

# 2019 VICSWIM Summer Kidz Program Report







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# CEO's Report



**Grant Connors**

CEO

Aquatics and Recreation Victoria

## **It is with great pleasure that we announce the 2019 VICSWIM Summer Kidz program a resounding success.**

After the Victorian State Government announced, in May 2018, it would provide \$1.2 million of funding for the VICSWIM program over next three years, Victorian families have shown their support with VICSWIM registrations increasing from 10,649 enrolments in 2018 to 13,864 in 2019.

An incredible increase of 30% in enrolments from last year's VICSWIM program.

The VICSWIM Summer Kidz program, has been running since 1976, is an intensive learn to swim program held over three weeks in January each year. Each VICSWIM enrolment costs \$30 and provides participants with 5 x 30 minute lessons delivered across 5 consecutive days, developing each child's water safety awareness, respect for different water environments, swimming skills and survival skills.

Families have the option of enrolling their children in multiple programs over the three weeks the program runs.

This year the VICSWIM Summer Kidz program delivered over 34,660 hours of swimming lessons to children aged between 4 and above in just 3 weeks. Bringing communities together for education, fun and a sense of social inclusion. An astonishing figure!!

The 2019 VICSWIM program created several milestone achievements, including:

- attracted 13,864 enrolments, an increase of 30% in enrolments from 2018 and an increase of 58% since 2014.
- Was conducted at 170 venues (23% increase from 2018)
- Was run in 60 of the 79 Victorian municipalities (16% increase from 2018) plus two venues in Albury NSW
- VICSWIM was delivered by over 365 swim teachers of which VICSWIM employed 280 of them with the balance being provided by host venues.

- Administered and supported by 22 regional co-ordinators and up to 10 customer service staff

## **The Victorian Government invests in the future of VICSWIM**

The VICSWIM program was established in 1976 and we are incredibly proud that the program remains as relevant and as vital in the Victorian Government's water safety strategy today as it was a generation ago. The three-year funding commitment by the Victorian government has allowed Aquatics and Recreation Victoria (ARV) to confidently invest in redeveloping the VICSWIM program. From the resources, training and support we provide to our swim teachers and staff, the registration and information website used by families through to our back end administration platform.

The evolution and success of VICSWIM remains vital in our nations fight to reduce drowning deaths to zero. We do this by providing our aquatic service to those who would not normally have access, given a variety of barriers including location, access or financial constraints. Supporting rural and regional community liveability is important to VICSWIM and the inclusion of the VICSWIM program provides a mechanism to access programs often not provided beyond the metro areas.

In the 2017/2018 financial year, 249 people drowned in Australian waterways with 40 of those drowning in Victoria. Of the 40 Victorian drowning fatalities, 23 occurred during the summer months between the 1st of December and the 28th of February.

At a time when drowning deaths remain unacceptably high in Victoria, the value of the 2019 VICSWIM program should not only be measured in the number of participants or the more than 34,660 hours of swimming lessons delivered by the program, but equally important is the program's ability to raise the awareness of swim safety and survival to the participants friends and families during the high risk summer holiday period, a time when the risk is at its potential peak.

## VICSWIM is loved by parents

The quality of the 2019 VICSWIM program is not simply around the raw participation figures but the amazing satisfaction ratings the program has received from parents, venues and teachers in our post program surveys.

In the post program survey sent to all parents, the 2019 VICSWIM program scored an incredibly high 71.47% Net Promoter Score rating with parents giving the program a satisfaction rating of 8.6 out of 10.

An amazing 40% of responding parents also indicated the VICSWIM program was the only swimming lessons their children had participated in during the last 12 months. This means, if it was not for the VICSWIM program over 40% of participants would not have had swimming lessons in the last 12 months. For those in many rural and regional locations, VICSWIM provides a swimming opportunity which would simply not exist otherwise, further contributing to the quality, liveability and safety of those communities.

To re-enforce the public demand for VICSWIM, 90% of parents surveyed indicated they were highly likely or likely to enrol their children in the 2020 program and 97% believed there was scope to grow the program in their community if additional programs were made available.

## In more locations than ever before

Growing the accessibility of VICSWIM for all Victorians is a key goal of the program so I am very proud to report that of the 170 venues that hosted VICSWIM in 2019, 126 (74%) of them were located in rural or regional Victoria.

Not only was the VICSWIM program delivered at 170 venues around Victoria, the diversity of locations provided very different swimming experiences. In 2019 the VICSWIM program was run at:

- 29 Metropolitan indoor venues
- 16 Metropolitan outdoor venues
- 17 Regional indoor venues
- 93 Regional outdoor venues

- 2 Inland open waterway locations
- 13 Open water beach locations

Providing swimming and survival lessons at the beach, in a controlled and safe environment, ensures the program is incredibly relevant to the swimming behaviours of Victorians. Each year it is the beach based open water swim locations which attract the greatest number of participants along with the highest satisfaction rating of parents.

## Local Councils ensuring VICSWIM is accessible to all Victorians

The success of the VICSWIM program simply would not be possible without the support of Local Councils and providers around Victoria. In 2019, VICSWIM was delivered in 60 of Victoria's 79 municipalities. Each of the 60 participating councils ensured that the VICSWIM program could run without any venue hire charges, providing additional staff such as life guards or customer service staff and on some occasions opening their pools outside normal operating hours.

Increasingly, many councils are appointing professional contract management groups to run their pools and support from these facility managers has been outstanding. Not only did they generously provide pool space for the program but many provided the swim teachers, significantly easing the burden of sourcing teachers on the VICSWIM administration team.

It is a primary focus of VICSWIM to ensure the families most in need are able to access affordable swimming lessons. In 2019 VICSWIM was run in 15 of the top 20 municipalities with the greatest disadvantage. Pleasingly, in these 15 municipalities VICSWIM was offered in 38 different locations.

While continuing to grow the number of venues hosting VICSWIM is important to ensure program accessibility in 2020 and beyond, we will continue to engage those Top 20 municipalities with the greatest disadvantage that currently do not host a VICSWIM program. That is, Central Goldfields Shire, Northern Grampians Shire, Ararat Rural City, Benalla Rural City and Campaspe Shire.



**Graduation to the Big One**  
#summerinaustralia #straya  
#swimminglessons #ballarat  
#theballaratlife #aussiekids  
#australia"

Instagram post @vicswim1



## Our amazing swim teachers

It is a mighty feat to recruit and train over 365 swim teachers who are willing to work for up to three weeks, often during what is arguably the most popular time of the year to take leave. It would be impossible to deliver 34,660 hours of swimming lessons in three short weeks without our amazing swim teachers and it is our swim teachers who create such immense satisfaction ratings reflected in the post program surveys.

It is no surprise that the programs that rate highest in the parent survey results are linked directly to the quality of our swim teachers at each program. This confirms our intent to continue to invest in training and development of our swim teachers across the state.

In many regional communities it has become clear that they simply didn't have enough, and in some cases any, qualified swim teachers. To cover the teacher shortfall, many teachers either travelled large distances to deliver the program, stay at their locations for the duration of the program or taught for many more hours than they would have preferred. To these wonderful teachers I am extremely grateful for your commitment, understanding and willingness to support the program in such a selfless manner.

## VICSWIM is recruiting and training swim teachers for the industry

Our passionate swim teachers are our programs greatest asset, but sourcing enough teachers is also our greatest challenge. This has been especially challenging in rural and regional areas.

The Victorian governments three-year funding commitment to VICSWIM has allowed ARV to partner with industry stakeholders to start to address this state wide and moreover, an industry wide issue.

In July 2018, VICSWIM established targeted swim teacher courses in which we provided full scholarships to budding swim teachers in regional areas of Victoria. Initially around the Wodonga/Albury region, VICSWIM intends on delivering

this type of industry support right across the state.

To encourage participation in these courses, ARV funded 50 swim teacher scholarships. The scholarships are designed to attract first-time swim teachers, locally-based and currently working within the community or looking to enter the aquatic and leisure industry.

The short-term outcome of this highly successful teacher recruitment strategy was, that for the first time in many years, VICSWIM was run at 4 venues across the twin cities of Wodonga and Albury, attracting 260 enrolments. Longer term though, the recruitment and training of swim teachers will have ongoing benefits for the region.

In 2019 and beyond, ARV will seek to join with other industry partners and regions with a view of growing the scholarship program in rural and regional areas that are in the most need of attracting swim teachers to their communities.

## Keeping the low participation cost of VICSWIM is vital for families

Keeping the VICSWIM program costs as low as possible is vital to ensure children from families from lower socio-economic backgrounds have access to swimming and water safety lessons.

With the support of the Victorian Governments three-year funding commitment, ARV has been able to run the VICSWIM program for a significantly reduced price compared to the learn to swim industry for the 3rd successive year at \$30 per week of swim lessons.

One financial barrier inhibiting participation is that some venues charge venue entrance fees to participants and in some instances for the non-swimming guardians also. This year, entrance fees ranged between \$0 - \$6 per VICSWIM participant, per day. For many parents, especially those with multiple children, the additional venue entry costs made the VICSWIM program unaffordable.

Key partners including private swim schools, local governments and leisure management companies recognised this

affordability was a major issue for many families so as part of their support to increase the number of children who have access to swimming lessons around Victoria, they ran the program with free pool entry. In YMCA Victoria's case, free entry was also provided for the entire family of VICSWIM participants enrolled in the program.

In the 2019 VICSWIM program 91 of our 170 venues (53%) did not charge an entrance fee. To these venues we greatly appreciate your support to make VICSWIM truly accessible to Victorian families. We will continue to work closely with our venue partners in the lead up to the VICSWIM 2020 program to minimise where possible the venue entrance costs for families.

## VICSWIM participants are registering into regular swimming lessons

As mentioned earlier, the post program surveying of parents identified that for 40% of participants, the VICSWIM program was the only swimming lessons those children participated during the last twelve months. While this shows the value of VICSWIM for these children, participating in only VICSWIM each year will not adequately teach these children to swim at a safe level unsupervised.

