


THE ANNUAL LIFELINE SURF COMP

# Lifeline Classic Queenscliff, Manly 15 September 2024

Partnership and Team information pack

**LIFELINE CLASSIC 2024**

PRESENTED BY  Lifeline  
Northern Beaches

**\$39**

**That's the cost of answering a call  
that could save a life.**

**Lifeline receives over 3,600 crisis calls a day.  
A call every 28 seconds.**

**And Lifeline Northern Beaches answers more  
than 55,000 of these crisis calls each year.**

# The demand for Lifeline services continues to grow in our community.

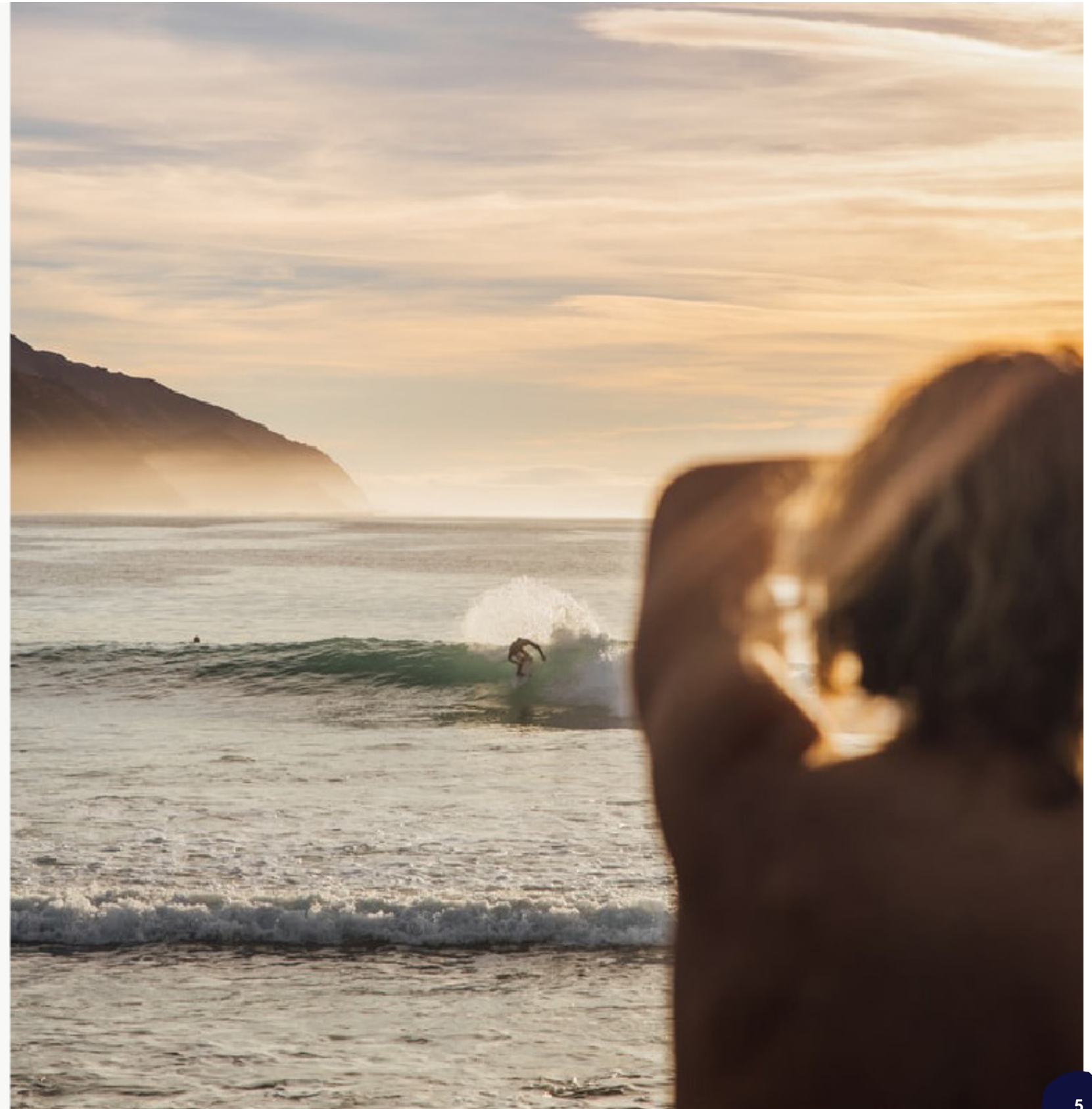
While the 'Lifeline' name is national, Lifeline centres (like Lifeline Northern Beaches) are locally run. ALL funds raised go directly into supporting the mental health of our community. So, by supporting Lifeline Northern Beaches, you're literally saving lives in your own back yard.

