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To Whom It May Concern:

It is my pleasure to provide this letter of reference for Surf Educate Australia, a business that I believe is providing an essential service to the community through their surf awareness programs.

The International College of Management, Sydney (ICMS) currently has approximately 800 students enrolled. The majority of these students are international (83%). Many of these international students, as well as the domestic students, have had little or no exposure to the ocean, and are unaware of the dangers the surf can pose. It is our duty of care to ensure that students are aware of the dangers, and know how to deal with potentially life-threatening situations in the water. I entrust this responsibility to Surf Educate Australia, as I have utmost faith in their ability to coach and instruct.

As well as this safety factor, we also want all our students to have a positive experience while living in Manly. The ocean is a huge part of life for Manly residents, and the Surf Educate program gives students the confidence to get out in the water and enjoy the surf life-style we hold dear.

ICMS run at least three Surf Educate Australia programs per year for new students during Orientation Week. By the end of the session, even the most timid and weak swimmers are more confident in the water. We survey the students following Orientation week, and the Surf Educate program is consistently rated as the most popular and rewarding activity.

The instructors are highly experienced, and are able to impart knowledge both in a theoretical environment, then in practice on the beach. They are able to communicate effectively with the many different nationalities of our students. Our students respect their commitment to safety and the health conscious lifestyle they promote.

I strongly believe that Surf Educate Australia education program has contributed to the low rate of drownings and incidents on Manly Beach. A program such as this is essential to a coastal community, particularly one with such a high level of day-trippers and tourists. It is the community, indeed the Council's responsibility to ensure the safety of its residents and visitors, which would be fulfilled by providing and promoting Surf Educate Australia.

Please don't hesitate to contact me if you would like to discuss further.

Kind regards

Andrew Leary
General Manager