The post program survey has identified that one of the benefits of the VICSWIM program is to highlight to parents the importance of regular swimming lessons. Although swimming lessons are offered as part of many school curriculums, often parents are genuinely surprised at their child's lack of competency in the water, especially at open water venues. The VICSWIM program re-enforces the need for parents to ensure their children, where possible, participate in regular swimming lessons to develop their swimming and water safety skills.

A number of venues have introduced a variety of strategies to encourage VICSWIM participants to enrol into their ongoing learn to swim programs. ARV will work with these venues to identify "conversion" rates and understand how the transition rate of VICSWIM



"My child became a better swimmer all around, with greater confidence now in open water (Mornington) and being exposed to much more than the traditional swimming lessons in a pool can offer; so much more relevant especially most of her exposure to water is out in open not in a pool. Brilliant."

- Survey Response





**“VICSWIM builds  
confidence, helps develop  
skills and grows our kids  
awareness of water safety”**

Image Source: Staff photo



Survey Response



participants into regular learn to swim programs can be maximised into the future.

With the requirement of all Victorian Government and Catholic primary schools needing to provide swimming and water safety programs as part of Health and Physical Education within the Victorian Curriculum F-10, there is significant pressure on schools in supporting children to achieving a level of competency equivalent to the Victorian Water Safety Certificate before graduating.

VICSWIM goes a long way in supporting this objective however there is a significant amount of work left to be done to bring the competency standard of Victorian children to an acceptable level. The Victorian Water Safety Certificate focus' on four key areas of competency to demonstrate. These areas are, water safety knowledge, rescue skills, a survival sequence and being able to swim 50m continuously. VICSWIM gives us a great insight into children's capabilities from right across the state. Taking all VICSWIM participants aged 11 and above, we know that 40% of them are enrolled in the program at level D or below. This means they are unable to achieve a level of competency equal to that of the Victorian Water Safety Certificate. With much more work to be done, this only further highlights the significance of programs such as VICSWIM in supporting the Victorian Department of Education and Primary Schools across the state in aquatic education.

## Healthy Swimmer Kits

Aquatics and Recreation Victoria was pleased to support the Victorian Governments, Department of Health and Human Services "Healthy Swimmer" initiative throughout the 2019 VICSWIM program. This initiative educates children and families about healthy swimming behaviours in young swimmers.

Many VICSWIM participants were given a "Healthy Swimming Kit" which consisted of a draw string bag, water bottle, hand sanitiser and promotional materials delivering these very important messages. Feedback from parents was the "Healthy Swimming Kits" were very well received by the children.

## Investing in the future

Participation is one single metric when developing the water safety and skill level of Victorian children. The three-year investment provides an opportunity to assess and develop capacity measures to ensure children are best placed to achieve the competencies of the Victorian Water Safety Certificate by the appropriate age.

Over recent years we have built a foundation that will ensure that the VICSWIM program will grow exponentially over the next five years. Growth, not just in the number of children participating in VICSWIM, but in the number of venues hosting VICSWIM, the diversity of these locations, the number of swim teachers delivering the lessons and the number of administrative support staff to handle the families requiring customer service assistance.

I have made mention a number of times throughout this report of the importance of the Victorian Government committing funding to VICSWIM for three years. Primarily, this funding allows ARV to invest funds immediately into the VICSWIM program to ensure the program can grow without detrimentally impacting quality or participant safety or satisfaction.

## Empowering our swim teachers will ensure participant safety

Ensuring nearly 14,000 participants remain safe for every second of the 34,660 hours the program is delivered is unquestionably the greatest obligation of the VICSWIM program.

Over recent years we have found that over 50% of our swim teachers participating in the VICSWIM program each year were teaching the program for first time. Whilst each swim teacher is suitably qualified, it is vital that we continue to develop our induction and training environment to provide swim teachers with all the knowledge, resources, processes and procedures required to deliver not only great swim lessons but safe environments at all times.

This is a particularly important, as we increase the number of outdoor and open water venues into the future. We continue to develop our training resources to aid the transition of pool based swim teachers to be able to confidently and successfully teach in variety of very different outdoor venues.

In the post program survey to teachers there was overwhelming support for the increase of information and resources



Survival skill practice at Avenel Outdoor Pool.

Image Source: Staff Photo



which would empower teachers to increase not only the quality of the swimming lessons but also the safety of participants.

ARV will continue to invest in the development of resources and training programs that will equip our swim teachers for the unique experience of teaching the VICSWIM program. These skills will also assist the teachers as they return after the summer period to teach through the year in their respective workplaces.

## Investing in Regional Co-ordinators

Another significant enhancement to the 2019 VICSWIM program, was the expansion of our team of Regional Co-ordinators. Regional Co-ordinators are the primary point of contact for their allocated venues and swim teachers. They ensure each venue is safe to conduct the program and are responsible for the teacher induction and training for the VICSWIM program. 2019 saw an increase in the number of Regional Coordinators employed with 22 supporting head office implement the VICSWIM program. This was an increase from 14 the previous year.

I am extremely proud of the value that VICSWIM creates for Victorian families through our huge team of swim teachers, regional co-ordinators, participating venues and the tireless efforts of our VICSWIM customer service team.

## Our investment in technology will continue

One of the significant factors keeping the VICSWIM cost so low for the participating families is a significant investment in technology over the last two years. The secured funding will support the continued technology development to ensure we are operating in the most effective and efficient way.

We will continue to develop our online booking functionality, developing the VICSWIM website to make it even easier for parents to use. We will also redevelop our venue and teacher management systems to ensure these platforms can cope with the expected growth as well as improve the functionality offer to these very important groups.

## Opportunities to grow

The VICSWIM program has huge potential to grow both the number of participants and the number of venues and communities in which the program is offered. The introduction of administration technology will allow us to increase participation in future VICSWIM programs simply by giving us the ability to easily identify occupancy opportunities and use targeted marketing to fill vacancies. It will allow better programming and greater

efficiency as well as providing further opportunity for data analysis and evidence-based decision making.

A long identified, area of potential growth for the program is to attract more participants from a multicultural or aboriginal background. The post program survey identified that 78% of participants parents were born in Australia, 83% only spoke English at home and 93% of parents were Australian citizens. Less than 1% of parents identified themselves as of Aboriginal or Torres Strait Islander heritage.

In Victoria, 35% of drowning deaths in 2017/2018, where people from CALD communities (Culturally and Linguistically Diverse). Participants from CALD communities have long been identified as having very low participation in the VICSWIM Summer Kidz program. It is now very clear that specific marketing, partnerships, relationships and funding will be required if this very important and at-risk part of our community are to be introduced to the benefits of the broader VICSWIM program.

In closing, I would like to publicly thank everybody who has contributed in making VICSWIM possible.

From the commitment shown by our wonderful VICSWIM teachers and regional coordinators, partnering venues and operators. To the passionate support of Victoria's local councils, municipalities and aquatic facility managers who have so positively embraced the program. To the amazing customer service of the VICSWIM Administration team including the invaluable Sports Community team who, for the second year in a row, have provided such wonderful administration support and commitment to the program.

Again, I would like to thank the Victorian State Government for having the vision and foresight to continue to invest in the children of Victoria through the VICSWIM program.

Finally, I would like to thank the ARV Board for their unwavering support of the VICSWIM program and our team who make it possible. Your support has been unmeasurable through this exciting period of program development and growth.



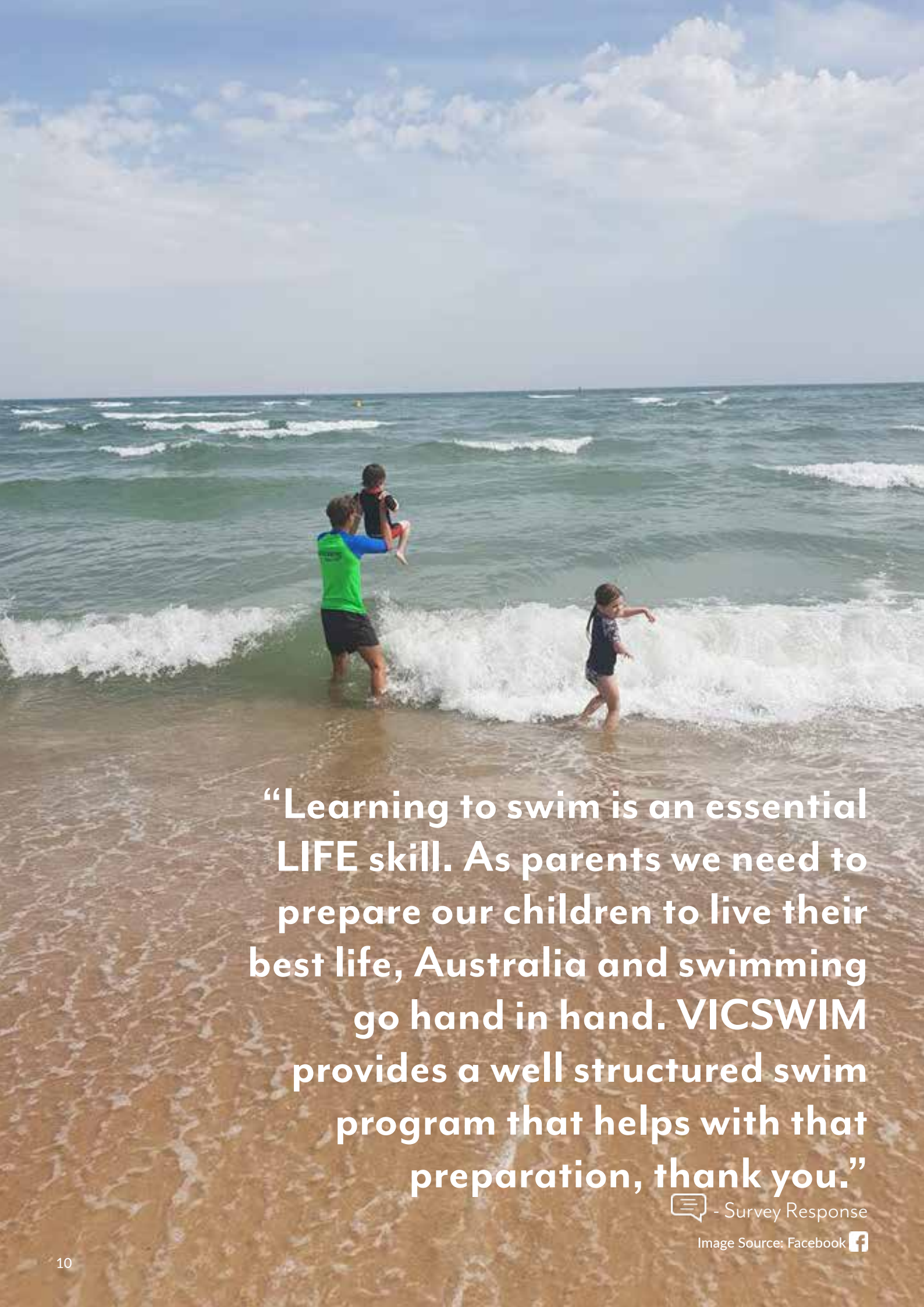
**Grant Connors**  
Chief Executive Officer  
Aquatics Recreation Victoria Inc.



