



# VICSWIM Summer Kidz 2020 Program Report





## Disclaimer

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# VICSWIM Summer Kidz 2020 at a glance...

**35%**

*of Venues charged an entry fee to the facility  
Down from 45% in 2019*

**72%**

*Growth of enrolments in 5 years*

**77,925**

*Swimming and water safety lessons delivered*



**125**

*Regional Venues*

**9**

*venues not originally participating in VICSWIM 2020 opened their doors to host relocated programs.*

**15,585**

**Enrolments**  
*12.14% growth on 2019*



**70**

*Venues across Victoria experienced cancelled or relocated classes*

**40%**

*Of parents indicated this was their child(ren)'s only swimming lessons the last 12 months. This is the same as 2019*

**56.08%**

**Program Net Promoter Score**  
*Down from 71.47% in 2019*



**49**

**Metropolitan Venues**



**186**

**Venues**  
*Increase of 9.14%*

*VICSWIM was conducted in 7 of the top 10 and 15 of the top 20 municipalities with the greatest socio-economic disadvantage.*

# 24

Regional Co-ordinators  
Up from 22 in 2019

# 325

Swim Teachers employed by  
VICSWIM, 50+ teachers provided by  
venues. Up from 365 in 2019

## TOP 5 VENUES:

1. Ocean Grove: 724  
(Regional, Open Water)

2. Torquay, Cosy Corner: 695  
(Regional, Open Water)

3. Ivanhoe Aquatic Centre: 654  
(Metropolitan, Indoor Pool)

4. Westerfolds Sports Centre,  
Templestowe: 404  
(Metropolitan, Indoor Pool)

5. Torquay, Fishermans Beach:  
341  
(Regional, Open Water)

26 Venues provided their own  
staff, adding 50+ teachers to  
VICSWIM's 325 teachers

# 18

Administrative Staff

# 38,962

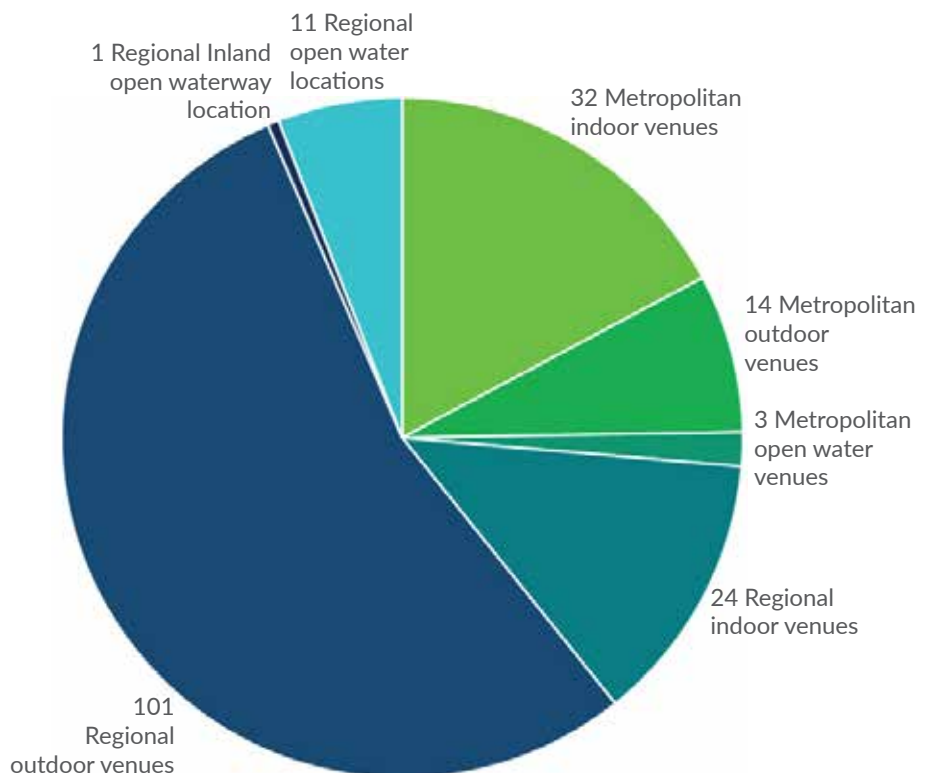
Hours of water safety  
education delivered  
Up from 34,660 in 2019

