

YAMAHA AND SURF LIFE SAVING AUSTRALIA END PARTNERSHIP

Audience: **Club Presidents**
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Distributed by e-mail to: WA Clubs, SLSWA Board of Directors, SLSWA Staff
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Summary:	Action:
<ul style="list-style-type: none">Announcement of the end of Yamaha partnership with SLSA	<ul style="list-style-type: none">None

The global economic crisis claimed yet another victim today with Yamaha Motors Australia and Surf Life Saving Australia (SLSA) announcing the end of a six year partnership.

The partnership, estimated to be worth up to \$500,000 annually, saw Yamaha gear provided to Australia's more than 400 surf life saving clubs, branches, state centres and support operations at highly subsidised rates.

Yamaha was also a support partner of previous Australian Surf Life Saving Championships.

This year's event will be held from 17 to 22 March at Scarborough Beach, Western Australia.

SLSA's Group General Manager, Michael Hornby said that while it was disappointing that Yamaha suddenly withdrew from well-advanced contract renegotiations, citing the global economic crisis, the partnership had provided tangible benefits for both parties.

"Yamaha was able to achieve solid sales through the surf lifesaving network, with almost every club in Australia using at least one Yamaha product over the course of the partnership," he said.

"We are conscious of the impact their withdrawal will have on our peak sporting event, the Whereis® Australian Surf Life Saving Championships (also known as 'The Aussies') in March, and are currently in the marketplace seeking another partner.

"The Aussies are a high profile, nationally televised event which regularly attract more than 10,000 competitors and officials, and provide a strong platform for brand recognition and market penetration," he said.

"The partnership also provides strong networking and sales opportunities for local dealerships with surf life saving clubs, branches, state centres and support operations across the country."

"We hope to be able to announce a new partner prior to the commencement of the Aussies."

SLSA are expecting to announce a replacement partner shortly.

For further information:

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