



# VICSWIM Summer Kidz

## 2023 PROGRAM REPORT



AQUATICS &  
RECREATION  
VICTORIA



## **Disclaimer**

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# VICSWIM Summer Kidz 2022

## *at a glance...*

**191**

Venues  
206 registered to host

**60%**

Growth of enrolments  
in 6 years

**10**

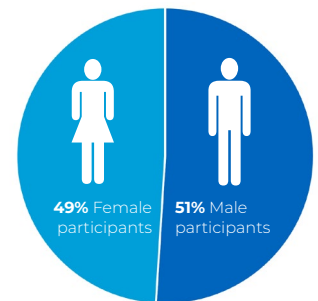
Number of participants in the  
VICSWIM all-abilities pilot

**19,568**

Enrolments

**17,180**

Net enrolments  
2,388 cancellations.



**144**

Regional Venues



**44**

Metropolitan Venues

**35.73%**

Of parents indicated this  
was their child(ren)'s only  
swimming lessons the last 12  
months.

**44.10%**

Program  
Net Promoter Score

**81,522**

Individual sessions delivered

**31%**

of Venues charged an entry fee  
to the facility

VICSWIM was conducted in **8** of the **top 10**  
and **16** of the **top 20** municipalities with the  
greatest socio-economic disadvantage.



**370+**

Staff employed across the program

**328**

Swim teachers and lifeguards employed by VICSWIM, 50+ teachers provided by venues.

**TOP 5**

**VENUES:**

- 1. Ivanhoe Aquatic Centre:** 675  
(Metropolitan, Indoor Pool)
- 2. Ocean Grove:** 603  
(Regional, Open Water)
- 3. Torquay, Cosy Corner:** 594  
(Regional, Open Water)
- 4. Laverton Swim & Fitness:** 552  
(Metropolitan, Indoor Pool)
- 5. Kardinia Aquatic Centre:** 421  
(Regional, Outdoor Pool)

**21**

Regional Co-ordinators

**14** venues provided their own staff, adding **50+** teachers to VICSWIM's 220 teachers

**42**

Venues held VICSWIM for the first time

**20**

Administrative Staff

**28,996**

Program capacity

**85**

Number of staff engaged through the VICSWIM Workforce Initiative

**40,761**

Hours of water safety education delivered

**86%**

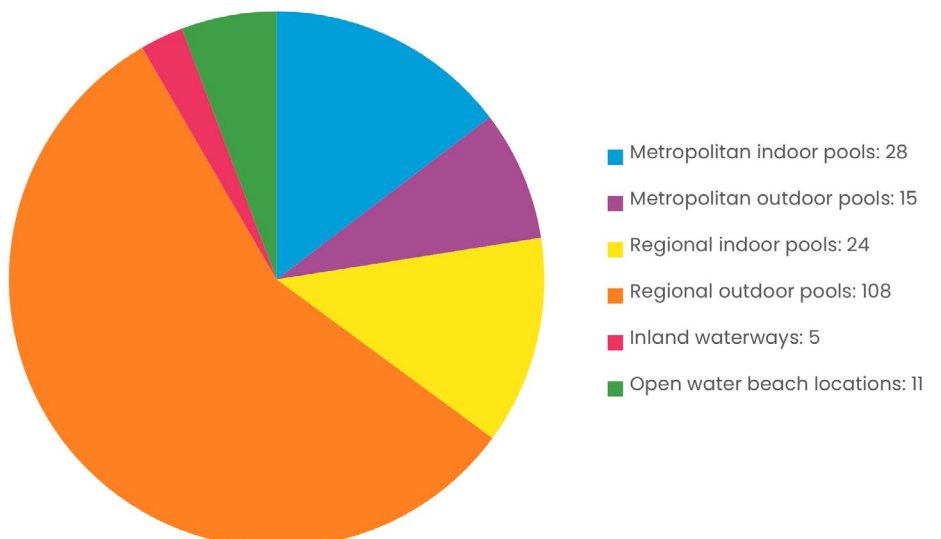
of Victorian Municipalities participated  
+ Albury City Council, NSW

**75%**

of Venues located in regional areas

**16**

Open Water and Inland Waterway Venues



Aquatics and Recreation Victoria extends its thanks to the **State Government of Victoria, Department of Jobs, Skills, Industry and Regions, the Hon. Ros Spence MP**, Minister for Community Sport, and **Bendigo Bank**, for their support of the VICSWIM Summer Kidz Program.

Thanks to the strong support provided, many Victorian families have had the ability to access vital water safety education.



**Keddie Davis**, Director | Participation and Sector Development / Community Sport and Recreation, **Julia McCusker**, Project Officer, Active Recreation / Sport, Recreation and Racing, Department of Jobs, Skills, Industry and Regions visiting VICSWIM at Sandridge Beach, Port Melbourne

# Voice of the Child

*We asked our students "what did you love about the VICSWIM 2023 program?"*

Jumping off the pontoon at Crusoe, swimming in the **waves** at Torquay

I like using the kick boards because it **helped** me swim on top of the water better

I had a good teacher and she explained stuff in a way that made sense. I will be **better** at swimming.

My favourite part was **diving for sinkies, swimming through the hoop** and putting my **head under water**.

Going to the pool every day was the **best**.

My teacher was **friendly**.

Doing a **full lap** and learning to get the **bubbles** out of my nose when I jump in

To stay **safe**, stay **calm** and swim in my life jacket.

Learning to go under water for the **first time** and getting the sinkies.

My favourite part of VICSWIM was getting to come to the pool and **learn new things** because it's **not often** an opportunity like that pops up.

I learnt to lie on my tummy when saving someone and pulling them out of the water;  
I also learnt how to do side stroke and improved my stamina of treading water.

I was reminded to keep my ear in the water when taking my **breath** in **freestyle**, to have my **arms** over my ears in **torpedo**, and I learnt how to **backstroke**.

I had **fun** with my teacher, Mary. I liked learning to swim better.

My favourite part of VICSWIM was the **boogie boarding**

Running in the water like a **cheetah** and jumping in the water like a **kangaroo**

# VICSWIM Team

The VICSWIM Program would not happen without the support of an incredible team. We'd like to acknowledge those who help make the 2023 Summer Kidz Program so successful

## VICSWIM Customer Service and Administration Team

Ashlea McKinnon	Isabella Serano	Jillianne Adihetty	Reyna Johanson
Cormack Somerville	Jake Martin	Joshua Stow	Sami Yeomans
Darcy Williams	Jason Mathers	Kathy Parton	Shona Pallas
Deb Gordoio	Jerome Parot	Lizzy Macintyre	Steve Pallas
Evie Ogier	Jillian Cooper	Luke Grikepelis	Taya Phillips

## VICSWIM Regional Co-ordinators

Alex Christensen	Leigh O'Grady	Natalie Campbell
Anne Freedman	Linda Ballantyne	Nicole Otter
Brendan Gay	Lisa Mackey	Reyna Johanson
Gayle Collett	Lucy Treverton	Robyn (Robbie) Rae
Hanna Gatt	Luke Getsom	Shona Pallas
Jessica Stephens-Short	Maree Macauge	Tegan Boucher
Karen Franceschini	Naarah Bretton	Tianna Hendy

## VICSWIM First Day Administrators and Lifeguards

Aimee O'Day	Emma Gallagher	Natasha Konisberry
Alex McEntee	Fiona Szymanski	Robin Harrison
Amber Demmler	Harry Smith	Stephanie Clay
Chelsea Macague	Joshua Broughton	Tristan Trinh
Chloe Payne	Lachie Jolly	Yianna Manifavas
Emily Farlow	Luke Sonnex	Tegan Boucher
Emma Gallagher	Naarah Bretton	

## VICSWIM Teachers

Isabel Abbott	Anne Battersby	Tysa Bretton	Brianna Childs	Kaitlyn Davis
Emma Abraham	Elizabeth Baylis	Bronwyn Brewergray	Rachel Chiu	Emily Dawkins
Madison Adams	Lara Belci	Kelcey Brian	Tracy Christensen	Sarah Day
Oliver Adams	Jacklynne Belot	Sachi Bridgeford	Pollyanna Chubb	Ayra Dayao
Charley Aitken	Ashlea Bennett	Kylie Broadbent	Chelsea Ciantar	Eloise Derby
Annabelle Aiton	Sophie Bennett	Barb Brook	Deanne Clarke	Wilfred Dickeson
Leanne Allcock	Hayley Bentley	Josephine Brown	Ildi Clemens	Emly Dobson
Tracy Ambrie	Hugh Berry	Donna Bruty	Fia Clendinnen	Emma Doherty
Donna Andres	Kate Birley	Elise Buhagiar	Gayle Collett	Kathryn Donnelly
Morgan Andrews	Sophie Blackford	Kate Burgemeestre	Amy Coombs	Portia D'Ovidio
Andrea Andronaco	Nicole Blizzard	Amy Burns	Steven Cooper	Ella Downing
Mary Archer	Marcus Boom	Imogen Cafasso	Chelsea Corbett	Maggie Doyle
Diana Babb	Teagan Boucher	Lee Callec	Susan Cousins	Samuel Drew
Jessica Baker	Jean-Luc Boulanger	Gabrielle Campbell	Georgia Cox	Christine Dumesny
Martin Baldock-Bartilotta	Louise Boulanger	Hannah Capstick	Madison Crook	Paris Duncan
Helen Bartley	Kirsten Boyd	Katrina Carlisle	Tracie Currie	Susan Dunn
Nathan Basnet	Chloe Bretton	Ian Cash	Liana Currington	Evica Elesin
Sydney Bateman	Naarah Bretton	Jiaqi Chen	Rebecca Cutajar	Amelia Elhage



## VICSWIM Teachers

Bronwyn Ellis	Laura Hobbs	Lisa Mackey	Jack Otter	Olivia Smart
Alexander Espinoza	Angela Holliday	Jemma Makeham	Firat Ozkaraoglu	Jasmine Smith
Benjamin Farchione	Russell Holliday	Maryanne Malouf	Karina Palmer	Simone St Clair
Diane Farchione	Mackenzie Hooper	Brittany Matthews	Anastasia Parker	Gisela Staeffler
Emily Farlow	Elizabeth Hoye	Oliver Matthews	Caitlin Parsons	Apryl Start
Jennette Felton	Tysen Hughes	Yasmin Matthews	Tori Parsons	Liv Stockdale
Richard Fernando	Jane Humble	Allira May	Karen Patterson	Erin Stone
Rebecca Ferrantino	John Humble	Hilary McAdam	Jennifer Peers	Ryan Sturt
Joanne Fifer	Jennifer Iout	Rosslyn Mcadam	Lisa Peters	Nikhil Surapaneni
Kaylah Fink	Grace Ivers	Leonard McClay	Michelle Petersen	Bronwyn Sutton
Kerri Finlayson	Claire James	Robert McDonald	Joeann Peterson	Isabella Symons
Matthew Flind	Emma Jansen	Brigid McGowan	Elizabeth Phillips	Fiona Szymanski
Robyn Fowler	Natalie Jenkins	Sharon McInnes	April Pickard	Pouran Tahmasebi
Brandon Franceshini	Lachlan Johnson	Alexis McIntosh	Emma Pitts	Naomi Tan
Benjamin Francis	Luke Judd	Kiara McKerron	Johanna Podlesak	Natalie Tan
Elise Francis	Cassie Kennedy	Jan Mckindley	Felicity Porter	Tracy Taylor
Sally Freeman-Smith	Siobhan Kerr	Katie McLean	Charlotte Post	Sarah Thomas
Rhiannon Froude	Maali Kerta-Rice	Judith Mele	Bianca Poxon	Holly Thompson
Laura Fuller	Imelda Killeen	Jenna Meloury	Alexandra Prapas	Avalon Tickle
Torri Gardiner	Jasmine King	Chalani Meragalge	Sally Preston	Candice Tierney
Brendan Gay	Georgia Kirkpatrick	Amber Meuwissen	Robbie Rae	Kelly Traynor
Temika Gay	Gabrielle Kleyn	Natasha Meynink	Kobra Rahimi	Lucy Treverton
Lisa Gelonesi-Dal Pos	Glenda Knight	Jessica Miljesic	Jacqueline Rankins	Tristan Trinh
Remy George	Christine Knopp	Leonie Miller	Alysha Reading	Emily Turner
Wayne Gibbs	Ruby Knott	Vicki Millyard	Grace Reading	Indiana Van Diesen
Hannah Gielis	Rebecca Koklas	Jenna Modica	Nicola Reeves	Jessica Van Loon
Kate Glynn	Sharon Konisberry	Kate Moonpen Euvrard	Leanne Roach	Sebastian Varela Torres
Debbie Gordois	Barbara Kornaczewski	Courtney Moore	Lucy Roberts	Claude Vautin
Janice Goudie	Claudia Krake	Amirali Moradi	Sarah Ross	James Veitch
Lucy Grage-Perry	Jodie Lambert	Shellene Morris	Isabella Rossi	Eliza Verwoert
Michelle Grant	Claudia Lanyon	Tracey Mortaruolo	Logan Rossouw	Xiaonan Wang
Alannah Greening	Zalli Lau	Blake Murphy	Kimberly Rothville	Sally-Anne Ward
Audrey Greer	Johnson Le	Simone Murphy	Stephanie Rowlands	Tully Watt
Hayley Gstrein	Ed Leishman	Lori Murray	Renee Roy	Zach Watts
Amelia Hall	Ruby Leishman	Deborah Murty	Debra Saniga	Leiza Webb
Gabriella Hall	Kyle Leitermann	Mietta Nadeson	Maxine Schache	Stef Wild
Rebekah Halprin	Allie Lemchens	Suneet Nambiar	Fiona Schilling	Rhyley Witenden
Ruby Halvy	Aaron Lesar	Kirralee Nation	Isabel Schneider	Rachel Wooden
Paul Handley	Christine Lewry	Alicia Nguyen	Caitlyn Schofield	Ellie Woods
Brett Harkins	Helen L'Huillier	Olivia Nguyen	Zarli Schram	Hayley Wrigglesworth
Emilie Harrison	Junxi Li	Daphne Nitschke	Hayley Scott	Keely Wright
Robin Harrison	Isabel Lombardo	Savannah Nucara	Alice Seymour	Kimberley Wright
Lucy Haub	Joss Parker Lopez	David O'Brien	Linda Shannon	Sharon Wrobel
Kerryn Healy	Margaret Loudon	Bianca Ockwell	Evelyn Sheeran	Bree Wynd
Tianna Hendy	Coby Lovell	Aimee ODay	Andy Sheppard	Jess Yeates
Bernadette Hill	Ethan Low	Leigh O'Grady	Ashleigh Sinclair	Lucy Young
Rachel Hill	Emma Lucey	Cathy Oldham	Mark Slade	Cheryl Zinonos
Emma Hipwell	Maree Macague	Elizabeth O'Rourke		

# CEO Report



It is with great pride that I present the 2023 VICSWIM Summer Kidz program report. The 2023 program was a record-breaking program of 19,460 enrolments, with 191 venues, delivering over 40,761 hours of swimming lesson to over 17,375 participants across Victoria which was supported by our largest workforce of 380 staff.

