



# VICSWIM Summer Kidz 2021 Program Report

## **Disclaimer**

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# VICSWIM Summer Kidz 2021 at a glance...

# 167

Venues

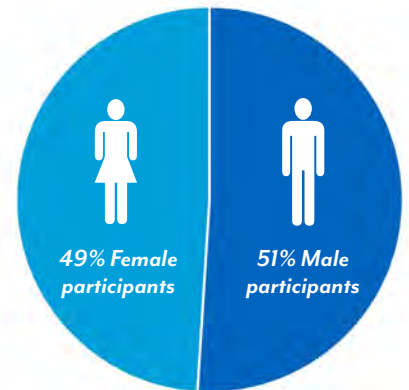
# 72%

Growth of enrolments in 5 years

# 16,516

Enrolments

*Less 375 reimbursements due to COVID implications, border closures and medical conditions.*



49% Female participants

51% Male participants



# 123

Regional Venues

# 80,705

Swimming and water safety lessons delivered

# 56.86%

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

# 65.17%

Program  
Net Promoter Score



# 44

Metropolitan Venues

# 35%

*of Venues charged an entry fee to the facility*

**VICSWIM was conducted in 8 of the top 10 and 14 of the top 20 municipalities with the greatest socio-economic disadvantage.**

# 345

Staff employed across the program

# 250

Swim Teachers employed by VICSWIM, 50+ teachers provided by venues.

## TOP 5 VENUES:

1. Ocean Grove: 711  
(Regional, Open Water)

2. Torquay, Cosy Corner: 686  
(Regional, Open Water)

3. Ivanhoe Aquatic Centre: 583  
(Metropolitan, Indoor Pool)

4. Diamond Creek Outdoor Pool: 393  
(Metropolitan, Outdoor Pool)

5. Kardinia Aquatic Centre: 368  
(Regional, Outdoor Pool)

# 10

Venues held VICSWIM for the first time

14 Venues provided their own staff, adding 50+ teachers to VICSWIM's 250 teachers

# 13

Administrative Staff

# 23

Regional Co-ordinators

# 40,353

Hours of water safety education delivered

# 73%

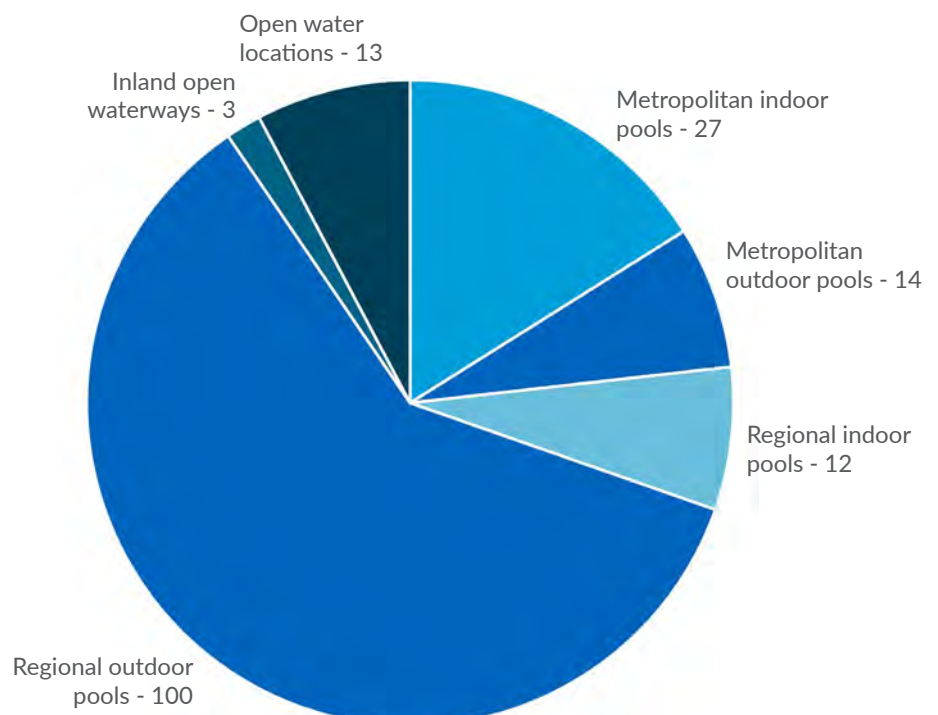
of Victorian Municipalities participated  
+ Albury City Council, NSW

# 73.7%

of Venues located in regional areas

# 15

Open Water and Inland Waterway Venues



**The VICSWIM Program would not happen without the support of an incredible team. We'd like to acknowledge those who helped to make the 2021 Summer Kidz program so successful.**

### **VICSWIM Customer Service Team**

Ashlea McKinnon	Krystel Oodoomansaib	Shona Pallas
Anne Freedman	Lizzy McIntyre	Steve Pallas
Evie Ogier	Mick Duyvestyn	Taya Phillips
Jerome Parot	Nina Barallon	Tayla Pallas
Kathy Parton		

### **VICSWIM Regional Co-ordinators**

Alexandra Christensen	Ellie Woods-Baldock	Katrina Van Eyk
Anne Freedman	Gayle Collett	Linda Shannon
Belinda Roberts	Hanna Gatt	Lisa Bess
Blaire Preddey	Jenny Merrick	Naarah Bretton
Brendan Gay	Jessica Stephens-Short	Natalie Campbell
Courtney Cousland	Jillian Cooper	Robyn (Robbie) Rae
David O'Brien	Karen Franceschini	Sarah Hernan
Deb Gordoio	Kathryn Cashmore	

### **VICSWIM Teachers**

Abbey Moore	Bec Proctor	Claire James	Fiona Thomas
Aimee Green	Belinda Hackett	Claire Johnstone	Gary Bowman
Aimee Swift	Benjamin Platt	Claire McInnes	George Gooden
Alexander Jones	Bernadette Bellman	Claude Vautin	Georgia Kirkpatrick
Alexandra Kendall	Bernadette Hill	Coby Lovell	Grace Dadswell
Allegra Nadeson	Bethany Chambers	Cooper Read	Grace McGoldrick
Amanda Barrie	Bianka Turner	Darcy Millett	Grace Tricarico
Amanda Millett	Brad Sweetten	David Coy	Hailey Hazzledine
Amelie Macvean	Brandon Franceschini	Debbie Hogg	Hannah Josey
Amy Burns	Brianna Munnery	Deborah Murty	Hannah Streader
Amy Sandkhul	Britt Lucas	Dimitra Cacambouras	Holly Woodlock
Andrea Andronaco	Brodie Hiller	Eamon d'Aunou	Ian Cash
Andrea Drake	Bronwyn Soko	Ebony Mair	Iestyn Knapp
Andrea Ramos	Cailin Wight	Elise Dell	Ilkcan Houssein
Anessa Chui	Cameron Owens	Elizabeth Pickup	Indigo McKinnon
Angela Bernaldo	Campbell Greeves	Ellie Munnery	Indika Egan
Annalise Hardman	Cassie Johansen	Eloise Derby	Isabella Dos Santos
Anne Battersby	Catherine Russell	Emily Cariss	Isabella Stefanoudaki
Anthony O'Hanlon	Catherine Stoneham-Evans	Emily Howson	Jacinta Swift
Aochi Dibbin	Cathy Oldham	Emily Turner	Jack Harrowell
Asha Hamilton	Charlie Stone	Emily Yang	Jackie Wilmann
Ashleigh Morley	Charlotte Todd	Emma Hughes	Jacob Nalder
Ashley Evans	Chloe Bretton	Emma Johnston	Jacqueline Rankins
Ashley Harper	Chloe Morgan	Erin McDonagh	Jade Burgess-Rhoden
Ashley Liang	Chloe Moxey	Erin Mitchell	Jamie Felton
Barbara Kornaczewski	Christiana Henke	Evangeline Ginnivan	Jan Mckindley
Baylee Fletcher	Claire Hernan	Fiona Ford	Jane Humble



## VICSWIM Teachers

Jasper Chow	Mara Lunn	Samuel Chambers	Susan Gardner
Jazz Dendle	Maree Macague	Sandra Watkins	Suzan Florisson
Jennette Felton	Margaret Loudon	Santana La Fontaine	Tamara McIntyre
Jennifer Hardman	Maria Burkinshaw	Sarah Bray	Tamara Mercer
Jennifer Wallace	Maria Mayall	Sarah Devene	Tamzin Perkins
Jess Ballas	Maria Strong	Sarah Ross	Teagan Hughes
Jess Norton	Mark Mandato	Sarah Sommers	Tess Appleby
Jesse Coulson	Maxine Schache	James Marsden	Therese Hetherington
Jessica Baker	Megan Thompson	Sean Han	Thomas Pearson
Jessica Gibson	Melissa Egan	Shannon Dehiwattage	Tony Denham
Jiaqi Chen	Mia Goodwill	Shannon Hodgson	Tracey Mortaruolo
Jibril Asapil	Michael Krull	Sharna Perkins	Tracie Currie
Jillianne Adihetty	Michelle Grant	Sharon Wrobel	Tully Watt
Jordyn Simpson	Mikaela Turvey	Shelby Rolls	Tysha Bretton
Joseph Cunningham	Mikayla Gibson	Shem Murphy	Vicki Millyard
Josephine Montalto	Mila Grant	Siobhan Eksteen	Watkins Sandra
Joy Mullens	Mira Halpern - Wilson	Sophie Blackford	Wendy Mathews
Julia McInnes	Mitchell Brown	Sophie Dejdard	Wilfred Dickeson
Justin Cawood	Mohammadreza Mohammadi	Stephanie Brook	William Strachan
Karen Reading	Molly Cooper	Steven Cooper	Will Burmeister
Kate Martin	Eva Yoon	Susan Cousins	Zoe Charles
Katherine Clayton	Monica Brosnan	Susan Dunn	
kathrine Michael	Nadine Ray		
Katie McLean	Natalie Cerasi		
Katrina Burfield	Natalie Wendt		
Keeley Barry	Nathan Crawley		
Keely Mckenzie	Neve Taylor		
Kelcey Brian	Nicole Rentsch		
Kelly Hayward	Nikhil Surapaneni		
Kiara McKerron	Olivia Cullen		
Kimberley Leach	Olivia Dunell		
Kiran Pereira	Olivia Jackson-Corbeil		
Lachlan Wright	Phillipa Williamson		
Claire Fagan	Phoebe Savickas		
Laura Benney	Pollyanna Chubb		
Laura Fuller	praghya Godavarthy		
Laura Goudie	Rachel Cullum		
Lily Eldridge	Rachelle Lodwick		
Linda Campbell	Raelee Jager		
Linda Halkyard	Rebecca Fitton		
Linhtuy Nguyen	Rebekah Crawley		
Lisa Mackey	Rebekah Halprin		
Lucy Anderson	Rhonda Wynter		
Lucy Treverton	Rhys Menz		
Luke Getsom	Robyn Fowler		
Luxe Colls	Robynlee Bayles		
Lyn Gannan	Ronald Poon		
Madeline Christensen	Ruby Haeusler		
Magenta Connolly	Sam McGowan		



# CEO's Report



**Kathy Parton**

Chief Executive Officer  
Aquatics and Recreation Victoria

Despite the challenges and the uncertainty of both planning and delivering VICSWIM in a COVID-19 affected Victoria, I am proud to report that the 2021 VICSWIM Summer Kidz Program was again a resounding success. Conducted in the three weeks between January 4th – 22nd, the program attracted an amazing 16,516 enrolments – 556 more than 2020. We processed 375 refunds due to COVID implications, border closures and medical conditions. Over 300 swim teachers at 167 venues delivered 3,362 classes meaning that 80,705 swimming lessons totalling an accumulated total of 40,353 hours of swimming lessons were delivered.

