



Global experts in lifeguard and water safety services



Our services save lives

SEI Mission Statement - To deliver best practice surf education courses, surf skills programs and professional lifeguard services to countries worldwide



'Preventing Tragedy through Education and Training'

About Surf Educators International

Surf Educators International Inc. (SEI) is an association seeking global membership and affiliation with industry experts and highly qualified surf educators, professional lifeguards and aquatic/water safety groups. Established due to the great need for consistent surf education messages, professional lifeguard training and surf skills/drowning prevention programs within Australia and Internationally. SEI continues to preserve Australian lives through relevant, evidence based education and training and is passionate and committed to utilising its knowledge and expertise to reduce coastal drowning rates globally.



Services – Australia & Internationally

Surf Skills & Education: Practical and theory surf safety/awareness & surfing programs for schools, families, individuals, tour & corporate groups and ocean swimmers. Programs that focus on the following skills and tuition, applied to all ages & abilities:

- Surf education power point lesson (identifying & managing dangers i.e. rip currents, hazards etc)
- Surf education & practical surf skills program at the beach
- Surf survival award programs
- Sport programs
- Surfing schools.

Lifeguard & Aquatic Auditing/Service Reviews: Providing councils, contractors & resorts with:

- Reviews of current lifeguard services focused on the efficient utilization of manpower and resources. Operational & financial efficiencies
- Design, development and implementation of a lifeguard service for areas of coastline/resorts that do not have lifeguard coverage.
- Signage audits of beach and foreshore signage at guarded (patrolled) and unguarded (unpatrolled) locations.

Supplier of Lifeguard Towers: Providing councils, contractors & resorts with:

- Fibreglass portable towers imported from USA. Used by professional lifeguards in California and Hawaii and now being utilized at Bondi and Bronte beaches in Australia.

Water Safety Expert Witness Capacity: Both plaintiff and defense expert witness testimony.

Lifeguard Training Packages: Professional ocean lifeguard training and development • Surf coach and school teacher training • Short board rescue training • Community, sporting groups training tailored to their needs.

Surf Science and Research: Studying the science of the beach environment (surf, sand and foreshore). Pioneering a scientific, evidence based understanding of rip current, water flow behavior through innovative and at times dangerous ocean measurements. SEI promotes the results of this scientific research to a wider general audience through structured, relevant & practical surf education programs.

SEI Partners, Providers and Affiliates

- SEA Australia (SEA)
- APOLA (Australian Professional Ocean Lifeguard Association)
- Bondi Rescue Lifeguards
- Lifeguarding Services Australia
- Let's Go Surfing
- Coffs Harbour City Council
- Aquatic Safety Consultants Australia
- Oceanswims.com
- Dr. Rob Brander (DR RIP)
- Maroochydore Surf School
- Cronulla Beach Swim School
- Infront Surf Craft
- Grant Kenny OAM - Patron



Outcomes - SEI achievements within the first two years of operation

Australia: Surf education programs for over 50,000 school children • Professional lifeguard service in Eurobodalla NSW. • Independent service review/audit of the Waverley Council and Eurobodalla Council lifeguard services. • Signage audit of beach & foreshore signage for Shellharbour City Council • Inclusion to the board of the NSW Water Safety Advisory Council. • Key meetings with federal and state politicians to determine best practice services on Australia's beaches. • Training of more a thousand professional ocean lifeguards, professional surf coaches & school teachers for in-school surfing programs. • Publication of rip and surf safety brochure & information guide. • Production of surf education power point lessons.

Europe: Lifeguard services evaluation and training for various lifeguard teams and lifesaving clubs in Sweden (Gotland Island), England (Devon and Cornwall), and Spain (Barcelona).

Japan: Aquatic risk management and training for open water swimming events, professional lifeguard services, and water safety & education activities in and around the east coast of Tokyo.

West Africa: Research and study tour of Ghana, West Africa to ascertain the need for ocean safety education and lifeguard services along the west coast of Africa. To be continued in 2013/14.

Dubai: During an invitational tour to Dubai in 2010, the SEI team recognised that many locals drown in Dubai - due to Arab laws only allowing local qualified lifeguards or medics to perform any lifesaving procedures (rescues, CPR) which mean that due to a lack of trained lifeguards, most patients will either drown or go untreated and die.

India (GOA): Survey & assist in raising the quality of lifeguard services, with plans to introduce education programs through schools along 100km coastline

Objectives

The message: Evidence based, valid and credible surf safety message that is communicated in a clear and understandable way to all.

The expertise: SEI is a conduit and catalyst for expert discussion from local and international experts. SEI provides a forum to exchange evidence and experiences to ensure that the most effective and appropriate water safety messages are communicated to all beach and aquatic users.

The educational programs: SEI utilises the skills, knowledge and research findings of SEI members and industry experts. Course content is developed, course delivery methods determined and educational strategies finalised for preventative, self-survival and rescue/emergency scenarios & advice for beach users. SEI promotes the use of these consistent surf safety messages with all resources and programs that are provided. The programs are designed to benefit all potential and actual beach users.

Accreditation: SEI utilises and promotes best practice in the content and delivery of surf safety education resources and programs. Content and delivery methods are designed to meet the general and specific needs of beach user and community groups. SEI monitors, assesses and reviews the quality of its surf safety publications and programs and recommend improvements and/or accreditation for publications and programs that meet the SEI quality standard.

Reporting and funding: SEI prepares reports for government and non-government agencies to ensure that adequate funding is obtained from public, corporate and government sources for surf safety education resources and programs.

Craig Riddington
President



Bruce Hopkins
Deputy President



Surf Educators International Details

Surf Educators International Incorporated was founded in 2010 and incorporated on the 4th of February 2010 (Incorporation Number INC9892766) under the New South Wales Associations Incorporation Act 1984.

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