



Illustrative examples showing how the Pathfinder - Ambassadors Program can support trusted voices to share approved WE SWIM messages in culturally responsive ways.

1. Nepalese Community Association seasonal water safety campaign

Category

Trusted Voice — Community Organisations

Cohort

Nepalese families, parents, children and young people in a high-growth multicultural community, including recently arrived migrants and longer-settled households.

Communities

Nepalese community members reached through family networks, cultural associations, festivals, faith settings, community pages and messaging channels.

Partners

A Nepalese community association as lead organisation; bilingual community leaders; local multicultural media or digital channels; local aquatic centres or council contacts supporting referral pathways.

Illustrative fundable actions

- **WE PROMOTE:** Nepali-language and bilingual water safety messages shared through cultural events, parent networks, community pages and messaging apps using approved WE SWIM campaign themes
- **WE PROMOTE:** Short community talks, translated message packs, simple video clips or community radio segments on supervision, seasonal risk and staying safe around water
- **WE CONNECT:** Light-touch signposting from campaign activity into local pool information, family swim opportunities or broader WE SWIM participation pathways
- Networking and advocacy: Participation in Royal Life Saving Society - Australia-facilitated ambassador briefings, online advocacy workshops or peer learning sessions

2. Sudanese Youth Group holiday safety outreach

Category

Trusted Voice — Community Organisations

Cohort

Sudanese-background young people, older siblings, parents and extended family members who influence recreation choices, peer behaviour and safety around water.

Communities

Sudanese and broader African-background families in an outer-metropolitan or regional growth area where young people gather around rivers, lakes, pools and holiday water settings.

Partners

A Sudanese youth group as lead community organisation; youth workers; community media channels; local council youth networks; local aquatic providers or schools supporting trusted referral options.

Illustrative fundable actions

- **WE PROMOTE:** Youth-led holiday water safety outreach using short-form video, event speaking spots, peer networks and trusted youth channels on river safety, group behaviour and supervision
- **WE PROMOTE:** Community briefings and conversations that help parents and older siblings hear the same messages through people they already know and trust
- **WE CONNECT:** Promotion linked to clear calls to action, such as local water safety events, pool familiarisation opportunities or other funded WE SWIM activities
- Networking and advocacy: Ambassador participation in Royal Life Saving-supported message training, community-of-practice activity or networking sessions

3. Afghan micro-influencer digital water safety messages

Category

Trusted Voice — Individual Ambassadors

Cohort

Afghan young adults, parents and digitally connected community members who engage through social media, messaging apps and peer-to-peer information sharing.

Communities

Afghan community audiences in one or more priority metropolitan growth corridors, especially families and young people who rely on trusted digital voices for practical local information.

Partners

An Afghan micro-influencer as lead ambassador, with visible community backing; bilingual content collaborators; multicultural organisations or aquatic partners connected to local referral options.

Illustrative fundable actions

- **WE PROMOTE:** Dari- and/or Pashto-informed digital storytelling, reels, myth-busting posts, short voice messages and seasonal campaign content on local hazards, supervision and safe behaviour
- **WE PROMOTE:** Social content designed for platforms already used by the community, in a plain-language, strengths-based style that shows not just the risk but the safe next step
- **WE CONNECT:** Simple social signposting to trusted local information, local programs or broader WE SWIM opportunities where people can act on the message
- Learning and reporting: Basic tracking of post reach, engagement, enquiries or referral interest so Royal Life Saving and the ambassador can learn what works

4. Emerging Paralympic athlete from an African community as ambassador

Category

Trusted Voice — Individual Ambassadors

Cohort

Multicultural children, young people and families, including African-background communities, likely to respond strongly to a trusted sporting role model on confidence, safety, inclusion and belonging.

Communities

African-background families and wider multicultural audiences in a pilot region where a visible, respected sporting voice can strengthen attention to water safety messages and improve trust.

Partners

An emerging Paralympic athlete from an African-background community as lead ambassador, with community backing; schools or community networks; multicultural media channels; local aquatic or disability-inclusive sport contacts.

Illustrative fundable actions

- **WE PROMOTE:** Story-led communication through school talks, community events, multicultural media and social channels linking aspiration with practical water safety messages and everyday confidence
- **WE PROMOTE:** Ambassador content that helps normalise aquatic participation, reinforce belonging and show that local pools and programs can be places of welcome and possibility
- **WE WELCOME:** Limited supporting activity aligning messaging with culturally responsive and disability-inclusive local settings so the pathway feels credible and welcoming
- Learning and reporting: Short reflections, examples of materials used and simple feedback on what audiences responded to most strongly

NOTES FOR USE

These examples are deliberately brief and place primary emphasis on WE PROMOTE, while using WE CONNECT and WE WELCOME as supporting mechanisms where they strengthen the path from trusted communication to safer behaviour, local connection and belonging. In practice, a strong Pathfinder activity would also show trusted community reach, approved WE SWIM messaging, clear languages and channels, realistic low-cost delivery, and readiness to participate in proportionate reporting and shared learning.

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