The success of VICSWIM 2021 program should not be measured by the numbers alone, but also by the program's ability to increase the ability and awareness of water safety and survival skills of each participant, their family and more broadly their friends during the summer holidays. A time made even more important this year with the closure of the aquatics industry meaning so few Victorian children able to participate in formal swimming lessons throughout 2020.

## The challenges of a COVID year

At the end of last year's VICSWIM program, it was thought that conducting a Victorian VICSWIM program could not get more challenging. The astounding complexity of running the program in a state seriously affected by bush fires, extensive smoke haze, large storms, water pollution, dust storms and air pollution, along with the normal challenges of running the program at 186 venues across the whole of Victoria was expected not to be repeated.

How quickly our perspective changed, when in March 2020 Victoria started to shut down in response to the community threat posed by the Coronavirus pandemic and like every other Victorian community event, the 2021 VICSWIM program was immediately thrown into uncertainty. The most obvious question, 'would we even be able to run VICSWIM 2021?' remained relevant for much of the year, after which further questions regarding the viability of the program emerged.

A number of these were not able to be answered for the majority of the planning cycle. These included:

- Under what community safety conditions could VICSWIM 2021 operate?
- Would there be any restrictions placed on venues or group sizes?
- Would venues want to participate? Would they even be able to participate?
- Would swim teachers want to again participate in the program?

Most importantly, did parents and the community want VICSWIM 2021 to proceed and if it did, would they have the confidence to participate?

With so much uncertainty, the normal VICSWIM planning cycles were delayed significantly while awaiting guidance from the state government as to conditions under which VICSWIM 2021 may or may not operate. I would like to acknowledge the outstanding support received from the Victorian Government as they sought to guide Victoria into a COVID normal environment. Their willingness to collaborate and communicate throughout the year was a key determinant in the success of this year's program.

## Huge participation and community Support

VICSWIM registrations, under normal circumstances would open early October but this year, when registrations opened much later on November 23rd, we were very unsure the level of community support for the program.

This question was answered immediately with the sheer volume of enrolments to the VICSWIM website crashing the registration system for the first 30 minutes until our IT company were able to rectify the issue and enable it to handle the increased traffic.

By the end of the first day of registrations opening, there were over 8,880 registrations, growing to over 10,000 registrations in the first 24 hours. To put this in perspective the entire VICSWIM program in 2017 only had 10,424 registrations.



By the end of the program there were 16,516 enrolments into VICSWIM 2021, a slight increase on the 16,116 enrolments of last year's program. An outstanding outcome, given the reduced capacity of this year's program and the fact that 375 enrolments were refunded due to Coronavirus quarantine restrictions, testing and the provision of medical certificates. After all eligible refunds were processed, there were a total of 16,141 enrolments.

### Venue participation

With most aquatic venues forced to close down for much of 2020, there was much uncertainty about how venues would respond when invited to again participate in this year's program. We were overwhelmed by the support received from local governments and venues managers with 167 venues joining the program.

While this is a decrease of 19 from the 186 venues who participated in 2020, it is still a great result especially as many of the non-returning venues, chose to (or were financially forced to) run their own programs to generate much needed revenue. Many Gippsland venues determined not to participate in the VICSWIM 2021 as they continued their recovery from last year's devastating bush fires.

This reduced number of venues meant that the program's maximum capacity decreased from 19,988 places being offered in 2020 to 18,712 places being offered in 2021. Many venues offered significantly reduced lane space, shorter availability of lanes or reducing the number of weeks they participated in the program.

Involving 16,141 enrolments in VICSWIM 2021 was an outstanding outcome given the maximum capacity of program decreased from 99,940 lessons in 2020 to 93,560 lessons in 2021. As a result, the occupancy of the program increased from 77.93% in 2020 to a staggering 86.26% in 2021.

### Recruiting our amazing swim teachers

Traditionally, one of the most challenging aspects of running a VICSWIM program is

to recruit the 300+ swim teachers required to run the VICSWIM program. This year became even more challenging with a large number of swim teachers leaving the learn to swim industry to find alternative employment throughout the COVID 19 shut down period or being seconded to other industries or required to fulfil or be engaged by their own employers to run summer holiday programs.

Many swim teachers benefited from the federal governments job keeper allowance with the unintended consequence being that many swim teachers chose not to supplement their incomes with a swim teacher job like they normally would.

This has been an industry wide challenge experienced by many venue operators across Victoria.

Recruiting teachers was made slightly easier by the tremendous support offered by the learn to swim industry and particularly to the 14 venues who "self-staffed".

### Retaining our amazing swim teachers

Of our 300+ swim teachers, 43% were new to the program this year. A vital VICSWIM future strategy is to create a swim teacher recognition and reward strategy that acknowledges the amazing contributions of so many of our swim teachers. I acknowledge, for example, teachers such as Robbie Rae, Wilfred Dickeson or Regional Co-ordinator Jillian Cooper who have been an inspiration to so many for over 20 years. This strategy will become the foundation to the VICSWIM swim teacher recruitment strategy by maximising the number of teachers who wish to return year on year.

While the VICSWIM program ensures high quality logistics and customer service, it is the dedication and passion of our swim teachers which drives our incredibly high satisfaction ratings.

### VICSWIM is loved by Victorian families and their communities

For many Victorian communities and families, VICSWIM is an event in their year which is looked forward to throughout



@breamlizzie "Vic swim week one, Cosy Corner! Yew!"

the year, not just by the children but by parents, grandparents, families, friends, community Aquatics and Recreation facilities and other community members who use the program to strengthen connections within their families and their local communities. With the social disconnections felt throughout 2020, this year's VICSWIM program was more important to these communities and families than ever, as is evident in the enrolment numbers.

VICSWIM registrations have grown from 9,270 registration in 2016 to 16,516 registrations in the 2021 program -- an increase of 74% over the 5-year period. However, the value of VICSWIM must not be judged on numbers alone.

The post-program survey, sent to all parents and guardians, received 1,384 responses. This annual survey provides the opportunity for parents to not only evaluate the program but to provide feedback and ideas which will inform opportunities for improvement to VICSWIM into the future.

The 2021 VICSWIM program scored an incredibly high Net Promoter Score of 65.17% (up from 56.08% in 2020) and a program satisfaction rating of 8.43 out of 10 (up from 8.1 in 2020). To further re-enforce the public demand for VICSWIM, 88% of parents surveyed indicated they were likely or highly likely to enrol their children in the 2022 program. Furthermore, 97% believed there was scope to grow the program in their community if additional classes were made available.

## Regional Co-ordinators

VICSWIM is driven by the tireless efforts of our 23 Regional Co-ordinators. The passion and dedication shown by our Regional Co-ordinators toward VICSWIM is inspiring and without their commitment we would not be able to deliver VICSWIM in so many venues, safely and to such a high level of quality parental satisfaction.

Regional coordinators undertake the risk assessment of each venue, drive the recruitment of swim teachers from their communities and co-ordinate and manage the myriad of issues which arise

throughout the program. For 2021, with the addition of new Inland Waterway venues, a dedicated Inland Waterway Regional Coordinator was appointed.

## The VICSWIM program has never been more important to Victorians

The VICSWIM program fills a vital void in the states learn to swim offering, providing intensive swimming lessons at a variety of venues and in communities who would otherwise not have access to swimming lessons.

Of the 1,384 participant surveys, 787 or 56.86% indicated that VICSWIM was the only swimming lessons their child/children had participated throughout the previous twelve months. For many living in rural and regional locations, VICSWIM often provides the only swimming lessons their community has access to each year, further contributing to the liveability, safety and quality of those communities.

The Life Saving Victoria, Drowning Report 2019/20 identified that in the 2019/2020 financial year, 248<sup>1</sup> people drowned in Australian waterways with 34<sup>2</sup> of those drowning in Victoria.

The Drowning Report 2019/20 also identified:

- Apart from drowning deaths a further 100 people experienced a non fatal drowning incident
- At least 21% of drowning deaths in 2019/20 were of people from culturally and linguistically diverse (CALD) communities
- 50% of all drowning deaths were a result of unintentional water entry
- Drowning in inland and coastal waterways continues to increase, with 35% and 34% of incidents occurring in these locations respectively in 2019/20<sup>3</sup>

Life Saving Victoria, in their 2019/20 Drowning Report identified that of the 11 Primary areas and goals of the Victorian Water Safety Strategy 2012-2020, five were rated as "urgent work needed" including three areas VICSWIM specifically seeks to address, being:

- Reduce drowning in high risk

populations (includes Aboriginal and Torres Straight Islanders, people from culturally and linguistically diverse (CALD) backgrounds.

- Reduce drowning in coastal waterways
- Reduce drowning in inland waterways

Since July 2020, an additional 42 drownings have occurred in Victoria as reported in the Herald Sun on Sunday, 31 January 2021. The VICSWIM program is a dedicated and important drowning prevention program and the continuation of the program will be critical to enable the achievement of the Victorian Government's Water Safety Strategy goals.

## Building our knowledge and capacity to deliver in high risk locations

In direct response to the need to address the disproportionate number of drowning fatalities occurring in coastal and inland waterways Aquatic Recreation Victoria consciously sought to increase its capacity to increase the number of locations and classes being offered in these higher risk locations.

