, plain-language, strengths-based and free of deficit framing.
- Aligned to the Australian Water Safety Strategy 2030, the Commonwealth Multicultural Access and Equity Policy, and the Multicultural Framework Review: Towards Fairness, and to Royal Life Saving's strategic approach to eliminating drowning, empowering communities strengthening safety, and succeeding together.

WHAT'S ON OFFER

- **Grant range individual ambassadors:** up to \$3,000 (excl. GST)
- **Grant range community organisations:** up to \$10,000 (excl. GST)
- **Funds available:** approximately \$300,000 (excl. GST)
- **Application type:** open grant and targeted invitation
- **Plus:** networking, advocacy workshops, message training and ambassador learning forums facilitated by Royal Life Saving, with approved travel costs covered

WHO SHOULD APPLY

Two categories of applicant, each with demonstrated trusted-voice credibility:

- **Community organisations:** incorporated multicultural, refugee, community or faith-based organisations and local not-for-profits with strong community reach
- **Individual ambassador:** trusted voices, bicultural workers, community connectors or local leaders with demonstrated community backing

All applicants must show trusted relationships with the communities they propose to reach, and how they will use approved WE SWIM messaging.

WE SWIM PILLARS

Every funded activity activates one or more of:

- **WE CONNECT** — supporting link where activity connects people to local aquatic services
- **WE WELCOME** — supporting link where activity helps make aquatic environments feel more welcoming
- **WE PROMOTE** — primary pillar: sharing approved water safety messages through trusted local voices and channels

ELIGIBLE ACTIVITIES

- Multilingual community messaging through events, faith settings, cultural associations and local networks
- Local information sessions and community briefings on water safety and how to join local aquatic opportunities
- Social media, messaging app and community radio activity through trusted local channels
- Digital storytelling, short talks and community event appearances by individual ambassadors
- Networking and advocacy workshops that build message consistency, confidence and referral practice

WHAT THIS FUNDING DOES NOT COVER

- In-water program delivery, lesson subsidies or general aquatic programming as the primary activity (covered in other streams).
- Capital expenditure, core organisational overheads or high-cost media buys
- Messaging that departs from approved WE SWIM language or uses deficit framing

GET IN TOUCH

Talk to us before you apply. Early conversations help test program fit, confirm geography, and clarify co-design and co-investment expectations.

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