## **The need for VICSWIM**

With Royal Life Saving Australia estimating that 10 million swimming lessons were cancelled in the last 2 years<sup>1</sup> and the continued growth in drowning deaths of children aged 5-14 years<sup>2</sup>, the 2023 VICSWIM Summer Kidz program (VICSWIM) was one of the most important VICSWIM program we have delivered in our forty seven year history.

Recognising this immense need for swimming lessons, especially in communities most at risk, I am so proud to announce that the VICSWIM 2023 was our largest program to date.

## **The value of VICSWIM**

VICSWIM is a unique learn to swim and water safety education program, conducted over the first three weeks of January each year providing five 30-minute lessons over 5 consecutive days of each week at the heavily discounted price of \$35 per child<sup>3</sup>.

VICSWIM is not just a learn to swim program, it is a water safety education program run not only in pools and aquatic centres but at beaches, inland water ways including rivers and lakes. In these locations vital topics such as currents, rips and general safety information is provided not only to the children but indirectly to the accompanying parents and carers. The intensive nature of the program develops each child's water safety awareness, respect for different water environments and of course, their swimming and survival skills.

VICSWIM is so valued that many parents take days off work on the opening day of registrations to ensure they can access the classes they want at their venues of their choice. Many families plan their holidays around VICSWIM, returning year on year to locations such as Torquay, Ocean Grove and Anglesea where VICSWIM becomes the highlight of their children's holiday.

## **VICSWIM is multi generational**

Participants of earlier VICSWIM programs are now bringing their own children and grandchildren to the program. VICSWIM brings people together at the beaches, pools and aquatic centres allowing friendships to be formed that can last for generations.

The post-program survey sent to all parents/carers received 1,048 responses, VICSWIM 2023 scored a very high Net Promoter Score of 44.1% which remains consistent with the 45% NPS achieved in 2022 and a program satisfaction rating of 8.2 out of 10 (up from 7.6 in 2022).

## **Our largest VICSWIM ever**

The 19,568 registrations this year is a growth of 18% over last year and 48% increase compared to the 13,864 registrations in VICSWIM 2019.

Increasing growth year on year, while it is being achieved is not our primary objective. We are focused on ensuring those communities most in need of swimming lessons and water safety have access to them through VICSWIM. Communities such as those in rural and regional Victoria who have limited or no access to swimming lessons throughout the year, those from low socio economic circumstances, multicultural communities and first nations people are a specific focus in VICSWIM's program design, marketing and implementation.

## **Attracting the most appropriate venues**

A key component of both increasing participation and ensuring targeted communities have access to VICSWIM is to attract the most appropriate venues across Victoria into the program. This year we grew the number of participating venues by 14%, from 167 in

2022 to 191 in 2023.

We initially had 206 venues registered to host VICSWIM 2023, but the program did not run in 15 venues predominately due to the challenge of recruiting swim teachers for these venues.

This increase was driven by a targeted out bound telemarketing strategy where all Victorian municipalities and aquatic facility management companies were contacted and where desired venues were identified and they were then registered for 2023.

VICSWIM simply would not exist without the incredible support and good will of the Victorian aquatics industry and I would like to thank the organisations such as Aligned Leisure, Belgravia Leisure, Blue Fit, Paul Sadler Swimland and The Y who made their pools, venues and staff available. Our appreciation and gratitude are also extended to all local governments who supported VICSWIM through the provision of their own venues and staff.

## Rural and regional accessibility

VICSWIM was run in 68 of Victoria's 79 municipalities plus Albury City Council. Of the participating municipalities 42 (62%) were rural or regional municipalities. Our medium term objective is to have at least one VICSWIM program running in every municipality in Victoria. Of the 11 municipalities currently not participating in VICSWIM in 2023, 7 were rural and regional municipalities.

## Socio economic access to VICSWIM

I am extremely proud to report that in 2023 VICSWIM was conducted in 8 of the top 10 and 21 of the top 25 municipalities with the greatest socio-economic disadvantage in Victoria.<sup>4</sup> This is particularly important as people from socioeconomically disadvantaged communities have been found to have lower participation numbers in swimming lessons.<sup>5</sup>

## Multicultural accessibility

As part of the registration process approximately 10% of registrants nominated that their primary language spoken at home was not English and less than 2% of registrations nominated as First Nations people.

Multicultural populations are recognised in the Australia Water Safety Strategy as a priority area<sup>6</sup> and have been identified as accessing learn to swim programs at lower rates than national averages.<sup>7</sup> One of the identified barriers preventing multicultural communities participating in learn to swim programs is lack of accessible information on how to gain access to swimming programs.<sup>8</sup>

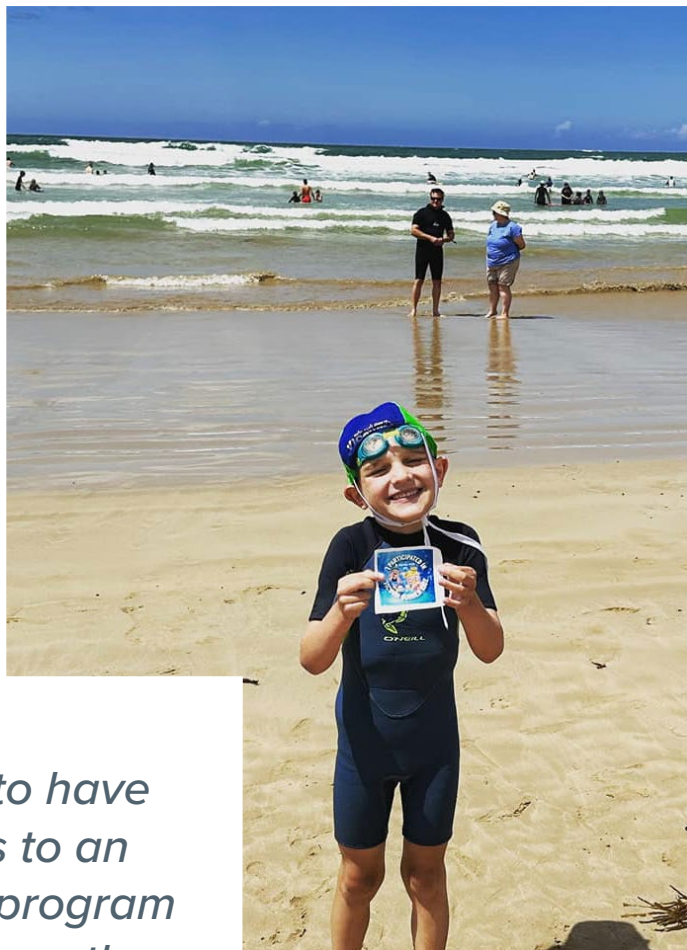
As part of this year's program planning, we reached out to the Centre for Multicultural Youth (CMY) to provide assistance and advice as to how we could attract both participants and swim teachers from multicultural communities. CMY provided direct introductions into a number of multicultural community groups, who we are building relationships and partnerships.

ARV and CMY will continue discussions in the short term with the view of creating a strategic partnership that not only attracts more swim teachers from multicultural communities but overcomes the barriers currently preventing many from these communities participating in learn to swim programs.

VICSWIM has also successfully partnered with the Rotary Club of Albury North and Albury City Council to establish dedicated programs for over 35 refugees at Wodonga Waves and a smaller program in Laverton.

*“Great to have access to an outdoor program that exposes them to the conditions they will actually experience when in the ocean.”*

- Parent Survey Response







## All Abilities Pilot

We are very pleased to have conducted a second year of our All-Abilities pilot program for children with special needs at two venues, Paul Sadler Swimland Altona and Paul Sadler Swimland Laverton. We really appreciate the outstanding support of Paul Sadler Swimland providing specially trained staff to deliver the swimming program. The pilot program cost was \$80 per child for five, one-on-one lessons held over a week.

While the pilot was small this year, with only 10 participants, it allowed us to work closely with both the parents and the teachers to conduct a thorough evaluation of the program. Like it was last year, the feedback following this year's program was very positive and strongly supported the future expansion of the program.

The post program review identified that any expansion of the all abilities program will require significant investment. It is not possible, practical or cost effective to incorporate the all abilities program into the existing VICSWIM platform. Areas for future development include:

- The establishment of a dedicated website and booking portal
- Formalisation and documentation of the program and its lesson plans
- Investment in training swim teachers to be able to provide these specialised lessons. There is currently a major shortage of swim teachers additionally qualified, especially in rural and regional Victoria.

*"It is a great, healthy, educational and fun school holiday activity for my children."*

*"My children always make new friends and have a great time with new friends in the pool."*

*- Parent Survey Response*

## Increasing the diversity of our venues

In recognition of the fact that in the last twelve months across Australia "rivers and creeks were the leading location for drowning (34%), followed by beaches (21%) and ocean/harbours (13%)"<sup>8</sup> VICSWIM increased the number of programs that are run in inland waterways and ocean waterways.

In 2023, VICSWIM was conducted at:

- 28 Metropolitan indoor venues
- 15 Metropolitan outdoor venues
- 4 Metropolitan open water venues
- 24 Regional indoor venues
- 108 Regional outdoor venues
- 5 Inland open waterway location
- 7 Regional open water locations

While many venues were threatened by the November 2022 floods, we fortunately only had to cancel two open water venues at Rochester and Harrow that were impacted and therefore unable to deliver the program.

There is a clear opportunity, supported by an underlying need to reverse the incidents of drowning and near drowning events, to grow the number of inland waterway, open water and beach locations, especially in holiday destinations such as on the Mornington Peninsula, Bellarine Peninsula, Great Ocean Road, Murray River and the lakes region of Gippsland.

## Open Water Risk Management Framework

Over the last two years ARV has invested significantly to develop and implement the VICSWIM Open Water Risk Management Framework to ensure the maximum safety for all staff and participants of the VICSWIM program.

This risk framework significantly increased the level of expectations required at our open water and inland water ways





**“VICSWIM exceeded my expectations. I was unsure how my 6y/o would go. He is fairly new to swimming and can get overwhelmed with new experiences. There was a little hesitation at the beginning, which lasted just a moment.**

**My child’s teacher did an exceptional job and helped my some develop his skills and grow in his confidence.”**

- Parent survey response



venues. Under the risk framework at least two teachers at each open water venue must have either their Community Surf Lifesaving Certificate, Life Saving Victoria's Inland Waterway Certificate or the Royal Life Saving Bronze Medallion.

The risk framework also introduced the need for participating children to wear VICSWIM wear skull caps for easy identification and for lifeguards to be employed at each open water venue for the sole purpose of monitoring the VICSWIM program, as well as requiring additional safety equipment, such as defibrillators and spinal boards, to be available at these venues.

While we now have the platform from which to grow the number of non-pool based VICSWIM venues, any expansion is expected to require significant additional investment in venue selection, swim teacher, lifeguard training and the safety equipment each venue will require.

## **Bendigo Bank continues its support of VICSWIM**

We are extremely appreciative of our ongoing partnership with Bendigo Bank. With their assistance ARV was able to support the expansion of the program in 2023 and purchase 12 defibrillators which were deployed to our open water and inland water way venues ensuring this vital piece of equipment was immediately on hand if required.

## **Our largest workforce ever**

VICSWIM's workforce in 2023 saw a significant increase over previous years, comprising:

- 317 Swim teachers and venue support staff
- 12 Lifeguards
- 5 Venue administration staff
- 22 Regional co-ordinators
- 24 Customer service, administration, marketing and program management staff.

Sports Community, for the sixth year, was responsible for the VICSWIM program management, marketing, logistic and administration. After recognising the rapid growth and complexity of VICSWIM in recent years a number of changes were made to the 2022 leadership and management structure of the program.

Jason Mathers, with over 20 years of program delivery experience, was appointed as VICSWIM Program Manager. To significantly bolster our aquatic industry experience and relationships, Jillianne Adihetty joined the team to oversee swim teacher recruitment while Deb Gordoys oversaw the training and support of swim teachers and regional managers and the overall service delivery of VICSWIM 2023.

## **Our tireless Regional Co-ordinators**

A vital part of the VICSWIM team were the 21 Regional Co-ordinators who work in the field across Victoria to ensure that the venues, swim teachers, parents and most importantly children all have a great VICSWIM experience. They undertake the risk assessment of each venue, drive the recruitment of swim teachers from their communities, manage the swim teachers and program delivery while co-ordinating the resolution of a myriad of issues which arise throughout the program.

VICSWIM 2023 was particularly challenging for regional co-ordinators and the administration team as 58 venues throughout the program experienced class cancellations for a wide variety of reasons, but predominantly late notice and last minute changes to swim teacher availability. I commend the team on their ability to find ways to ensure that as few classes as possible were cancelled throughout the program. Often this involved working late into each evening and weekend of the program.

2023 VICSWIM program comprised of a variety of experience across our Regional Coordinator group. Some working as a Regional Coordinator for the first time, while others have supported VICSWIM for over 30 years.

## **The VICSWIM Workforce Support Program**

In 2022, the Victoria State Government supported ARV to deliver the VICSWIM workforce initiative in the lead up to the 2023 program. This initiative operated between August and December 2022 and was established to recruit, train and upskill new swim teachers and lifeguards in readiness for VICSWIM 2023, particularly in regions with a shortage of swim teachers.

The success of the 2023 VICSWIM program simply would not have been possible without the support of the Victoria State





Government and their funding of the VICSWIM Workforce Support Program which contributed 86 of the 311 (27%) swim teachers recruited for VICSWIM 2023.

ARV is particularly appreciative of the Victoria State Government's ongoing funding commitment to assist the industry recruit much needed swim teachers and lifeguards. Not only will the funding of this program support VICSWIM into the future, these and future funding programs are vital for ensuring our industry can meet the demand and need for learn to swim and water safety programs into the future.

