

THERE IS NO EXCUSE FOR ABUSE

Promotional Guide

ROYAL LIFE SAVING
NSW | ACT | TAS

Document Management

Prepared By
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MEDIA RELEASE

Date: Date: **Issued By:** <Insert>

[INSERT FACILITY OR COUNCIL NAME] takes a stand: There is No Excuse for Abuse in Aquatic Facilities

[Insert Facility or Council Name] has joined the statewide "There is No Excuse for Abuse" program, calling on all pool patrons to help create a safe and respectful environment for staff, swimmers, and families.

The program, developed by Royal Life Saving NSW, aims to reduce the growing number of incidents of verbal abuse, intimidation, and aggression directed at lifeguards, swim teachers, and aquatic staff.

> "[Insert Quote from Centre Manager or Spokesperson, e.g.]
>
> Our lifeguards and swim teachers come to work each day to keep people safe, teach vital skills, and ensure everyone enjoys their time in the water. Unfortunately, we've seen an increase in aggressive or abusive behaviour from patrons — and it's simply not acceptable."

The "No Excuse for Abuse" message will now appear throughout the [Insert Facility Name] via posters, signage, staff lanyards, digital screens, and social media.

Staff will also participate in new de-escalation and communication training, helping them respond calmly and confidently to challenging situations.

> ""[Insert Secondary Quote, e.g. from Mayor or Local Council representative:]
>
> Everyone deserves to feel safe — whether they're swimming laps, teaching lessons, or working at reception. We're proud to support this important campaign and stand up for respect in our community."

The campaign aligns with SafeWork NSW guidance on Occupational Violence and Aggression (OVA) and supports the health, wellbeing, and retention of the aquatic workforce.

Royal Life Saving's research shows that over 60% of pool staff have experienced verbal abuse from patrons, often when enforcing safety rules or closing facilities during extreme weather.

[Insert Facility or Council Name] encourages all visitors to remember three key messages when entering the pool:

- Respect our staff.
- Follow directions.
- There is no excuse for abuse.

About the Campaign

The "No Excuse for Abuse" campaign is an initiative of Royal Life Saving NSW, delivered in partnership with aquatic facilities, councils, and industry partners across New South Wales. The campaign aims to protect staff, promote respect, and create safer public spaces in aquatic environments.

Media Contact:

[Insert Name] – [Position, e.g. Aquatic Centre Manager / Communications Officer]
[Insert Facility or Council Name]
Phone: [Insert Number]
Email: [Insert Email]
Website: [Insert Facility or Council Website]

Social Media Launch Pack

Purpose

To help aquatic facilities spread the campaign message through consistent, positive, and shareable posts that remind the public to treat staff with respect and promote safer pool environments.

Post 1 – Campaign Launch

Suggested Image:
Poster photo or staff group shot beside pool entry signage showing “There is No Excuse for Abuse”.

Post Copy:
There is No Excuse for Abuse.

Our lifeguards, swim teachers, and customer service staff work every day to keep our pool safe, welcoming, and fun.

Verbal abuse, aggression, or intimidation will not be tolerated — towards anyone.

Let’s keep our pool a place for respect, safety, and community.

#NoExcuseForAbuse #RespectOurStaff #SafePools #AquaticSafety #RoyalLifeSavingNSW



Post 2 – Respect Our Staff

Suggested Image:
A candid photo of a lifeguard or swim teacher helping a child or speaking with a family — warm and friendly tone.

Post Copy:
Our staff are here to protect, teach, and support you — not to be abused.
Please treat our team with kindness and respect.

Together we can make sure everyone feels safe at the pool.

#RespectOurStaff #NoExcuseForAbuse #PoolSafety #CommunityRespect #RoyalLifeSavingNSW



Social Media Launch Pack

Post 4 – "Everyone deserves respect."

Caption Options (Choose 1–4 depending on tone needed):

1.A simple reminder for everyone who visits our pool.
Everyone deserves respect — staff and patrons alike.
#NoExcuseForAbuse #RespectOurStaff #CommunityRespect

2. Respect keeps our pool safe, calm, and welcoming.
It costs nothing — and means everything.
#RespectMatters #SafePools #NoExcuseForAbuse

3. When we treat each other with respect, everyone has a better day.
Let's keep our pool a positive place.
#RespectOurStaff #BePoolKind

4. A safe pool starts with respect.
You can help by keeping your cool and treating others kindly.
#NoExcuseForAbuse #AquaticSafety #RoyaLifeSavingNSW



Post 5 – "Our staff are here for your safety."

Caption Options:

Our team watches the water, supports families, teaches children, and keeps every visit safe.
Please treat them with respect.
#RespectOurStaff #SafePools #NoExcuseForAbuse

Lifeguards, swim teachers, and customer service staff all play a vital safety role.
Support them by staying calm and respectful.
#AquaticSafety #RespectOurStaff

Safety is our priority — and our staff make it possible.
A little kindness goes a long way.
#NoExcuseForAbuse #PoolSafety

Behind every safe swimmer is a team of dedicated staff.
Respect them the same way they protect you.
#RespectOurTeam #RoyalLifeSavingNSW



Social Media Launch Pack

Post 3 – Staff Voices Video

Suggested Content:
15–30 sec clips of 3–4 staff members finishing the sentence:
“Respect means…”
(e.g. “Respect means listening.” “Respect means staying calm.” “Respect means everyone gets home safe.”)

Post Copy:
Our team has one simple message:
Respect means everyone goes home safe.
Join us in saying There is No Excuse for Abuse at our pool.

#NoExcuseForAbuse #RespectMeans #SafeAtWork #RoyaLifeSavingNSW #AquaticSafety #CommunityFirst

CONTACT US

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