**“During the summer vacation, this is a swimming lesson for 5 days. #swimlesson # vicswim”**

Instagram post @vicswim1



A photograph of a man in a bright green shirt and dark shorts standing in the shallow ocean waves. He is holding a young child in his arms. To the right, another child is playing in the waves. The sky is blue with scattered white clouds. The water is a mix of green and brown, with white foam from the waves.

**“Learning to swim is an essential  
LIFE skill. As parents we need to  
prepare our children to live their  
best life, Australia and swimming  
go hand in hand. VICSWIM  
provides a well structured swim  
program that helps with that  
preparation, thank you.”**



 - Survey Response

Image Source: Facebook 



# 2019 VICSWIM Statistics

## Program Participation

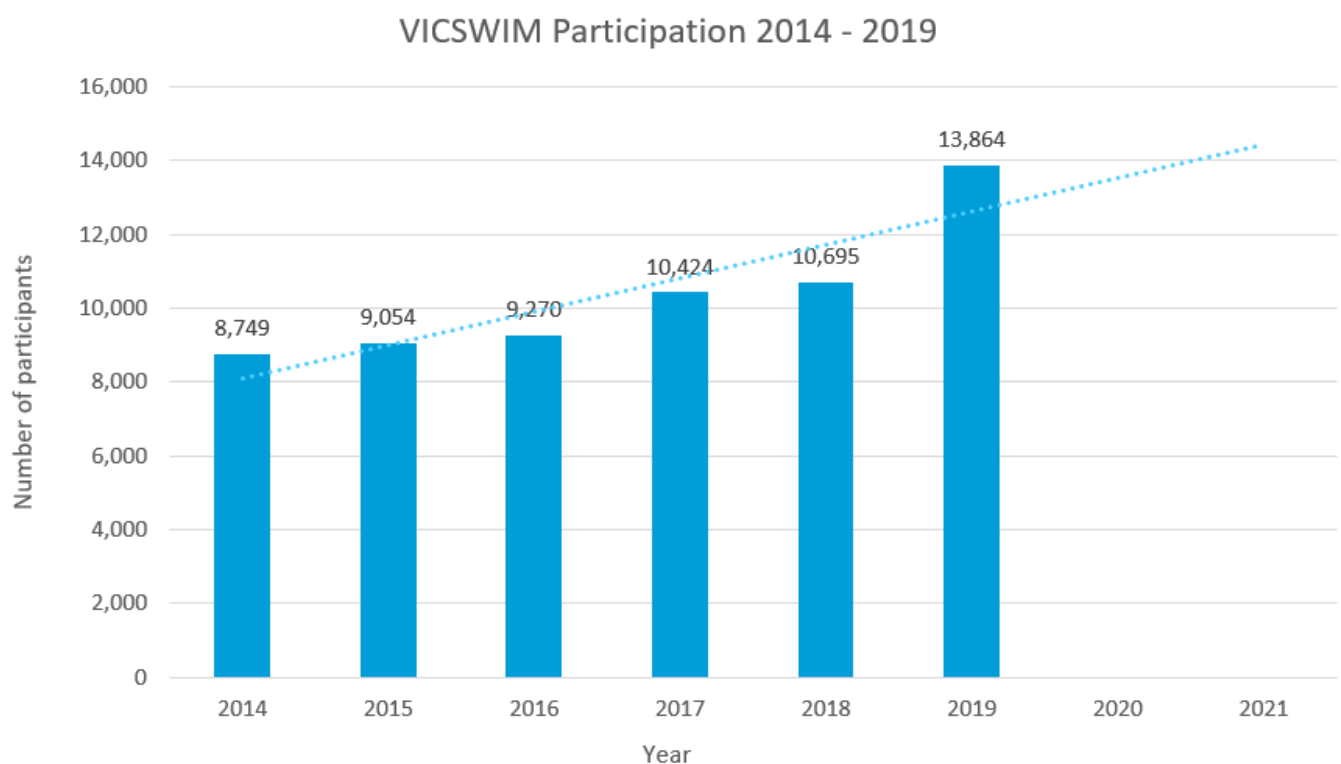
Figure 1.1 and 1.2 below illustrate that participation in the VICSWIM Program has grown 30% since the 2018 Summer Kidz Program, and 59% in 5 years.

With Continued investment in marketing, technology, recruitment, development and retention its anticipated the programs strong growth will continue in the short term.

Figure 1.1

	2014	2015	2016	2017	2018	2019
<b>Participants</b>	8,749	9,054	9,270	10,424	10,695	13,864
<b>Percentage increase from previous year</b>		3.50%	2.38%	12.44%	2.60%	29.63%

Figure 1.2



## Participation by week and skill level

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

Week 1, (37% of enrolments) and Week 2 (38% of enrolments) were the programs busiest weeks. Week 3 only had 25% of enrolments but the major factor in this reduction was that those venues who ran their own learn to swim programs were unavailable due to their own programs commencing.

Figures 2.2 and 2.3 shows that once again, lower levels (A, B and C) were the most popular, with 67% of participation falling into these levels. Level D accounted for 15% of enrolments. The higher levels, (E, F and G) accounted for only 18% of enrolments collectively.

“My children gain more and more confidence in the ocean with each year they participate in the program. Highly recommended.”  
- Survey Response



Figure 2.1

Skill Level	Week 1	Week 2	Week 3	Total	Skill level %
<b>A</b>	1102	1217	819	3138	23%
<b>B</b>	1077	1123	774	2974	21%
<b>C</b>	1204	1186	773	3163	23%
<b>D</b>	770	759	537	2066	15%
<b>E</b>	596	601	329	1526	11%
<b>F</b>	296	276	164	736	5%
<b>G</b>	93	105	63	261	2%
<b>Total</b>	5138	5267	3459	13864	100%
<b>% per week</b>	<b>37%</b>	<b>38%</b>	<b>25%</b>		

Figure 2.3

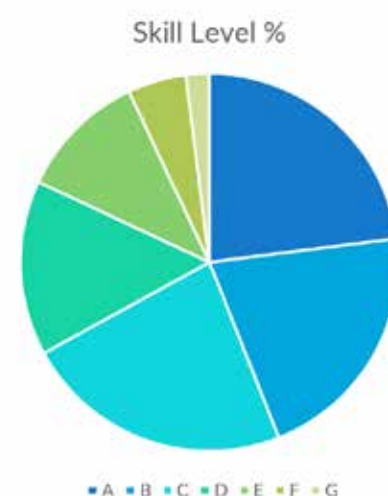
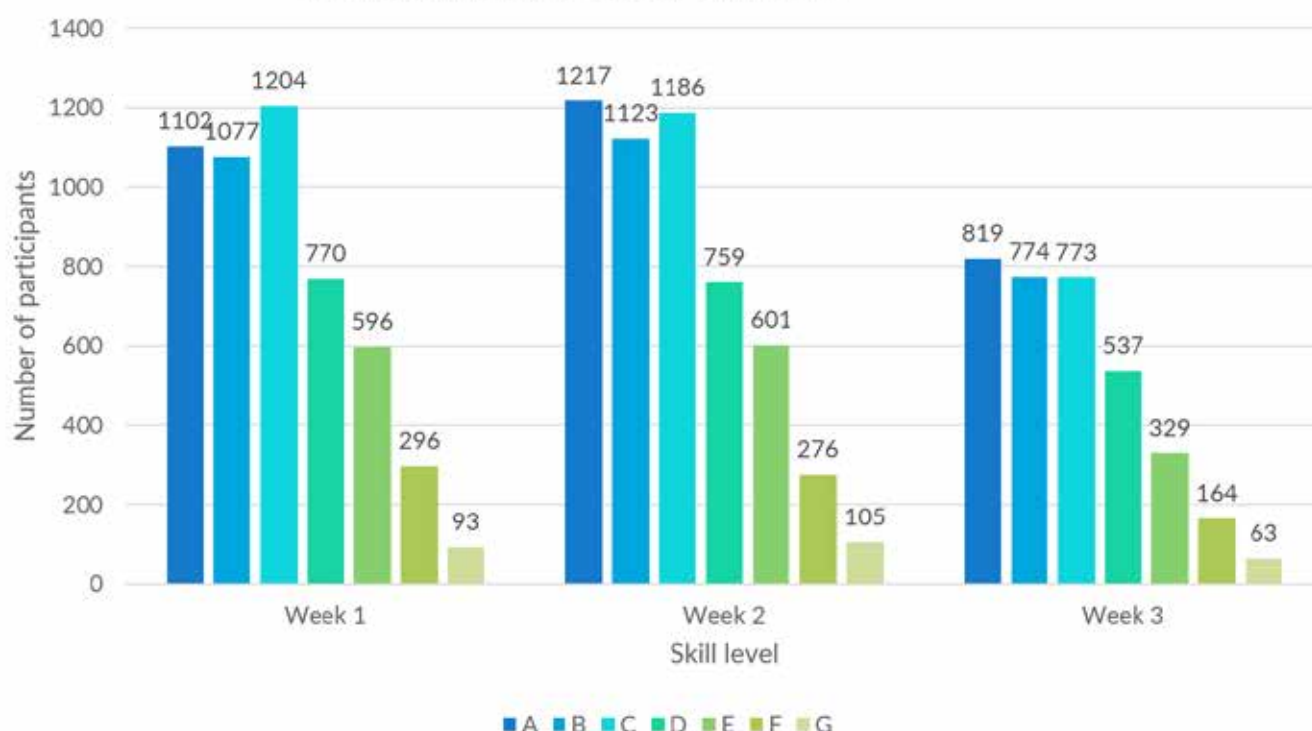


Figure 2.2

## Participants by week by skill level







**I grew up learning to swim through  
VICSWIM, we can't make lessons  
during school terms, so we wanted  
VICSWIM to supplement the 10  
lessons that our school runs each  
year. I wish that our Centre ran all  
three weeks of the program!**



## Participants age profile

As Figure 3.1 illustrates below, the ages of VICSWIM participants ranged from 4 years of age and above with 77% of participants born between the years of 2009 and 2014.

