MEDIA RELEASE
December xx, 2021

**NRMA Parks and Resorts Partners with Royal Life Saving Australia**

NRMA Parks and Resorts has partnered with Royal Life Saving Society - Australia (RLSA) in a collaboration to ensure everyone enjoys fun and safe holidays by the water this summer. Former Olympic swimming gold-medallist and water safety advocate Brooke Hanson OAM has jumped onboard as the holiday parks’ ambassador to help get essential safety messages to families these holidays.

Both new partnerships are part of NRMA’s ongoing commitment to creating safe holidays especially where there are fun outdoor attractions like pools and waterparks, lakes, rivers or the ocean nearby. Essential to the initiatives is providing clear and simple water safety tips for guests so that everyone can take ownership.

Brooke and her young family will appear in a series of [short videos](https://www.nrmaparksandresorts.com.au/enjoy-the-water-safely/), social media and online assets as well as posters and signage which will appear around each park, with the key messages around enjoying the water safely these holidays including:

* **Supervise children** at all times
* **Wear a lifejacket** when boating
* **Avoid alcohol** around water
* **Never swim alone**
* **Follow the rules** and enjoy the holidays!

NRMA’s partnership with RLSA comes as the association has released research findings that more than a third of drownings in Australia occur more than 50 kilometres from home, and are more likely to occur in unfamiliar swimming, boating, and fishing spots.

Royal Life Saving Society – Australia Chief Executive Officer Justin Scarr said the new research showed that more than half of all Australians would travel to an aquatic location over the summer, including rivers, swimming pools, harbours and beaches.

“After the past two years, we know people are eager to get out, explore our waterways and relax,” Mr Scarr said.

“Royal Life Saving is urging everyone to enjoy themselves, but to prepare and brush up on safety precautions, especially in unfamiliar locations,” he said.

NRMA Parks and Resorts CEO Paul Davies said the teams across the 37 parks in Australia’s eastern states were gearing up to welcome record numbers of holidaymakers over summer.

“This year more than ever, our guests deserve a great getaway and at NRMA we’re all about offering a safe holiday in the outdoors with fun for the whole family,” Mr Davies said.

“We’re very pleased to align with Australia’s leaders in water safety with some simple tips and friendly faces that make it easy to avoid any hitches on holidays,” he said.

The NRMA’s digital assets featuring Brooke Hanson OAM’s tips around water safety are available here: <https://www.nrmaparksandresorts.com.au/enjoy-the-water-safely/>.

**About NRMA Parks and Resorts**: One of the most trusted brands in Australia, NRMA’s 37 holiday parks and resorts are located in some of the country’s most incredible natural destinations spanning Tropical North Queensland, New South Wales, Victoria, South Australia and Tasmania each offering unforgettable experiences for guests. Many of the parks also welcome pets, making family holidays even easier, and all have recently introduced more flexible booking conditions and [COVID-19 operational measures](https://www.nrmaparksandresorts.com.au/novel-coronavirus-covid-19-information/how-we-are-keeping-you-safe) to ensure the health and safety of guests.

For more information and bookings call 1800 766 133 or visit www.nrmaparksandresorts.com.au

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