

A Leading Voice of Mutual Banking

Media Release

Thursday, 26 September 2024

RAISING THE FLAGS: HUNTER SURF LIFE SAVING WELCOMES A NEW SEASON

As Novocastrians prepare to enjoy another sun-soaked summer, Hunter Surf Life Saving (HSLS) is set to welcome the season with its annual Raising of the Flags ceremony.

The much-anticipated event will take place at 9:30am on Saturday, 28 September, at Cooks Hill Surf Club, signalling the start of what promises to be a bustling summer on our beautiful beaches.

HSLS, an integral part of the coastal community, has received longstanding support from Newcastle Permanent for over 40 years. This partnership highlights the shared commitment to safety and community wellbeing.

Newcastle Permanent Chief Distribution Officer, Paul Juergens, expressed pride in the continued partnership as the flags are raised once again.

“Seeing the flags raised each season fills us with immense pride. Our partnership with Hunter Surf Life Saving spans more than four decades, and it’s a testament to the shared values and goals we hold for this community,” Mr Juergens said.

“Working together to ensure safety at our local beaches is something we are deeply committed to – and we’re excited to continue this important relationship for many more years to come.”

Hunter Surf Life Saving Executive Officer, Jenny Hicks, highlighted the importance of vigilance and community spirit as the beaches welcome an influx of visitors.

“Over the course of last summer, our volunteers provided first aid on over 1,000 occasions, made over 300 rescues and completed over 100,000 preventative actions, together clocking up more than 68,500 patrol hours,” Ms Hicks said.

“With almost 800,000 visitors last season and even more expected this summer, our surf lifesavers are essential to ensuring everyone’s safety”.

Hunter Surf Life Saving Branch President, Henry Scruton, echoed Ms Hicks’ emphasis on beach safety, acknowledging the support of Newcastle Permanent in keeping local beachgoers safe.

“We’re fortunate to have the backing of Newcastle Permanent, whose support provides the resources and equipment that help us continue protecting our community along the coast.”

A Leading Voice of Mutual Banking

Media Release

Hunter SLS has had a record-breaking year, being recognised as Branch of the Year at the Surf Life Saving New South Wales Awards of Excellence and experiencing its largest membership increase in history, with 800 new members.

With membership numbers up by 1,500 in recent years, the region is gearing up for another busy season as more people choose the Hunter for beach visits over battling Sydney traffic.

As temperatures rise and more people flock to the coast, HSLs remains dedicated to keeping beachgoers safe. With 13 Surf Life Saving clubs stretching from Catherine Bay to Tea Gardens-Hawks Nest, the region is well-prepared for the busy months ahead, and looking forward to another safe surf season.

Newcastle Permanent invests almost \$1.5 million into local communities through its partnerships, employee donations, volunteering and fundraising programs.

For those interested in joining the Surf Life Saving community, more information can be found at <https://www.hsls.org.au/>.

Media enquiries:

Alexandra Fraser 0447 464 196

ABOUT NEWCASTLE PERMANENT

Established in 1903, Newcastle Permanent is committed to serving our customers and their communities by providing trusted banking through home loans, deposits, everyday accounts, more than 40 branches, and a broad ATM network. Proudly customer-owned, Newcastle Permanent provides millions of dollars each year in community grants, support and sponsorship.