## Chronic shortage of swim teachers and lifeguards

The chronic shortage of swim teachers was evident across the state and had a significant impact on VCSWIM 2023. For the second year in a row Melbourne's north-east suburbs was by far the most difficult area to recruit swim teachers. The reality was many of the teachers that taught at VICSWIM venues in this region were not from this local area with many required to be compensated for their long distances of daily travel.

The north-eastern suburbs venues have traditionally been some of our largest venues however, because of the swim teacher shortage in this region we had to significantly reduce the size of the VICSWIM programs offered in this region. This caused significant frustration with parents who were unable to register their children into lessons.

Recruiting life guards was very challenging in 2022 and was even more difficult in 2023. This is an area of significant challenge and further support will be required to enable any expansion of VICSWIM's beach, open and inland water programs moving forward.

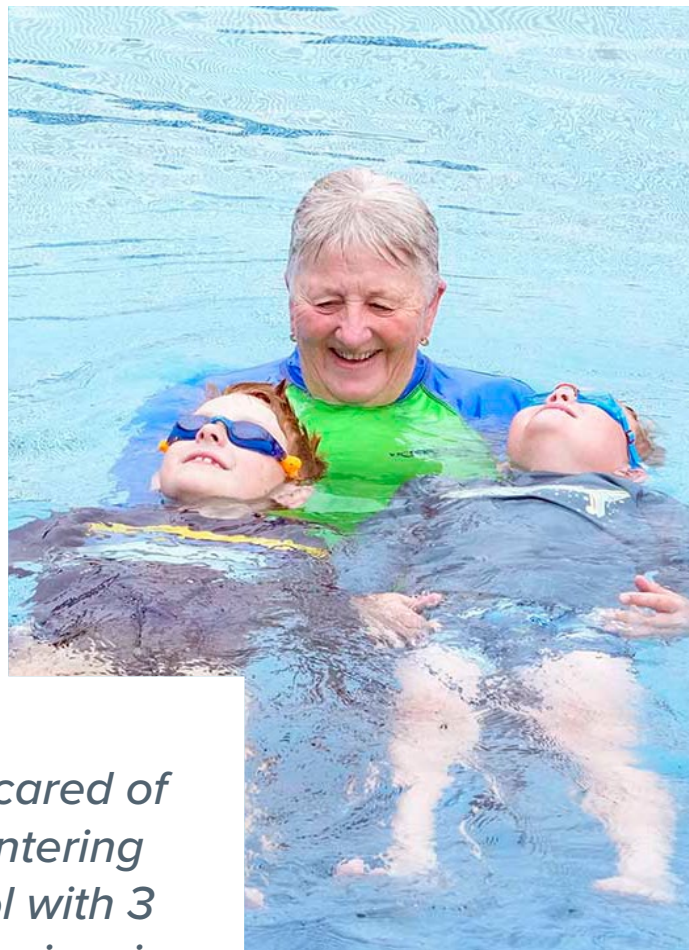
## VICSWIM swimming teachers are simply amazing!

VICSWIM swim teachers are simply incredible, and the program would simply not be the amazing success it is without them. With the chronic shortage of swim teachers in the industry, it could be rightfully expected that many of our industries most experienced swim teachers, who had major workloads throughout the year, would seek to take a break over the summer. Instead, so many of our teachers not only forgo much of their summer break but many worked multiple venues each day, over multiple weeks and for much longer hours than they would prefer simply so the participants of the program would not miss out on swimming lessons.

While over 50% of swim teachers were teaching in their first year of VICSWIM over 17% of teachers were returning for their fifth or more program with teachers such as Robbie Rae returning for her 32nd year, Felicity Porter for her 30th year and Steven Cooper returning for his 29th year.

## Supporting our swim teachers

Over the last two years ARV has invested heavily in increasing the training, support and resources for swim teachers and the regional co-ordinators. As part of this investment in 2023, 13 teacher training videos were developed and released. These videos provided training and guidance for each level of the program with a different series developed for pools, beaches and inland water ways and were critical to support the onboarding of so many new



*“From scared of even entering the pool with 3 years of swimming lessons behind my 6yo, to treading water on his own in under 4 days”*

*- Parent Survey Response*



teachers doing VICSWIM for the first time.

## First day registrations

Over the last three years the VICSWIM booking website crashed on opening day due to the enormous volumes of people hitting the website at the same time. This year in order to ensure a smooth registration process on opening day, ARV introduced an enhanced booking system and online queueing service as part of the initial registration process. This enabled the VICSWIM website to successfully manage the traffic going to the website without experiencing any outages, while also communicating to those in the queue what their expected wait time would be.

VICSWIM registrations opened at 10.00am 30 November 2022 and over 14,000 registrations were made in the first 24 hours with over 10,000 registrations made in the first two hours.

## Tracking a child swimming progression

The 2022 program saw the introduction of systems technology that increased swim teachers ability to record each child's skills obtainment in their account on the membership portal. Instead of the traditional paper certificates being issued, certificates listing their skills progression are now generated automatically generated as the teachers update each child's skills progression.

While the transition away from 'paper certificates' to online certificates generated by the skills progression updates by the teachers has generally been a positive innovation which has been received well by both parents and swim teachers further investment required to allow the system to meet the unique needs of the VICSWIM program.

The VICSWIM Program Report provides an overview of the skill progression of children within the 2023 program.

## VICSWIM marketing and promotion

VICSWIM's participant growth has been driven by a very strong digital marketing strategy. From early September, fortnightly email newsletters are distributed to our 32,000+ database of parents and carers not only advertising the program but also seeking swim teachers and this year also seeking expressions of interest to participate in the VICSWIM workforce support program.

We also utilised an extensive Facebook marketing strategy, not only to our 9,000+ followers but VICSWIM is promoted on over 220 different Facebook community groups. This has been a very effective way to promote VICSWIM into local communities, especially those in rural and regional Victoria.

Throughout this year's program at least nine regional newspapers and two television stations also carried stories about VICSWIM. There is a significant opportunity to increase VICSWIM awareness and participation, especially in regional communities,

through a PR campaign directly to radio stations, TV producers and newspaper publishers.

## Thank you to the Victoria State Government

The VICSWIM program was established in 1976 and we are incredibly proud that the program remains as relevant and as vital today as it was a generation ago. The program aligns to and assists the delivery of the Victorian Government's "Victorian Water Safety Strategy" and its "Active Victoria strategy".

On behalf of the ARV Board of Directors, I would like to thank the Victoria State Government, the Minister for Community Sport and the Department of Sport and Recreation, for their support and funding of the VICSWIM program over the last three years. Without this financial support, it simply would not be possible to deliver VICSWIM in a way that has become so accessible, loved, trusted and relied upon by the Victorian community to keep its children safe in the water.

ARV looks forward to continuing and finalising our future funding discussions and we very much look forward to extending our partnership with the Victoria State Government beyond 2023.

## Our gratitude and appreciation

Finally, I wanted to again recognise and thank our inspiring swim teachers and everyone else who has worked tirelessly to deliver another wonderful VICSWIM program. To provide 40,761 hours of swimming lessons to Victorian children which is not only inspiring, but you have also facilitated what for many will become a life long love of swimming and water based activities. Without your ongoing support VICSWIM simply would not be possible.

Thank you to the ARV Board for the opportunity to lead such a wonderful program, your support has been greatly appreciated. Thank you to the Sports Community team who again assisted in the management, marketing and delivery of this years VICSWIM program and the Victorian Government for your financial support to ensure this critical program can be provided to Victorian families.

I am proud to again present this report outlining the achievements, impact and value created by the 2023 VICSWIM Summer Kidz program, along with the recommendations and considerations which will underpin the program's future success.



**Kathy Parton**

*Chief Executive Officer*  
Aquatics Recreation Victoria





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1. Towards a water loving nation free from drowning: The role of learn to swim, Royal Life Saving Australia, September 2022, p6 ([https://www.royallifesaving.com.au/\\_\\_\\_data/assets/pdf\\_file/0011/68852/D0308298\\_Royal-Life-Saving-Report\\_v8\\_SPREAD-DIGITAL.pdf](https://www.royallifesaving.com.au/___data/assets/pdf_file/0011/68852/D0308298_Royal-Life-Saving-Report_v8_SPREAD-DIGITAL.pdf))
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# VICSWIM Workforce Support Project

The 2022 VICSWIM Workforce Support Program is a targeted job creation project providing entry level training and employment for approximately 150 individuals to support the 2023 VICSWIM Program.

## Project objectives

- To promote the VICSWIM program within 13 Local Government areas
- To conduct pre-employment training to approximately 150 swim teachers and lifeguards
- To promote opportunity for VICSWIM employment and training within 13 Local Governments

## Overview

The ARV VICSWIM workforce project was a great success in enabling the training of new entrants in the Victorian Aquatics industry, particularly in priority Local Government Areas and the VICSWIM 2023 program.

In total, ARV supported 134 trainees across Victoria to gain qualifications as a Swim Teacher, Lifeguard or Inland Waterway Instructor. Of these 134 trainees, 85 successfully gained employment with ARV to assist the delivery of the VICSWIM program across 29 LGAs.

In total, 134 newly qualified staff were trained to support the VICSWIM 2023 program including:

- 114 swim teachers
- 12 lifeguards
- 8 inland waterway instructors

The average age of the VICSWIM trainees was 30 years old, with participants ranging from 16 to 69 years old. 56% of trainees were under the age of 25.

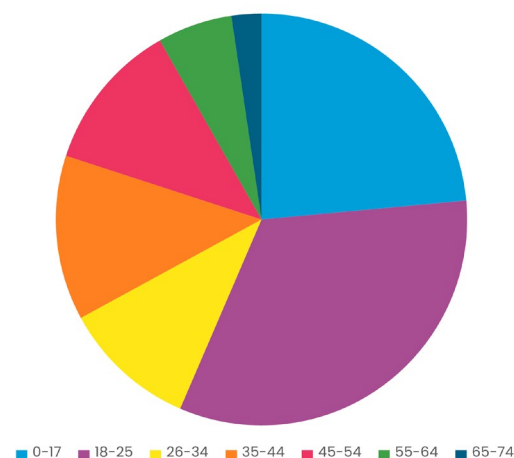
A range of RTOs were engaged to deliver training with AUSTSWIM, CPR First Aid, LSV and Swim Australia accounting for 86% of courses undertaken.

The ARV VICSWIM 2023 administration team have advised that without this initiative the VICSWIM 2023 program would not have been so successful as it enabled a significant increase to the VICSWIM workforce.

Using a conservative and realistic assumption of 6 classes of 6 children per week, it is estimated that the Victorian State Government's funding enabled ARV to place 85 swim instructors/lifeguards at VICSWIM venues in 2023 resulting in the delivery of 7,650 additional sessions to a further 9,180 children.

ARV have advocated to the Victorian Government for funding to support a second year of this program.

Age profile



LGA	2023 Participating Teachers	Qualifications obtained within Target LGAs
Alpine Shire	1	1
Ballarat City	9	9
Banyule City	1	
Bass Coast Shire	1	1
Bayside City	1	
Brimbank City	1	1
Darebin City	1	
Frankston City	1	
Gannawarra Shire	3	
Greater Bendigo City	21	21
Greater Geelong City	2	
Hobsons Bay City	1	
Horsham Rural City	2	
Indigo Shire	5	
Manningham City	4	4
Maribyrnong City	1	
Maroondah City	2	2
Moonee Valley City	3	3
Moorabool Shire	1	
Moreland City	3	
Mornington Peninsula Shire	1	
Nillumbik Shire	2	2
South Gippsland Shire	1	
Surf Coast Shire	10	10
Swan Hill Rural City	1	
Wangaratta Rural City	1	
Warrnambool City	2	
Whittlesea City	2	
Yarra Ranges Shire	1	1
<b>Grand Total</b>	<b>85</b>	<b>55</b>





**Introducing Rob, and his granddaughter Milla. Rob became a swim teacher through the 2023 VICSWIM Workforce Support Program and taught his granddaughter at a Surf Coast venue.**





**“A really worthwhile week that increased confidence and capability required to swim safely at the beach”**

- Parent survey response

**“Intensive swimming has helped my children to grow in a love for swimming and confidence in the water. They loved the program.”**

- Parent survey response

**“We saw a significant improvement in our daughter’s swimming skills as she was doing it 5 days in a row. Other times it has taken such a long time to see improvements. The 5 day program was excellent. I would definitely enrol her again”**

- Parent survey response





# 2023 Statistics

## Program Participation

Table 1.1 and Figure 1.2 below illustrates that participation in the VICSWIM program has grown 60% in the last 6 years. Using the enrolments figure before cancellations of 19,568 the 2023 VICSWIM program grew registrations 24% on the previous year's program. When the 2,388 refunds are taken into consideration, the net participants figure of 17,375 represents an increase in enrolments of 18% from 2022.