## Age v Competency

Competency level D and below are children who are enrolling in a VICSWIM level below the equivalent overall competency levels stated on the Victorian Water Safety Certificate (VWSC). Figure 3.1 indicates that of all children participating in VICSWIM only 21% have achieved a level of skill equivalent to the VWSC when enrolling. When considering children in their senior years of primary school (aged 11+), figure 3.1 show that 40% of these children have not reached the equivalent levels of the VWSC. It is important to note that these children are actively participating in extra curricular swimming through the VICSWIM program and these figures are not representative of the overall general performance of school aged children.

Figure 3.1

Age	A	B	C	D	E	F	G	Total	% of enrolments
12+	12	21	56	58	81	84	63	375	3.52%
11	12	28	66	103	127	119	56	511	4.80%
10	14	53	131	153	219	133	57	760	7.14%
9	33	127	220	270	261	151	39	1101	10.35%
8	81	213	383	365	290	109	16	1457	13.69%
7	191	367	481	383	204	61	11	1698	15.96%
6	446	506	535	270	92	9	1	1859	17.47%
5	624	537	379	101	11	0	1	1653	15.54%
4	706	384	122	7	5	1	1	1226	11.52%
	2119	2236	2373	1710	1290	667	245	10640	100.00%



“Fun, great exercise while learning a life saving skill and keeping social during the long summer break. Also confidence building.”

- Survey Response



**“My daughters self-confidence has grown dramatically around water, she wants to be in the pool all the time now! No longer worries about not using her floaties and loves to duckdive for her “sinkies” something that I never dreamed she’d be able to do at the beginning of the week!!”** - Survey Response



**“VICSWIM helped my child feel safe and happy in the water, and we are so grateful for that.”**



## Venues and participation

Figure 4.1 lists the number of enrolments at each venue, whether or not they charged an entry-fee or similar to participating families, if they were new since 2018 and whether or not they self-staffed.

The five venues with the largest number of enrolments were:

1. Ocean Grove (Regional, Open water) 716
2. Torquay Cosy Corner (Regional, Open water) 568
3. Ivanhoe Aquatic Centre (Metropolitan, Indoor) 529
4. Bendigo East Swimming Pool (Regional, Outdoor) 316
5. YMCA Knox Leisureworks (Metropolitan, Indoor) 268



Participants at Bendigo East, our highest enrolled outdoor pool.

Figure 4.1

Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self staffed	Enrolments
Albury Swim Centre	Albury City Council	Regional	Outdoor		Y		63
Alexandra Swimming Pool	Shire of Murrindindi	Metropolitan	Outdoor	Y			39
Altona Life Saving Club	Hobsons Bay City Council	Metropolitan	Open Water				153
Anglesea - Point Roadknight	Surf Coast Shire	Regional	Open Water				268
Apollo Bay Community Pool	Colac Otway Shire	Regional	Outdoor	Y			65
Aquarena Aquatic And Leisure Centre (Doncaster)	Manningham City Council	Metropolitan	Indoor				151
Ascot Vale Leisure Centre	Moonee Valley City Council	Metropolitan	Indoor				122
Avenel Swimming Pool	Strathbogie Shire	Regional	Outdoor				52
Avoca Outdoor Swimming Pool	Pyrenees Shire	Regional	Outdoor	Y			16
Bacchus Marsh Swimming Pool	Moorabool Shire	Regional	Outdoor	Y			39
Bairnsdale Aquatic And Recreation Centre	East Gippsland Shire	Regional	Indoor	Y			112
Ballan Outdoor Pool	Moorabool Shire	Regional	Outdoor	Y			37
Balmoral Swimming Pool	Southern Grampians Shire	Metropolitan	Outdoor				26
BASC - Bellarine Aquatic And Sports Centre	City of Greater Geelong	Regional	Indoor	Y	Y		78
Bass Coast Leisure Centre	Bass Coast Shire	Regional	Indoor		Y	Y	17
Beaufort Outdoor Pool	Pyrenees Shire	Regional	Outdoor	Y			19
Beechworth Swimming Complex Pool	Indigo Shire	Regional	Outdoor	Y			216
Bendigo East Swimming Pool	City of Greater Bendigo	Regional	Outdoor	Y			316
Bendigo Swimz	City of Greater Bendigo	Regional	Indoor			Y	38
Birchip Swimming Pool	Buloke Shire	Regional	Outdoor		Y		15
Black Hill Aquatic Centre	City of Ballarat	Regional	Outdoor				33
Bluewater Colac	Colac Otway Shire	Regional	Outdoor	Y			29
Boroondara Sports Complex (Balwyn North)	City of Boroondara	Metropolitan	Outdoor		Y	Y	164
Bright Waves Swim School	Wyndham City Council	Metropolitan	Indoor				210
Broadford Outdoor Pool	Mitchell Shire Council	Regional	Outdoor	Y			17
Buninyong Aquatic Centre	City of Ballarat	Regional	Outdoor				22
Camperdown Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			18
Carrum Downs - Paul Sadler Swimland	Frankston City Council	Metropolitan	Indoor		Y	Y	41
Casey Arc (Narre Warren)	City of Casey	Metropolitan	Indoor			Y	179
Casterton Memorial Pool	Glenelg Shire Council	Regional	Outdoor			Y	51
Castlemaine Swimming Pool	Mount Alexander Shire	Regional	Outdoor				53
Charlton Swimming Pool	Buloke Shire	Regional	Outdoor				25



Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self staffed	Enrolments
Chiltern Swimming Pool	Indigo Shire	Regional	Outdoor	Y			24
Clunes Swimming Pool	Hepburn Shire	Regional	Outdoor				25
Cobden Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			15
Coleraine Memorial Swimming Pool	Southern Grampians Shire	Metropolitan	Outdoor				31
Colignan Community Pool	Mildura Rural City	Regional	Outdoor				24
Corryong Swim Pool	Indigo Shire	Regional	Outdoor				33
Cowes Open Water	Bass Coast Shire	Regional	Open Water				89
Cowes Primary Pool	Bass Coast Shire	Regional	Indoor	Y			131
Crib Point	Mornington Peninsula Shire	Regional	Outdoor	Y			20
Croydon Memorial Pool	Maroondah City Council	Metropolitan	Outdoor	Y			226
Crusoe Reservoir	City of Greater Bendigo	Regional	Inland Open Water		Y		31
Dandenong Oasis	City of Greater Dandenong	Metropolitan	Indoor			Y	233
Daylesford Swimming Pool	Hepburn Shire	Regional	Outdoor				39
Diamond Creek Outdoor Pool	Nillumbik Shire Council	Metropolitan	Outdoor			Y	32
Dimboola Swimming Pool	Hindmarsh Shire	Regional	Outdoor	Y			43
Donald Swimming Pool	Buloke Shire	Regional	Outdoor	Y			27
Doveton Pool In The Park	City of Casey	Metropolitan	Outdoor		Y	Y	12
Dromana Foreshore	Mornington Peninsula Shire	Regional	Open Water				163
Drouin Outdoor Pool	Baw Baw Shire Council	Regional	Outdoor		Y		21
Eskdale Primary School Pool	Alpine Shire	Regional	Outdoor	Y			74
Eureka Swimming Complex (Ballarat)	City of Ballarat	Regional	Outdoor				195
Euroa Memorial Swimming Pool	Strathbogie Shire	Regional	Outdoor				40
Faith Leech Aquatic Centre (Formerly Bendigo Aquatic)	City of Greater Bendigo	Regional	Outdoor	Y			116
Flinders Foreshore	Mornington Peninsula Shire	Regional	Open Water				92
Garfield Outdoor Pool	Cardinia Shire Council	Regional	Outdoor				19
Golden Square Community Pool	City of Greater Bendigo	Regional	Outdoor				190
Goornong Community Recreation Reserve	City of Greater Bendigo	Regional	Outdoor	Y	Y		17
Greensborough - Watermarc	Banyule City Council	Metropolitan	Indoor	Y			103
Hamilton Outdoor Pool	Southern Grampians Shire	Metropolitan	Outdoor				81
Handbury Centre For Wellbeing at Geelong Grammar	City of Greater Geelong	Regional	Indoor	Y			23
Harcourt Swimming Pool	Mount Alexander Shire	Regional	Outdoor				20
Hawkesdale Swimming Pool	Moyne Shire	Regional	Outdoor				19
Hawthorn Aquatic and Leisure Centre	City of Boroondara	Metropolitan	Indoor		Y	Y	97
Healesville - Jack Hort Memorial Pool	Yarra Ranges Council	Metropolitan	Indoor	Y			60
Heathcote Pool	Mount Alexander Shire	Regional	Outdoor	Y			16
Heidelberg Olympic	Banyule City Council	Metropolitan	Outdoor	Y			89
Heyfield Pool	Wellington Shire	Regional	Outdoor	Y			34
Heywood Swimming Pool	Glenelg Shire Council	Regional	Indoor			Y	13
Highett - Waves Leisure Centre	City of Kingston	Metropolitan	Indoor	Y			255
Inglewood Outdoor Pool	Loddon Shire	Regional	Outdoor				22
Inverloch - Anderson Inlet (Angling Club)	Bass Coast Shire	Regional	Open Water				118
Irymple Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			43
Ivanhoe Aquatic Centre	Banyule City Council	Metropolitan	Indoor	Y			529
Kac - Kardinia Aquatic Centre	City of Greater Geelong	Regional	Outdoor	Y	Y	Y	185
Kew Recreation Centre	City of Boroondara	Metropolitan	Indoor		Y	Y	170
Kilsyth Centenary Pool	Yarra Ranges Council	Metropolitan	Indoor	Y			116
Koondrook Pool	Gannawarra Shire	Regional	Outdoor	Y			80
Kooweerup Outdoor Pool	Cardinia Shire Council	Regional	Outdoor				21
Korumburra Outdoor Pool	South Gippsland Shire	Regional	Outdoor				16
Lakes Entrance - Aquadome	East Gippsland Shire	Regional	Indoor	Y			31
Landsborough Outdoor Pool	Pyrenees Shire	Regional	Outdoor	Y			4
Lara Outdoor Pool	City of Greater Geelong	Regional	Outdoor	Y			55

Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self staffed	Enrolments
Laverton - Swim And Fitness	Hobsons Bay City Council	Metropolitan	Indoor	Y			211
Lavington Swim Centre	Albury City Council	Regional	Outdoor		Y		59
Lismore Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			41
Macarthur Swimming Pool	Moyne Shire	Regional	Outdoor	Y			39
Maffra Memorial Pool	East Gippsland Shire	Regional	Outdoor	Y			79
Maldon Swimming Pool	Mount Alexander Shire	Regional	Outdoor				38
Mansfield Aquatics	Mansfield Shire	Regional	Indoor				23
Marong Swimming Pool	City of Greater Bendigo	Regional	Outdoor	Y			11
Melton - Paul Sadler Swimland	City of Melton	Metropolitan	Indoor		Y	Y	14
Melton Waves Leisure Centre	City of Melton	Metropolitan	Indoor	Y		Y	12
Merbein Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			20
Mildura - Waves Swimming Pool	Mildura Rural City Council	Regional	Indoor	Y			149
Mirboo North Pool	South Gippsland Shire	Regional	Outdoor	Y			21
Mitiamo Swimming Pool	Loddon Shire	Regional	Outdoor				16
Moe - Latrobe Leisure Moe Newborough	Latrobe City	Regional	Indoor				15
Mornington Open Water	Mornington Peninsula Shire	Regional	Open Water				127
Mortlake Swimming Pool	Moyne Shire	Regional	Outdoor	Y			13
Mount Beauty	Alpine Shire	Regional	Outdoor	Y			64
Murrayville	Mildura Rural City Council	Regional	Outdoor				19
Murtoa Swimming Pool	Yarriambiack Shire	Regional	Outdoor				80
Myrtleford Swimming Pool	Alpine Shire	Regional	Outdoor	Y			78
Nagambie Swimming Pool	Strathbogie Shire	Regional	Outdoor				43
Narrawong Open Water	Moyne Shire	Regional	Open Water				9
Narre Warren - Paul Sadler Swimland	City of Casey	Metropolitan	Indoor		Y	Y	89
Neerim South Outdoor Pool	Baw Baw Shire Council	Regional	Outdoor				6
Newstead & District Swimming Pool	Mount Alexander Shire	Regional	Outdoor				49
Nhill Aquatic Centre	Shire of Hindmarsh	Regional	Outdoor	Y			50
Noble Park Aquatic Centre Ymca	City of Greater Dandenong	Metropolitan	Indoor			Y	190
North Melbourne Recreation Centre	City of Melbourne	Metropolitan	Outdoor	Y		Y	38
Numurkah Outdoor Pool	Moira Shire Council	Regional	Outdoor	Y			18
Nyah Community Swimming Pool	Swan Hill Rural City	Regional	Outdoor	Y			48
Ocean Grove Open Water	Surf Coast Shire	Regional	Open Water				716
Olinda Community Pool	Yarra Ranges Council	Metropolitan	Outdoor				16
Orbost Outdoor Pool	East Gippsland Shire	Regional	Outdoor	Y			24
Ouyen Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			16
Parkdale - Don Tatnell Leisure Centre	City of Kingston	Metropolitan	Indoor	Y			85
Pascoe Vale Outdoor Pool	Moreland City Council	Metropolitan	Outdoor				28
Pines Forest Aquatic Centre	Frankston City Council	Metropolitan	Outdoor				46
Port Melbourne - Sandridge Life Saving Club	City of Port Phillip	Metropolitan	Open Water				77
Portland Leisure & Aquatic Centre	Glenelg Shire Council	Regional	Outdoor			Y	65
Prahran Aquatic Centre	City of Stonnington	Metropolitan	Outdoor		Y		64
Queens Park Swimming	Moonee Valley City Council	Metropolitan	Outdoor				14
Red Cliffs Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			21
Reservoir Leisure Centre	City of Darebin	Metropolitan	Indoor				76
Ringwood - Healthways	Maroondah City Council	Metropolitan	Indoor	Y			233
Rupanyup Swimming Pool	Yarra-ambiack Shire	Regional	Outdoor				14
Sandringham - Swimright	Bayside City Council	Metropolitan	Indoor				150
Seymour Sports And Aquatic Centre	Mitchell Shire Council	Regional	Indoor	Y			30
Seymour War Memorial Outdoor Pool	Mitchell Shire Council	Regional	Outdoor	Y			8
Shepparton-Aquamoves	Greater Shepparton City Council	Regional	Outdoor			Y	63
Skipton Swimming Pool	Pyrenees Shire	Regional	Outdoor	Y			19
Somerville Ymca	Mornington Peninsula Shire	Regional	Indoor			Y	46



Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self staffed	Enrolments
Splashdown, Moolap	City of Greater Geelong	Regional	Indoor	Y	Y		94
Stratford Pool	Wellington Shire	Regional	Outdoor	Y			122
Strathmerton Outdoor Pool	Moira Shire Council	Regional	Outdoor				20
Super Swim School	Frankston City Council	Metropolitan	Indoor	Y			40
Tallarook Outdoor Pool	Mitchell Shire Council	Regional	Outdoor	Y			9
Tangambalamba Keiwa Pool	Indigo Shire	Regional	Outdoor	Y			95
Tatura Pool	Greater Shepparton	Regional	Outdoor	Y			73
Taylors Lakes - Paul Sadler Swimland	Brimbank City Council	Metropolitan	Indoor		Y	Y	101
Templestowe - Westerfolds Sports Centre	Manningham City Council	Metropolitan	Indoor	Y			265
Terang Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			19
Thomastown Recreation & Aquatic Centre	City of Whittlesea	Metropolitan	Indoor			Y	265
Timboon Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			34
Torquay Cosy Corner	Surf Coast Shire	Regional	Open Water				568
Torquay Fishermans Beach (Open Water)	Surf Coast Shire	Regional	Open Water				279
Trafalgar Outdoor Pool	Baw Baw Shire Council	Regional	Outdoor				22
Trentham Swimming Pool	Hepburn Shire	Regional	Outdoor				41
Violet Town Swim Pool	Strathbogie Shire	Regional	Outdoor				102
Wantirna Genesis	Knox City Council	Metropolitan	Indoor		Y		50
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	Regional	Outdoor				39
Warragul Leisure Centre	Baw Baw Shire Council	Regional	Indoor		Y		51
Warrnambool Main Beach	Warrnambool City	Regional	Open Water				16
Waterworld	City of Greater Geelong	Regional	Indoor	Y		Y	37
Wedderburn Swimming Pool	Loddon Shire	Regional	Outdoor				18
White Hills Pool	City of Greater Bendigo	Regional	Outdoor	Y			78
Whittlesea Swim Centre	City of Whittlesea	Metropolitan	Outdoor			Y	145
Winchelsea Pool	Surf Coast Shire	Regional	Outdoor	Y			103
Wodonga Sports And Leisure Centre	City of Wodonga	Regional	Indoor				98
Wodonga Waves	City of Wodonga	Regional	Outdoor				40
Wycheproof Swimming Pool	Buloke Shire	Regional	Outdoor				20
Yackandandah Pool	Indigo Shire	Regional	Outdoor	Y			40
Yarra Swim School	Banyule City Council	Metropolitan	Indoor			Y	193
Yarram Pool	Wellington Shire	Regional	Outdoor	Y			10
YMCA Knox Leisureworks	Knox City Council	Metropolitan	Indoor			Y	286
Ymca Leisure City Epping	City of Whittlesea	Metropolitan	Indoor			Y	163
Reallocated participants							2
<b>Total</b>				<b>76</b>	<b>21</b>	<b>28</b>	<b>13,864</b>




"I loved playing fruit salad, looking for toys in the sand and boogie boarding"

