

Swimmers at Clarkes Beach Safer these Holidays thanks to School Holiday Patrols

Reflections Holiday Parks and The Australian Lifeguard Service (ALS) have partnered to provide a safer experience these holidays at Clarkes Beach with lifeguards on duty from this Saturday, 9 April to improve swimmer safety.

The Easter Patrol will have a presence at Clarkes Beach with two lifeguards on duty from 9:00am–5:00pm daily, commencing this Saturday 9th of April through to Monday the 25th.

Far North Coast Lifeguard Supervisor Steve Mills said having the two lifeguards on duty would provide a safer swimming area for the general public and beach users who would be able to swim between the red and yellow flags.

“Patrolling Clarkes Beach during the busy school holiday period will be a major benefit to the public as a large number of people use Clarkes Beach due to the large beach area and easy access,” Mr Mills said. “Many families and visitors to the area enjoy Clarkes Beach and we are proud to have partnered with Reflections to be able to provide this important service to locals and tourists.”

Reflections Clarkes Beach Manager Sam Leo said the having the lifeguard patrol at Clarkes Beach for the Autumn School Holidays was a huge win for holiday goers and the local community.

“The area of The Pass to Clarkes Beach is known to have a consistent sweep along the shoreline and generally is a safe swimming zone,” Mr Leo said.

“Clarkes Beach is an amazing location and now families can relax knowing a lifeguard presence will be on hand to help if needed.

“We will be providing The ALS with facilities to store their equipment for the holiday period to make their set up and pack down easier.”

During the Easter Patrol period, beach users who have any questions regarding surf safety, are encouraged to approach the lifeguards on duty as they are happy to help.

To book a Reflections Holiday Park’ experience visit: www.reflectionsholidayparks.com.au.

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Photo (L-R) Far North Coast Lifeguard Supervisor Steve Mills pictured with Reflections Holiday Parks Clarkes Beach Manager Sam Leo.

Partnering to keep Clarkes Beach safer these school holidays!

About Reflections Holiday Parks

Reflections is a leading nature-driven escapes organisation, welcoming two-million-day visitors and overnight guests to its New South Wales holiday parks each year. Operating as a profit for purpose business, Reflections manages 37 holiday parks and 43 community reserves on NSW crown land. Any surplus from its operations is reinvested in the 9,289 hectares of land that it manages on behalf of the people of New South Wales. Reflections generates approximately \$89 million in economic value for regional NSW each year, in terms of income and flow on impacts (BDO, 2013).



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We are the only group of holiday parks that offer amazing day-use destinations and maintain public recreation reserves for communities to enjoy. As many of our parks are off the beaten track in gorgeous rural settings or wild coastal areas, we understand the importance of sustainable regional communities and support local economies across NSW. We believe everyone can make a difference in the lives of people, places, and our planet.

Our focus is on providing exceptional experiences. Surpluses generated by Reflections Holiday Parks are used to directly support and revitalise the Group's holiday parks and surrounding Crown land reserves to ensure that visitors and local communities can enjoy these precious community assets for generations to come. We grow when our people, our places and communities are at their best.

Reflections' purpose is to share nature's playground in a way that gives back to local communities. It measures its success by its quadruple bottom line performance, including social, cultural, environmental, and economic outcomes. We are genuine and demonstrate care for our customers, our communities, and our world, delivering to a high standard.

Contact: Kimberly Rigby, 0418 383 296 | **Photo attached** | **Page 3 of 3**