As part of building the open water and inland water capacity of the program for the first time all swim teachers teaching at inland waterways were required to complete the Life Saving Victoria's Inland Waterway Certificate. Two new inland water way venues were added to this year's program, Lake Nagambie and Cohuna (Apex Park) and their value was immediately appreciated by their communities with "Robyn" posting on the Nagambie Community Notice Board Facebook page:

*"Just wanted to say thank you to VICSWIM and Strathbogie Shire for the opportunity to enrol my children in the VICSWIM "Lake Nagambie" swimming lessons this week. An invaluable opportunity I would recommend to all parents to enrol and participate in the future."*

## Life Saving Victoria life guards

VICSWIM's approach to the implementation of the program in



**“My son’s confidence and skills grew tremendously during the program.”**

- Survey Response



open water coastal venues requires the VICSWIM program, where possible, to operate between the flags at LSV patrolled beaches. A new risk management and safety initiative for the 2021 VICSWIM program was to provide additional, program specific life guards at Altona Beach, the two Torquay beaches and Ocean Grove which complimented the LSV life guards already patrolling the venues.

The programs risk management strategies were strengthened in 2021 to ensure that all coastal venues must have a minimum of two qualified swim teachers and ensuring at least one teacher at unpatrolled venues held a Bronze Medallion/CSLSC or Inland Waterway Certificate. At coastal venues where the swim teachers did not hold these qualifications a dedicated LSV life guard was engaged.

## Risk management

In preparation for VICSWIM 2021, ARV engaged the services of a risk management consultant to develop the VICSWIM Risk Management Framework.

A priority prior to next years VICSWIM program will be to further embed this risk management methodology into the operational procedures of the VICSWIM program, especially reviewing and evolving open water and inland water ways safety standards, protocols and procedures.

Given the continuance of the COVID-19 pandemic with Victoria, ARV developed and implemented Covid safe plans specific for indoor pools, outdoor pools, open water venues and inland waterways. All of which had different safety requirements and different capacity considerations. Several 2021 Vicswim venues required additional cleaning times between classes and additional time for exiting customers. Hand sanitiser, QR code attendance trackers and equipment cleaning materials were sourced and distributed to enable Covid safe venues.

## VICSWIM profile across Victoria

In 2021 VICSWIM was run at:

- 27 Metropolitan indoor venues
- 12 Metropolitan outdoor venues
- 12 Regional indoor venues
- 10 Regional outdoor venues
- 3 Inland open waterways
- 13 Open water beach locations

Of the 167 venues, 10 were new to the program, not participating in last years program. While the number of venues has reduced for this year's program we are especially proud that VICSWIM was conducted in 8 of the top 10 and 18 of the top 25 municipalities with the greatest socio-economic disadvantage in Victoria.<sup>4</sup>

Overall, VICSWIM was run in 58 of the 79 Victorian municipalities as well as venues in the Albury City Council. Of the 58 participating municipalities 37 were rural or regional municipalities.

The majority of the 100 regional outdoor venues are located in small communities, which if it were not for the VICSWIM program, would not have access to localised swimming lessons at all throughout the year.

In order to ensure VICSWIM remains as cheap and accessible as possible we will continue to work with venue managers and councils to seek to reduce the number of venues charging an entrance fee to participants and even in some instances their supervising parents or carers. Of our 167 participating venues, 65 or 39% charged a venue entrance fee. In some instances, the venue entrance fee was more than the daily fee of the VICSWIM program.

Given that 3 out of 4 parents responded in the VICSWIM post-program survey that the reason they registered their children in VICSWIM was because of 'the affordability

of the swimming lessons', reducing entrance fees will continue to be a very important area of future focus.

## Victorians need access to low-cost swimming lessons

VICSWIM is a low-cost program. Each VICSWIM registration costs \$30 and provides participants with 5 x 30-minute lessons delivered across 5 consecutive days in a week. Due to the additional costs required to deliver VICSWIM in a COVID safe manner a \$5 booking fee was also charged per transaction.

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's low cost is vital for ensuring formal swimming lessons are accessible, especially to families who could not otherwise afford the cost of commercial learn to swim programs.

## Future initiatives

Given, that VICSWIM registrations have grown nearly 80% over the last six years, in spite of major obstacles such as major bushfires across Victoria last year and the Coronavirus pandemic this year, the program is well positioned to grow rapidly in both registrations and locations over the next 5 years.

Each year initiatives are introduced to enable improvement of the capacity and efficiency of the program, ensuring the VICSWIM program remains cost effective and accessible for all Victorians.

This year administrative productivity improvements were driven through the integration of payroll and HR systems along with the support of our new accounting partner, Sports Accounting Australia.

ARV CEO Kathy Parton with VICSWIM Surf Coast Regional Coordinator Jillian Cooper at Ocean Grove



To ensure VICSWIM continues to grow and maximise its value to all Victorian communities, while continuing to deliver incredibly high levels of water safety, program quality and customer service, significant investment will be required in the VICSWIM website portal from which the entire program is managed.

Significant investment is also needed to develop additional resources for the induction, training, development and most importantly retention of swim teachers.

## 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 in the Victorian Government's "Victorian Water Safety Strategy" and its "Active Victoria Strategy" today, as it was a generation ago.

On behalf of the ARV Board of Directors, I would like to thank the Victorian State Government, Sports Minister, 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 teach vital water safety and survival skills.

## VICSWIM evaluation

To be able to measure the true impact of VICSWIM, ARV has partnered with Sport and Recreation Victoria and Deakin University to develop a program evaluation methodology and framework for the VICSWIM program. This is a valued addition to the VICSWIM program and it will assist to assess the effectiveness of the program (short and long term), contribute to evidence base and best practice and will support application for new and continued funding.

Activities conducted to support the evaluation of the 2021 program included:

- Parent & child pre-program interviews
- Introduction of an e-certificate
- Additional questions added to pre- and post-parent surveys
- Introduction of child participant post program surveys

## Future VICSWIM funding

The 2021 VICSWIM Summer Kidz Program was the final program within the 2018-2021 Victorian Government/ARV funding agreement. ARV looks forward to continuing and finalising our future VICSWIM funding discussions and we very much look forward to extending our partnership with the Victoria State Government.

## Our gratitude and appreciation

Finally, I want to again recognise and thank our inspiring swim teachers and regional coordinators for delivering another wonderful VICSWIM program. To provide 40,352.5 hours of swimming lessons to Victorian children is not only inspiring, but you have also facilitated what for many will become a lifelong love of swimming and water based activities.

I sincerely thank participating local governments and aquatic facility managers, especially Aligned Leisure, Belgravia Leisure, YMCA and Paul Sadler Swimland for the phenomenal support you provide to VICSWIM. It is humbling to see the Victorian aquatic industry come together to ensure the success of such a valuable swimming and water safety program.

Furthermore, I would like to acknowledge the Belgravia Foundation's generous donation of \$2,226 to support the delivery of equipment for children participating in the VICSWIM program in the Mildura region.

Special thank you to the Sports Community team, led by Steve and Shona Pallas and VICSWIM Project Manager, Jerome Parot, who for the fourth year in a row supported the management, customer service, administration and marketing of VICSWIM 2021. Your wonderful team worked tirelessly throughout the year, overcoming all challenges while working seamlessly with ARV staff to ensure the successful VICSWIM 2021.

Thank you to the ARV Board for the opportunity to lead such a wonderful program, your support has been gratefully appreciated.

I am proud to again present this report outlining the achievements, impact and value created by the 2021 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 Inc

*"My child had increased her confidence within the water and I now feel confident that she could remain calm and get to safety if she ever fell into the water. She has a love of water and the daily lessons really allowed her to build on her skills in a fun environment. Instructors were friendly and I like how they collaborated with others to get a wealth of experience and knowledge passed on collectively."*

- Survey Response





**“My eldest could swim but is now confident to tread water and body surf with the knowledge and encouragement given. My youngest will now go in the water and body board and is not scared of the waves and getting his face/head wet anymore.”**

- Survey Response



# 2021 VICSWIM Statistics

## Program Participation

Table 1.1 and Figure 1.2 below illustrates that participation in the VICSWIM 2021 program has grown by 3.6% from the previous year and 74% in the last 5 years.

Table 1.3 and Figure 1.4 show that despite the maximum capacity of the program decreasing from 19,998 available places in 2020 to 18,712 in 2021, the total number of enrolments increased by 556. The occupancy rate of the program therefore jumped from 77.93% in 2020 to 86.26% in 2021.

With the continued development of a formal VICSWIM growth strategy and establishment of strategic partnerships it is anticipated that there are strong growth opportunities for growing VICSWIM for many years to come.

To maximise the VICSWIM growth opportunities, it is vital that investment in marketing, technology, and swim teacher induction and training is increased significantly.

Table 1.1

	2014	2015	2016	2017	2018	2019	2020	2021
<b>Enrolments</b>	8,749	9,054	9,270	10,424	10,695	13,864	15,585	16,141
<b>Percentage increase from previous year</b>	-	3.49%	2.39%	12.45%	2.60%	29.63%	12.41%	3.57%

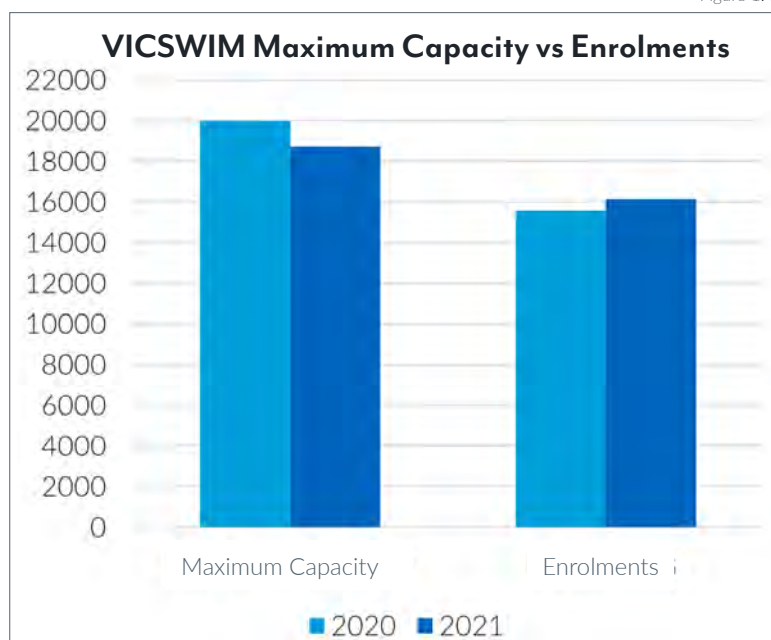
Figure 1.2



Table 1.3

	2020	2021
<b>Maximum Capacity</b>	19,998	18,712
<b>Enrolments</b>	15,585	16,141
<b>Occupancy</b>	77.93%	86.26%

Figure 1.4



## Participation by week and skill level

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

Week 1, (34% of enrolments) and Week 2, (40% of enrolments) were the program's busiest weeks with classes at their highest capacity. Week 3 only had 26% of enrolments, a further 2% decrease from last year's rate of 28%.

Week 3 typically has less participating venues as many of the private learn to swim operators recommence their swimming lessons for the year in this week and therefore don't host VICSWIM in this week.

