



INTERNATIONAL LIFEJACKET WEAR PRINCIPLES

Introduction

The main aim of the principles is to promote lifejacket wear and to normalise it by encouraging boating media around the world to show people wearing lifejackets in small boats. Different jurisdictions, largely depending on marine conditions, define small boats variously as under 4.8m, under 16ft, under 6m or under 7m; and including tenders.

Endorsing the principles does not create any obligations but provides a powerful tool, and sets a benchmark, for the promotion of safe and responsible boating around the world.

All those involved in these principles have a joint goal of achieving a higher level of collaboration and coordination between leading boating authorities and organisations around the world.

Signatories to the principles believe international unity of purpose and direction regarding the promotion of wearing lifejackets will help strengthen and clarify the importance of lifejackets across all jurisdictions. All agree to use the word "lifejacket" as a generic, non-ambiguous term covering all nationally approved personal lifesaving appliances/devices.

The Principles

Organisations which are signatories to the International Lifejacket Wear Principles agree to the following:

- We recognise the fundamental role the wearing of lifejackets¹ plays in the safeguarding of life for water users;
- We recognise the importance of promoting the wearing of lifejackets when boating;
- We endeavour to ensure that any publication including brochures, DVD, video, websites, and the like will feature all people wearing contemporary style lifejackets when in an outside area of a small craft² that is underway;
- We recommend to the recreational boating industry that its publications similarly feature all people shown wearing lifejackets when in an outside area of a small craft² that is underway;
- We require on-water education and compliance staff to wear lifejackets whenever they are on the water;
- We use the term "lifejacket" in public information and education; and
- We encourage respective boating safety networks to become 'safety partners' by supporting the above principles

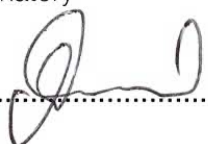
Support Statement

As a duly appointed representative/spokesperson of ALL SAT COMMUNICATIONS

I hereby endorse the International Lifejacket Wear Principles as set out above and will endeavour to make these principles an integrated part of our organisation/company activities into the future.

..... IAN VEITCH
Name of Signatory

..... MANAGING DIRECTOR
Title/Organisation of Signatory

..... 
Signature

..... 4/9/14
Date

1. Lifejacket is a generic term covering all nationally approved personal lifesaving appliances/devices.
2. Different jurisdictions, largely depending on marine conditions, define small craft variously as under 4.8m, under 16ft, under 6m or under 7m. Small craft includes tenders.