

HOW TO START A FLURO FRIDAY AT YOUR LOCAL BEACH





WHO IS ONEWAVE?

WHAT WE DO

OneWave is a non-profit surf community tackling mental health issues with a simple recipe...saltwater therapy, surfing and fluro. OneWave is all it takes.

Since launching in Bondi in 2013 OneWave has held Fluro Friday events at over 170 beaches worldwide, raising awareness around mental health, reducing stigma and helping people free the funk.



170+ beaches
across 30+
countries



10,000+ Fluro
Friday attendees
each year



Starting 1 million
conversations
about mental
health

WATCH VIDEO 



WHY WE CREATED ONEWAVE?

Suicide is the biggest killer of young people and accounts for the deaths of more young people than car accidents.*

At least one in every five Australians will experience mental health issues each year, but 65% of people don't seek help from a health service.**

There is a scientific reason why we surf and that's because surfing actually gets you high. The air above the water actually charges you with positive vibes, surfing and happiness are scientifically linked!***

HOW IT STARTED?

"When I was diagnosed with bipolar in 2012, it was surfing with my dad and my mates that helped me the most. Sometimes onewave really is all it takes. I want anyone experiencing mental health issues to have this opportunity."
Grant Trebilco - OneWave Founder

*youthbeyondblue.com

**Sane Australia

***www.stillstoked.com/inspire-me/the-science-of-surfing-and-happiness



WHAT WE DO?

THESE ARE THE KEY INITIATIVES THAT WILL HELP US CHANGE LIVES THROUGH SALTWATER THERAPY, SURFING AND FLURO

FLURO FRIDAY



OneWave runs weekly Fluro Friday events where the community dress up in the brightest outfits possible and share stories, surf and do yoga to raise awareness of mental health. What started at Bondi Beach in 2013 has now spread to more than 170 beaches worldwide. Targets 14+ year olds.

SALTY SESSIONS



We give people facing mental health challenges a free surf lesson, so they have the chance to experience how good it feels to catch a wave. We partner with local surf schools who provide free surf lessons at Fluro Friday. Targets 14+ year olds.

FREE THE FUNK SCHOOL EXPERIENCE



The OneWave Free the Funk School Experience aims to help 14-18 year olds understand that it's ok not to be ok and encourages youth to use surfing and fluro as a way to free the funk.

FREE THE FUNK CORPORATE EXPERIENCE



The OneWave Corporate Experience aims to help start much needed conversations about mental health in the workplace.



HOW CAN YOU HELP US HELP MORE PEOPLE?

BECOME A ONEWAVE TRIBE LEADER AND START A FLURO FRIDAY AT YOUR LOCAL BEACH

OneWave is best known for its weekly Fluro Friday sunrise sessions where the community dress up in the brightest outfits possible and share stories, surf, swim and do yoga to raise awareness for mental health.

What started at Bondi Beach in 2013 has now spread to more than 170 beaches worldwide.

"I thought If I can just make it to Fluro Friday I might be ok. Fluro Friday actually saved my life."
OneWave Tribe member

Starting a Fluro Friday is as easy as grabbing a few mates, dressing in fluro and going surfing and sharing stories to help people free the funk. It can be a weekly/biweekly monthly event or even once a year. You can even run a fluro surf event on Saturday or Sunday if the weekend works better.

If you want to find out more about starting a Fluro Friday contact grant@onewaveisallittakes.com and we will jump on the phone and chat about making it happen. Yew!



HOW DOES FLURO FRIDAY RUN?

WHAT WE DO?

We surf/swim/do yoga and share stories in fluro to raise awareness of mental health. We wear fluro because bright colours and dressing up make people happy, but it also makes an invisible issue visible and helps start conversations about mental health. We find it really helps to have 2-3 OneWave Tribe Leaders to help organise the Fluro Friday, so that there is always people to bounce off and have each others backs.

WHEN WE DO IT?

Some beaches do it every Friday. Some beaches do it every second Friday or once a month. Some beaches run it once a year for OneWave's birthday. Most beaches run it at 6.30am, but you can run it at the time that works best for your beach. Some beaches run the events on other days and call them 'Free the Funk' events. Just roll with whatever is the best day for fluro surfing at your beach.

HOW IT RUNS?

1) Making new people feel welcome

Try and take down some spare fluro zinc and welcome new people and see if they want some zinca on their face and intro them to the rest of the crew

2) Anti bad vibes circle

- Before we hit the water we sit down in anti bad vibes circle. This is about creating a safe space to check in with the crew and giving people the chance to share their stories. If no one wants to share that is totally cool, as long as everyone knows why we dress in fluro.