# 77%

of Victorian Municipalities  
participated  
+ Albury City Council, NSW

# 74%

of Venues located in  
regional areas



# 15

Open Water 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 2020 Summer Kidz program so successful.**

### **VICSWIM Customer Service Team**

Nina Barallon	Lauren McNally	Steve Pallas
Grant Connors	Alexia Morgan	Tayla Pallas
Rosie Connors	Evie Ogier	Jerome Parot
Ali Demirtas	Krystel Oodoomansailb	Kathy Parton
Anne Freedman	Cameron Osterlund	Taya Phillips
Lizzy McIntyre	Shona Pallas	Jenny Rose

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

Lisa Bess	Anne Freedman	Jenny Merrick
Naarah Bretton	Hanna Gatt	David O'Brien
Michelle Campbell	Brendan Gay	Leigh O'Grady
Kathryn Cashmore	Shelley Heggart	Blaire Preddey
Alex Christensen	Jade Heinrich	Helen Quinn
Gayle Collett	Kelsey Hendy	Robbie Rae
Jillian Cooper	Sarah Hernan	Linda Shannon
Courtney Cousland	Cherie Keegan	Katrina Van Eyk

### **VICSWIM Teachers**

Fiona Adams	Sarah Bray	Paul Cleeman	Melissa Egan
Jillianne Adihetty	Chloe Bretton	Gemma Collett	Siobhan Eksteen
Michelle Allen	Tysha Bretton	Rebecca Conner	Amelia Elhage
Lucy Anderson	Monica Brosnan	Brigid Cook	Tilly Elliott
Mary Archer	Kate Burgemeestre	Emily Cooke	Claire Evans
Rebecca Bailey	Will Burmeister	Molly Cooper	Emily Evans
Jessica Baker	Jacqui Burningham	Steven Cooper	Pamela Fairbank
Linda Ballantyne	Camille Bussell	Jesse Coulson	Jennette Felton
Chanel Bamford	Caitlin Butler	David Coy	Lara Fitzpatrick
Mathilda Bates	Tracey Cahill	Nicole Creaser	Maddi Fletcher
Anne Battersby	Michaela Caldw	Rachel Cullum	Suzan Florisson
Robynlee Bayles	Natalie Campbell	Joseph Cunningham	Fiona Ford
Deborah Beardwell	Calvin Capp	Rebecca Cutajar	Aaron Gadsden
Amelia Beaton	Emily Cariss	Mia D'Abaco	Margaret Gander
John Bell	Benjamin Caruso	Eamon D'Aunou	Sophie Gehl
Rosalea Bell	Ian Cash	Clare Davis	Luke Getsom
Adam Benca	Alexandra Cash	Nicole Davis	Wayne Gibbs
Laura Benney	Kathryn Cashmore	Dianne De Wekker	Mikayla Gibson
Serena Beraldo	Natalie Cerasi	Jessie Deakin	John Gilmore
Brook Bilszta	Bethany Chambers	Jazz Dendle	Katie Gleeson
Megan Birks	Zoe Charles	Sarah Devene	Sophie Gleeson
Kah Blight	Alexander Cherry	Wilfred Dickeson	Mia Godwill
Ashlee Bohan	Yu Shing Chow	Arabella Doery	Laura Goudie
Katelyn Borg	Madeline Christensen	Joshua Doolan	Michelle Grant
Julia Boulanger	Deanne Clarke	Susan Dunn	Campbell Greevess
Gary Bowman	Emma Clavan	Thomas Earls	Meredith Griffiths
Stephanie Braun	Gabby Cleeman	Benjamin Eddy	Neil Gunn