Skill Levels B, C and D were the most popular, accounting for 59.8% of total enrolments. The remaining levels A, E, F and G, accounted for 40.2% of remaining enrolments.

VICSWIM 2021 is the same as last year where B, C and D were also the most popular levels.

"We really loved the VICSWIM program. My child progressed excellently and even achieved some outcomes above and beyond the level we thought he would reach. Siobhan was focused, kind and direct, and even developed a good rapport with the children within the 30min time slots"

- Survey Response

Table 2.1

Skill Level	Week 1	Week 2	Week 3	Total	Skill Level %
<b>A</b>	1,008	1,118	698	2,824	17.5%
<b>B</b>	1,041	1,214	844	3,099	19.2%
<b>C</b>	1,282	1,432	977	3,691	22.9%
<b>D</b>	962	1,167	740	2,869	17.8%
<b>E</b>	726	899	532	2,157	13.4%
<b>F</b>	422	442	311	1,175	7.3%
<b>G</b>	115	126	85	326	2.0%
<b>Total</b>	5,556	6,398	4,187	16,141	100.0%
<b>% per week</b>	<b>34%</b>	<b>40%</b>	<b>26%</b>		

Figure 2.3

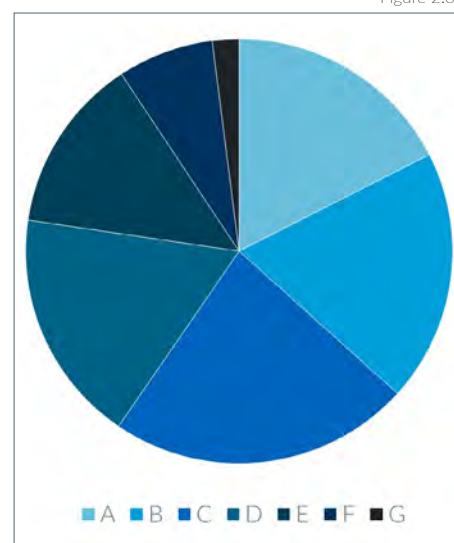
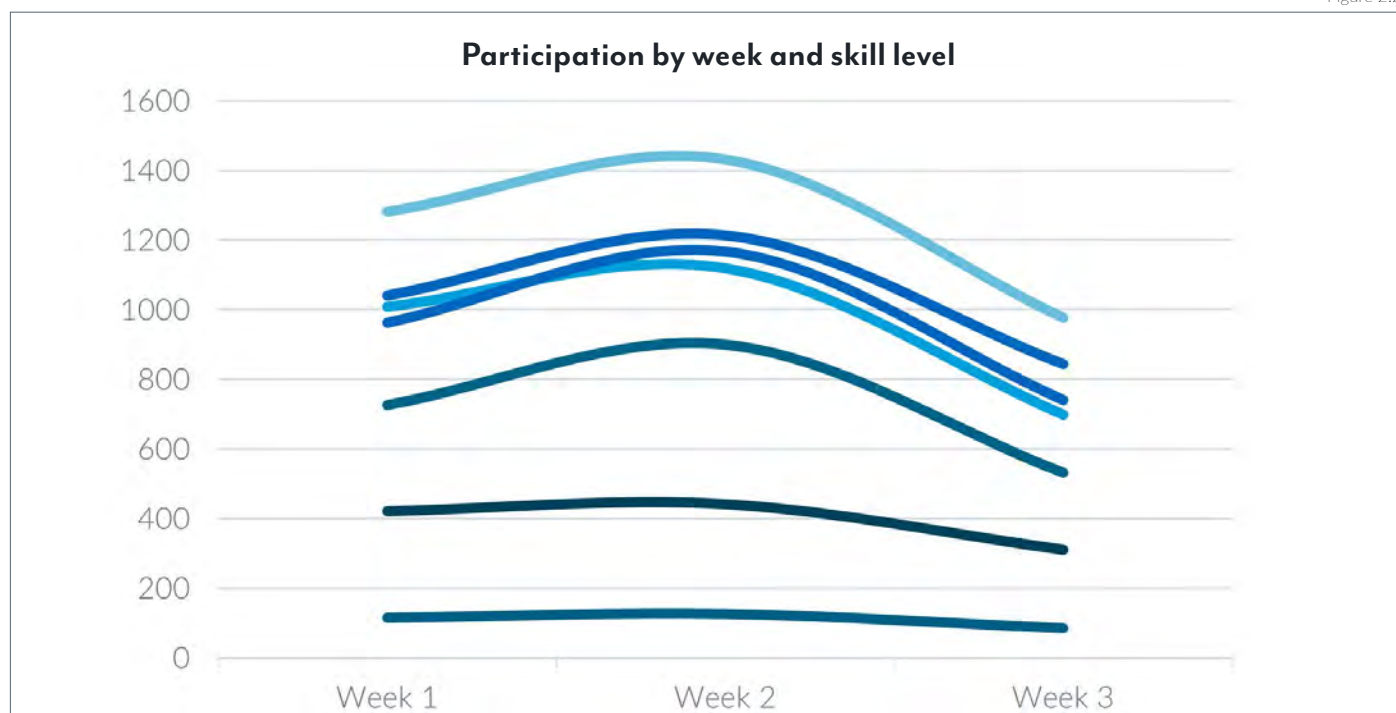


Figure 2.2







**“Hamish’s excitement about attending everyday showed his eagerness to learn. Fun and confidence in one program.”**

- Survey Response

Image Source: Parent photo



## Participants age profile

Table 3.1 Illustrates the ages of VICSWIM participants, ranging from ages 4 and above and their skill levels. 82.74% of enrolments were aged between 4 and 9.

Table 3.1

Age	A	B	C	D	E	F	G	Total	% of enrolments
4	1,030	367	79	9	8	4		1,497	9.27%
5	911	842	522	77	9	2		2,363	14.64%
6	533	899	995	355	68	9	3	2,862	17.73%
7	188	546	902	702	246	32	2	2,618	16.22%
8	81	265	571	682	476	176	19	2,270	14.06%
9	41	88	327	476	515	237	61	1,745	10.81%
10	15	48	149	295	393	293	89	1,282	7.94%
11	9	23	72	152	245	207	73	781	4.84%
12	5	7	28	74	116	135	51	416	2.58%
12+	11	14	46	47	81	80	28	307	1.90%
Total								16,141	100.00%

“Kids can have lessons and enjoy a lot of time together with their friends which helps each other to gain skills”

- Survey Response





**“Fantastic program! The lessons were well structured & time was utilised very well. My daughter’s swimming skills & confidence improved greatly over the week”**

- Survey Response



**“Well done VICSWIM!! All of your swimming instructors were so professional and great at what they do - we were very happy with our daughter’s progress in two weeks”**

Image Source: Staff photo

- Survey Response



## 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 it was their first year hosting the program, 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. 711 - Ocean Grove (Regional, Open Water)
2. 686 - Torquay Cosy Corner (Regional, Open Water)
3. 583 - Ivanhoe Aquatic Centre (Metropolitan, Indoor Pool)
4. 393 - Diamond Creek Outdoor Pool (Metropolitan, Outdoor Pool)
5. 368 - Kardinia Aquatic Centre (Regional, Outdoor Pool)

Just as important as having venues with large numbers of children experiencing swimming lessons, VICSWIM was conducted at 37 venues with 20 registrations or less. All but one of these smaller venues were regionally located.

Table 4.1

Name	Municipality	Metro or Regional	Type of Venue	First Year	Entry fee	Self-Staffed	Enrolments
Albury Swim Centre	Albury City Council	Outdoor	Regional				94
Alexandra Swimming Pool	Murrindindi Shire Council	Outdoor	Regional				20
Altona Life Saving Club	Hobsons Bay City Council	Open Water	Metropolitan				153
Anglesea - Point Roadknight	Surf Coast Shire Council	Open Water	Regional				315
Aquarena Aquatic And Leisure Centre (Doncaster)	Manningham City Council	Indoor	Metropolitan				86
Ararat Fitness & Leisure Centre	Ararat Rural City Council	Indoor	Regional				Relocation
Ararat Olympic Outdoor Pool	Ararat Rural City Council	Outdoor	Regional				11
Ascot Vale Leisure Centre	Moonee Valley City Council	Indoor	Metropolitan				152
Avenel Swimming Pool	Strathbogie Shire Council	Outdoor	Regional				53
Avoca Outdoor Swimming Pool	Pyrenees Shire Council	Outdoor	Regional				23
Bacchus Marsh Swimming Pool	Moorabool Shire Council	Outdoor	Regional		Y		68
Ballan Outdoor Pool	Moorabool Shire Council	Outdoor	Regional		Y		54
Balmoral Swimming Pool	Southern Grampians Shire	Outdoor	Regional				19
Beaufort Outdoor Pool	Pyrenees Shire Council	Outdoor	Regional				33
Beechworth Swimming Complex Pool	Indigo Shire Council	Outdoor	Regional		Y		179
Belgrave Outdoor Pool	Yarra Ranges Shire Council	Outdoor	Metropolitan		Y		47
Bendigo East Swimming Pool	Greater Bendigo City Council	Outdoor	Regional		Y		340
Birchip Swimming Pool	Buloke Shire Council	Outdoor	Regional				13
Black Hill Aquatic Centre	Ballarat City Council	Outdoor	Regional				38
Boort Swimming Pool	Loddon Shire Council	Outdoor	Regional	Y	Y		12
Brown Hill Aquatic Centre	Ballarat City Council	Outdoor	Regional				52
Buninyong Aquatic Centre	Ballarat City Council	Outdoor	Regional				27
Camperdown Swimming Pool	Corangamite Shire Council	Outdoor	Regional		Y		21
Cardinia Life Indoor Swimming Pool	Cardinia Shire Council	Indoor	Metropolitan				146
Casterton Memorial Pool	Glenelg Shire Council	Outdoor	Regional			Y	103
Castlemaine Swimming Pool	Mount Alexander Shire Council	Outdoor	Regional				64
Charlton Swimming Pool	Buloke Shire Council	Outdoor	Regional				21
Chiltern Swimming Pool	Indigo Shire Council	Outdoor	Regional		Y		24
Clunes Swimming Pool	Hepburn Shire Council	Outdoor	Regional				22
Cobden Swimming Pool	Corangamite Shire Council	Outdoor	Regional		Y		21
Coburg Olympic Swimming Pool	Moreland City Council	Outdoor	Metropolitan		Y		99
Cohuna Swimming Pool	Gannawarra Shire Council	Outdoor	Regional	Y			13
Coleraine Memorial Swimming Pool	Southern Grampians Shire	Outdoor	Regional				9
Colignan Community Pool	Mildura Rural City Council	Outdoor	Regional				20
Corryong Swim Pool	Towong Shire Council	Outdoor	Regional				26
Cowes Open Water	Bass Coast Shire Council	Open Water	Regional				123
Cowes Primary Pool	Bass Coast Shire Council	Outdoor	Regional				161
Crib Point	Mornington Peninsula Shire Council	Outdoor	Metropolitan				20
Crusoe Reservoir	Greater Bendigo City Council	Inland Waterway	Regional				74
Dandenong Oasis	Greater Dandenong City Council	Indoor	Metropolitan			Y	313
Daylesford Swimming Pool	Hepburn Shire Council	Outdoor	Regional				24
Diamond Creek Outdoor Pool	Nillumbik Shire Council	Outdoor	Metropolitan				393
Dimboola Swimming Pool	Hindmarsh Shire Council	Outdoor	Regional		Y		70
Donald Swimming Pool	Buloke Shire Council	Outdoor	Regional				25