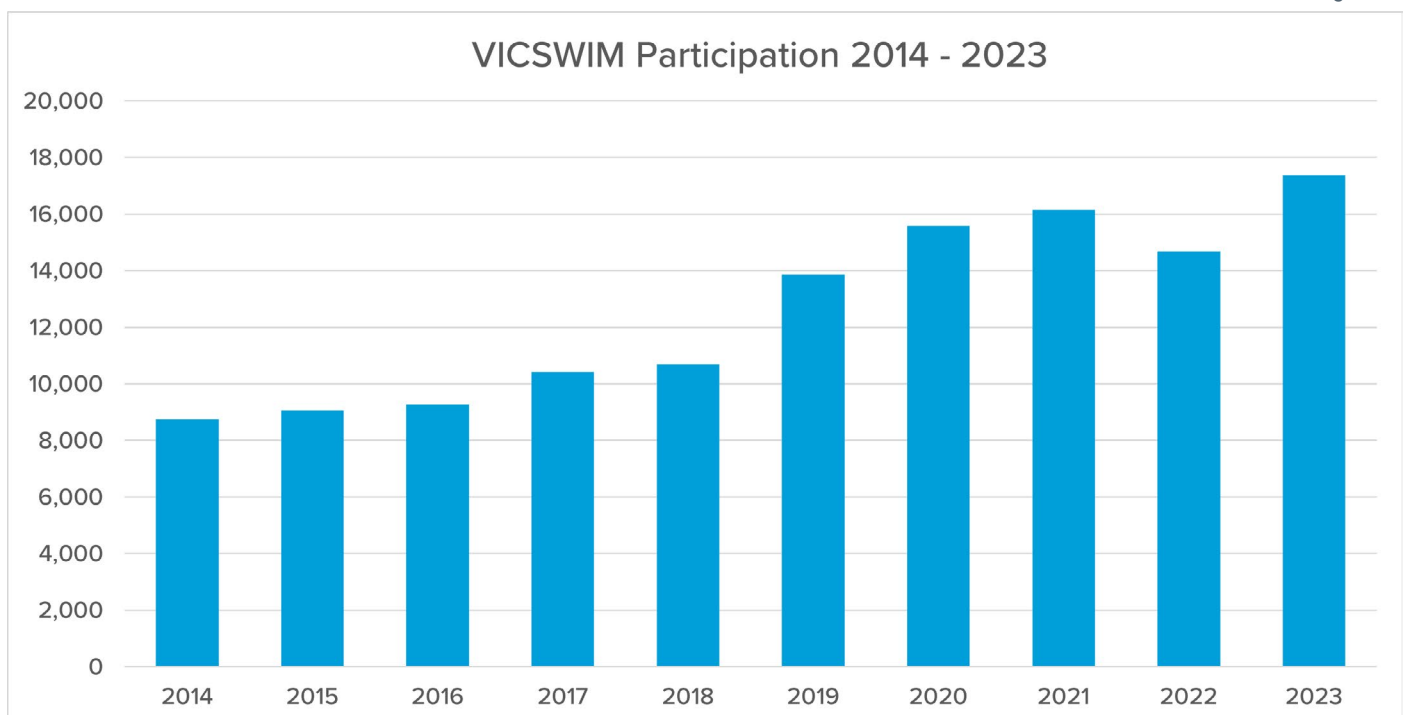
Table 1.3 and Figure 1.4 show that VICSWIM bounced back after 2022 COVID impacted year, with many venues looking to run the program. Rural areas re-engage with VICSWIM, while traditionally popular metropolitan venues reduced their capacity due to teacher shortage.

VICSWIM 2023 was a record breaking year for capacity also with the programs capacity increasing 32% to 25,996 participant positions in 2023 compared to 17,633 in 2022.

Table 1.1

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Participants</b>	8,749	9,054	9,270	10,424	10,695	13,864	15,585	16,141	14,678	17,375
<b>% increase on previous year</b>		3.49%	2.39%	12.45%	2.60%	29.63%	12.41%	3.57%	-9.06%	18.37%

Figure 1.2

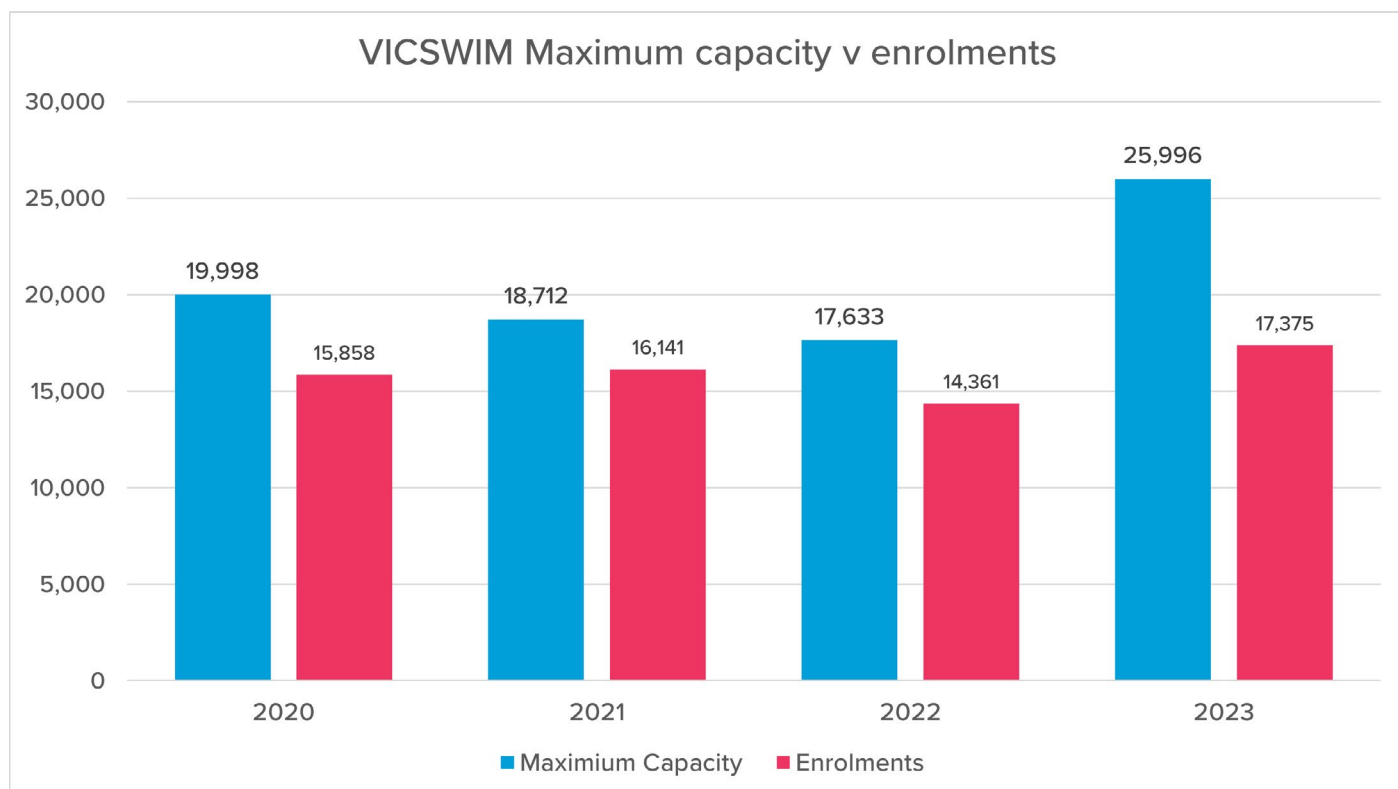


## Program capacity

Table 1.3

	2020	2021	2022	2023
Maximum Capacity	19,998	18,712	17,633	25,996
Enrolments	15,858	16,141	14,361	17,375
Occupancy	77.93%	86.26%	81.00%	67.00%

Figure 1.4



## VICSWIM Skill Level Overview

Skill Level	Experience criteria
A	No experience. Adjusting to face in the water, kicking with floatation aid.
B	Minimal water experience. Pushing and gliding. Independent entry and exit.
C	Introduction to strokes. Independent entry and exit in deep water.
D	Efficient technique, short distances. Treading water, 30sec.
E	Working towards longer distances with efficient technique. Advanced survival sequences.
F	Experienced swimmer. Swimming distances over 100m.
G	Very experienced. Swimming distances of 250m+ of all strokes, advanced survival sequence.

*“My 8/yo and 11/yo are so much more confident in the water after 5 days of swimming with VICSWIM.”*

- Parent Survey Response

# Participation by week by skill level

Figure 2.2

Table 2.1 and Figure 2.2 illustrate the spread of skill level and enrolments across the three weeks.

Week 2 was the programs busiest week with 37% of enrolments, while Week 1 and 3 had 32% and 31% of enrolments respectively.

Week 1 included public holiday where classes were not run. To compensate for the lost day, classes were extended by 5 minutes for the remaining 4 days of the first week. Many private learn to swim operators recommence their swimming lessons in week 3 reducing the availability of venues and swim teachers.

Skill Levels B, C and D were the most popular, accounting for 60% of total participants. The A and E levels accounted for 30% of participants and the top levels of E and F only had 10% of participants.

This is consistent with VICSWIM 2022 where B, C and D were also the most popular levels.

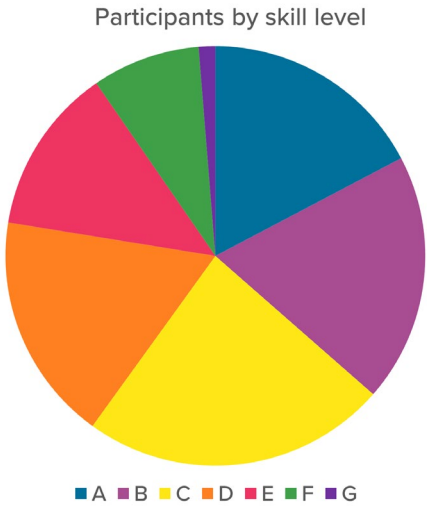
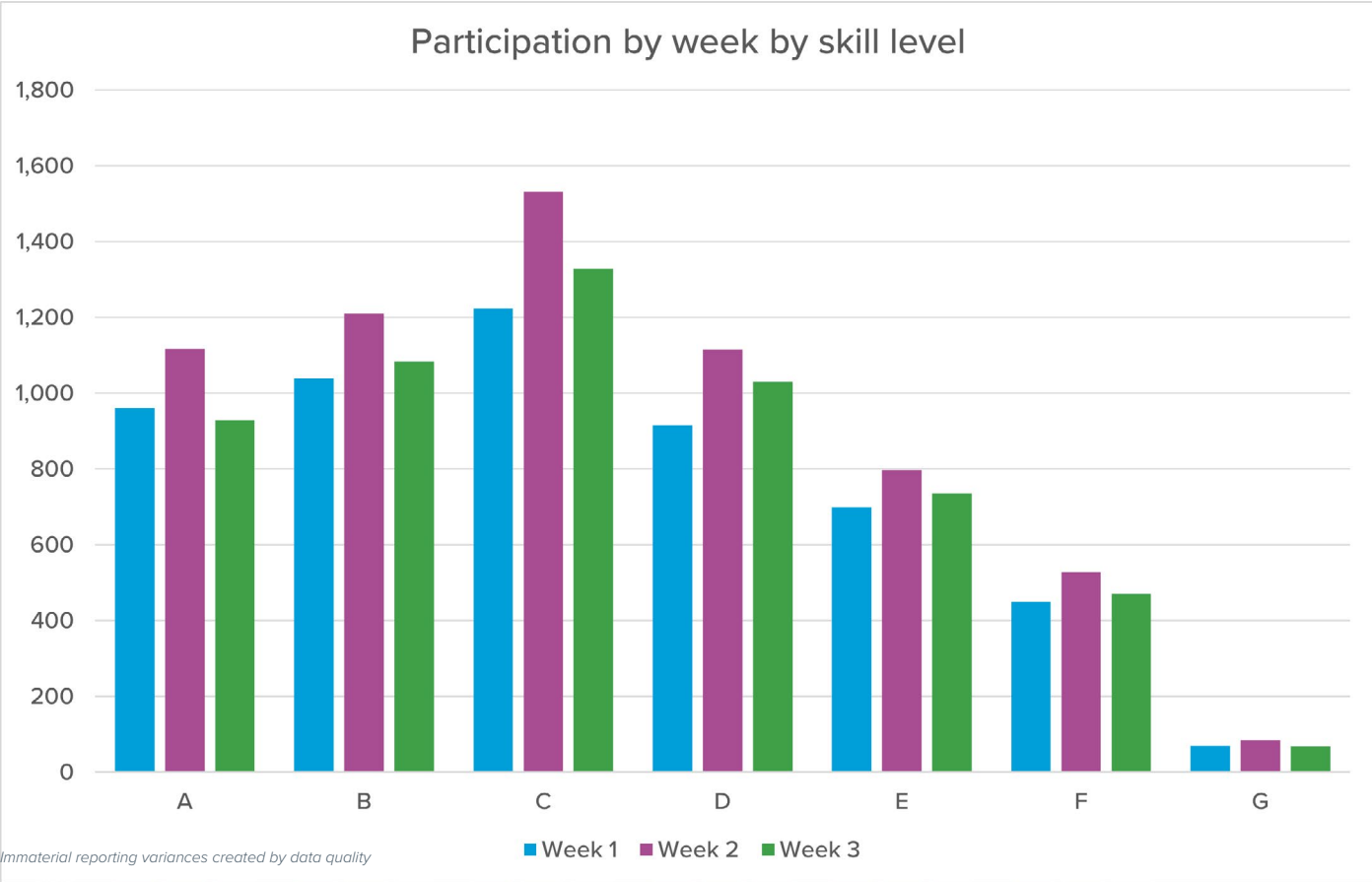


Table 2.1

Skill Level	Week 1	Week 2	Week 3	Total	Skill Level (%)
A	961	1,117	928	3,006	17.3%
B	1,039	1,210	1,083	3,332	19.2%
C	1,223	1,531	1,328	4,082	23.5%
D	914	1,114	1,029	3,057	17.6%
E	698	797	736	2,231	12.8%
F	449	527	470	1,446	8.3%
G	69	84	68	221	1.3%
Total	5,353	6,380	5,642	17,375	100.0%
% per week	30.8%	36.7%	32.5%		

Figure 2.3



Immaterial reporting variances created by data quality



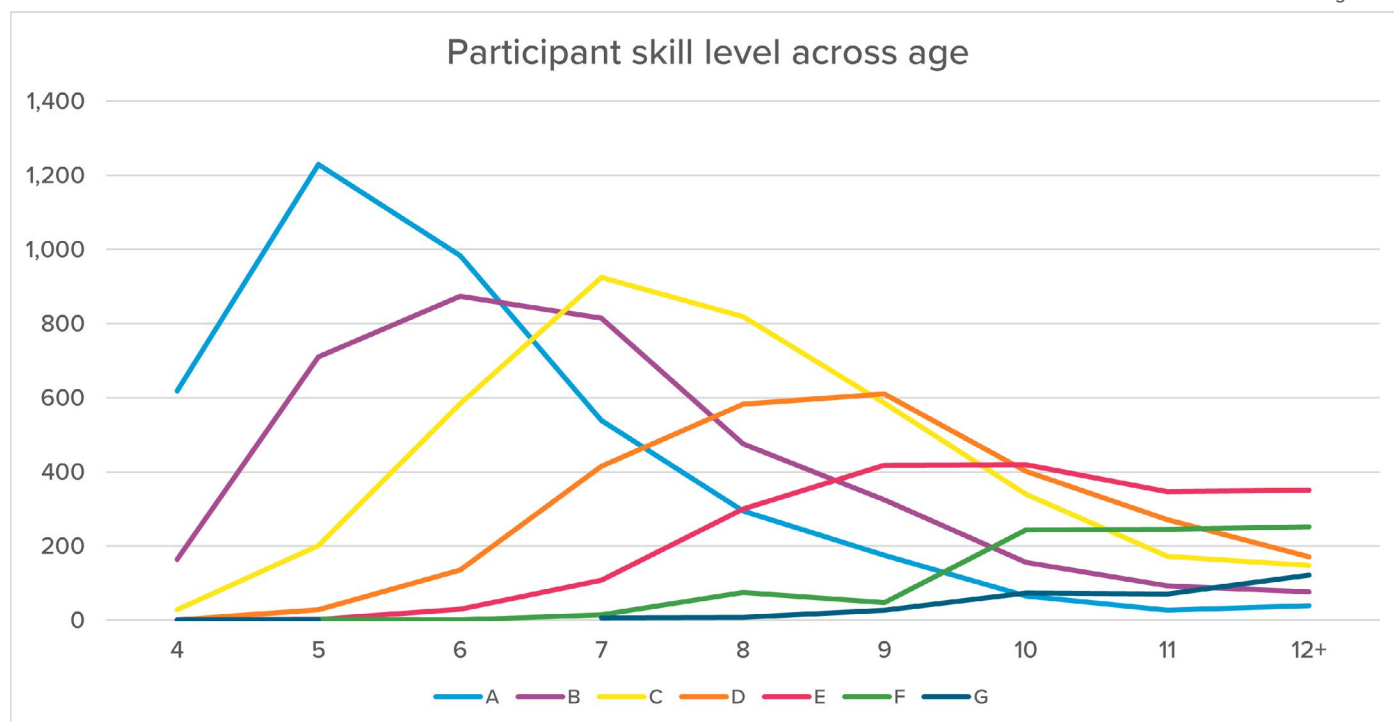
# Age Profile

Table 3.1 illustrates the ages of VICSWIM participants, ranging from ages 4 and above and their skill levels. 75% of enrolments in VICSWIM 2023 were aged between 4 and 9 which by way of comparison, VICSWIM 2022 had 82.29 % of enrolments aged between 4 and 9.