Belinda Hackett	Coby Lovell	Laura Schoofs	Kayla Smith
Jacinta Halvy	Mara Lunn	Tony O`Hanlon	Ange Spencer
Annalise Hardman	Garwing Luu	Cathy Oldham	Apryl Start
Jessyca Harford	Ayva Mackay	Ellie-Maree Oliver	Isabella Stefanoudaki
Ashley Harper	Quinn Mackay	Cameron Owens	Jessica Stephens-Short
James Heathcote	Sienna Mackay	Tayla Pallas	Fraser Stewart
Claire Hernan	Lisa Mackey	Thomas Pearson	Maria Strong
Estella Howse-Fleming	Claire Maher	Chloe Pedley	Nikhil Surapaneni
Jane Humble	Ebony Mair	Sharna Perkins	Jacinta Swift
Anna Hume	Mark Mandato	Georgia Pescod	Fiona Szymanski
Ann-louise Hummel	Leah Martinez	April Pickard	Neve Taylor
James Hurren	Wendy Mathews	Elizabeth Pickup	Fiona Thomas
Mollie Huts	Marieke Mayall	Madeline Place	Leesa Thomas
Alanna Jackson	Rhian McDonald	Natahlia Poli	Madeleine Thompson
Claire James	Grace McGoldrick	Joshua Porter	Isabella Thomson
Shelby Jamieson	Claire McInnes	Lauren Potter	Charlotte Todd
Cassie Johansen	Julia McInnes	Corin Powell	Lucy Treverton
Emma Johnston	Elizabeth McIntosh	Felicity Powell	Bianka Turner
Alexander Jones	Jodie McIntosh	Jemima Pritchard	Emily Turner
Isabell Kavanagh	Tamara McIntyre	Zoe Quinn	Carla Van Der Munnik
Aleyshia Keighran	Jan Mckindley	Jacqueline Rankins	Rudi van Oorschot
Courtney Kelly	Katie McLean	Sidhant Ray	Ruby Veale
Alexandra Kendall	Jacinta McRae	Karen Reading	Thomas Veale
Stephanie Kennedy	Paul McVeigh	Nicola Reeves	Monique Velten
Bernadette Kent	Ana Mihajlovic	Belinda Roberts	Ashleigh Wallace
Emmet Keough	Leonie Miller	Tegan Roberts	Rochelle Walters
Emma Kiley	Amanda Millett	Isabella Robinson	Cole Watkins
Ray Komaki- Wood	Vicki Millyard	Jayde Robinson	Sandra Watkins
Carmen-Eleni Konstantino	Mohammadreza Mohammadi	Tameeka Robinson	Debby Webb
Barbara Kornaczewski	Nima Mohammadi	Christine Rogers	Karlie Webb
Sienna Kuchel	Hayley Moxey	Shelby Rolls	Laura Webster
Michelle La-Brooy	Joy Mullens	Sarah Ross	Pia Westaway
Keith Langham	Brianna Munnery	Reene Roy	Justine Werner
Ryan Leaper	Jessica Murphy	Belinda Sack	Meagan Wickham
Georgia Lee	Lori Murray	Phoebe Savickas	Phillipa Williamson
Stephanie Lee	Debbie Murty	Maxine Schache	Deb Withell
James Leen	Emma (Amar) Mustafa	Alice Seymour	Tamara Wood
Allie Lemchems	Ruvashnee Naidoo	Laura Sheridan	Ellie Woods
Jessica Lett	Jacob Nalder	Felicity Shugg	Rhonda Wynter
Ashley Liang	Jessica Napier	Rebecca Skehan	Lucy Young
Annita Lonsdale	Ebony Nicholls	Kerri Slade	Susan Young



@annisugar "Last @vicswimsummerkidz lesson for the program, and it's been incredible to watch this water-shy Bug go from being excited about the idea in theory (but terrified in practice) to moving about in the pool comfortably and unassisted. So proud." #vicswim #vicswimsummerkidz

# CEO's Report



**Kathy Parton**

Interim CEO

Aquatics and Recreation Victoria

The 2020 VICSWIM Summer Kidz program was an amazing success.

In 2020, VICSWIM ran for three weeks between the 6th and 24th of January, attracting a momentous 15,585 enrolments. This was a significant 12.14% increase on the 13,864 enrolments achieved in 2019. Given the unprecedented circumstances that presented throughout the program, achieving an increase is outstanding.

## **Increased Participants, Teachers and Venues**

This year's VICSWIM program delivered over 77,925 swimming lessons totalling over 38,962 hours of swimming lessons. Of the total hours of swimming lessons delivered, it is estimated that 39% or 15,195 hours of lessons were provided to children for whom VICSWIM was the only swimming lessons they undertook during the year.

Throughout the three week program, over 70 (38%) of the 186 participating venues experienced at least one day of either cancelled or relocated programming. These cancellations and relocations saw 531 full refunds processed, meaning the number of program enrolments was actually 16,116. More than 150 partial refunds were also processed due to cancellation and relocations of individual days within this years program.