- To start we do a quick intro about OneWave intro (see example on next page)

- We then either organise a person to share why they are so passionate about Fluro Friday or we will pick a different mental health topic to spark conversations.. The key thing is giving people the chance to share, but because most of us are not mental health professionals it's about raising awareness, letting people know it's ok not to be ok and where they can get help, rather than being a mental health support group. It's good to keep it really chilled like you're just checking in with your mates. Usually goes for about 10-15 minutes but some beaches chat for longer or shorter. See next page for example of Free the Funk sharing starters.

3) Surf/swim/do yoga/share stories (whatever your recipe is for freeing the funk)

4) Breakfast hangs if you have time before work



ANTI BAD VIBES CIRCLE CHAT INTRODUCTION EXAMPLE

INTRO

OneWave is a non-profit surf community that is tackling mental health issues with a simple recipe...saltwater therapy, surfing and fluro. We dress up in fluro and go surfing and share stories on Friday because too many people are facing mental health issues alone. We wear fluro because bright colours and dressing up make people happy, but it also makes an invisible issue visible and helps start conversations about mental health.

SHARING REAL STORIES

If OneWave Tribe Leaders are open to sharing why you are passionate about being part of the OneWave Community and starting Fluro Friday's at your local beach that would be awesome.

Then after you have shared your story it would be unreal if you could check in with the fluro tribe and give them a chance to share their story.

Here are few examples of how to get the crew talking:

- What is your recipe for freeing the funk?
- Hug chain - go around the circle and you can either share the love by hugging the person next to you, or you can stop the hug chain for a minute and share your story and then pass the hug on. This one works super good as people don't feel bad for not sharing because they are sharing with a hug.
- How can you help someone going through a funk?
- Why are you so passionate about OneWave and Fluro Friday's?
- What is one piece of gold that has happened this week and one funky thing?
- How do you stay present when there's so much going on in your life?
- If you could teach one person to surf who would it be and why?
- How do you silence the self doubt and turn it into self love?
- What is something you want to get off your chest? In the UK they did a rad thing where they write on a rock something they wanted to get off their chest and then threw it into the ocean.



SUPPORTING SOMEONE GOING THROUGH A FUNK

We are so stoked to have you spreading the love and good vibes at your local Furo Friday. Thank you for your amazing support! We understand that being a OneWave Tribe Leader in your community is not easy sometimes, so we wanted to provide you with some information to ensure you feel comfortable if one of the community needs support.

Here are some basic tips and resources which can help you support someone in the community who might be going through a funk:

- Remember we are not professionals and we are not saying we can fix it, we are just sharing our recipe of saltwater therapy, surfing and fluro that has helped us make things that little bit easier.
- Just letting them know you are there for a chat can make all the difference. Just listen and give them a big hug and ask them how you can help.
- If your feeling they need professional assistance or could benefit from counselling encourage them to see their GP
- If you need urgent support or are worried about someone, remember you are not alone. Please contact your local doctor and/or use the numbers in the Global Mental Health Directory below to ask for help. If your need is life threatening, call the Police. This Global Mental Health website has local mental health websites and emergency numbers for different countries:
<https://checkpoint.org.au/global/#1510553225792-bf99088f-24c>

We also have contact numbers on the **Need Help** section on our website - www.onewaveisallittakes.com.

Getting a local OneWave GP on board

What we have done in Manly is get a local GP on board who is an amazing human and surfs and bulk bills to any of the OneWave community. Having someone the crew can relate to helps make that first step of asking for help that little bit easier.



HOW TO PROMOTE FLURO FRIDAY'S

To get Fluro Friday's started you can set up an event on your personal Facebook page or you can create a local Fluro Friday page. If you're setting up a local page go for setup below, so that its' easy to find all of the different Fluro Friday beaches.

Here is an example of how to setup the Byron Bay page address....

facebook.com/flurofriday_byron
Instagram @flurofriday_byron

Here is an example of the about section the OneWave Facebook page
www.facebook.com/onewaveisallittakes

OneWave is a non-profit surf community raising awareness of mental health with a simple recipe...saltwater, surfing and fluro.

1 in 5 people experience mental health issues each year and 65% of these people people don't seek treatment.

OneWave lets people know they are not alone and encourages them to get in the ocean, surf it out and talk about it. It doesn't matter if you're riding wave for the first or the hundredth time...you never forget that feeling of being on a wave and letting everything go. OneWave is all it takes.