Lifeline Northern Beaches needs to keep meeting increasing demand which means they need more funding. **SO LET'S DO THIS!**

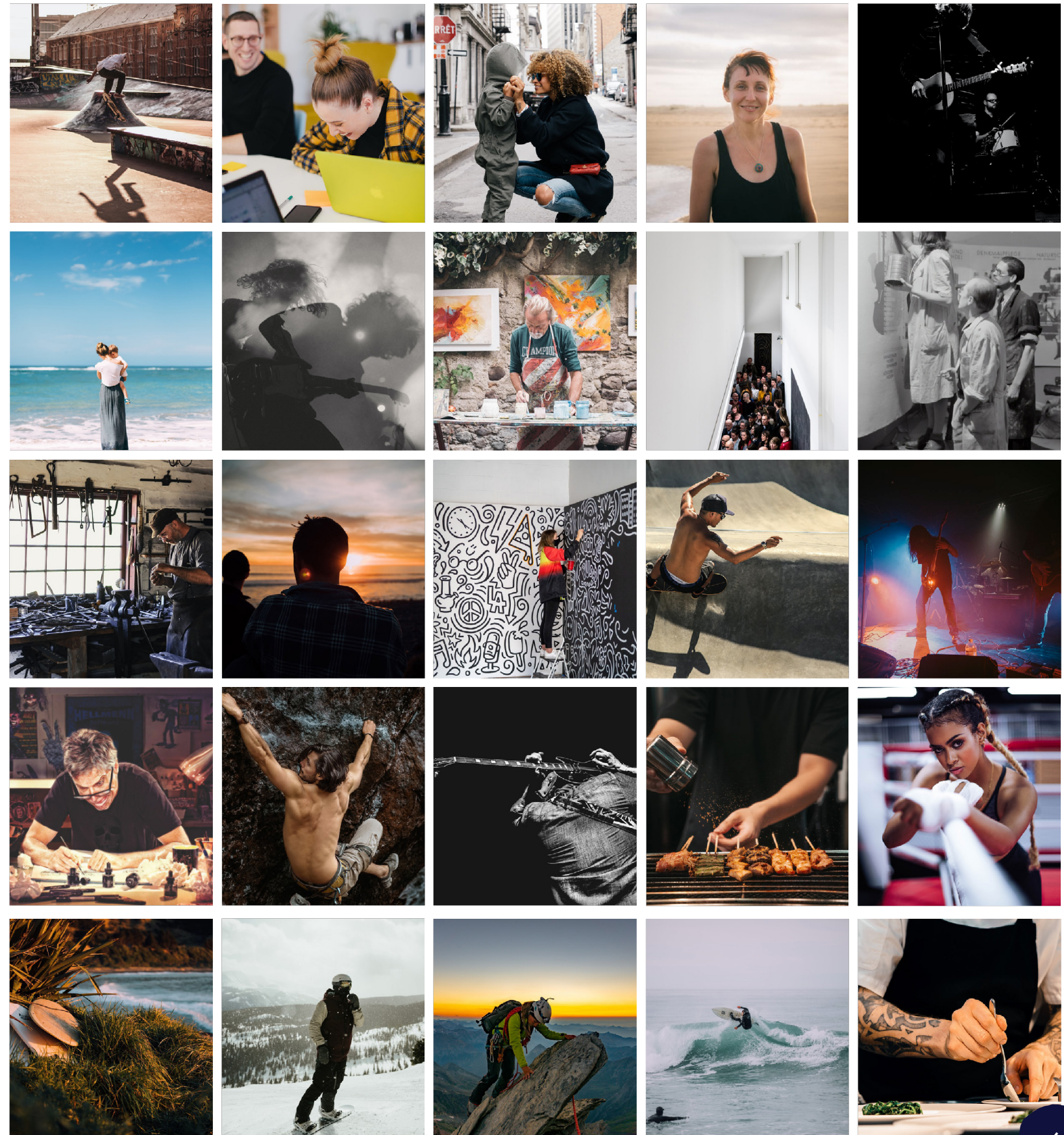


# This September, Lifeline Northern Beaches will be holding the annual 'Lifeline Classic' surf competition.

The funds raised by this event are urgently needed – with demand for Lifeline services increasing dramatically since Covid-19. The stigma around mental illness may be lifting, but many people are doing it tough (often in silence). Lifeline's services are critical in more ways than you'd imagine.



**This year, we're making the 2024 Lifeline Classic bigger and better than ever, and we're currently putting together an awesome group of teams and ambassadors to get involved.**





**We're reaching out to businesses and individuals in our community who we'd love to see take part.**

Put together a fundraising team and hit the waves for a day of fun.

# Why take part?

1

Make a life-saving difference to your immediate community

2

Align your brand with Lifeline: a name that's respected nation-wide

3

Raise awareness of an issue that affects people close to all of us

4

Show your stakeholders how important health and wellbeing is to your business

5

Give your team something positive to connect and collaborate over

6

Further your corporate responsibility in a relevant way (that's actually fun!)



# The 2024 Lifeline Classic is a surf comp...

but it's much more than that. It's about celebrating our community's love of the waves, and the role that surfing plays in our collective happiness and mental health.