The VICSWIM Summer Kidz Program is only possible because of the passion and commitment of a huge workforce that mobilised so quickly across the state. Many, especially those in rural and regional Victoria, give up parts of their summer holidays or took annual leave from regular jobs to ensure that VICSWIM can be run in their communities.

In 2020 the number of venues hosting VICSWIM increased by 9.4%. This was 186 venues across Victoria, up from 170 venues in 2019.

## **Victoria's bushfires and erratic weather conditions**

Like many Victorian people, communities and programs, VICSWIM 2020 operations were significantly affected. Firstly by

the bush fires in Victoria's Alpine and Gippsland Regions, and then by the smoke haze which covered much of the state for many days.

As the program progressed, classes were again cancelled or relocated when heavy storms moved across Victoria. These major storm events not only impacted classes while they were occurring but in many locations left water quality at levels deemed unsuitable for swimming for days after.

As VICSWIM neared the end of the third week, many parts of the state, including metropolitan Melbourne, experienced major dust storms followed by more rain. This freak weather resulted in 'dusty rain', depositing large amounts of dirt into swimming pools and waterways, again affecting not only the water quality at most open water venues but also at many outdoor swimming pools, causing even more cancellations or relocations.

## **VICSWIM is so much more than a learn to swim program**

From the challenges of the 2020 VICSWIM program, we have learned so much.

In areas directly affected by the fires, rather than requests to cancel classes, parents, councils and communities were imploring us to find a way to continue or find a new venue to run the VICSWIM classes. Through these conversations, we learned that for many communities, VICSWIM is so much more than simply a learn to swim water safety program. VICSWIM was a reason for the community to come together. VICSWIM was a small and incredibly important community event providing normality in situations that were anything but normal, especially for children.

In many Victorian communities, VICSWIM is an iconic community event, that is looked forward to throughout 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 communities.

## **VICSWIM 2020 brought our**



## industry closer together

Despite the huge logistical challenges faced by the program, VICSWIM 2020 was a huge success.

This success was only made possible by the aquatics industry uniting as one and working together.

The phenomenal support received from local councils and aquatic facility managers, especially Aligned Leisure, Belgrave Leisure, YMCA and Paul Sadler Swimland, was enormous. By the end of the program, 8 venues not originally participating in VICSWIM 2020 had opened their doors to host relocated VICSWIM programs.

Each time we rang seeking access to a venue or for the provision of swim teachers, no matter how little notice provided or how inconvenient the request was, our industry made it happen.

Aquatics Recreation Victoria will be forever grateful for the industry's support in 2020.

As our industry came together to overcome the challenges of VICSWIM 2020, it brought us further together, reminded us of our collective purpose and showed how so much more can be achieved by working together.

## Local conditions and information

Throughout VICSWIM 2020 weather and environmental conditions were continually changing. To determine if it was safe to operate at a venue required significant amounts of information to be collected and analysed each day.

Our VICSWIM Regional Coordinators and teachers were critical in assisting venue decision making. Each day they liaised with their venues, local councils and each other to determine the safety and suitability of venues. A huge task when you consider VICSWIM was conducted at 186 locations around Victoria.

Where access to a venue was not possible, whether for a day or longer, relocation solutions were made possible by the industry working together. A great example was the VICSWIM programs scheduled to run at Beechworth, Yackandandah,

Tangambalanga, Albury and Lavington were all relocated, often at the same time, to Wodonga Sports and Leisure Centre.

## VICSWIM is more important to Victorians than ever before

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

In the post-program survey of parents, 40% of respondents indicated that VICSWIM was the only swimming lessons their child/children had participated in the last 12 months.

In the 2018/2019 financial year, 276 people drowned in Australian waterways with 56 of those drowning in Victoria. This is Victoria's highest number of drowning deaths in over two decades, increasing from 40 the previous year, at a percentage increase of 38%.