Table 3.1

Age	A	B	C	D	E	F	G	Total by age	% of participants
4	618	164	28	1	1		1	813	5%
5	1,229	710	201	28	2	2	1	2,173	13%
6	983	873	584	135	29	1		2,605	15%
7	539	814	925	415	108	15	6	2,822	16%
8	294	475	819	582	300	75	8	2,553	15%
9	175	325	586	610	418	47	27	2,188	13%
10	65	156	340	402	419	244	73	1,699	10%
11	27	92	172	271	347	245	70	1,224	7%
12+	39	76	147	171	351	252	122	1,158	7%
No DOB								140	1%
Total								14,143	100.00%

Figure 3.2





**“Wonderful program,  
my little one had a  
ball and learnt very  
important water and  
safety skills”**

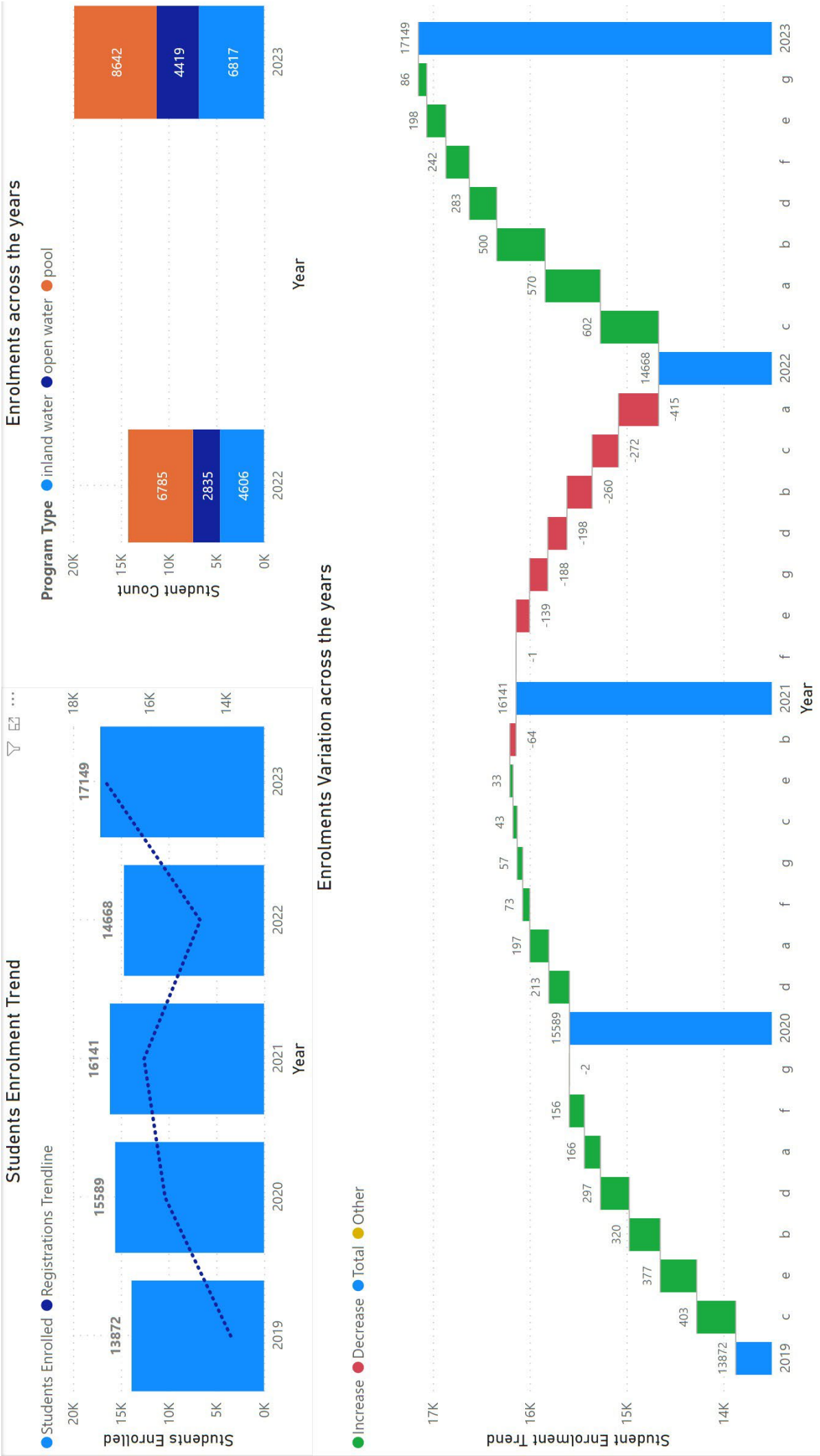
- Parent survey response



# Skill level development over time

Figures below illustrate the skill development of children across the 2022 and 2023 VICSWIM program and participation growth and decline over the last five years.

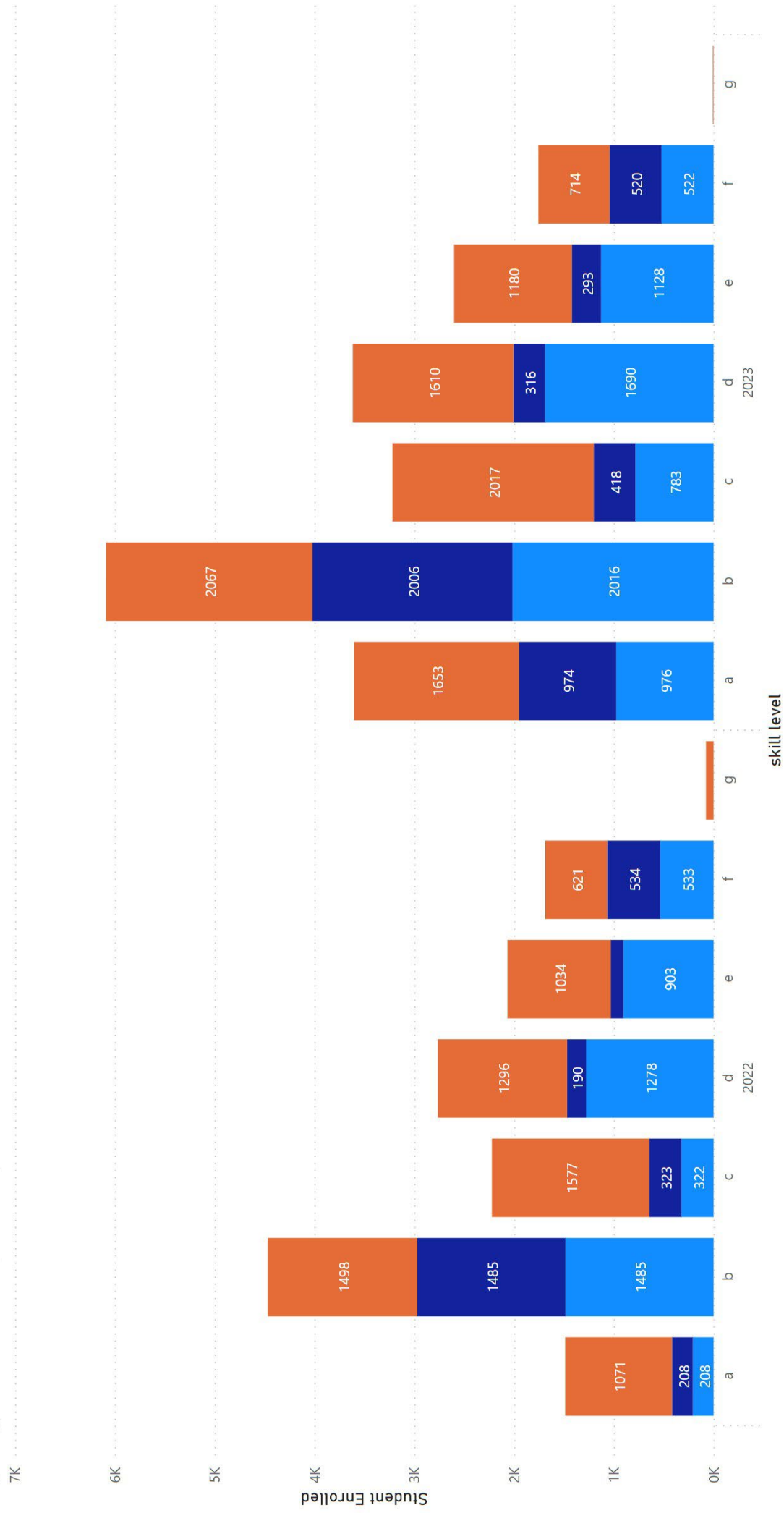
The 2023 program demonstrates an increase in achievement of skills in all skill categories in all location types.





## Completion certificates issued at each skill level by Year

Program Type ● inland water ● open water ● pool



# Venues and participation

Table 4.1 lists each participating venue, their municipality, their location (metropolitan or regional), type of venue, whether an entry-fee was charged, whether they provided their own staff and the number of enrolments at each venue.

The five venues with the highest enrolments are as follows:

1. Ivanhoe Aquatic Centre - 675
2. Ocean Grove - 603
3. Torquay Cosy Corner - 594
4. Laverton - Swim and Fitness - 552
5. Kardinia Aquatic Centre - 421

Just as important as having venues with large numbers of children experiencing swimming lessons, VICSWIM was conducted at 44 venues with 20 registrations or less. All of these smaller venues were regionally located.

Table 4.1

Name	Municipality	Socio Economic	CALD	Metro or Regiona	Venue Type	Entry Fee	Self Staffed	Total
Albury Swim Centre	Albury City Council	99	99	Regional	Outdoor			76
Alexandra Swimming Pool	Murrindindi Shire Council	45		Regional	Outdoor			21
Altona Bayfit Leisure Centre	Hobsons Bay City Council	55	19	Metro	Indoor			98
Altona Life Saving Club	Hobsons Bay City Council	55	19	Metro	Open Water			156
Anglesea - Point Roadknight	Surf Coast Shire	76		Regional	Open Water			334
Apex Park - Cohuna	Gannawarra Shire	18		Regional	Inland waterways			5
Aquarena Aquatic and Leisure Centre	Manningham City Council	72	7	Metro	Indoor			189
Ascot Vale Leisure Centre	Moonee Valley City Council	62	23	Metro	Indoor			204
Avenel Swimming Pool	Strathbogie Shire	26		Regional	Outdoor			58
Bacchus Marsh Swimming Pool	Moorabool Shire	53		Regional	Outdoor			62
Bairnsdale Aquatic and Recreation Centre	East Gippsland Shire	19		Regional	Indoor			43
Ballan Outdoor Pool	Moorabool Shire	53		Regional	Outdoor			55
Balmoral Swimming Pool	Moorabool Shire	53		Regional	Outdoor			19
Bass Coast Leisure Centre (Wonthaggi)	Bass Coast Shire	22		Regional	Indoor			45
Beaufort Outdoor Pool	Pyrenees Shire	17		Regional	Outdoor			26
Beechworth Swimming Pool	Indigo Shire Council	57		Regional	Outdoor			147
Belgrave Outdoor Pool	Yarra Ranges Council	64	30	Metro	Outdoor			196
Benalla Aquatic Centre	Benalla Rural City Council	16		Regional	Indoor			128
Bendigo East Swimming Pool	City of Greater Bendigo	31		Regional	Outdoor			300
Birchip Swimming Pool	Buloke Shire	24		Regional	Outdoor			4
Black Hill Aquatic Centre	Ballarat City Council	29		Regional	Outdoor			43
Bluefit - Sandringham	Bayside City Council	79	24	Metro	Indoor	Yes		174
Blewater Colac	Colac Otway Shire	20		Regional	Indoor			58
Boroondara Sports Complex	Boroondara City Council	78	18	Metro	Indoor	yes		67
Brennan Park	City of Greater Bendigo	31		Regional	Outdoor			56
Brimbank Aquatic and Wellness Centre	Brimbank City Council	3	4	Metro	Indoor			97
Brown Hill Community Swimming Pool	Ballarat City Council	29		Regional	Outdoor			34
Buninyong Aquatic Centre	Ballarat City Council	29		Regional	Outdoor			19
Camperdown Swimming Pool	Corangamite Shire	28		Regional	Outdoor			23
Cardinia Life Indoor Pool	Cardinia Shire Council	59	28	Metro	Indoor			223
Carlton Baths	City of Melbourne	52	2	Metro	Outdoor			42
Casey Race	City of Casey	49	9	Metro	Indoor			28
Casterton Memorial Pool	Glenelg Shire	12		Regional	Outdoor			74
Castlemaine Swimming Pool	Mount Alexander Shire	42		Regional	Outdoor			44
Chiltern Swimming Pool	Indigo Shire Council	57		Regional	Outdoor	Yes		45
Clunes Swimming Pool	Hepburn Shire Council	44		Regional	Outdoor			22
Cobden Swimming Pool	Corangamite Shire	28		Regional	Outdoor	Yes		16
Coburg Olympic Swimming Pool	Moreland City Council	54	13	Metro	Outdoor			192
Cohuna Swimming Pool	Gannawarra Shire	18		Regional	Outdoor			31
Colbinabbin Swimming Pool	Campaspe Shire Council	23		Regional	Outdoor	Yes		33
Colignan Community Pool	Mildura Rural City Council	5		Regional	Outdoor			22
Cowes Open Water	Bass Coast Shire	22		Regional	Open water			117