Name	Municipality	Metro or Regional	Type of Venue	First Year	Entry fee	Self-Staffed	Enrolments
Dromana Foreshore	Mornington Peninsula Shire Council	Open water	Metropolitan				162
Drouin Outdoor Pool	Baw Baw Shire Council	Outdoor	Regional				25
Dunolly	Central Goldfields Shire Council	Outdoor	Regional	Y	Y		21
Eltham Leisure Centre	Nillumbik Shire Council	Indoor	Metropolitan	Y			276
Eskdale Primary School Pool	Alpine Shire Council	Outdoor	Regional		Y	Y	80
Eureka Swimming Complex (Ballarat)	Ballarat City Council	Outdoor	Regional				355
Euroa Memorial Swimming Pool	Strathbogie Shire Council	Outdoor	Regional				44
Faith Leech Aquatic Centre (Formerly Bendigo Aquatic)	Greater Bendigo City Council	Outdoor	Regional		Y		126
Flinders Foreshore	Mornington Peninsula Shire Council	Open water	Metropolitan				52
Garfield Outdoor Pool	Cardinia Shire Council	Outdoor	Metropolitan				20
Golden Square Community Pool	Greater Bendigo City Council	Outdoor	Regional				208
Goorong Community Recreation Reserve	Greater Bendigo City Council	Outdoor	Regional		Y		19
Greensborough - Watermarc	Banyule City Council	Indoor	Metropolitan		Y		108
Gunbower Creek (Creek in Cohuna)	Gannawarra Shire Council	Inland Waterway	Regional	Y			7
Hamilton - Monivae College	Southern Grampians Shire	Indoor	Regional				47
Hamilton Olympic Swimming Pool	Southern Grampians Shire	Outdoor	Regional				71
Harcourt Swimming Pool	Mount Alexander Shire Council	Outdoor	Regional				20
Hawkesdale Swimming Pool	Moyne Shire Council	Outdoor	Regional				20
Heathcote Pool	Mount Alexander Shire Council	Outdoor	Regional		Y		14
Heidelberg Olympic	Banyule City Council	Indoor	Metropolitan		Y		103
Heyfield Pool	Wellington Shire Council	Outdoor	Regional		Y		43
Heywood Swimming Pool	Glenelg Shire Council	Outdoor	Regional		Y	Y	14
Highett - Waves Leisure Centre	Kingston City Council	Indoor	Metropolitan		Y		151
Inglewood Outdoor Pool	Loddon Shire Council	Outdoor	Regional		Y		31
Inverloch - Anderson Inlet (Angling Club)	Bass Coast Shire Council	Open Water	Regional				149
Irymple Swimming Pool	Mildura Rural City Council	Outdoor	Regional		Y		59
Ivanhoe Aquatic Centre	Banyule City Council	Indoor	Metropolitan		Y		593
Kac - Kardinia Aquatic Centre	Greater Geelong City Council	Outdoor	Regional				368
Kerang Swimming Pool	Gannawarra Shire Council	Outdoor	Regional	Y			32
Kilmore Leisure Centre	Mitchell Shire Council	Indoor	Regional				62
Kilsyth Centenary Pool	Yarra Ranges Shire Council	Indoor	Metropolitan		Y		222
Knox Leisureworks	Knox City Council	Indoor	Metropolitan				231
Koondrook Pool	Gannawarra Shire Council	Outdoor	Regional		Y		40
Kooweerup Outdoor Pool	Cardinia Shire Council	Outdoor	Metropolitan				23
Lake Nagambie	Strathbogie Shire Council	Inland Waterway	Regional	Y			18
Landsborough Outdoor Pool	Pyrenees Shire Council	Outdoor	Regional				12
Lara Outdoor Pool	Greater Geelong City Council	Outdoor	Regional		Y		83
Laverton - Swim And Fitness	Hobsons Bay City Council	Indoor	Metropolitan		Y		340
Lavington Swim Centre	Albury City Council	Outdoor	Regional				108
Leisure City Epping	Whittlesea City Council	Indoor	Metropolitan			Y	347
Lismore Swimming Pool	Corangamite Shire Council	Outdoor	Regional		Y		42
Little Swimmers Swim School (Deer Park)	Brimbank City Council	Indoor	Metropolitan	Y			65
Macarthur Swimming Pool	Moyne Shire Council	Outdoor	Regional		Y		73
Maffra Memorial Pool	Wellington Shire Council	Outdoor	Regional		Y		55
Maldon Swimming Pool	Mount Alexander Shire Council	Outdoor	Regional				14
Maryborough Swimming Pool	Central Goldfields Shire Council	Outdoor	Regional		Y		58
Melton Waves Leisure Centre	Melton City Council	Indoor	Metropolitan		Y		28
Merbein Swimming Pool	Mildura Rural City Council	Outdoor	Regional		Y		32
Merino Outdoor Pool	Glenelg Shire Council	Outdoor	Regional			Y	22
Merrigum pool	Greater Shepparton City Council	Outdoor	Regional		Y		18
Mildura - Waves Swimming Pool	Mildura Rural City Council	Indoor	Regional		Y		168
Mitiamo Swimming Pool	Loddon Shire Council	Outdoor	Regional		Y		16
Moe - Latrobe Leisure Moe Newborough	Latrobe City Council	Indoor	Regional				20
Mooroopna Pool	Greater Shepparton City Council	Outdoor	Regional		Y		91
Mornington Open Water	Mornington Peninsula Shire Council	Open water	Metropolitan				130
Mortlake Swimming Pool	Moyne Shire Council	Outdoor	Regional		Y		13
Mount Beauty	Alpine Shire Council	Outdoor	Regional				101
Murrayville	Mildura Rural City Council	Outdoor	Regional				21

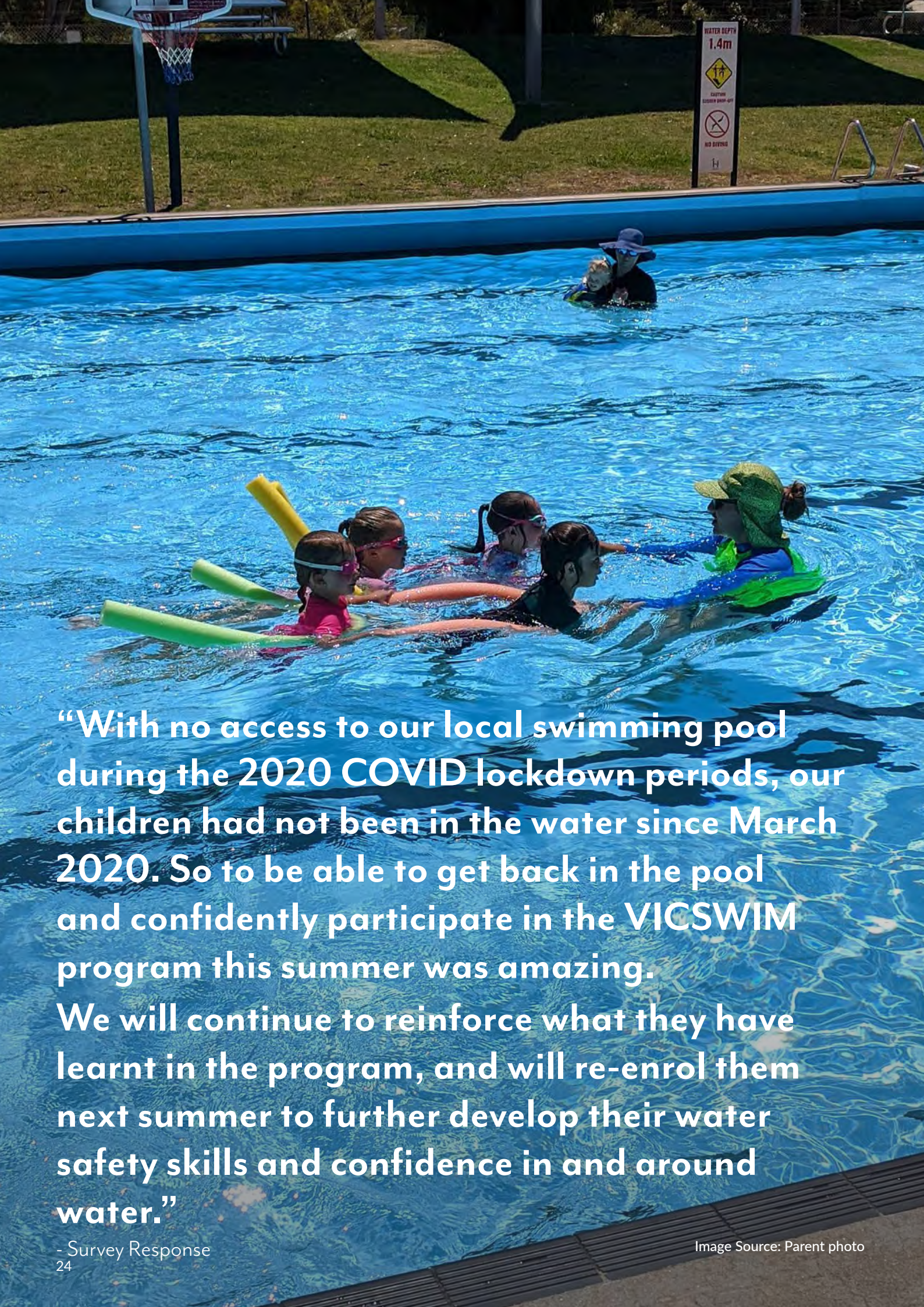
Name	Municipality	Metro or Regional	Type of Venue	First Year	Entry fee	Self-Staffed	Enrolments
Murtoa Swimming Pool	Yarriambiack Shire	Outdoor	Regional				93
Myrtleford Swimming Pool	Alpine Shire Council	Outdoor	Regional				112
Nagambie Swimming Pool	Strathbogie Shire Council	Outdoor	Regional				24
Narrawong Open Water	Moyne Shire Council	Open Water	Regional				12
Neerim South Outdoor Pool	Baw Baw Shire Council	Outdoor	Regional				20
Newstead & District Swimming Pool	Mount Alexander Shire Council	Outdoor	Regional				24
Noble Park Aquatic Centre Ymca	Greater Dandenong City Council	Indoor	Metropolitan			Y	122
Northcote ARC	Darebin City Council	Indoor	Metropolitan				110
Nyah Community Swimming Pool	Swan Hill Rural City Council	Outdoor	Regional		Y		69
Ocean Grove Open Water	Surf Coast Shire Council	Open Water	Regional				711
Ouyen Swimming Pool	Mildura Rural City Council	Outdoor	Regional		Y		13
Pakenham Outdoor Pool	Cardinia Shire Council	Outdoor	Metropolitan				40
Pascoe Vale Outdoor Pool	Moreland City Council	Outdoor	Metropolitan		Y		53
Penshurst Swimming Pool	Southern Grampians Shire	Outdoor	Regional				16
Peter Krenz Leisure Centre	Greater Bendigo City Council	Indoor	Regional				67
Peter O'Rorke Memorial Pool Lake Bolac	Ararat Rural City Council	Outdoor	Regional				37
Pines Forest Aquatic Centre	Frankston City Council	Outdoor	Metropolitan				92
Poowong Outdoor Pool	South Gippsland Shire Council	Outdoor	Regional				40
Port Melbourne - Sandridge Life Saving Club	Port Phillip City Council	Open Water	Metropolitan				151
Portland Leisure & Aquatic Centre	Glenelg Shire Council	Indoor	Regional			Y	140
Prahran Aquatic Centre	Stonnington City Council	Outdoor	Metropolitan				66
PSS - Carrum Downs	Frankston City Council	Indoor	Metropolitan			Y	121
PSS - Narre Warren	Casey City Council	Indoor	Metropolitan			Y	301
Queens Park Swimming	Moonee Valley City Council	Outdoor	Metropolitan				61
Red Cliffs Swimming Pool	Mildura Rural City Council	Outdoor	Regional		Y		30
Ringwood - Healthways	Maroondah City Council	Indoor	Metropolitan		Y		225
Rosedale swimming pool	South Gippsland Shire Council	Outdoor	Regional		Y		16
Rupanyup Swimming Pool	Yarriambiack Shire	Outdoor	Regional		Y		14
Rutherglen Pool	Indigo Shire Council	Outdoor	Regional	Y	Y		17
Seymour Sports And Aquatic Centre	Mitchell Shire Council	Indoor	Regional				35
Shepparton-Aquamoves	Greater Shepparton City Council	Indoor	Regional				156
Skipton Swimming Pool	Pyrenees Shire Council	Outdoor	Regional		Y		29
Stratford Pool	Wellington Shire Council	Outdoor	Regional		Y		147