- Lily, 4

Facebook message







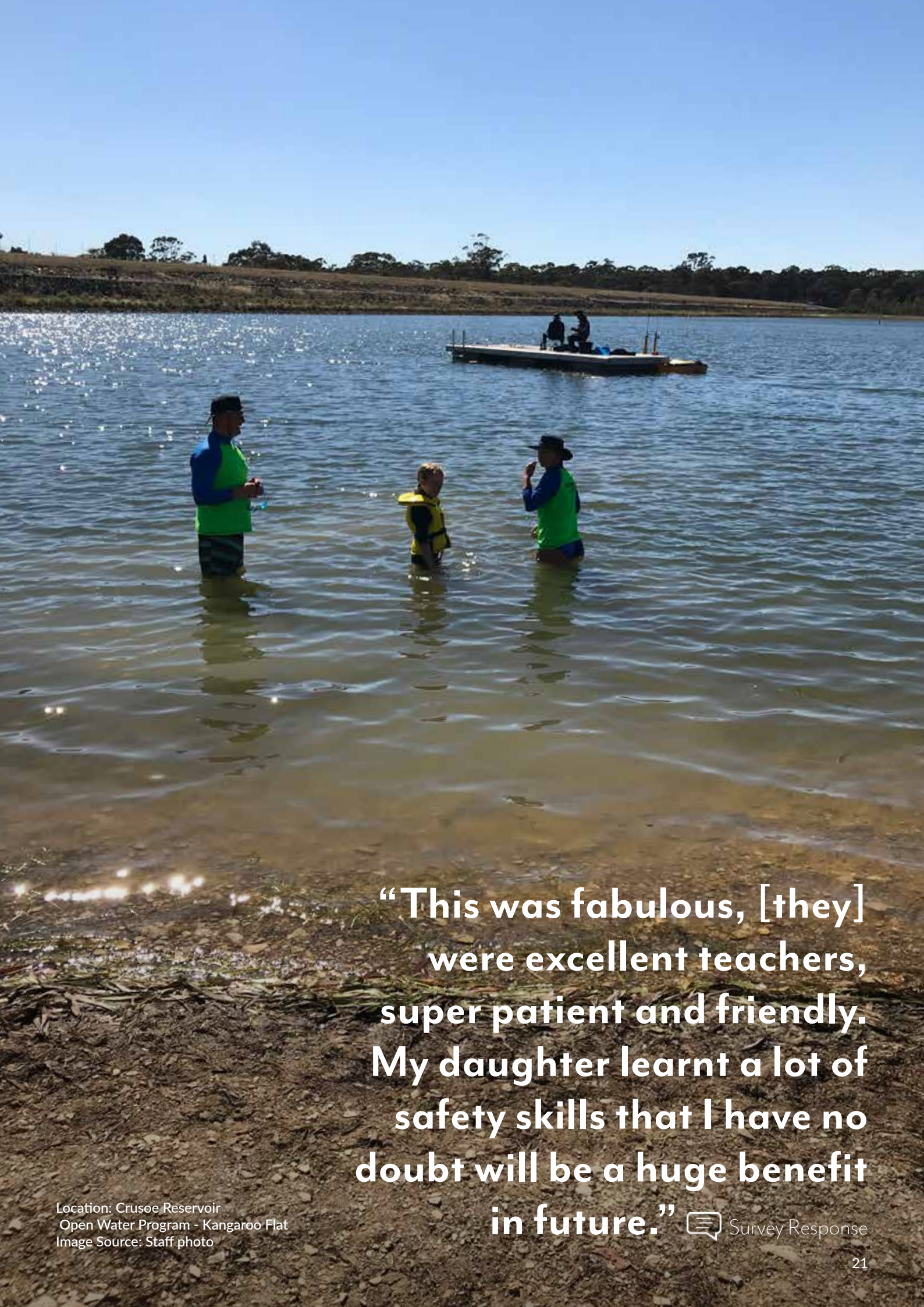
**“My daughter loved going for the whole 3 weeks. With living in the country we love to get these opportunities for our kids. Thank you, swimming instructors were amazing”**




Survey Response

Location: Crusoe Reservoir  
Open Water Program - Kangaroo Flat  
Image Source: Staff photo





**“This was fabulous, [they] were excellent teachers, super patient and friendly. My daughter learnt a lot of safety skills that I have no doubt will be a huge benefit in future.”**  Survey Response

## Participating local councils

There are 79 municipalities in the State of Victoria, of which 31 are metropolitan and 48 rural or regionally located. In 2019, 60 (76%) of the 79 municipalities hosted VICSWIM. This is 10 municipalities more municipalities hosting VICSWIM than the 2018 program, an increase of 14.4%. In 2019 VICSWIM was also hosted by Albury City Council as part of twin cities approach for the Albury/Wodonga region. This brings the total number of municipalities to 61.

Figure 5.1, identifies the Victorian municipalities and the number of venues in each that hosted a VICSWIM program in 2019.

“Thank you so much VICSWIM for all you are doing to help teach kids to swim! We are currently do the program with our 2 eldest kids at Point Roadknight and loving every minute of it!!! The teachers are really dedicated and so lovely with the kids.... thank you”



- Libby

Facebook post

Figure 5.1

Local Government Municipalities	Location	Number of Venues
Albury City Council	Regional	2
Alpine Shire	Regional	3
Ballarat City	Regional	4
Banyule City	Metro	4
Bass Coast Shire	Regional	4
Baw Baw Shire	Regional	4
Bayside City	Metro	1
Boroondara City	Metro	3
Brimbank City	Metro	1
Buloke Shire	Regional	4
Cardinia Shire	Regional	2
Casey City	Metro	3
Colac Otway Shire	Regional	2
Corangamite Shire	Regional	5
Darebin City	Metro	1
East Gippsland Shire	Regional	4
Frankston City	Metro	3
Gannawarra Shire	Regional	1
Glenelg Shire	Regional	3
Greater Bendigo City	Regional	9
Greater Dandenong City	Metro	2
Greater Geelong City	Regional	6
Greater Shepparton City	Regional	2
Hepburn Shire	Regional	3
Hindmarsh Shire	Regional	1
Hobsons Bay City	Metro	3
Indigo Shire	Regional	5
Kingston City	Metro	2
Knox City	Metro	2
Latrobe City	Regional	1
Loddon Shire	Regional	3

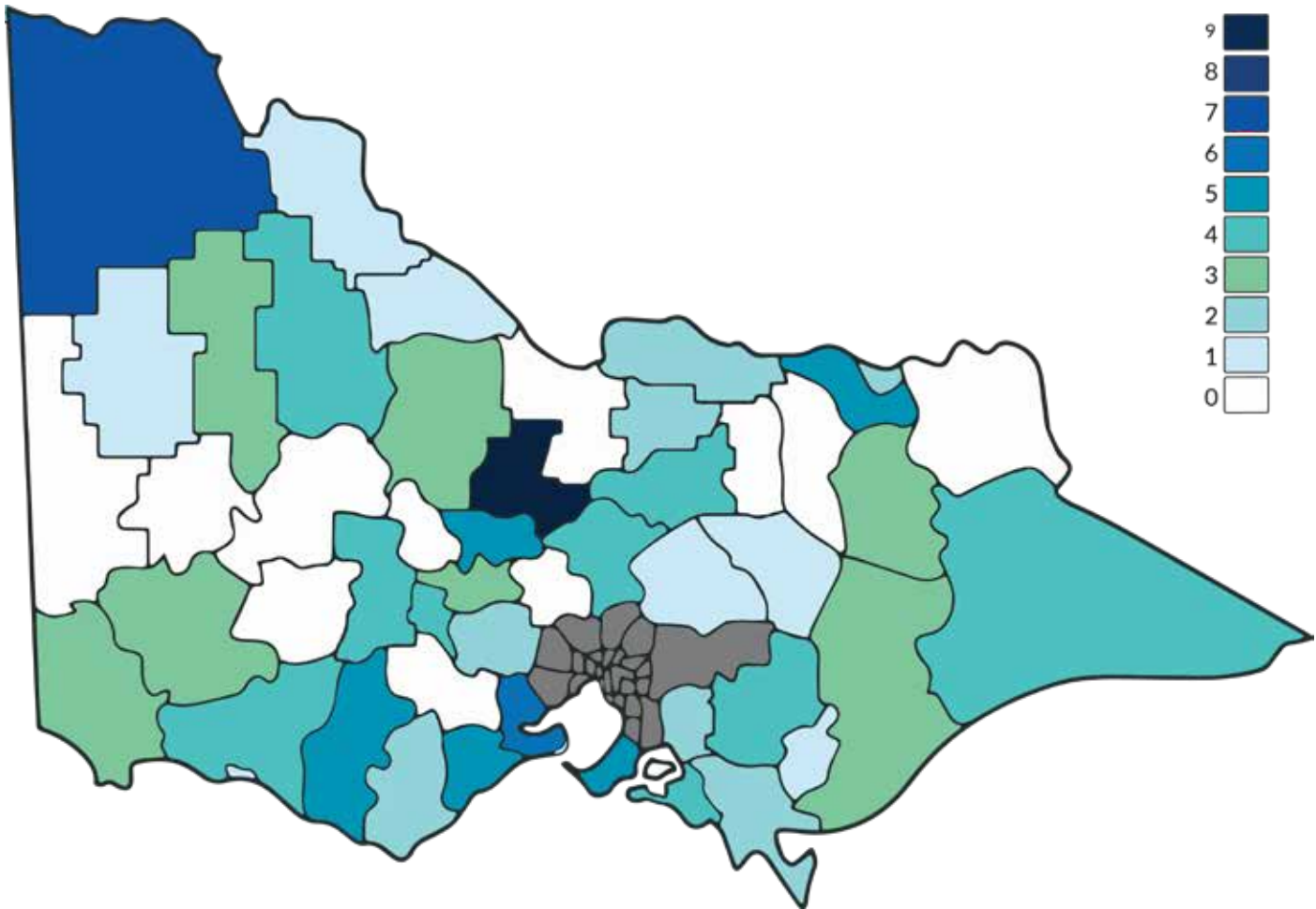
Local Government Municipalities	Location	Number of Venues
Manningham City	Metro	2
Mansfield Shire	Regional	1
Maroondah City	Metro	2
Melbourne City	Metro	1
Melton City	Metro	2
Mildura Rural City	Regional	7
Mitchell Shire	Regional	4
Moira Shire	Regional	2
Moonee Valley City	Metro	2
Moorabool Shire	Regional	2
Moreland City	Metro	1
Mornington Peninsula Shire	Regional	5
Mount Alexander Shire	Regional	4
Moyne Shire	Regional	4
Nillumbik Shire	Metro	1
Port Phillip City	Metro	1
Pyrenees Shire	Regional	4
South Gippsland Shire	Regional	2
Southern Grampians Shire	Regional	3
Stonnington City	Metro	1
Strathbogie Shire	Regional	4
Surf Coast Shire	Regional	5
Swan Hill Rural City	Regional	1
Warrnambool City	Regional	1
Wellington Shire	Regional	3
Whittlesea City	Metro	3
Wodonga City	Regional	2
Wyndham City	Metro	1
Yarra Ranges Shire	Metro	3
Yarriambiack Shire	Regional	3
		170