Name	Municipality	Socio Economic	CALD	Metro or Regiona	Venue Type	Entry Fee	Self Staffed	Total
Cowes Primary Pool	Bass Coast Shire	22		Regional	Outdoor	Hire fee		161
Crib Point	Mornington Peninsula Shire	60	29	Metro	Outdoor			14
Crusoe Reservoir	City of Greater Bendigo	31		Regional	Inland waterways			54
Dandenong Oasis	Greater Dandenong Council	2	1	Metro	Indoor			54
Daylesford Swimming Pool	Hepburn Shire Council	44		Regional	Outdoor			23
Diamond Creek Outdoor Pool	Nillumbik Shire	80		Metro	Outdoor			167
Dimboola Swimming Pool	Hindmarsh Shire Council	10		Regional	Outdoor			57
Donald Swimming Pool	Buloke Shire	24		Regional	Outdoor			20
Dromana Foreshore	Mornington Peninsula Shire	60	29	Metro	Open water			137
Drouin Outdoor Pool	Baw Baw Shire	46		Regional	Outdoor			12
Dunolly Outdoor Pool	Shire of Central Goldfields	1		Regional	Outdoor			22
Edenhope Swimming Centre	West Wimmera Shire	33		Regional	Outdoor			19
Elmore Swimming Pool	City of Greater Bendigo	31		Regional	Outdoor			21
Eltham Leisure Centre	Nillumbik Shire	80		Regional	Indoor			174
Eureka Swimming Complex (Ballarat)	Ballarat City Council	29		Regional	Outdoor			317
Euroa Memorial Swimming Pool	Strathbogie Shire	26		Regional	Outdoor	Yes		37
Faith Leech Aquatic Centre	City of Greater Bendigo	31		Regional	Outdoor	Yes		119
Foster Outdoor Pool	South Gippsland Shire	35		Regional	Outdoor	Yes		8
Garfield Outdoor Pool	Cardinia Shire Council	59	28	Regional	Outdoor			38
Golden Square Pool	City of Greater Bendigo	31		Regional	Outdoor			151
Goornong Community Recreation Reserve	City of Greater Bendigo	31		Regional	Outdoor			23
Green Lake	Horsham Rural City Council	30		Regional	Outdoor			19
Greensborough - Watermarc	Banyule City Council	70	25	Metro	Indoor	Yes		246
Gurri Wanyarra Wellbeing Centre	City of Greater Bendigo	31		Regional	Indoor			134
Hamilton - Monivae College	Southern Grampians Shire	37		Regional	Indoor			118
Hamilton Outdoor Pool	Southern Grampians Shire	37		Regional	Outdoor			47
Harcourt Swimming Pool	Mount Alexander Shire	42		Regional	Outdoor			21
Hastings - Pelican Park Recreation Centre	Mornington Peninsula Shire	60	29	Metro	Indoor			109
Hawkesdale Swimming Pool	Moyne Shire	58		Regional	Outdoor			30
Healesville - Jack Hort Memorial Pool	Yarra Ranges Council	64	30	Regional	Indoor			69
Heathcote Pool	City of Greater Bendigo	31		Regional	Outdoor			23
Heyfield Pool	Wellington Shire	25		Regional	Outdoor			22
Heywood Swimming Pool	Glenelg Shire	12		Regional	Outdoor			18
Highett - Waves Leisure Centre	City of Kingston	65	17	Metro	Indoor	Yes		322
Horsham Prouse Swim School	Horsham Rural City Council	30		Regional	Outdoor			98
Inglewood Outdoor Pool	Loddon Shire	9		Regional	Outdoor	Yes		31
Inverloch - Andersons Inlet	Bass Coast Shire	22		Regional	Open water			40
Irymple Swimming Pool	Mildura Rural City Council	5		Regional	Outdoor	Yes		79
Ivanhoe Aquatic Centre	Banyule City Council	70	25	Metro	Indoor	Yes		675
Jeparit Swimming Pool	Hindmarsh Shire Council	10		Regional	Outdoor			4
Johnny Mullagh Caravan Park Swimming Hole	West Wimmera Shire	33		Regional	Inland waterways			5
KAC - Kardinia Aquatic Centre	City of Greater Geelong	41		Regional	Outdoor	Yes		421



Name	Municipality	Socio Economic	CALD	Metro or Regiona	Venue Type	Entry Fee	Self Staffed	Total
Keilor East Leisure Centre	Moonee Valley City Council	62	23	Metro	Indoor			234
Kerang Swimming Pool	Gannawarra Shire	18		Regional	Outdoor			45
Kilmore Leisure Centre	Mitchell Shire	47		Regional	Indoor			38
Kilsyth Centenary Pool	Yarra Ranges Council	64	30	Metro	Indoor	Yes		84
Knox Leisureworks	Knox City Council	68	20	Metro	Indoor			112
Koondrook Pool	Gannawarra Shire	18		Regional	Outdoor	Yes		41
Korumburra Swimming Pool	South Gippsland Shire	35		Regional	Outdoor	Yes		18
Lake Charm	Gannawarra Shire	18		Regional	Inland waterways			9
Lake Nagambie	Strathbogie Shire	26		Regional	Inland waterways			16
Lake Sambell	Indigo Shire Council	57		Regional	Inland waterways			29
Lakes Entrance - Aquadome	East Gippsland Shire	19		Regional	Indoor	Yes		9
Lara Outdoor Pool	City of Greater Geelong	41		Regional	Outdoor	Yes		117
Laverton - Swim And Fitness	Hobsons Bay City Council	55	19	Metro	Indoor	Yes		552
Lavington Swim Centre	Albury City Council	99	99	Regional	Outdoor			88
Lilydale Outdoor Pool	Yarra Ranges Council	64	30	Metro	Outdoor			31
Lismore Swimming Pool	Corangamite Shire	28		Regional	Outdoor			30
Lockington Swimming Pool	Campaspe Shire Council	23		Regional	Outdoor			51
Macarthur Swimming Pool	Moynes Shire	58		Regional	Outdoor	Yes		67
Maffra Memorial Pool	Wellington Shire	25		Regional	Outdoor			81
Maldon Swimming Pool	Mount Alexander Shire	42		Regional	Outdoor			17
Mansfield Swimming Pool	Mansfield shire	56		Regional	Outdoor	Yes		51
Maribyrnong Aquatic Centre	City of Maribyrnong	43	6	Metro	Indoor			363
Marong Swimming Pool	City of Greater Bendigo	31		Regional	Outdoor			13
Melton Waves Leisure Centre	Melton City Council	40	21	Metro	Indoor	Yes		46
Merbein Swimming Pool	Mildura Rural City Council	5		Regional	Outdoor	Yes		23
Merino Swimming Pool	Glenelg Shire	12		Regional	Outdoor			27
Merrigum Swimming Pool	Greater Shepparton City Council	14		Regional	Outdoor	Yes		45
Mildura - Waves Swimming Pool	Mildura Rural City Council	5		Regional	Indoor	Yes		164
Mill Park Leisure	City of Whittlesea	36	12	Metro	Indoor			222
Mirboo North Pool	South Gippsland Shire	35		Regional	Outdoor	Yes		33
Mitiamo Swimming Pool	Loddon Shire	9		Regional	Outdoor			18
Moe - Latrobe Leisure Moe Newborough	Latrobe City Council	4		Regional	Indoor	Yes		9
Monbulk Aquatic Centre	Yarra Ranges Council	64	30	Regional	indoor			21
Mooroopna Pool	Greater Shepparton City Council	14		Regional	Outdoor	Yes		82
Mornington Open Water	Mornington Peninsula Shire	60	29	Metro	Open water			126
Mortlake Swimming Pool	Moyne Shire	58		Regional	Outdoor	Yes		13
Morwell Latrobe Leisure	Latrobe City Council	4		Regional	Indoor			12
Mount Beauty	Alpine Shire	39		Regional	Outdoor			186
Murrayville	Mildura Rural City Council	5		Regional	Outdoor			16
Murtoa Swimming Pool	Yarriambiack Shire	7		Regional	Outdoor			59
Myrtleford Swimming Pool	Alpine Shire	39		Regional	Outdoor			67
Nagambie Swimming Pool	Strathbogie Shire	26		Regional	Outdoor			23
Neerim South Outdoor Pool	Baw Baw Shire	46		Regional	Outdoor			12
Newstead & District Swimming Pool	Mount Alexander Shire	42		Regional	Outdoor			40
Nhill Aquatic Centre	Hindmarsh Shire Council	10		Regional	Outdoor			19
Noble Park Aquatic Centre Ymca	Greater Dandenong Council	2	1	Metro	Indoor			57
North Melbourne Recreation Centre	City of Melbourne	52	2	Metro	Outdoor			42
Nyah Community Swimming Pool	Swan Hill Rural City Council	11		Regional	Outdoor	Yes		70
Oakleigh Recreation Centre	City of Monash	67	3	Metro	Outdoor			93
Ocean Grove Open Water	City of Greater Geelong	41		Regional	Open water			603
Orbost Outdoor Pool	East Gippsland Shire	19		Regional	Outdoor	Yes		13
Ouyen Swimming Pool	Mildura Rural City Council	5		Regional	Outdoor	Yes		15
Pakenham Outdoor Pool	Cardinia Shire Council	59	28	Regional	Outdoor			36
Pascoe Vale Outdoor Pool	Moreland City Council	54	13	Metro	Outdoor	Yes		188



**“Although both of my children do weekly swim lessons throughout the year, I observed improvements in both children over the course of the week. It is sometimes helpful to have instruction from different instructors.**

**The water safety component is INVALUABLE and not taught at their regular lessons.**

**The price makes this program so accessible. Keep up the excellent work!”**

- Parent survey response

**“After over 10 years using the VICSWIM programs for all my children, I am confident they have the skills and knowledge to stay safe around a variety of water bodies. They have experienced a variety in swim instructors and venues and gained skills to enjoy swimming both for sport and fun.”**

- Parent survey response







**“After over 10 years using the VICSWIM programs for all my children, I am confident they have the skills and knowledge to stay safe around a variety of water bodies.**

**They have experienced a variety in swim instructors and venues and gained skills to enjoy swimming both for sport and fun.”**

- Parent survey response

**“With the guidance of a wonderful teacher, [my son] has gained so much extra confidence and many new skills”**

- Parent survey response





Name	Municipality	Socio Economic	CALD	Metro or Regiona	Venue Type	Entry Fee	Self Staffed	Total
Penshurst Pool	Southern Grampians Shire	37		Regional	Outdoor			17
Perry Swim School Oakleigh	City of Monash	67	3	Metro	Indoor			19
Peter Krenz Leisure Centre	City of Greater Bendigo	31		Regional	Indoor			27
Pines Forest Aquatic Centre	City of Frankston	48	27	Metro	Outdoor			186
Poowong Swimming Pool	South Gippsland Shire	35		Regional	Outdoor	Yes		16
Port Melbourne - Sandridge Life Saving Club	City of Port Phillip	73	15	Metro	Open water			93
Portland Leisure & Aquatic Centre	Glenelg Shire	12		Regional	Indoor			103
Prahran Aquatic Centre	City of Stonnington	77	16	Metro	Outdoor			56
Pyramid Hill Swimming Pool	Loddon Shire	9		Regional	Outdoor			16
Queens Park Swimming	Moonee Valley City Council	62	23	Metro	Outdoor			94
Rainbow Swimming Pool	Hindmarsh Shire Council	10		Regional	Outdoor			9
Red Cliffs Swimming Pool	Mildura Rural City Council	5		Regional	Outdoor	Yes		36
Reservior Leisure Centre	Darebin City Council	50	14	Metro	Indoor			223
Ringwood - Healthways	City of Maroondah	66	26	Metro	Indoor			421
Robinvale Outdoor Pool	Swan Hill Rural City Council	11		Regional	Outdoor			16
Rosebud Yawa	Mornington Peninsula Shire	60	29	Metro	Indoor			93
Rosedale Pool	Wellington Shire	25		Regional	Outdoor			28
Rupanyup Swimming Pool	Yarriambiack Shire	7		Regional	Outdoor			22
Rutherglen Pool	Indigo Shire Council	57		Regional	Outdoor			32
Seymour Sports And Aquatic Centre	Mitchell Shire	47		Regional	Indoor			52
Shepparton-Aquamoves	Greater Shepparton City Council	14		Regional	Indoor			221
Skipton Swimming Pool	Corangamite Shire	28		Regional	Outdoor	Yes		34
Stratford Pool	Wellington Shire	25		Regional	Outdoor			71
Sunshine Leisure Centre	Brimbank City Council	3	4	Metro	Indoor			196
Swan Hill Leisure Centre	Swan Hill Rural City Council	11		Regional	Indoor			26
Swan Hill Outdoor Pool	Swan Hill Rural City Council	11		Regional	Outdoor			18
Tangambalanga Keiwa Pool	Indigo Shire Council	57		Regional	Outdoor	Yes		44
Tatura Pool	Greater Shepparton City Council	14		Regional	Outdoor	Yes		52
Terang Swimming Pool	Corangamite Shire	28		Regional	Outdoor	Yes		15
Thomastown Recreation & Aquatic Centre	City of Whittlesea	36	12	Metro	Indoor			173
Timboon Swimming Pool	Corangamite Shire	28		Regional	Outdoor	Yes		26
Toora Public Swimming Pool	South Gippsland Shire	35		Regional	Outdoor	Yes		3
Torquay Cosy Corner	Surf Coast Shire	76		Regional	Open water			594
Torquay Fishermans Beach	Surf Coast Shire	76		Regional	Open water			355
Trafalgar Outdoor Pool	Baw Baw Shire	46		Regional	Outdoor			20
Underbool Swimming Pool	Mildura Rural City Council	5		Regional	Outdoor			9
Violet Town Swimming Pool	Strathbogie Shire	26		Regional	Outdoor			108
Wangaratta Sports And Aquatic Centre	Rural City of Wangaratta	32		Regional	Outdoor			228
Wantirna Genesis	Knox City Council	68	20	Metro	Indoor			25
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	7		Regional	Outdoor			59
Warragul Leisure Centre	Baw Baw Shire	46		Regional	Indoor			194
Warrnambool Main Beach	Warrnambool City Council	34		Regional	Open water			19
Wedderburn Swimming Pool	Loddon Shire	9		Regional	Outdoor			15
Werribee Outdoor Pool	City of Wyndham	51	5	Metro	Outdoor			225
Whittlesea Swim Centre	City of Whittlesea	36	12	Metro	Outdoor			157
Winchelsea Pool	Surf Coast Shire	76		Regional	Outdoor	Yes		98
Windy Hill Fitness Centre	Moonee Valley City Council	62	23	Metro	Indoor			33
Wodonga Sports And Leisure Centre	City of Wodonga	27		Regional	Indoor			209
Wodonga Waves	City of Wodonga	27		Regional	Outdoor			138
Wycheproof Swimming Pool	Buloke Shire	24		Regional	Outdoor			17
Yackandandah Pool	Indigo Shire Council	57		Regional	Outdoor			128
Yarram Pool	Wellington Shire	25		Regional	Outdoor			28
Yea Swimming Pool	Murrindindi Shire Council	45		Regional	Outdoor			17
<b>Grand Total</b>								<b>17,375</b>