Name	Municipality	Metro or Regional	Type of Venue	First Year	Entry fee	Self-Staffed	Enrolments
Sunshine Leisure Centre	Brimbank City Council	Indoor	Metropolitan			Y	135
Swim Factory - Cranbourne West	Casey City Council	Indoor	Metropolitan		Y	Y	113
SwimRight Sandringham	Bayside City Council	Indoor	Metropolitan		Y		364
Tallangatta Swimming Pool	Towong Shire Council	Outdoor	Regional	Y			15
Tangambalanga Keiwa Pool	Indigo Shire Council	Outdoor	Regional		Y		151
Tatura Pool	Greater Shepparton City Council	Outdoor	Regional		Y		98
Templestowe - Westerfolds Sports Centre	Manningham City Council	Indoor	Metropolitan		Y		139
Terang Swimming Pool	Corangamite Shire Council	Outdoor	Regional		Y		19
Thomastown Recreation & Aquatic Centre	Whittlesea City Council	Indoor	Metropolitan			Y	347
Timboon Swimming Pool	Corangamite Shire Council	Outdoor	Regional		Y		25
Toora Public Pool	South Gippsland Shire Council	Outdoor	Regional		Y	Y	14
Torquay Cosy Corner	Surf Coast Shire Council	Open Water	Regional				686
Torquay Fishermans Beach (Open Water)	Surf Coast Shire Council	Open Water	Regional				361
Trafalgar Outdoor Pool	Baw Baw Shire Council	Outdoor	Regional				20
Trentham Swimming Pool	Hepburn Shire Council	Outdoor	Regional				21
Violet Town Swimming Pool	Strathbogie Shire Council	Outdoor	Regional				98
Wangaratta Indoor Sport and Aquatic Centre	Wangaratta Rural City Council	Indoor	Regional				141
Wantirna Genesis	Knox City Council	Indoor	Metropolitan		Y		64
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	Outdoor	Regional				69
Warragul Leisure Centre	Baw Baw Shire Council	Indoor	Regional				54
Warrnambool Main Beach	Warrnambool City Council	Open Water	Regional				30
Wedderburn Swimming Pool	Loddon Shire Council	Outdoor	Regional		Y		15
White Hills Pool	Greater Bendigo City Council	Outdoor	Regional		Y		111
Whittlesea Swim Centre	Whittlesea City Council	Outdoor	Metropolitan				154
Willaura Memorial Outdoor Pool	Ararat Rural City Council	Outdoor	Regional				16
Winchelsea Pool	Surf Coast Shire Council	Outdoor	Regional		Y		141
Wodonga Sports And Leisure Centre	Wodonga City Council	Indoor	Regional				132
Wodonga Waves	Wodonga City Council	Outdoor	Regional				69
Wycheproof Swimming Pool	Buloke Shire Council	Outdoor	Regional				18
Yackandandah War Memorial Pool	Indigo Shire Council	Outdoor	Regional		Y		53
Yarra Centre (Yarra Junction)	Banyule City Council	Indoor	Metropolitan		Y		39
Yarram Pool	Wellington Shire Council	Outdoor	Regional		Y		13
<b>Total:</b>				<b>10</b>	<b>64</b>	<b>14</b>	<b>16,141</b>





A photograph of a swimming pool with several children and an adult in the water. The children are wearing colorful swim caps and goggles, and are holding large, bright yellow and orange inflatable rings. An adult is also in the water, wearing a blue hat and a blue shirt. In the background, there is a basketball hoop and a sign that reads "WATER DEPTH 1.4m" and "CAUTION SHALLOW WATER - NO DIVING".

**“With no access to our local swimming pool during the 2020 COVID lockdown periods, our children had not been in the water since March 2020. So to be able to get back in the pool and confidently participate in the VICSWIM program this summer was amazing. We will continue to reinforce what they have learnt in the program, and will re-enrol them next summer to further develop their water safety skills and confidence in and around water.”**





**“I have loved getting to know the swim instructors. They have been so patient and kind to my children. They have worked with me so that my children can make the most of this fantastic opportunity”**

## Participating local councils

Tables 6.1 lists the 22 (out of 31) metropolitan municipalities, which participated in VICSWIM while Table 6.2 lists the 36 (out of 48) rural and regional municipalities which hosted at least one VICSWIM venue.

VICSWIM was hosted in 73% of Victoria's 79 municipalities.

Albury City Council also participated in VICSWIM 2021.

Table 6.1 and 6.2 also identifies the Victorian municipalities and the number of VICSWIM venues hosted by each municipality in 2021.

## 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, whereas a high score indicates a higher general advantage.

VICSWIM 2021 was hosted in 8 of the top 10 and 14 of the top 20 ranked municipalities of greatest disadvantage.

### Metropolitan

Table 6.1

IRSAD Vic ranking	Municipality	Venues	Location
2	Greater Dandenong City Council	2	Metropolitan
7	Brimbank City Council	2	Metropolitan
44	Melton City Council	1	Metropolitan
45	Frankston City Council	2	Metropolitan
46	Whittlesea City Council	3	Metropolitan
49	Casey City Council	2	Metropolitan
51	Cardinia Shire Council	4	Metropolitan
55	Mornington Peninsula Shire Council	4	Metropolitan
56	Yarra Ranges Shire Council	2	Metropolitan
58	Hobsons Bay City Council	2	Metropolitan
59	Darebin City Council	1	Metropolitan
60	Moreland City Council	2	Metropolitan
61	Knox City Council	2	Metropolitan
62	Maroondah City Council	1	Metropolitan
63	Kingston City Council	1	Metropolitan
64	Moonee Valley City Council	2	Metropolitan
66	Banyule City Council	4	Metropolitan
72	Manningham City Council	2	Metropolitan
75	Nillumbik Shire Council	2	Metropolitan
76	Port Phillip City Council	1	Metropolitan
77	Stonnington City Council	1	Metropolitan
78	Bayside City Council	1	Metropolitan