The Life Saving Victoria, Drowning Report 2018/19 also identified that:

- those residing in regional areas were almost twice as likely to drown compared to those in metropolitan Melbourne.
- 18% of drowning deaths in 2018/19 were of people from culturally and linguistically diverse (CALD) communities
- Drowning in inland and coastal waterways continues to increase, with 49% and 46% increases, respectively, in 2018/19 compared to the 10-year average

## Victorians need low-cost swimming lessons more than ever

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. The intensive nature of



@lindashannon1359  
#Vicswim2020 #clunes

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 high-quality swimming lessons are accessible, especially to families who could not otherwise afford the cost of commercial learn to swim programs. We are proud that VICSWIM was conducted in 7 of the top 10 and 15 of the top 20 municipalities with the greatest socio-economic disadvantage.

Given that 78% of parents who responded in the VICSWIM post-program survey said that the reason they registered their children in VICSWIM was because of 'the affordability of the swimming lessons', it is important to keep working with Councils and venue managers to continue to reduce the number venues charging an entrance fee to participants. Of our 186 participating venues, 65 or 35% charged a venue entrance fee. In some instances, the venue entrance fee was more than the daily fee of the VICSWIM program.

## **VICSWIM coverage continues to grow**

While the number of venues grew from 170 in 2019 to 186 in 2020, one of the strengths of the program is the diversity of venues hosting VICSWIM.

VICSWIM was run in 61 of Victoria's 79 municipalities plus Albury City Council. Of the 62 participating municipalities 39 (64%) were rural or regional municipalities.

In 2020 VICSWIM was run at:

Of the 186 venues, 74% were regionally located and 15 were open water venues (beaches and inland waterways).

*A key VICSWIM growth strategy will be to not only identify venues in the 18 non-participating councils, but to significantly increase the number of coastal and inland open water venues.*

Not only is this a significant way to counter the increasing numbers of Victorians drowning in inland and coastal waterways, but in the post-program survey completed by parents, there was significant support of the value of providing open water swimming lessons.

A survey response illustrating the value of open water lessons was:

*"My child has never swum in the sea before, with only formal lessons in the swimming pool since the age of one. It was amazing to watch him swim in the sea after just his first lesson. This was so important to me from a confidence and water safety perspective for our child."*

At a time when drowning deaths remain unacceptably high in Victoria, the value of the 2020 VICSWIM program should

not only be measured in the number of participants or the 77,900 swimming lessons delivered, but by the program's ability to raise the awareness of water safety and survival to the participants, friends and families during the high-risk summer school holidays, a time when they are potentially at the most risk.

## **Satisfaction remained high despite the disruptions**

Notwithstanding the large number of venue relocations and cancellations, the satisfaction of parents remained at very high levels. The post-program survey, sent to all parents and guardians, received over 1300 responses. This annual survey is of huge value and gives the opportunity for parents to provide feedback and ideas for the future.

The 2020 VICSWIM program scored a Net Promoter Score of 56.08% (down from 71.47% in 2019) and a program satisfaction rating of 8.10 out of 10 (down from 8.6 in 2019).

Further analysis of these satisfaction ratings identified that, while the overall satisfaction ratings were down on the previous year, when the survey responses of those not impacted by relocations or cancellations were considered in isolation, their Net Promoter Score was 67.07% and a positive program satisfaction rating of 8.55 out of 10.

## **Opportunities to improve communications and service delivery**

The large number of classes affected by cancellations and relocations required a significant communication strategy to ensure parents, regional co-ordinators and swim teachers were informed of the latest information affecting their classes.

The parents survey identified that while communication was adequate, there was significant scope for improvement. The manual nature of communicating with parents, especially in very large numbers, hindered our ability to communicate with parents in a timely manner.

It will be important to develop the VICSWIM communications infrastructure as the program continues to grow year on year as expected.

The 186 VICSWIM venues were overseen by 24 Regional Coordinators, who collectively managed 275 swim teachers while also overseeing an additional 50+ teachers from the 26 venues who provided their own teachers.

While more efficient, timely and diverse ways of communicating with parents are critical opportunities, enhanced communication by our Regional Coordinators with their teachers and

communities will also be important.

## **Risk management and participant safety**

A fundamental priority of VICSWIM is to ensure the safety of all stakeholders, especially the participating children. The 2020 VICSWIM program introduced the following, highly successful initiatives:

- All children participating in open water venues were required to wear a VICSWIM swim cap. This allows the teacher to easily recognise participants, even in crowded public beaches.
- Taking into consideration the GSPO guidelines, a risk assessment was undertaken of all venues. All open and inland water venues either had life guards present or teachers with life guarding qualifications in attendance.
- Our policies and procedures regarding venue suitability in the presence of fire, smoke, air and water pollution were expanded.