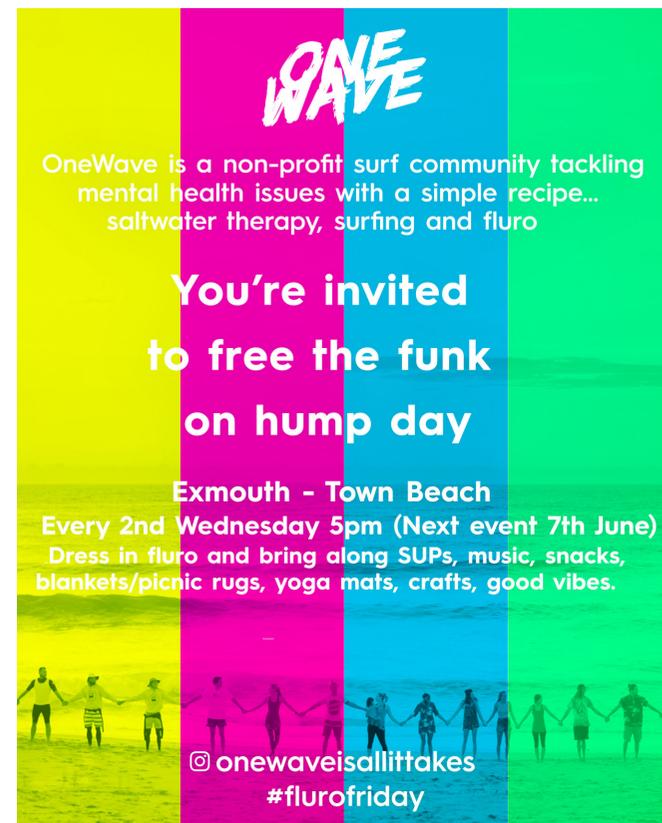
OneWave holds weekly Fluro Friday sunrise sessions to raise awareness for mental health. We dress up in the brightest outfits possible and surf/swim/do yoga. Fluro makes people smile and it gets people asking important questions, which are normally avoided about mental health. Everyone is welcome and it's a free event.



POSTERS TO PROMOTE FLURO FRIDAY

Here are some examples of posters. If you want us to create a poster email grant@onewaveisallittakes.com or feel free to create your own.

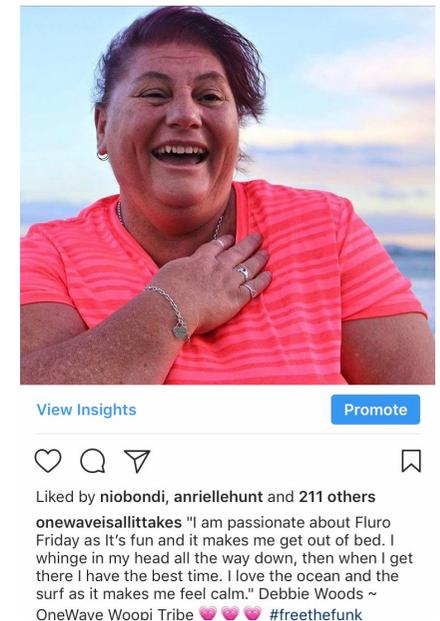
You can find the [OneWave logos here](#).
You can find [OneWave pictures here](#).



EXAMPLES OF SOCIAL MEDIA POSTS

Most people see mental health as a very dark serious topic that no one talks about. Don't get us wrong we think it's serious too and that's why we do what we do, but we like to keep it fun and light hearted. We believe that everyone is fighting a battle you know nothing about. We believe that every one has a story that needs to be shared. We believe that it's totally ok not to be ok. We believe to really know what happy feels like you need to have experienced what sad feels like. We believe that sometimes OneWave is all it takes. We are not saying that we are professionals or that we can cure it, but we are saying that we want to share our magic little recipe of saltwater therapy, surfing and fluro to help free the funk.

Our social posts are a mix of fun and colour with inspiration and hope. We love sharing real stories and helping people help people, because helping people is awesome and it feels awesome. Here are a few examples and feel free to grab any of the content on the @onewaveisallittakes Instagram.



THE FUTURE

ONEWAVE VISION

We believe everyone should have the chance to ride waves and openly talk about mental health, without being judged.

ONEWAVE OBJECTIVES - 2021

1. Start three million conversations about mental health in a fun and light hearted way
2. Get 50,000 people in the ocean so they get the chance to experience saltwater therapy

ONEWAVE GOALS - 2021

1. Create 100 OneWave communities around the world running regular Fluro Friday events
2. Provide 1,500 free surf sessions through Salty Sessions
3. Run 50 Free the Funk school experiences impacting 25,000 students
4. Run 25 Free the Funk corporate experiences



THANK YEW!

Get in touch today to join our community and help people free the funk through saltwater therapy, surfing and fluro.

Website - www.onewaveisallittakes.com

Email - grant@onewaveisallittakes.com

 @onewaveisallittakes

 @onewaveisallittakes