### Regional

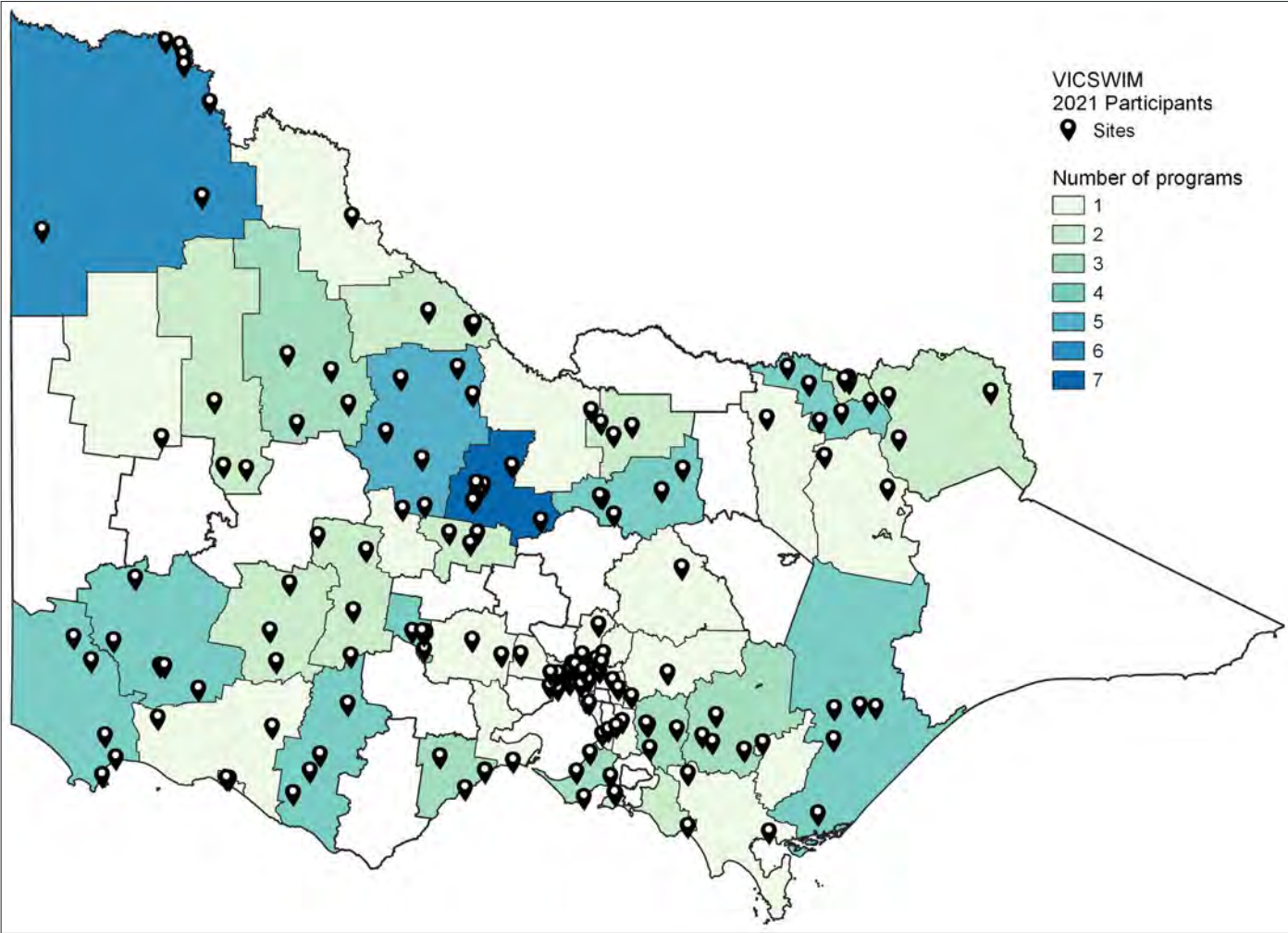
Table 6.2

IRSAD Vic ranking	Municipality	Venues	Location
1	Central Goldfields Shire Council	2	Regional
3	Latrobe City Council	1	Regional
5	Mildura Rural City Council	7	Regional
6	Glenelg Shire Council	4	Regional
9	Ararat Rural City Council	4	Regional
10	Hindmarsh Shire Council	1	Regional
11	Yarriambiack Shire Council	3	Regional
12	Loddon Shire Council	4	Regional
13	Gannawarra Shire Council	4	Regional
14	Swan Hill Rural City Council	1	Regional
17	Pyrenees Shire Council	4	Regional
18	Greater Shepparton City Council	4	Regional
21	Bass Coast Shire Council	3	Regional
23	Buloke Shire Council	4	Regional
24	Wellington Shire Council	4	Regional
25	Wodonga City Council	2	Regional
26	Strathbogie Shire Council	5	Regional
28	Corangamite Shire Council	5	Regional
29	Warrnambool City Council	1	Regional
30	Greater Bendigo City Council	7	Regional
31	Wangaratta Rural City Council	1	Regional
32	Ballarat City Council	4	Regional
33	South Gippsland Shire Council	3	Regional
34	Southern Grampians Shire	5	Regional
35	Alpine Shire Council	3	Regional
36	Mitchell Shire Council	2	Regional
37	Murrindindi Shire Council	1	Regional
38	Towong Shire Council	2	Regional
39	Baw Baw Shire Council	4	Regional
41	Mount Alexander Shire Council	5	Regional
42	Hepburn Shire Council	3	Regional
43	Greater Geelong City Council	2	Regional
48	Moorabool Shire Council	2	Regional
50	Indigo Shire Council	5	Regional
52	Moyne Shire Council	4	Regional
69	Surf Coast Shire Council	5	Regional
-	Albury City Council (NSW)	2	Regional



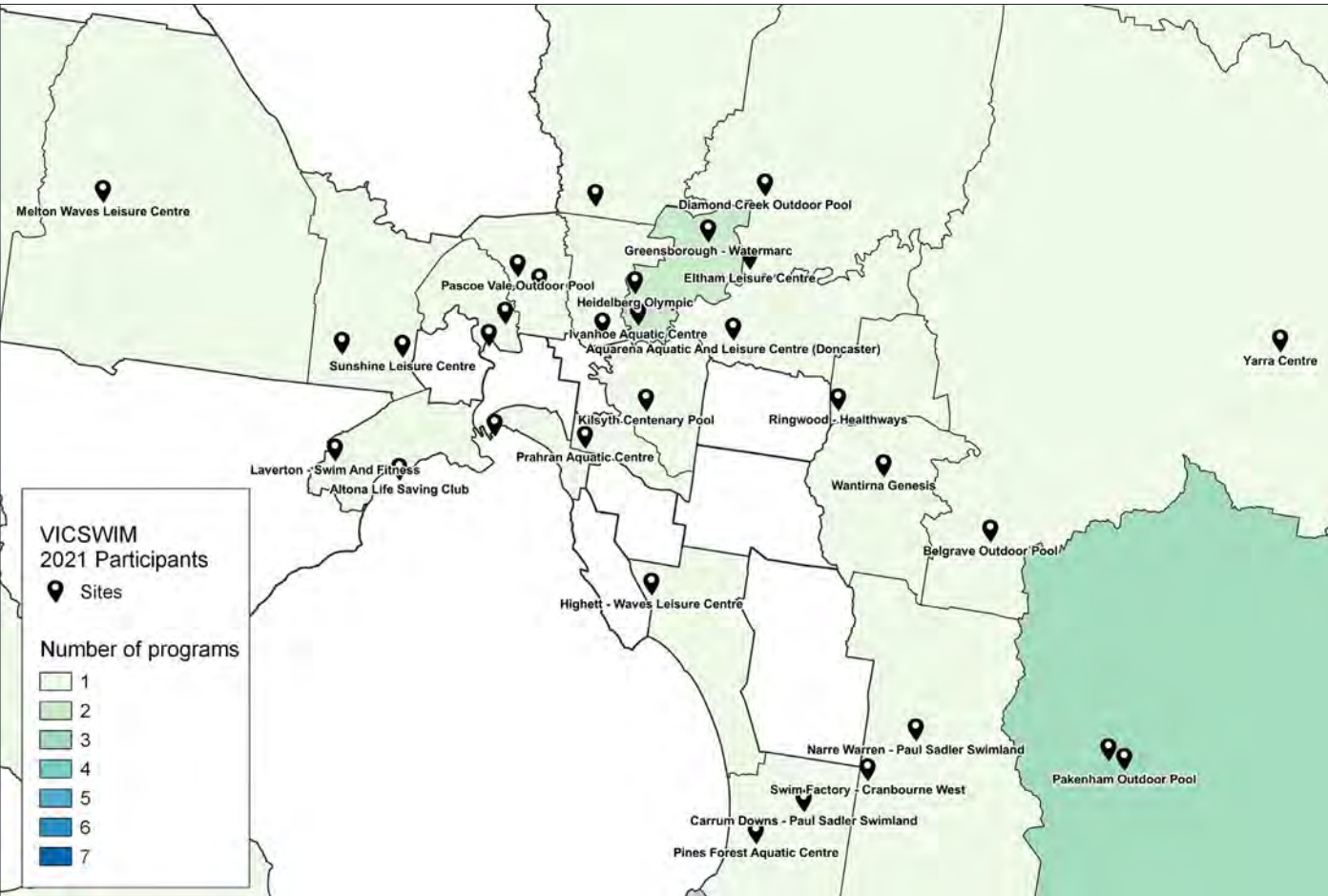
Programs per Regional Municipality

Figure 5.2



Programs per Municipality - Metropolitan breakdown

Figure 5.3





**“Really fun, professionally run program that my son looked forward to every morning. He was so proud of his new skills & shows them off in the pool now. Thank you!”**

- Survey Response



Image Source: Staff photo



## Non-participating local councils

Table 7.1. lists the 21 municipalities which did not participate in the 2021 VICSWIM program, their locations and their IRSAD ranking.

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

Of the 21 municipalities not hosting the VICSWIM program in 2021, 9 are ranked in the top 25 municipalities with the least social and economic disadvantage, that is, Victoria's most affluent municipalities.

Table 7.1

IRSAD Vic Ranking	Local Government Municipalities	Location
4	Northern Grampians (S)	Regional
8	Moir (S)	Regional
15	Benalla (RC)	Regional
16	East Gippsland (S)	Regional
19	Colac-Otway (S)	Regional
20	Campaspe (S)	Regional
22	Hume (C)	Metropolitan
27	Horsham (RC)	Regional
40	West Wimmera (S)	Regional
47	Mansfield (S)	Regional
53	Wyndham (C)	Metropolitan
54	Golden Plains (S)	Regional
57	Maribyrnong (C)	Metropolitan
65	Macedon Ranges (S)	Regional
67	Monash (C)	Metropolitan
68	Whitehorse (C)	Metropolitan
70	Queenscliffe (B)	Regional
71	Melbourne (C)	Metropolitan
73	Yarra (C)	Metropolitan
74	Glen Eira (C)	Metropolitan
79	Boroondara (C)	Metropolitan
<b>Total:</b>		<b>21</b>



Image Source: Parent photo



## VICSWIM marketing and promotions

The VICSWIM 2021 marketing and promotion strategy was again predominately a social media and email marketing campaign to our growing databases of participants and their families.

To compliment the digital and email marketing strategy, posters and flyers were distributed to a number of our venues and primary schools in or near a VICSWIM location. Additionally, joining/posting to the Facebook community groups of townships, councils and schools in VICSWIM locations to raise awareness of the program and boost enrolments in those areas.

VICSWIM's Facebook audience grew to 7,487 likes (up from 7,214 in 2020) and the widest-reaching post this year reached 21,284 people and was engaged with 3,009 times.

VICSWIM's Instagram following grew to 743 followers (up from 679 in 2020) and a total of 64 Instagram stories were shared across the 3 weeks, often reposting content shared by VICSWIM parents.

A document package with images, text and marketing collateral was circulated to venues to encourage them to promote VICSWIM on their social media channels. From implementing this, we saw a rise in online engagement with parents asking questions about the program and wanting to get involved.

In previous years, significant marketing and promotion has been undertaken in the weeks leading up to VICSWIM's opening day (the day on which enrolments open) and the beginning of the VICSWIM program. Unfortunately, in 2021 much of the planned marketing activity was not undertaken due to the large levels of uncertainty caused by the Coronavirus pandemic.

Despite a relatively subdued marketing campaign, this did not dampen the enthusiasm from families to enrol in the program.

Opening day, which took place on the 23rd of November 2020, saw 10,066 enrolments occur within the first 24 hours. This is an increase of 2,438 enrolments from the previous first day of enrolments in 2019, which was 7,628.



"Communication was brilliant.

