



RFQ: Marketing & Education March 2024

Water Safety Ireland

## 1. Introduction

- Water Safety Ireland is the statutory body established to promote water safety in Ireland. See Statutory Instrument 56/2019:  
<https://www.irishstatutebook.ie/eli/2019/si/56/made/en/print>
- WSI is also a voluntary body with over 5,000 members nationwide, and a registered charity (20206593).
- Our focus is on public awareness and education. Tragically, over the last ten years, an average of 118 people drowned each year in Ireland. We feel that this is simply unacceptable considering that most fatalities are avoidable. We strive to reduce these fatalities by increasing water safety awareness and by changing attitudes and behaviours so that our aquatic environments can be enjoyed with confidence and safety.
- Our focus is on Education, Promotion and Partnerships: <https://watersafety.ie/wp-content/uploads/2024/03/Water-Safety-Ireland-Profile.pdf>
- Our mission is that through education, training and action, we will foster a culture that encourages safer attitudes and behaviours in all those who live, work and play on or near water in Ireland.
- In order to scale up our efforts to bring drownings down, we have five drowning prevention pillars for change, listed in our 10-year Drowning Prevention Strategy:  
<https://watersafety.ie/wp-content/uploads/2020/03/National-Drowning-Prevention-Strategy-2018-2027.pdf>
- Some of the campaigns that we have created to help raise awareness about water safety can be viewed on our social media channels such as:
  - YouTube <https://www.youtube.com/@irishwatersafety/videos>
  - and Facebook <https://www.facebook.com/watersafetyireland/>
  - Other examples include:
    - World Drowning Prevention Day: <https://watersafety.ie/world-drowning-prevention-day> and <https://watersafety.ie/go-blue-for-world-drowning-prevention-day/>
    - National Water Safety Awareness Week: <https://watersafety.ie/national-water-safety-awareness-week>
- Many of our assets live digitally and in addition to [www.watersafety.ie](http://www.watersafety.ie), examples of our resources include:
  - Early Learning Centres: [www.holdhands.ie](http://www.holdhands.ie)
  - Primary school: [www.teachpaws.ie](http://www.teachpaws.ie)
  - Secondary Schools: [www.teachwise.ie](http://www.teachwise.ie)
  - PE Teachers: [www.getwise.ie](http://www.getwise.ie)
- We are always in the process of identifying opportunities to take our resources and the reach of these resources to the next level and we regularly engage with various several creative partners to do so, depending on the project. We aim for a presence all year round as aquatic environments are dangerous at any time. We speak to inland waterways as much as coastal environments. For example, to the risks of Open Water Swimming, to the importance of wearing lifejackets when boating and angling. We speak to water safety at home, on farms,



on holidays, when swimming, boating or simply walking near water where stranding and falling in are risks. We speak to child safety and adult safety. We speak to accidental drowning and drownings by suicide. We speak to cold weather and hot weather risks.

- Our limited budget influences our campaign spend, which is typically but not necessarily focused on social media and radio, with limited press, TV and cinema engagement.

We continuously seek partners to bring our resources to the appropriate audiences.

1. Campaign Creative & Production
2. Campaign Management, Strategy & Planning and related media buying



## 2. Guidance on Creative & Production:

Campaign ideation, creation and production that maximizes value for money in raising awareness about water safety so that drownings and aquatic accidents are prevented. Campaigns should encourage best practice when engaging in aquatic activities and aim to change the skills, attitudes and behaviours of people in, on and near water.

\*A:

Creative

To include all creative concepts, creative direction, art direction, graphic design, copy writing and project management across water safety promotional and educational campaigns.

- a) Development of creatives that promote the rollout of Water Safety Ireland's resources for Early Learning Centres, Primary Schools, Secondary Schools and campaigns to the general public.
- b) Pre-summer campaigns
  - For example:
    - a. Open Water Swimming
      - i. Leinster Open Water Swimming initiative
      - ii. Before-You-Go swimming safety checklist
    - b. Increasing our networks
      - i. SafetyZone.ie to bring all aquatic activity stakeholders together
    - c. Launch WSI summer weeks (classes run nationwide throughout the summer)
- c) Material for national conference
  - a. To include redevelopment of leaflets/posters and other assets for Water Safety Area Committees and Water Safety Development Officers
- d) Campaigns should include National Water Safety Awareness Week (June 17 – 23) & World Drowning Prevention Day (July 25) & weather related settings (e.g. summer/winter/bank holidays) & activity related settings (e.g. swimming, walking and associated dangers of stranding, boating, kayaking, surfing, SUP, angling, home, farm, holidays at home and abroad and any aquatic related activities, & age/gender related settings (e.g. schoolchildren of all ages, teenagers etc).
- e) Summer campaigns
  - a. For example
  - b. Open Water Swimming
  - c. Child Supervision
  - d. Alcohol risks
  - e. Lifejackets
  - f. Identifying rip currents
  - g. Risks associated with walking/stranding/falling in
  - h. Inland aquatic environments
  - i. Lifeguarded waterways
  - j. Lifejacket campaign
  - k. Ringbuoy vandalism campaign
  - l. National Water Safety Awareness Week
  - m. World Drowning Prevention Day
- f) Post-summer campaigns