Immaterial reporting variances created by data quality



**“Both of my girls developed confidence over those 2 weeks and were trying new things everyday.”**

- Parent survey response

**“A really worthwhile week that increased confidence and capability required to swim safely at the beach”**

- Parent survey response

**“Total transformation in ability!”**

- Parent survey response





# Participating Local Government Areas

Tables 6.1 lists the 26 out of 31 metropolitan municipalities which participated in VICSWIM (an increase of 3 metropolitan municipalities), while Table 6.2 lists the 42 out of 48 regional municipalities which hosted at least one VICSWIM venue. VICSWIM was hosted in 86% of Victoria's 79 municipalities (increase of 8% on 2022). Albury City Council also participated. Table 6.1 and 6.2 also identifies the Victorian municipalities and the number of VICSWIM venues hosted by each municipality in 2022.

## Index of Relative Socio-economic Advantage and Disadvantage

The Australian Bureau of Statistics calculates a rating system titled the "Index of relative socio-economic advantage and disadvantage" (IRSAD). The rating system summarises information about the economic and social conditions of people and households within an area, including both relative advantage and disadvantage measures. A low score indicates relatively greater disadvantage. VICSWIM 2023 was hosted in 8 of the top 10 and 21 of the top 25 ranked municipalities of greatest disadvantage.

Table 6.1

Municipality	IRSAD Ranking	# of venues	Enrolments
Greater Dandenong Council	2	2	111
Brimbank City Council	3	2	293
City of Whittlesea	36	3	552
Melton City Council	40	1	46
City of Maribynong	43	1	363
City of Frankston	48	1	186
City of Casey	49	1	28
Darebin City Council	50	1	223
City of Wyndham	51	1	225
City of Melbourne	52	2	84
Moreland City Council	54	2	380
Hobsons Bay City Council	55	3	806
Cardinia Shire Council	59	1	297
Mornington Peninsula Shire	60	5	479
Moonee Valley City Council	62	4	565
Yarra Ranges Council	64	3	401
City of Kingston	65	1	322
City of Maroondah	66	1	421
City of Monash	67	2	112
Knox City Council	68	2	137
Banyule City Council	70	2	921
Manningham City Council	72	1	189
City of Port Phillip	73	1	93
City of Stonnington	77	1	56
Boroondara City Council	78	1	67
Bayside City Council	79	1	174
Nillumbik Shire	80	1	341
<b>Total</b>		<b>47</b>	<b>7872</b>

Table 6.2

Municipality	IRSAD Ranking	# of venues	
Albury City Council	NSW	2	164
Shire of Central Goldfields	1	1	22
Latrobe City Council	4	2	21
Mildura Rural City Council	5	8	364
Yarriambiack Shire	7	3	140
Loddon Shire	9	4	80
Hindmarsh Shire Council	10	4	89
Swan Hill Rural City Council	11	4	130
Glenelg Shire	12	4	222
Greater Shepparton City Council	14	4	400
Benalla Rural City Council	16	1	128
Pyrenees Shire	17	1	26
Gannawarra Shire	18	5	131
East Gippsland Shire	19	3	65
Colac Otway Shire	20	1	58
Bass Coast Shire	22	4	363
Campaspe Shire Council	23	2	84
Buloke Shire	24	3	41
Wellington Shire	25	5	230
Strathbogie Shire	26	5	242
City of Wodonga	27	2	347
Corangamite Shire	28	6	144
Ballarat City Council	29	4	413
Horsham Rural City Council	30	2	117
City of Greater Bendigo	31	11	921
Rural City of Wangaratta	32	1	228
West Wimmera Shire	33	2	24
Warrnambool City Council	34	1	19
South Gippsland Shire	35	5	78
Southern Grampians Shire	37	3	182
Alpine Shire	39	2	253
City of Greater Geelong	41	3	1141
Mount Alexander Shire	42	4	122
Hepburn Shire Council	44	2	45
Murrindindi Shire Council	45	2	38
Baw Baw Shire	46	4	238
Mitchell Shire	47	2	90
Moorabool Shire	53	3	136
Mansfield shire	56	1	51
Indigo Shire Council	57	6	425
Moyne Shire	58	3	110
Surf Coast Shire	76	4	1381
<b>Totals</b>		<b>140</b>	<b>9503</b>

Immaterial reporting variances created by data quality



## Non-participating Local Government Areas

Table 7.1. lists the 11 (17 in 2022) municipalities which did not participate in the 2023 VICSWIM program, their locations and their IRSAD ranking.

Only two of the top 10 municipalities with the greatest disadvantage did not host a VICSWIM program.

Of the 11 municipalities not hosting the VICSWIM program in 2023, 6 are ranked in the top 25 municipalities with the **least** social and economic disadvantage, that is, Victoria's most affluent municipalities.

Table 7.1

Municipality	Socio economic index	Location
Northern Grampians Shire	6	Regional
Ararat Regional Shire	8	Regional
City of Hume	13	Metro
Shire of Moira	15	Regional
Towong Shire Council	38	Regional
Golden Plains Shire	61	Regional
City of Yarra	63	Metro
City of Whitehorse	69	Metro
Macedon Ranges Shire	71	Regional
City of Glen Eira	74	Metro
Borough of Queenscliff	75	Regional

*Immaterial reporting variances created by data quality*



*“Really positive and fun teachers which my son enjoyed”*

*- Parent Survey Response*

*“It’s a great program that gives my kids the chance to refresh and learn over the period of a week”*

*- Parent Survey Response*

*“My kids loved going, they were always really excited. both of my girls developed confidence over those 2 weeks and were trying new things everyday.”*

*- Parent Survey Response*



**“Great program and well structured instructors that focus on the areas that improve my child’s swimming abilities”**

- Parent survey response



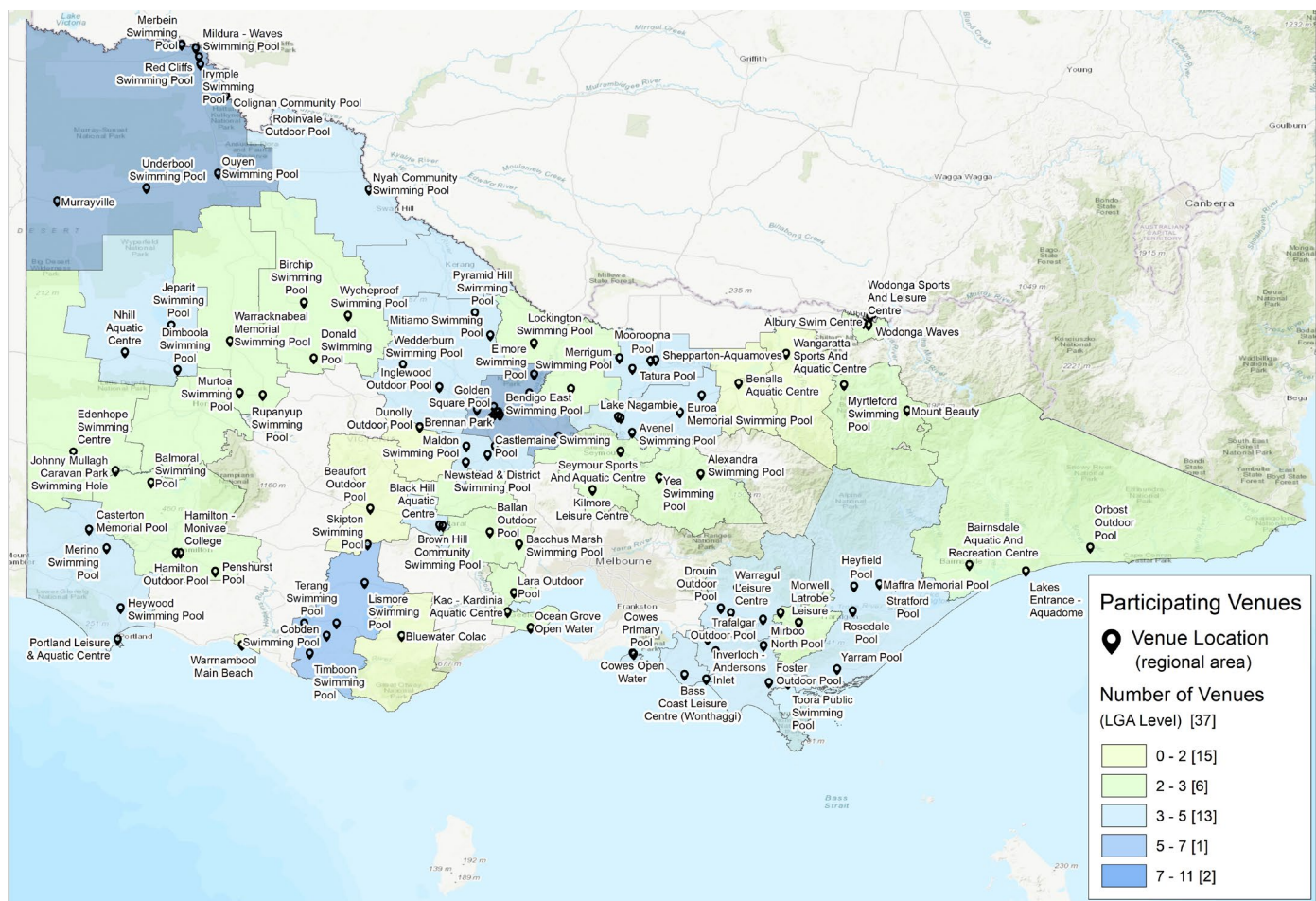
**“It was first swimming lesson my daughter has ever experienced and she enjoyed it a lot. She is much more comfortable in the water now.”**