## **Preparing for the future**

The 2020 VICSWIM program has confirmed that VICSWIM has experienced a significant growth phase. Program enrolments have grown 72% from 9,054 in 2015 to 15,585 in 2020. With an experienced management team now in place, it is not unrealistic for the VICSWIM participation numbers to double or even triple in the short to medium term.

In preparation for continued growth, three areas have been identified as requiring significant investment:

- Access to suitably qualified and trained swim teachers
- Infrastructure improvement for the administration, management and communication platforms of the program
- A review and upgrade of the risk management policies and procedures.

## **Accessing and recruiting high quality swim teachers**

Swim teachers are the "face" of the VICSWIM program. The experience and enjoyment of the parents and children are driven by the performance of the teachers. Over recent times it has been challenging to recruit the number of teachers required to run the program for the current number of venues. VICSWIM's aspirations is to have additional teachers to cover teacher illness and unavailability during the program, but this has not been possible in recent years.

Over the next 12 months, we will work closely with the industry, especially the venue managers, to identify how we can recruit swim teachers in a way that



**“VICSWIM switched on my  
child’s desire to become a  
better swimmer - excellent!”**

Image Source: Parent photo



Survey Response



ensures future scalability of the program.

A significant program improvement in 2020 was the introduction of additional resources for teachers. An induction training video was developed to build the capacity of teachers in venue set up and risk management.

Parents and teachers have both identified, in post-program surveys, the need for additional information and resources for swim teachers, including but not limited to:

- customer service expectations of swim teachers
- demonstrations of water-based activities at each level for both pool and open water venues
- expanding the width and breadth of information relating to land-based activities

In preparation for the 2021 VICSWIM program, the review and improvement of our regional co-ordinator and swim teacher induction process, training programs and support resources will be a focus to ensure that we empower and prepare these very important staff members.

## The VICSWIM technology platforms

During 2019, the VICSWIM administration team introduced a staff management system called Employment Hero. This cloud-based system allowed swim teachers to provide information directly and allowed some manual functions to be automatically managed.

Investment in the VICSWIM administration, management and communication platforms (technology

platforms) will be required to support expected future increases in the numbers of participants, venues and teachers. To ensure that the scalability of VICSWIM can be undertaken without administration and customer service personnel costs making the program financially unsustainable, major processes need to be re-engineered and automated. These processes include:

- venue registration process,
- teacher registration and class allocation,
- refunds process
- Integration between the booking portal, accounting and payroll system, HR management system and the banking system

It is vitally important we continue to redevelop and invest in the technology, people and processes of VICSWIM.

## Review and upgrade of the risk management policies and procedures

The rapid growth of VICSWIM and the extreme weather conditions of the 2020 program have highlighted the need to review and redevelop the programs risk management policies and procedures. It is important that our risk management policies evolve in a way that we remain confident that they can handle the “volume and stress” of a fast-growing, multi-venue program such as VICSWIM.

## Planning our future

After significant growth in the last five years, and with realistic expectations that this growth will continue, now is the ideal time for us to create a strategic plan

for VICSWIM's future. This report has already identified a need to continue the development of VICSWIM's:

- Swim teacher recruitment, training and support programs
- Technology platforms
- Risk management policies and procedures

A strategic review and plan for the future would consider the best ways for this development to occur as well as exploring, identifying and defining:

- Our future growth strategies for venues and participants
- A partnership strategy that can help introduce VICSWIM to our most at-risk Victorians. For example, the Centre for Multicultural Youth could potentially assist in promoting VICSWIM to the CALD community
- How the VICSWIM program can integrate into other learn to swim programs such as the Victorian Government Water Safety Certificate or the broader Victorian Government Swimming in Schools initiative.
- The need and viability of extending the times VICSWIM operates, or expanding the VICSWIM product range (e.g. creating a program for those aged 6 months – 4 years old who are currently too young to participate in the current VICSWIM program).

It is with this immediate need for both strategic planning and major capital investment in VICSWIM that ARV will commence discussions with the Victorian State Government to extend the current funding agreement, expiring at the end of



The VICSWIM Customer Service and Administration Team

the 2021 program.