It did not bombard us with the information - the email provided all information and if you required further information all the relevant contacts and locations where to go. Double thumbs up."

- Survey Response



## Newspaper Coverage

The 2021 VICSWIM Summer Kidz Program was featured by several media outlets across Victoria which helped to raise the already-strong profile of this vital water safety program.

Regional newspaper coverage included articles in the Bendigo Advertiser, Wangaratta Chronicle, Mildura Weekly, Sunraysia Daily, Phillip Island and San Remo Advertiser and Hamilton Spectator, in which the importance of accessible and lost-cost water safety lessons was highlighted.

Deb Gordios, VICSWIM's Inland Open Waterway Coordinator, was interviewed on WIN News Bendigo to discuss and promote the benefits of VICSWIM's Inland Open Water program at Cruseo Reservoir, Gunbower Creek and Lake Nagambie. ARV CEO Kathy Parton was also featured in a WIN News Western Victoria story about swimming lessons post-pandemic.

Most notably, Aquatics & Recreation CEO Kathy Parton and the 2021 VICSWIM Summer Kidz Program were featured in a two-page feature article in the Herald Sun on Sunday, 31 st January. This article brought Victoria's tragic drowning statistics into sharp focus and profiled VICSWIM as a key State Government-funded initiative to reduce the drowning rate and build confidence in children's aquatic abilities moving forward.

Promotion of the VICSWIM program through media outlets is highly valued as it enables increased reach, awareness and promotion of the program.



ARV CEO Kathy Parton, featured in WIN News Western Victoria story

Phillip Island & San Remo Advertiser article



## VICSWIM programs up and running at local pools

BLAIR BURNS

POOLS in Hamilton, Macarthur, Penrith and Balmoral are busy with VICSWIM programs running for kids ages four to 13. Running over three weeks the program is funded by the State Government and aims to teach youngsters how to maximise their safety and attitudes around water, allowing them to have fun in aquatic environments.

The swimming lessons are becoming increasingly popular and are now conducted at more than 170 venues around the state, attracting over 15,000 bookings for this year's program alone.

Aquatics and Recreation Victoria chief executive, Kathy Parton said there was no better year to book your child in for swimming lessons, as the aquatics and recreation industry was shut down due to the COVID-19 pandemic. "This year it's even more important for children to learn how to swim and stay safe around water," she said.

"In the first 24 hours of opening enrolments in November, we had 10,000 people sign up, this is due to the closure of the industry during COVID which interrupted kids and their swimming lessons."

The program is great value for parents, at only \$30 a week it consists of a 10-minute session every day from Monday through to Friday.

"The wonderful thing about the program is the cost, rather than other lessons which can be quite expensive, this program is affordable for families," she said.

According to Life Saving Victoria Drowning Report for 2019-20, there was a 22 per cent increase in fatal drownings of people aged 15-24 - statistics Ms Parton says must be reduced quickly.

Aquatics and Recreation Victoria's goal was to encourage as many people as possible to learn how to swim, especially at a young age, so they are well prepared as teenagers if they ever find themselves in a bad situation.

VICSWIM will run at Hamilton outdoor pool from January 18-22 (week three), and at Macarthur, Penrith, and Balmoral from January 11-15 (week two).

Aquatics and Recreation Victoria partners with VICSWIM to deliver the program, employing teachers and coordinators from across the state.

Ms Parton said it was still looking for swimming teachers in the local region to conduct these lessons which are fun and pay well.

Anybody interested in helping can contact the VICSWIM office on 9271 3800. To check availability and book lessons in the local region, go to the VICSWIM website.



VICSWIM's Brendan Gay has been busy at Macarthur this week, taking many kids through the program. Photo: CHRIS DOHNEY

Deb Gordios and students at Cruseo Reservoir, Bendigo, as featured on WIN News Bendigo and in the Bendigo Advertiser



Story in the Hamilton Spectator featuring VICSWIM Hamilton Regional Coordinator Brendan Gay

Herald Sun article published Sunday 24th January 2021



### 3-year snapshot - 2019 - 2021

Table 8.1, Table 8.2, Table 8.3 and Table 8.4 illustrate the evolution and impact of the VICSWIM Summer Kidz Program over the last 3 years, providing a snapshot of the most recent funding agreement between the Victorian Government and ARV.

Key Metric	2019	2020	2021
Enrolments	13864	15585	16141
Venues	170	186	167
Teachers (ARV)	280	275	249
Regional Coordinators	22	24	23
LGAs	60	62	58
Net Promoter Score	71.47%	56.08%	65.17%
Program Satisfaction	8.6	8.1	8.43
Maximum Capacity	-	19998	18712
Occupancy Rate	-	77.93%	86.26%
Venues in Top 10 (IRSAD Ranking)	8	7	8

Venue Type	2019	2020	2021
Metropolitan Indoor Pools	29	32	27
Metropolitan Outdoor Pools	16	14	12
Regional Indoor Pools	17	24	12
Regional Outdoor Pools	93	101	100
Inland Open Waterways	2	1	3
Open Water Beach Locations	13	14	13
<b>Total:</b>	<b>170</b>	<b>186</b>	<b>167</b>

Skill Level	2019	2020	2021
A	3138	2627	2824
B	2974	3163	3099
C	3163	3648	3691
D	2066	2656	2869
E	1526	2124	2157
F	736	1102	1175
G	261	269	326
<b>Total:</b>	<b>13864</b>	<b>15589</b>	<b>16141</b>

Social Media Audience	2019	2020	2021
Facebook	5924	7214	7487
Instagram	325	679	743
<b>Total</b>	<b>6249</b>	<b>7893</b>	<b>8230</b>

Program Satisfaction	2019	2020	2021
Net Promoter Score	71.47%	56.08%	65.17%
Program Satisfaction Rating	8.6	8.1	8.43



@skyeorchard "Such a nice day for our first vic swim lessons 😊"



@katgal167 "What a massive difference swimming every day makes! 🏊🏊"







# Child Survey

As part of the evaluation of VICSWIM, we asked our VICSWIM participants "What was your favourite moment of VICSWIM 2021?"

***"Making new friends"***  
- Survey Response

***"Being in the sea water  
(and waves) and putting  
my head under. Also  
playing the flag game"***  
- Survey Response

***"Learning how  
to swim better,  
diving underwater  
to get the rings  
and jumping in  
the deep end of  
the pool."***  
- Survey Response

***"Getting into the pool after a  
whole year of no swimming"***  
- Survey Response

***"My favourite moment  
was when we swam out to  
the deeper water and had  
to pick up sand from the  
bottom and learning to  
boogie board"***  
- Survey Response

***"Learning to go  
underwater and pick  
up toys. I can swim a lot  
better now. I can't wait  
for 2022 VICSWIM."***  
- Survey Response

***"Torpedos."***  
- Survey Response

***"My favorite moment  
was practicing our  
survival skills by  
swimming in clothes."***  
- Survey Response

***"Swimming  
with a life vest  
with my best  
friend"***  
- Survey Response

***"My favorite part  
was jumping  
in at the deep  
end myself and  
swimming to the  
edge"***  
- Survey Response

***"I want to go on my back and kick, kick, kick without any  
kick board. Getting the ring from [my teacher's] foot  
and even from the ground was [my] favorite. Next year  
I want to do more lessons more weeks and 2 lessons in  
one day."***  
- Survey Response

***"I loved it because it helped me boogie  
board. Next year I want to boogie board  
again"***  
- Survey Response

***"My favourite moment was jumping over the big waves and going on the  
boogie boards. I will like to try and dive under water next year."***  
- Survey Response







I thought I'd let you know that I have a job as a swim teacher and a receptionist at st kilda sea baths down in at kilda :)

Without doing vic swim I wouldn't have been able to get this job so I'd like to thank you for accepting me and joining the vic swim team!

I'd love to be back this year fingers crossed!  
Always available 😊😊

Anyway enjoy the rest of your day and week. Thought I'd just let you know how things are going for me, as you were half the reason I got this fantastic job I have now!

😊 best wishes  
Bek

*A message received by one of our incredible VICSWIM Teachers after this year's program*





## 2021 New Initiatives

### VICSWIM Evaluation

In 2021 ARV partnered with Deakin University and the Victorian Department of Sport and Recreation to undertake an evaluation of the VICSWIM Program. The evaluation consisted of three phases:

1. A quantitative study that examined the experiences of Victorian parents and their children who participated in VICSWIM in 2021, regarding the impact of VICSWIM on children and their families, ie children's swimming levels, water safety, survival skills and swimming knowledge.
2. Development of an evaluation framework for VICSWIM to use into the future
3. A quantitative evaluation of the VICSWIM program over 2020/21 using the new program.

### Risk Management Framework

In 2021, ARV partnered with Risk Intelligence to review and enhance ARV's risk management documentation to ensure it is fit for purpose, and meets industry best practice. The enhanced resources were used by volunteers and employed personnel undertaking duties at the various statewide aquatic locations where VICSWIM was conducted.

### COVID Safe Planning

Like many other initiatives in 2020/21, the VICSWIM program operated within a COVID-19 impacted environment. To ensure the safe delivery of the 2021 VICSWIM program, the team developed COVID Safe Plans to support venues, reorganised program and teacher schedules, purchased hygiene materials and initiated QR codes to support contact tracing for all venues.







**PROGRESS**  
**EXPERIENCE**  
**CONFIDENCE**  
**CHILD**  
**FIRST DAY**  
**GREAT**  
**SWIMMING**  
**SKILLS**  
**OPEN WATER**  
**AMAZING**  
**THANK YOU**  
**PARENTS**  
**WATER**  
**FIRST**

**OPPORTUNITY**  
**LESSONS**  
**CHILDREN**  
**IMPROVEMENT**  
**GOOD**  
**CLASS**  
**NEEDED**  
**PROGRAM**  
**INSTRUCTOR**  
**LESSONS**  
**THINK**  
**DAY**  
**GIVE**  
**SON**  
**UNDERSTAND**  
**TEACHING**  
**EXCELLENT**  
**ABILITY**

**BEACH**  
**SWIMMING**  
**LEARNING**





## Acknowledgments

- 1 Royal Life Saving, National Drowning Report 2020 (for the period 1 July 2019 – 30 June 2020)
- 2 The Life Saving Victoria, Drowning Report 2019/20
- 3 The Life Saving Victoria, Drowning Report 2019/20, page3
- 4 Australian Bureau of Statistics, Index of Relative Socio-economic Advantage and Disadvantage, 2016, <https://www.abs.gov.au/ausstats/subscriber.nsf/log?openagent&2033055001%20-%20Iga%20indexes.xls&2033.0.55.001&Data%20Cubes&5604C75C214CD3D0CA25825D000F91AE&0&2016&27.03.2018&Latest>