- Parent survey response



# Number of Venues across Local Government Areas

## Regional Victoria



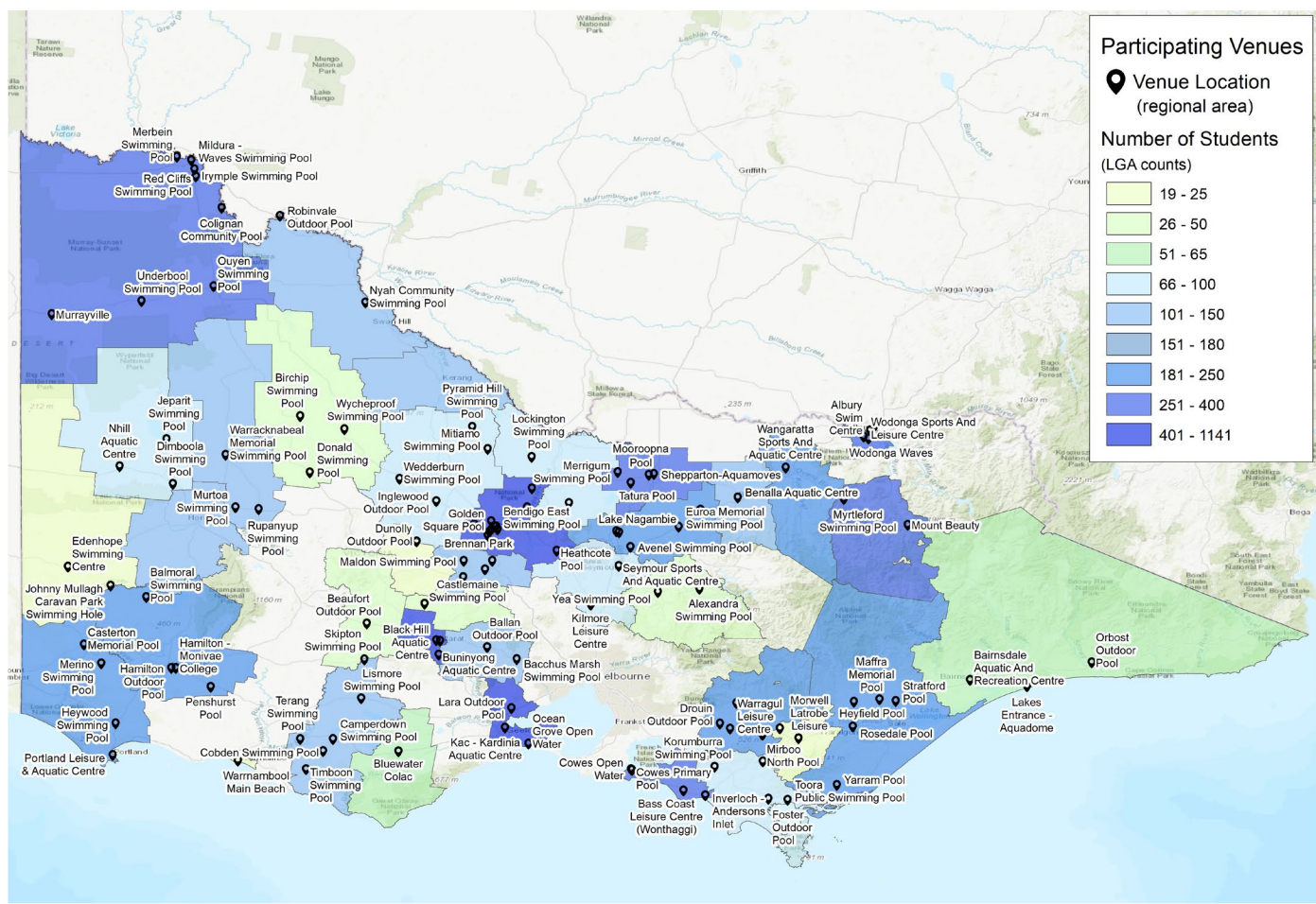
## Metropolitan Melbourne



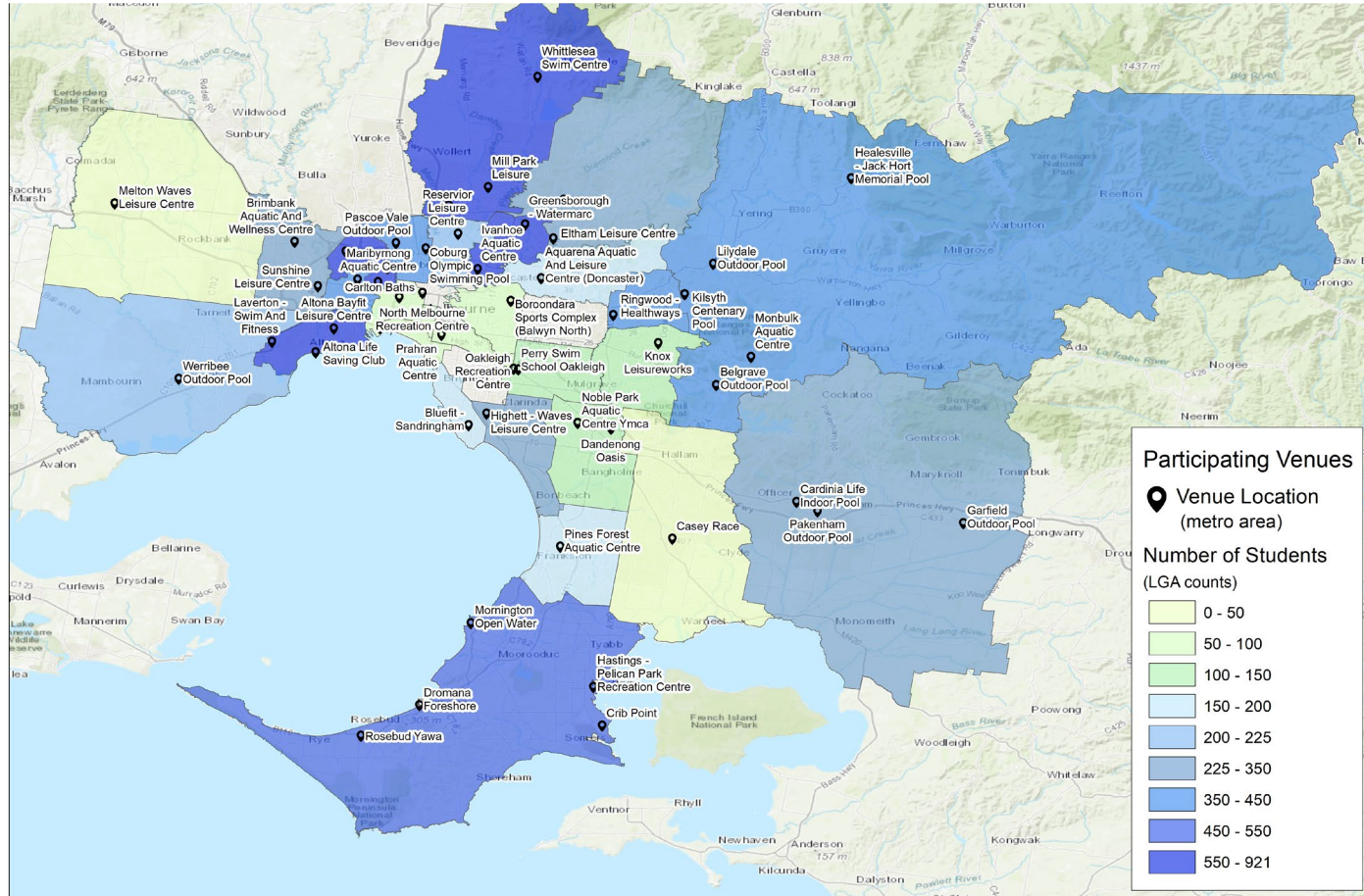


# Number of Participating Students across Local Government Areas

## Regional Victoria



## Metropolitan Melbourne





# Marketing and promotions

The VICSWIM 2023 marketing and promotion used learnings from 2022 to build a strengthened marketing and communication strategy that focused on:

- Swim teacher recruiting, both through general marketing and via localised strategies
- Alerting local communities where we had not sourced a teacher and seeking their help
- Engaging local communities groups through their community group pages on social media
- Traditional digital and social media program marketing

## Our community focused marketing strategy

To complement our traditional and highly successful social media and email newsletter strategy we focused on growing our ability to take the VICSWIM messaging into local communities.

By the end of the 2023 program VICSWIM was a contributing member to 74 community Facebook Groups which allowed us to take our messaging directly into local communities. This was a particularly useful strategy in communities where it was difficult to attract swim teachers and on the odd occasion had to cancel classes. While the community were disappointed with the cancellations, they were aware well in advance of the challenges we faced and the efforts we went to.

## Local newspapers

Complementing our local community digital strategy, we also sent media releases to at least one local newspaper in each of Victoria's 79 municipalities. This resulted in a significant level of interest, especially from regional community newspapers, featuring in many publications such as the Sunraysia Daily.

During the program a number of newspapers including the Geelong Advertiser and Melbourne Herald Sun feature stories about VICSWIM, highlighting the effect of COVID 19 on the learn to swim industry and the shortage of swim teachers in some areas.

## Venue, LGA, kindergartens and primary school communication packages

Venue, LGA, kindergartens and primary school communication packages

All participating venues and LGA also received an expanded communications pack that included social media posts, images, website banners and approved wording.

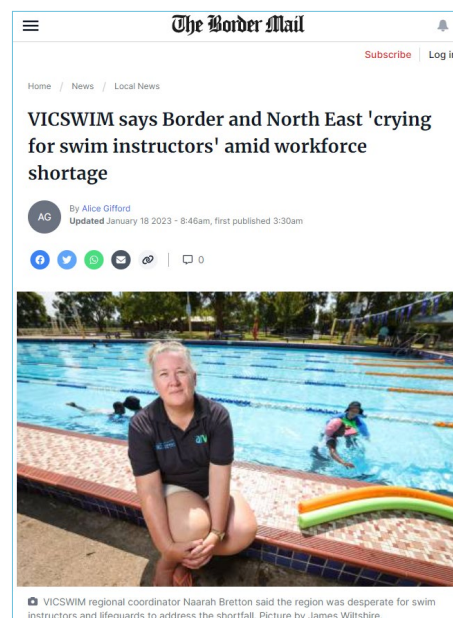
We also sent communication packages to a number of preschools and kindergartens requesting inclusion in their newsletters to parents.

## Digital Statistics

VICSWIM's Facebook audience grew to 8,613 likes (up from 8,228 in 2022) and the widest-reaching post this year reached 47,276 people generated 194 comments and 104 shares. VICSWIM's Instagram following grew slightly to 1,191 followers (up from 743 in 2022) and a total of 12 Instagram stories were shared across the 3 weeks, often reposting content shared by VICSWIM parents.

## Radio and Television

Regional Co-ordinator Maree Macauley and the open water swimming lessons were also featured in a WIN Ballarat news story during the program.



## Water safety reminder as drowning deaths climb

Lucy Williams | 13th January 2023



VicSwim instructor Anne Battersby taking lessons with Zander at Golden Square Swimming Pool. Picture by Brendan McCarthy

There have already been 35 drowning deaths reported in Australia this summer and local experts are calling for people be mindful of the danger water poses at this particularly vulnerable time.





## VicSwim engaged by AlburyCity to teach culturally and linguistically diverse swimmers

By Alice Gifford  
Updated January 17 2023 - 9:33am, first published 3:00am

AG

Facebook Twitter WhatsApp Email Print 0



Donel, 8, Jaasciel Kalfwa, 9, and Samir Koirala, 11, make a splash at the first day of a week-long intensive learn to swim program at Lavington Swim Centre. Picture by James Wiltshire.



## Summer going swimmingly at Nyah District pool

NATHAN SPICER | JAN 17 2023

Facebook Twitter LinkedIn



VICSWIM instructor Maxine Schache teaching Baillie Springthorpe the basics. Picture: supplied

IT has been a great swimming season at the Nyah District Community Swimming Pool (NDCSP), with record numbers and VICSWIM lessons giving their heated pools a bubbling atmosphere.



**SAFETY:** Horsham's Prouse Swim School instructor Claudia Lanyo teaches student Tayla Hudson to swim in open water at Green Lake, near Horsham, on Monday. Picture: PAUL CARRACHER

## Lake lessons hone swim skills

Wimmera swimming instructors are spending this week taking open-water swimming lessons at Green Lake, near Horsham.

Ellie Woods and Claudia Lanyon of Horsham's Prouse Swim School have been teaching young swimmers about open-water swimming.

Prouse Swim School owner Ker-ryn Prouse said with so much recreational water across the Wimmera this summer, it was a good chance to learn water safety, including swimming in lakes.

"It is very different to swimming in a lake, compared to a pool," she said. "We teach swimming in a pool all year, but it is a controlled

environment and a lake is an uncontrolled environment.

"It's a chance to know what it is like to swim where you can't see through the water, to get comfortable with that and know how to get to a safe depth or back to the bank of a lake.

"It's very important for children to keep up swimming lessons all year, as it takes a long time to learn a skill such as swimming, however, open water is only offered during summer and this is the first time VicSwim are offering it."

Classes are running from Monday to Friday this week, starting at 1pm. "It was also partially subsidised so

it was less expensive for people to enrol for the lessons," she said.

Ms Woods, of Prouse Swim School and Elliegator Swim School, said VicSwim offered an incentive to do inland water lifesaving training.

"Swimming in the outdoors is a very different environment, as you can't see the bottom or always know the depth. It's not as predictable," she said.

"Even I used to be a little uncomfortable swimming in a lake or a river, but it is important to be comfortable and know what to do if you are in that water environment."

— Abby Walter



# Partnerships

## A Word from Bendigo Bank

Bendigo Bank is proud to have been a partner of ARV's VICSWIM Summer Kidz Program since 2021. Our organisations have a natural alignment of values, visions and audiences.

Community health, wellbeing and resilience is a focus for us. Swimming and water safety is such an important part of education and development. We are delighted to work with the VICSWIM team to have such a positive impact on Victorian families.

Our Community Bank branches are run in partnership with community companies in towns and suburbs across Victoria. These branches are social enterprise-style businesses which exist to have a big impact on their communities.

This year we were able to extend an extra \$25,000 in funding to assist the program to purchase defibrillator machines for use at open water venues. We hope these units never need to be used but having them on-hand keeps participants and their families safe.

We're inspired by the passion and commitment of the VICSWIM team and their delivery of the program. Congratulations on the vital work you are doing.

**Tania Hansen**

Bendigo Bank, Community Business Manager







# Five-year snap shot

Tables 8.1, Table 8.2 and Table 8.3 illustrate the evolution and impact of the VICSWIM Summer Kidz Program over the last 4 years, providing a year to year comparison of key program metrics.

Table 8.1

Key metrics	2019	2020	2021	2022	2023	
Participants	13,864	15,585	16,141	14,678	17,375	↑
Enrolments	13,864	15,585	16,516	18,651		↑
Venues	170	186	167	167	192	-
Teachers (ARV)	280	275	249	269	317	↑
Regional Co-ordinators (ARV)	22	24	23	21	21	-
LGAs	60	62	58	62	68	↑
Net Promoter Score	71.47	56.08	65.17	45.60	45.60	↓
Program Satisfaction	8.6	8.1	8.43	7.57	8.2	↑
Maximum Capacity		19,998	18,712	17,663	25,996	↑
Occupancy Rate		77.93%	86.26%	81%	67%	↓
Venues in Top 10 IRSAD Ranking	8	7	8	9	8	↑

Table 8.2

Venue Type	2019	2020	2021	2022	2023	
Metropolitan indoor pools	29	32	27	27	28	↑
Metropolitan outdoor pools	16	14	12	11	15	↑
Regional indoor pools	17	24	12	18	24	↑
Regional outdoor pools	93	101	100	95	108	↑
Inland waterways	2	1	3	4	5	↑
Open water beach locations	13	14	13	12	11	↓
<b>Total:</b>	<b>170</b>	<b>186</b>	<b>167</b>	<b>167</b>	<b>191</b>	

Table 8.3

Skill Level	2019	2020	2021	2022	2023	
A	3,138	2,627	2,824	2,349	3,006	↑
B	2,974	3,163	3,099	2,789	3,332	↑
C	3,163	3,648	3,691	3,326	4,082	↑
D	2,066	2,656	2,869	2,614	3,057	↑
E	1,526	2,124	2,157	1,981	2,231	↑
F	736	1,102	1,175	1,164	1,446	↑
G	261	269	326	138	221	↑
<b>Total:</b>	<b>13,864</b>	<b>15,589</b>	<b>16,141</b>	<b>14,361</b>	<b>17,375</b>	

Immaterial reporting variances created by data quality

*“VICSWIM in Irymple has been a completely worthwhile experience. Teachers were flexible, great communicators and levelled my children when I was unsure. Such a great week had by all. Thanks so much!”*

- Parent Survey Response





**“My kids loved going, they were always really excited. Both of my girls developed confidence over those 2 weeks and were trying new things everyday.”**

- Parent survey response











**Aquatics & Recreation Victoria**

Suite 9, Building 3, Unipark - Monash  
195 Wellington Road, Clayton VIC 3168

**t** (03) 9271 3800 | **f** (03) 99545 0444

[www.aquaticsandrecreation.org.au](http://www.aquaticsandrecreation.org.au)