

THEORY OF CHANGE

Pathfinder - Ambassadors

Resourcing trusted community voices to share approved WE SWIM messages and build local advocacy capability



Multicultural Community Water Safety Program

THE CHANGE LOGIC

If Royal Life Saving Society - Australia supports trusted community organisations and individual ambassadors to share approved, culturally responsive WE SWIM messages through the channels, languages and settings communities already trust,

- then multicultural communities will be more likely to hear and act on water safety messages, know where to go and who to trust, and feel a stronger sense of connection and belonging around local pools, beaches, rivers and lakes.
- Over time, this trusted-voice approach is expected to strengthen community-level safety behaviours, build local advocacy capability and confidence, and
- create a stronger evidence-informed foundation for scaling communications-led approaches to multicultural water safety.

THE PROBLEM

Multicultural communities face layered barriers to water safety, including lower hazard familiarity, language barriers and disconnection from local aquatic venues. Safety messaging alone rarely shifts these barriers unless it is delivered through people and channels communities already trust. Trusted community organisations and individual ambassadors have the credibility to close this gap, but they need approved messaging, modest resourcing and light-touch support to do so effectively.

This opportunity funds trusted voices directly, rather than in-water delivery. This recognises that safe, accessible and connected communication is itself a critical lever for reducing drowning risk and building belonging.

ACTIVITY ACROSS THE FOUR PILLARS

WE CONNECT



Multilingual community messaging using approved WE SWIM materials and campaign themes; local information sessions and briefings; social media, messaging app and community radio activity through trusted local channels; seasonal and hazard-specific campaigns with clear calls to action.

WE WELCOME



Light-touch signposting from campaign and ambassador activity into local pool information, family swim opportunities and broader WE SWIM participation pathways, without ambassadors taking on direct delivery roles.

WE PROMOTE



Messaging and engagement that helps local aquatic venues feel more culturally safe and welcoming, plus facilitated sessions with venues, councils and service providers to improve referral pathways.

WE LEARN



Basic reach, engagement and reflection data captured across funded activity; participation in shared learning sessions and ambassador briefings to strengthen future WE SWIM communications.

Enabling activity: Royal Life Saving-facilitated networking, advocacy and message training — online advocacy workshops, in-person networking and peer learning sessions, message training for ambassadors and community connectors, and community-of-practice or ambassador learning forums that build consistency and confidence alongside the funded communications work.

OUTCOME PATHWAY

→ SHORT TERM

Increased reach of approved WE SWIM messages into priority communities through trusted local voices; better hazard awareness; greater trust in message source; stronger ambassador confidence.

→ MEDIUM TERM

More consistent, sustained use of WE SWIM messaging; stronger local relationships between trusted voices and aquatic providers; increased advocacy capability; growing interest in aquatic participation.

→ LONG TERM

Reduced drowning risk through stronger trusted communication; stronger social cohesion and belonging; a sustainable ambassador network; a stronger evidence-informed base for scaling communications-led approaches.

KEY ASSUMPTIONS

- Trusted community voices are more effective at shifting safety behaviour than generic or centrally delivered messaging. Communities are more likely to act on messages that come through people, languages and channels they already trust.
- Modest, proportionate funding and light-touch support are sufficient to activate credible community-level communication without requiring ambassadors to take on in-water delivery roles.
- Networking, advocacy and message training strengthen consistency and confidence, building a sustainable ambassador network beyond the funding period.