- a. Safe surfing
  - b. National Surf Lifesaving Championships
  - g) Winter campaigns
  - h) Digitization of courses from the WSI syllabus
  - i) Promotion of WSI courses including Water Safety Awareness at Work
  - j) A “Whole of Life” Platform
1. WSI aims to create a lifelong pathway of water safety education from early learners to senior citizens. The “Whole of Life” platform will deliver water safety education in a comprehensive and accessible manner to ensure all demographics have the right skills, attitudes, and behaviours to engage with water safely.
- a. AquaDash: An ‘endless runner’ game, developed as part of WSI’s PAWS (Primary Aquatic Water Safety) programme, supports in-classroom learning to provide a safe platform for stimulating real-life scenarios without risk. The player can navigate inland or coastal waterways, learn about real life hazards in each location and gain an understanding of key safety messages while on, in or near waterways.
  - b. Water Safety Awareness for Youth Groups: This programme will be developed specifically for youth groups e.g., Scouts, Foróige, Youth Work Ireland and others. It focuses on key water safety guidelines for engaging with aquatic environments.
  - c. Water Safety Awareness for University focuses on instilling safe behaviours to third level students. This online module covers water safety advice for inland and coastal waterways with a focus on the dangers of mixing alcohol with water-based activities.
  - d. Water Safety Awareness for Golden Years: This programme is aimed at Senior citizens, in particular, grandparents who may be supervising young people around water. This programme provides water safety awareness advice for at home, on the beach, at the farm, in inland waterways, at the swimming pool and while on holidays. The key message of this programme is to highlight the importance of constant, uninterrupted supervision of young people.
  - e. Water Safety Awareness for People with Disabilities: This programme provides adapted techniques for people with disabilities. It engages with drowning prevention skills and safe behaviours in a variety of aquatic environments.
  - f. Water Safety Awareness for On Holidays: This programme provides an overview of key water safety messages while abroad. It focuses primarily on coastal, inland and swimming pool environments with specific guidelines on the supervision of children, recognising beach safety flags abroad and spotting hazards.
  - g. Water Safety Awareness: This programme provides a universal comprehensive approach to of safe practices and guidelines when engaging with inland or coastal waterways. It also focuses on safe behaviours for aquatic activities such as swimming, surfing, boating etc.



\*B:

## Production

1. All print, radio production, film production and digital asset production:  
Must cover all production costs for all media across all campaigns including but not limited to:
  - Radio Production: Voice talent, music licensing and studio hire
  - Video Production: Filming, editing, animation, motion graphics, talent fees, music licensing
  - Print Production: Print management, all print costs, including direct mail, print fulfilment and data handling
  - Digital Production: Build of all digital assets, animated digital ads, social image posts
  - Photography: Still photography, talent fees, licensing
  - Stock photography/video: purchasing and/or production of any required stock imagery or video
  - Image Retouching: Any postproduction work required



### 3. Guidance on Campaign Management, Strategy & Planning and related media buying

Submissions should outline an approach that details the management, strategy, planning and purchasing of related media campaigns through a selection of channels that work best to deliver the above campaigns to the appropriate audiences. This advertising should promote a public awareness of water safety and help change the culture, attitudes, and behaviours at our aquatic environments so that they are enjoyed with confidence and safety. This should include but not be limited to:

The provision of digital marketing expertise and consultancy services to Water Safety Ireland. Leverage the various options in online advertising to maximise exposure for WSI to the right target audience, within specific project budgets.

- The management of WSI's Google Grants / Ads Search.
- Display/YouTube: Set up and manage Google Display Network Display and YouTube campaigns.
- Social Media ads: Set up and manage Social Media advertising campaigns.

Other elements to include the planning and purchasing of media space through a suite of broadcast platforms including but not limited to TV, Radio, OOH, Press, online.

### 4. Costing

Projects that derive from the above guidance will be developed on a case-by-case basis, as they are identified and deemed appropriate to the at-risk group being targeted. Each project may range in value from approximately €1,000 upwards and it is anticipated that there will be room to develop a suite of projects that will have an overall total spend of €500k.

Project budgets are subject to change according to the requirements of Water Safety Ireland.

All proposals should include pricing that is inclusive of VAT.

### 5. Next Steps

Consider what you can bring to the overall project under any of the following headings and submit proposals on same:

- a) Communications Strategy
- b) Creative Design and Roll Out of projects and campaigns.

Submit to:

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