## Continued support of the Victorian State Government is vital

In 2018, the State Government made a three-year funding commitment which ensured that the 2019, 2020 and next year's 2021 VICSWIM programs would remain low-cost and accessible to Victorians. The certainty of funding also allowed investment in technology upgrades that have been the foundation of our growth strategy. I would like to thank the Victorian State Government for having the vision and foresight, through the VICSWIM program, to invest in the children of Victoria and look forward to continuing this partnership long into the future.

A long term financial commitment will allow VICSWIM to make long term investments, which the previously applied year-by-year funding model simply did not allow.

## Our gratitude and thanks

In closing, I wanted to again recognise and thank the commitment of our wonderful VICSWIM teachers and Regional coordinators, who without your support, VICSWIM simply would not exist.

The passionate support of Victoria's local councils and municipalities, aquatic facility managers, and the management committees of the seasonal pools was inspiring. We worked together to find ways to keep the program running in the most trying of circumstances and ensured Victorians participating in the VICSWIM program had the best possible experience.

It would be completely remiss of me not to recognise the immense amount of work undertaken by my predecessor, Grant Connors, prior to his leaving ARV. Grant left the program in a very strong position

which allowed the program to navigate a challenging 2020 and created the platform from which we can grow strongly into the future.

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

Special thank you to the Sports Community team, led by Jerome Parot, who supported the management, customer service, administration and marketing of VICSWIM. Your wonderful team worked tirelessly over the period and worked seamlessly with Taya Phillips and ARV staff to ensure VICSWIM 2020 again achieved success.

Last but not least, thank you to the Minister of Sport, Tourism and Major Events, The Hon. Martin Pakula and the Victorian State Government. Without your support, the VICSWIM program simply would not be possible.

I am proud to present this report outlining the achievements, impact and value created by the 2020 VICSWIM program, along with the recommendations which will underpin the programs future success.



### Kathy Parton

Interim Chief Executive Officer  
Aquatics Recreation Victoria Inc



@sherimrshal "Charlotte's confidence today was next level #vicswim #vicswimsummerkidz"



@sherimrshal "Yay! What a difference a week can make, from a little girl who wouldn't put her face in the water & would be holding on to her instructor so tightly on Monday to a little swimmer girl who wants to swim everyday now! Thank you @vicswimsummerkidz for this program, it has changed Charlotte's safety around water as well as made her the happiest little girl!" #VICSWIM





**“My child has never swum in the sea before, with only formal lessons in the swimming pool since the age of one. It was amazing to watch him swim in the sea after just his first lesson. This was so important to me from a confidence and water safety perspective for our child. The teachers were great!”**



 - Survey Response

Image Source: Facebook 



# 2020 VICSWIM Statistics

## Program Participation

Table 1.1 and Figure 1.2 below illustrates that participation in the VICSWIM 2020 program has grown by 12.14 % from the previous year and 72% in the last 5 years.