The event slogan is **RIDE THE WAVES.**



2024 CAMPAIGN DIRECTION

## IT STARTS WITH FUNDRAISING...

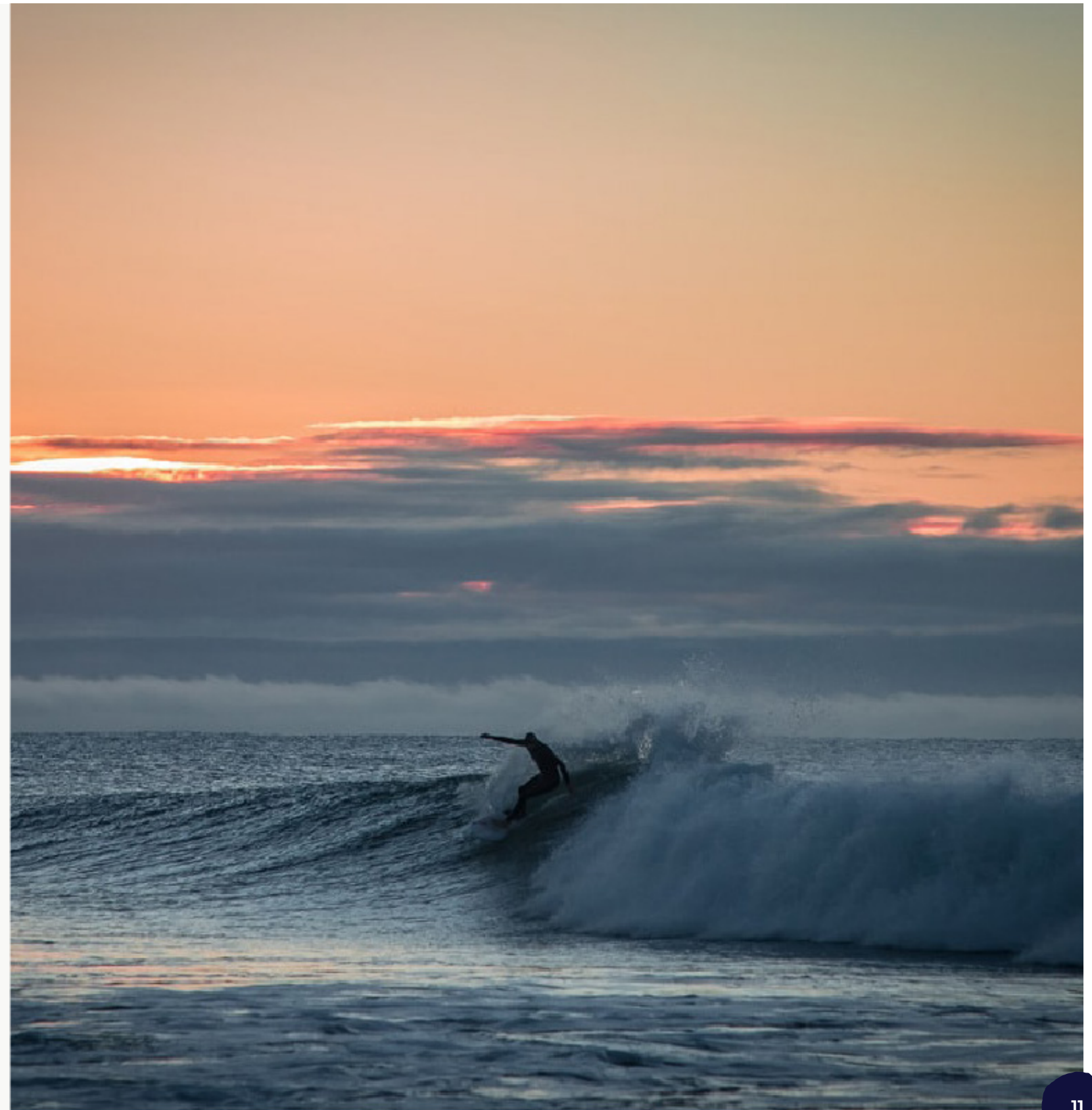
Every team that registers for the comp will compete to see who can raise the most funds for Lifeline Northern Beaches in the lead-up. Teams of 4 (any age and any surfing ability) are required. There is a Women's Division and an Open Division. You can fundraise in whatever way you like: putting on a BBQ, auctioning off your time or services, having a garage sale, anything!



## ...AND IT CULMINATES IN THE SURF!

The top 20 fundraising teams will then get the opportunity to hit the waves to take part in the tag-team style comp, to be held at Queenscliff on 15 September 2024. As in previous years, each team gets to choose a kick-ass pro surfer to join their team on the day (with the top fundraiser getting first pick!).

In previous comps we've had the likes of Layne Beachley, Lucy Mack, Samson Coulter, Tommy Myers, Sophie Fletcher, Simon Anderson, Damian Hardman and Dylan Moffat take part, and this year we're upping the ante, so expect to compete alongside some big names and familiar faces!



## THAT INCLUDES YOU.

It's easy to get involved – simply put together a team, [\*\*Register Here\*\*](#) and start fundraising!

Lifeline Northern Beaches will be by your side to offer fundraising ideas and support – and we know you have the potential to reach a lot of people to raise money AND awareness.

