



sustainable  
coastlines

SUSTAINABLE COASTLINES

# Ambassadors

Programme Information

# SUSTAINABLE COASTLINES Ambassadors



## What is the Ambassador Programme?

The Sustainable Coastlines Ambassador Programme is an inclusive group designed to develop individuals who care for our waterways and coastline and want the support to deliver their own environmentally conscious initiatives.

The programme trains individuals to gain skills in leadership, event management, presentation delivery, marketing, public relations, budgeting and much more to give ambassadors the ability to effectively run their own environmental initiatives aligned with Sustainable Coastlines strategic goals.

The programme also gives access to Sustainable Coastlines experienced staff, our ever widening group of sponsors and supporters, and of course others in the ambassador group for mentoring, brainstorming and help in achieving your aspirations.



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## Why should I join?

If you've already volunteered with us and are keen to take the next step and learn the skills to create a positive environmental difference, or maybe want to consider development into environmental careers, this is the group for you. Join the team, learn the tips of the trade and be given the tools that will help you deliver your own initiatives, guided by the experienced Sustainable Coastlines team.

## What does it mean to be an Ambassador?

To be a Sustainable Coastlines ambassador means you have the ability to drive positive environmental action through grassroots activities and a unifying connection with nature. It means you're an environmental leader and you understand how positive action drives more positive action. It means you'll be recognised for your action, not just your words.

## What does the programme offer?

1. Opportunities to take part in monthly training courses on topics such as leadership, marketing and media, budgeting and financial literacy, event management and presentation delivery.
2. Quarterly networking sessions where you'll catch up with Sustainable Coastlines staff, other ambassadors, sponsors and special guests.
3. Sustainable Coastlines merchandise and membership (details on membership TBA).
4. Access to Sustainable Coastlines staff for brainstorming and mentoring.
5. Membership of our Ambassadors Facebook group to discuss environmental initiatives and opportunities amongst the team.
6. Opportunities to deliver Love Your Coast and Love Your Water presentations and events.
7. The opportunity to be profiled on the Sustainable Coastlines website and Facebook page.
8. Periodic opportunities for paid work.
9. The title of Sustainable Coastlines Ambassadors and access to associated logo for use on your email signature, CV, etc.
10. Access to a future small grants program to apply for funds for strategically aligned projects.
11. Opportunities for internships at Sustainable Coastlines.

## What commitment is required?

If you are accepted into the programme, there are some things you'll need to do to maintain the high standards we set for our ambassadors and maintain your position.

1. Complete an official Ambassador Training Weekend.
2. Complete a Health and Safety competency workshop
3. Attend three of nine additional yearly trainings.
4. Deliver at least five Love Your Coast or Love Your Water activities per year (presentations or events).
5. Volunteer with us for at least three days per year. This may be at events, school presentations or in our Flagship Education Centre.
6. Report core results from your activities to the Programme Manager. We keep figures on this to report to Charity Services and our supporters.
7. Assist another Ambassador-in-Training in the delivery of one of their activities.
8. Complete, read, sign and adhere to a Police Check, the Sustainable Coastlines Code of Conduct, Child Protection Policy and Ambassador Agreement.

## What training is provided?

The initial training weekend will cover things such as the background of Sustainable Coastlines, our current position and where we're heading in the future, our strategy and organisational overview, our social enterprise model and The Flagship Education Centre.

Subsequent monthly trainings will cover:

- Community engagement
- Project Delivery
- Financial literacy (inc. Grant writing, sponsorship pitches, budgeting)
- Public speaking / storytelling
- Media and Communications
- Strategy and Governance
- Monitoring and Evaluation
- Leadership and team building
- Networking