Figure 5.2

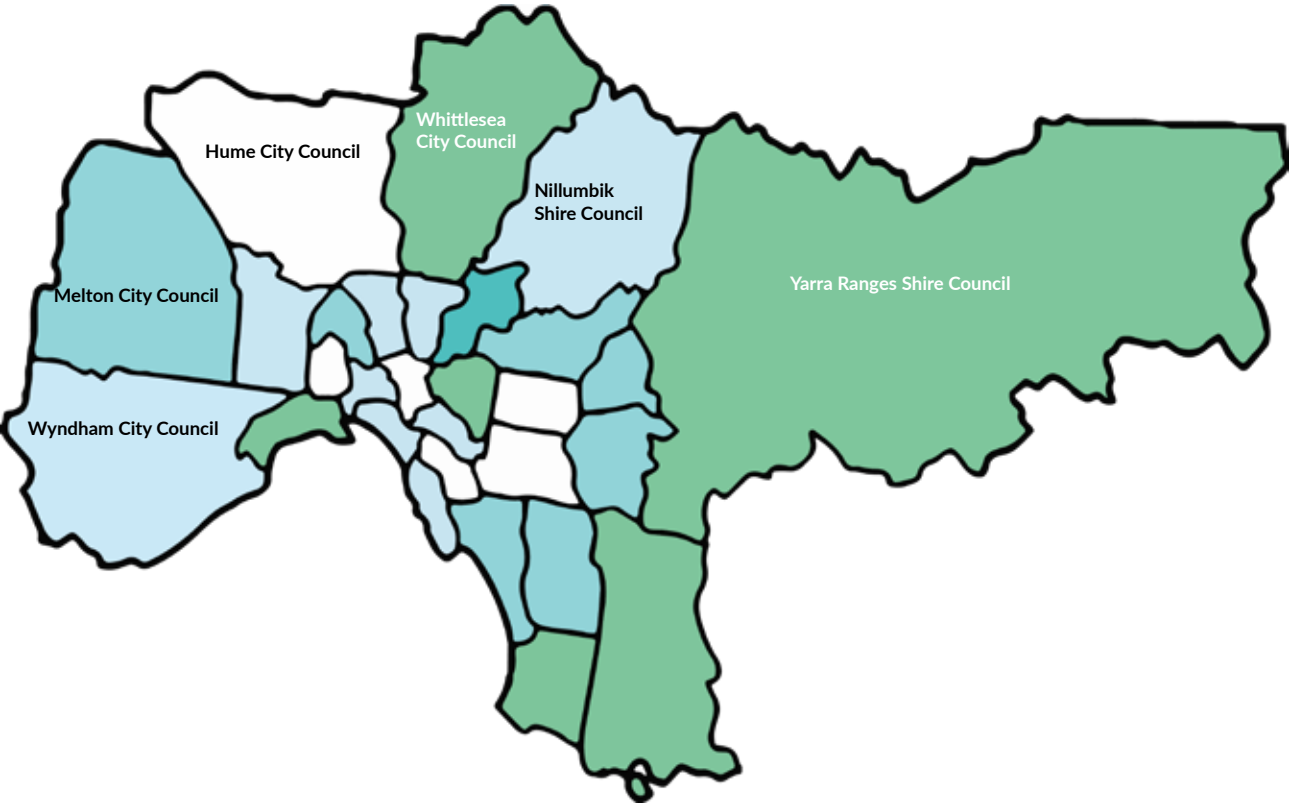
Programs per Regional Municipality

Number of Programs



Programs per Metropolitan Municipality

Figure 5.3



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). This 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 and a lack of advantage in general and a high score indicates a relative lack of disadvantage and greater advantage in general.”

Participating municipalities

When the IRSAD ranking is added to the list of participating municipalities (Figure 6.1 and Figure 6.2), 15 of the top 20 municipalities with the greatest disadvantage hosted at least one VICSWIM program. It is important that the VICSWIM program continue to expand into the municipalities with the lowest IRSAD to ensure that the program achieves its core objective of ensuring affordable swimming lessons are accessible to those who may not otherwise be able to afford them.



Regional

Figure 6.2

IRSAD Vic ranking	Municipality	Venues	Location
3	Mildura Rural City	7	Regional
4	Loddon Shire	3	Regional
6	Hindmarsh Shire	1	Regional
7	Latrobe City	1	Regional
8	Pyrenees Shire	4	Regional
10	Moir Shire	2	Regional
12	Swan Hill Rural City	1	Regional
13	Gannawarra Shire	1	Regional
14	East Gippsland Shire	4	Regional
15	Greater Shepparton City	2	Regional
16	Yarriambiack Shire	3	Regional
17	Glenelg Shire	3	Regional
19	Colac Otway Shire	2	Regional
22	Buloke Shire	4	Regional
23	Strathbogie Shire	4	Regional
24	Bass Coast Shire	4	Regional
25	Wellington Shire	3	Regional
26	Wodonga City	2	Regional
28	Hepburn Shire	3	Regional
29	Greater Bendigo City	9	Regional
30	Ballarat City	4	Regional
31	Warrnambool City	1	Regional
32	Mount Alexander Shire	4	Regional
33	Alpine Shire	3	Regional
34	Corangamite Shire	5	Regional
37	Southern Grampians Shire	3	Regional
38	Mitchell Shire	4	Regional
39	Greater Geelong City	6	Regional
40	South Gippsland Shire	2	Regional
45	Baw Baw Shire	4	Regional
47	Mansfield Shire	1	Regional
49	Moorabool Shire	2	Regional
51	Indigo Shire	5	Regional
55	Moyne Shire	4	Regional
57	Cardinia Shire	2	Regional
59	Mornington Peninsula Shire	5	Regional
72	Surf Coast Shire	5	Regional
	Albury City Council	2	Regional
		170	

Metropolitan

Figure 6.1

IRSAD Vic ranking	Municipality	Venues	Location
2	Greater Dandenong City	2	Metro
9	Brimbank City	1	Metro
43	Frankston City	3	Metro
44	Whittlesea City	3	Metro
48	Melton City	2	Metro
50	Darebin City	1	Metro
52	Casey City	3	Metro
53	Moreland City	1	Metro
54	Hobsons Bay City	3	Metro
56	Wyndham City Council	1	Metro
60	Yarra Ranges Shire	3	Metro
61	Moonee Valley City	2	Metro
62	Kingston City	2	Metro
63	Maroondah City	2	Metro
64	Knox City	2	Metro
66	Banyule City	4	Metro
69	Melbourne City	1	Metro
74	Port Phillip City	1	Metro
75	Manningham City	2	Metro
76	Stonnington City	1	Metro
77	Nillumbik Shire	1	Metro
78	Bayside City	1	Metro
79	Boroondara City	3	Metro



## Non-participating local councils

Figure 7.1 lists the 19 municipalities which did not participate in the 2019 VICSWIM program and their locations, of which 13 are metropolitan and 15 regional municipalities.

Figure 7.1

Local Government Municipalities	Location
Glen Eira City Council	Metropolitan
Hume City Council	Metropolitan
Maribyrnong City	Metropolitan
Monash City Council	Metropolitan
Whitehorse City Council	Metropolitan
Yarra City Council	Metropolitan
Ararat Rural City	Regional
Benalla Rural City Council	Regional
Borough of Queenscliffe	Regional
Campaspe Shire Council	Regional
Central Goldfields Shire Council	Regional
Golden Plains Shire Council	Regional
Horsham Rural City Council	Regional
Macedon Ranges Shire Council	Regional
Murrindindi Shire	Regional
Northern Grampians Shire Council	Regional
Towong Shire Council	Regional
Wangaratta Rural City Council	Regional
West Wimmera Shire Council	Regional
Total:	19



“The kids loved it. The environment, the teachers and the program as a whole everything well organized. Thank you and the team for doing this.”

- Survey Response



“My boy can swim after the swimming lessons and knows how to protect himself from water accidents. In addition, he tells me how to save people who are seeking help in the water.”

- Survey Response



Newstead Pool  
Image Source: Staff Photo





**“We had a brilliant time  
with [our Teacher] this week  
at Port Melbourne. Thanks  
so much for taking care of  
Tate & teaching him water  
safety.”**



- Andrea  
Facebook Post

Image Source: Facebook





## Municipalities not currently hosting VICSWIM programs

When the IRSAD ranking is added to the list of non-participating municipalities, it was identified that 5 of the top 20 municipalities with the greatest disadvantage did not host a VICSWIM program. Of the 19 municipalities not hosting the VICSWIM program in 2019, 3 ranked in the top 10 municipalities with the least social and economic disadvantage, that is Victoria's most affluent municipalities.

While it is vitally important that the VICSWIM program is accessible to all Victorian children, we will continue your focus of maximising access to VICSWIM in regions it is most needed.