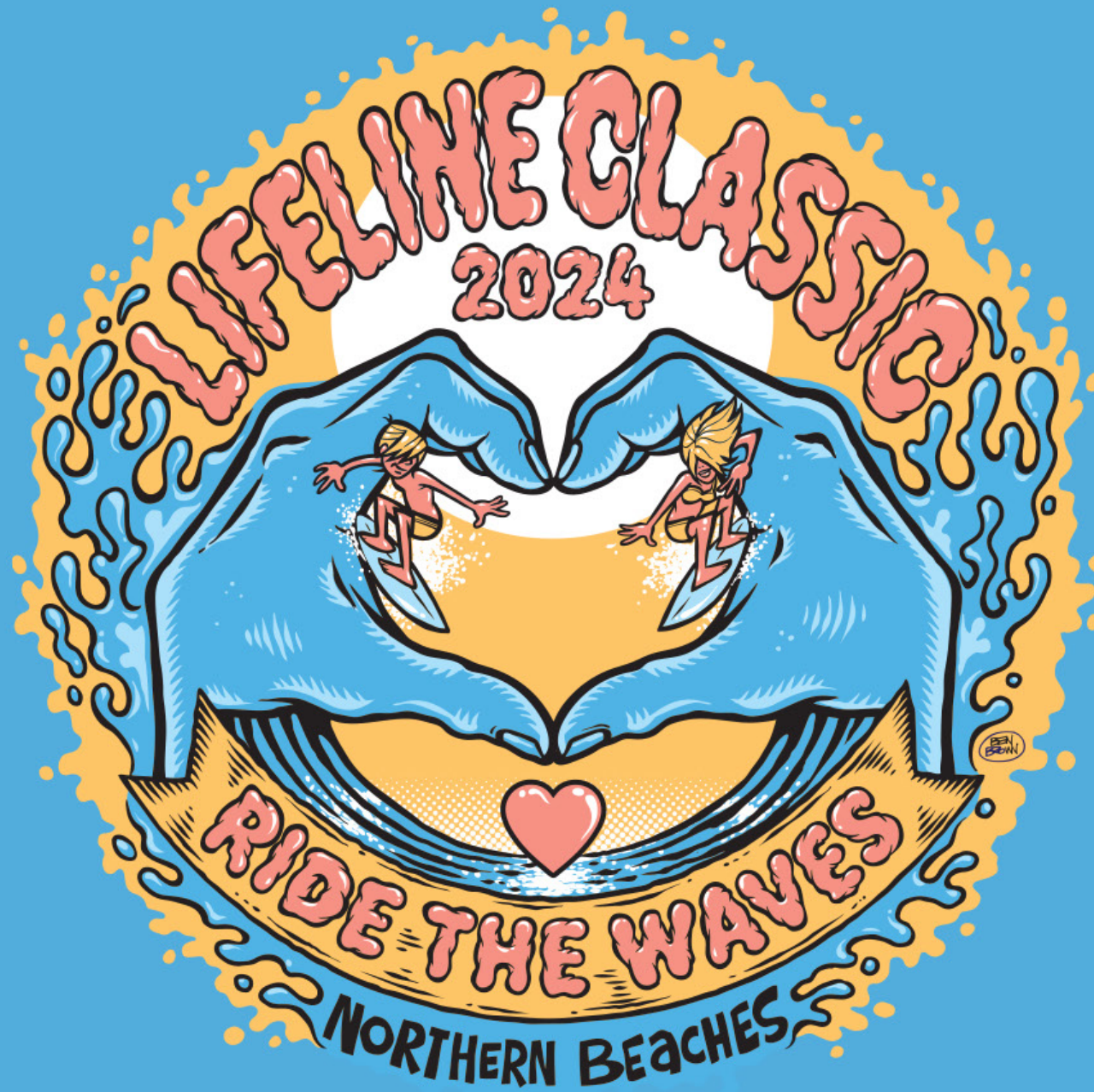


SCAN TO REGISTER



2024 CAMPAIGN DIRECTION

LIFELINE CLASSIC 2024



# 20 LIFELINE CLASSIC 24

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SCAN TO REGISTER