**"@vicswim1 has begun for 2019!! Little fresh, but glad to see the girls got right in!!"**  
#VICSWIM

Instagram post @vicswim1



Figure 8.1

IRSAD Victorian ranking	Local Government Municipalities	Location
1	Central Goldfields Shire Council	Regional
5	Northern Grampians Shire Council	Regional
11	Ararat Rural City	Regional
18	Benalla Rural City Council	Regional
20	Campaspe Shire Council	Regional
21	Hume City Council	Metropolitan
27	Wangaratta Rural City Council	Regional
35	Horsham Rural City Council	Regional
36	West Wimmera Shire Council	Regional
41	Murrindindi Shire	Regional
42	Towong Shire Council	Regional
46	Maribyrnong City	Metropolitan
58	Golden Plains Shire Council	Regional
65	Yarra City Council	Metropolitan
67	Macedon Ranges Shire Council	Regional
68	Borough of Queenscliffe	Regional
70	Monash City Council	Metropolitan
71	Whitehorse City Council	Metropolitan
73	Glen Eira City Council	Metropolitan
Total:		19

Thanks VICSWIM instructors,  
I have taken my two grandchildren for the last two weeks at Ocean Grove. The level of instruction and small groups were excellent with brilliant outcomes for my grandies. They both loved going everyday and are very proud of their individual achievements. We look forward to the next summer program.

- Sharon

Facebook Comment



## VICSWIM marketing and promotions

Reflecting upon 2018, it was decided that a strong, consistent digital marketing strategy was necessary to support the 2019 VICSWIM Program.

Rather than focus on radio and TV marketing as we had done in previous years, the 2019 marketing strategy was predominately driven using social media and email communications to previous participants.

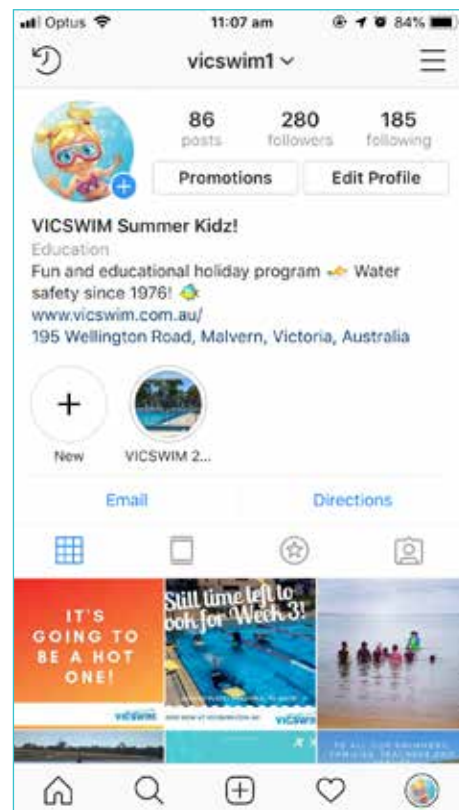
This was supported by posters and flyers being distributed to participating venues and a number of schools and kindergartens.

VICSWIM extended their digital marketing strategy to also incorporate the social media of participating venues, and encouraged swim teachers and parents to share posts and information on their own personal channels.

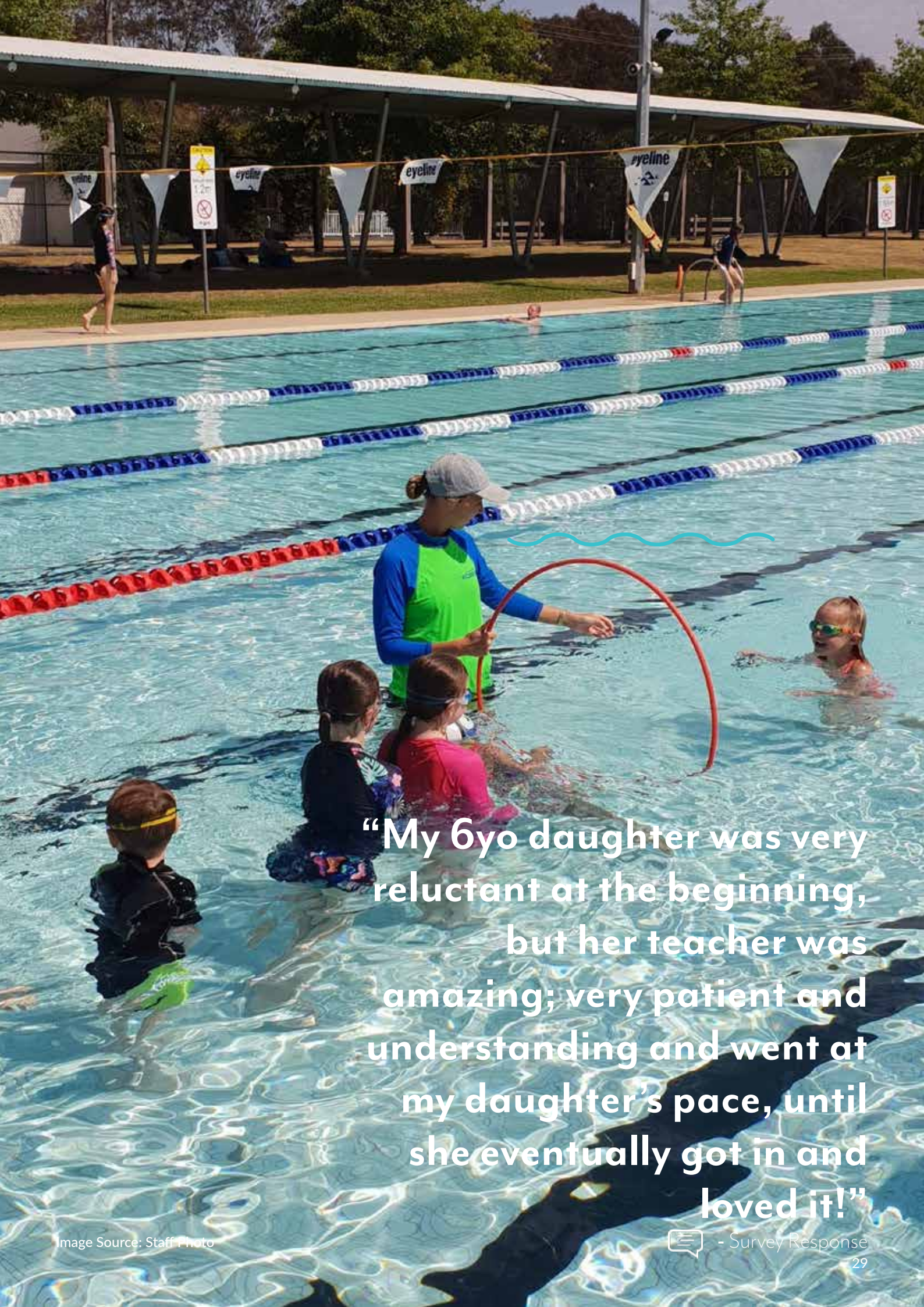
We also joined the Facebook groups of many local communities and posted information directly to their communities.

To encourage venues to promote VICSWIM on their social media channels we created and social media posts and digital collateral specifically for their use. This strategy saw a significant increase of traffic to the VICSWIM Facebook page and ultimately into enrolments.

The digital marketing strategy begun in September, in the lead up to the opening of bookings on October 22, 2018. This campaign element of the strategy saw 5,171 enrolments in the first 24 hours of bookings being open.







**“My 6yo daughter was very reluctant at the beginning, but her teacher was amazing; very patient and understanding and went at my daughter’s pace, until she eventually got in and loved it!”**



*"My daughter who was once not keen to go on water is now having fun and excitedly goes to the pool! Everyday after her swimming class in Bright Waves Werribee, she says, "Mom, I had fun!" And I know that she surely did."*

- Survey Response

***"VICSWIM helped my child feel safe and happy in the water, and we are so grateful for that."***

- Survey Response



**#nofilterneeded #day5 last day of @vicswim1 for week 1. #vicswim2019 #vicswim #openwaterswimming #lessons**  
Instagram post @vicswim1

VICSWIM was a great program and our son gained a lot of confidence from it, that we wouldn't have been able to teach. We are very grateful for that. We love the week long consecutive lessons. Much better than 1 or 2 lessons a week. They gain and solidify their confidence much better."

- Jade, Facebook message

*"Thanks for the opportunity. Living in Beechworth has often meant travel to Wangaratta or Wodonga to do lessons. Having lessons available in town was a fantastic opportunity."*

- Survey Response

***"We are loving VICSWIM at Point Roadknight. It's our third year there in the program and we think it's so important to help our kids be aware of the dangers at the beach. Once again there is an excellent team of teachers."***

- Kate, Facebook comment

*"My son went from being a little hesitant in water to basically able to float and keep himself up, put his head under, and understand some of the water safety rules at the beach. He loved and respected his teacher. This was an amazing experience for us (little brother copied everything older brother did). Thank you."*

- Survey Response

*"The teacher was fantastic. She patiently spent time with our daughter and each student in the class. A group class with individual attention and easy to follow instructions building up confidence step by step. [My child] quickly went from a reluctant student to enjoying the lessons."*

- Survey Response

***"My daughters confidence in the water grew dramatically, she was so proud of herself and her achievements. Thanks VICSWIM!"***

- Survey Response





## Footnotes

- 1 Royal Life Saving, National Drowning Report 2018
- 2 The Life Saving Victoria, Drowning Report 2017/18
- 3 The Life Saving Victoria, Drowning Report 2017/18
- 4 Post program survey was sent to 6,175 unique email addresses of parents, with 1,479 responding (23.95% of parents)
- 5 Net Promoter Score measures customer experiences and is calculated the answer (on a scale of 1-10) How likely are you to recommend the VICSWIM program to family and friends? The NPS score is calculated by deducting the number of detractors (% who answered between 0-6) from the number of promoters (% who answered between 9-10).
- 6 Weighted average of responses to the question "On a scale of 0 – 10 how would you rate the 2019 VICSWIM Kidz program?"
- 7 Based on the Australian Bureau of Statistics calculated "Index of relative Socio-economic advantage and Disadvantage" (IRSAD); <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/2033.0.55.001main+features100042011>
- 8 The Life Saving Victoria, Drowning Report 2017/18

Participants at Bendigo East, our highest enrolled outdoor pool.