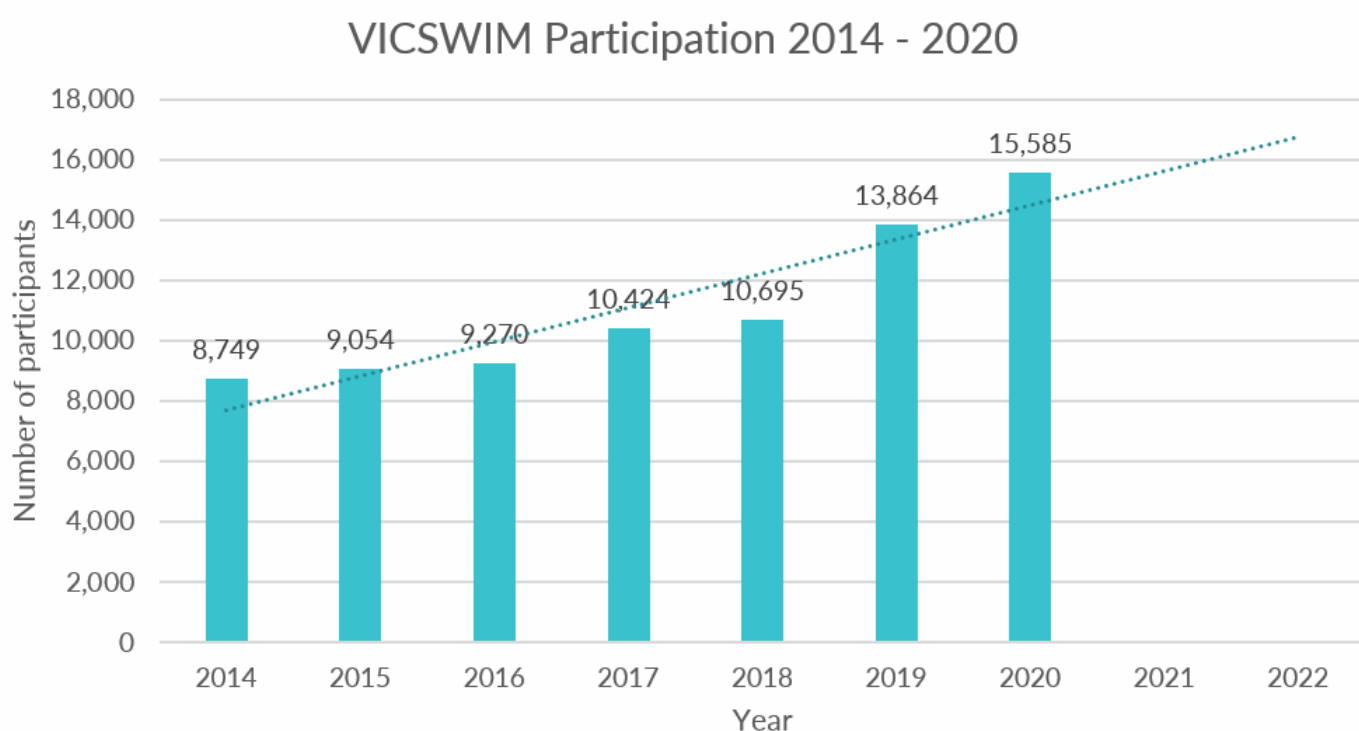
With the development of a formal VICSWIM growth strategy and establishment of strategic partnerships, it is anticipated that there are strong growth opportunities for VICSWIM for many years to come.

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
<b>Participants</b>	8,749	9,054	9,270	10,424	10,695	13,864	15,585
<b>Percentage increase from previous year</b>		3.50%	2.38%	12.44%	2.60%	29.63%	12.14%

Figure 1.2



## 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, (38% of enrolments) were the programs busiest weeks with classes at their highest capacity. Week 3 only had 28% of enrolments, however, this is a 3% increase from last year's rate of 25%.

Week 3 also 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 60.7% of total enrolments. The remaining levels A, E, F and G, accounted for 39.3% of remaining enrolments.

VICSWIM 2020 differs slightly from last year where A, B and C were the most popular levels.

"Affordable, fun, an annual event the whole family eagerly anticipates"

- Survey Response



Table 2.1

Skill Level	Week 1	Week 2	Week 3	Total	Skill level %
A	933	996	698	2627	16.85%
B	1061	1200	902	3163	20.29%
C	1208	1382	1058	3648	23.40%
D	882	1016	758	2656	17.04%
E	746	800	578	2124	13.62%
F	392	393	317	1102	7.07%
G	93	86	90	269	1.73%
<b>Total</b>	<b>5315</b>	<b>5873</b>	<b>4401</b>	<b>15589</b>	<b>100.00%</b>
<b>% per week</b>	<b>34%</b>	<b>38%</b>	<b>28%</b>		

Figure 2.3

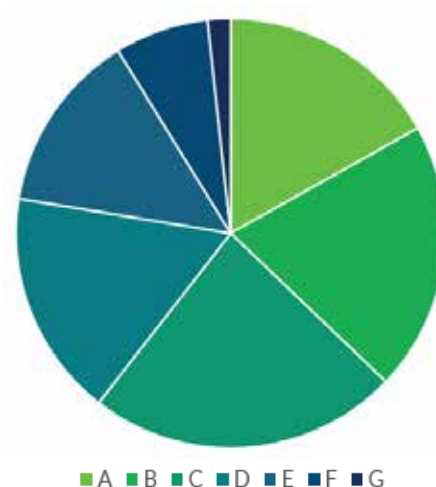
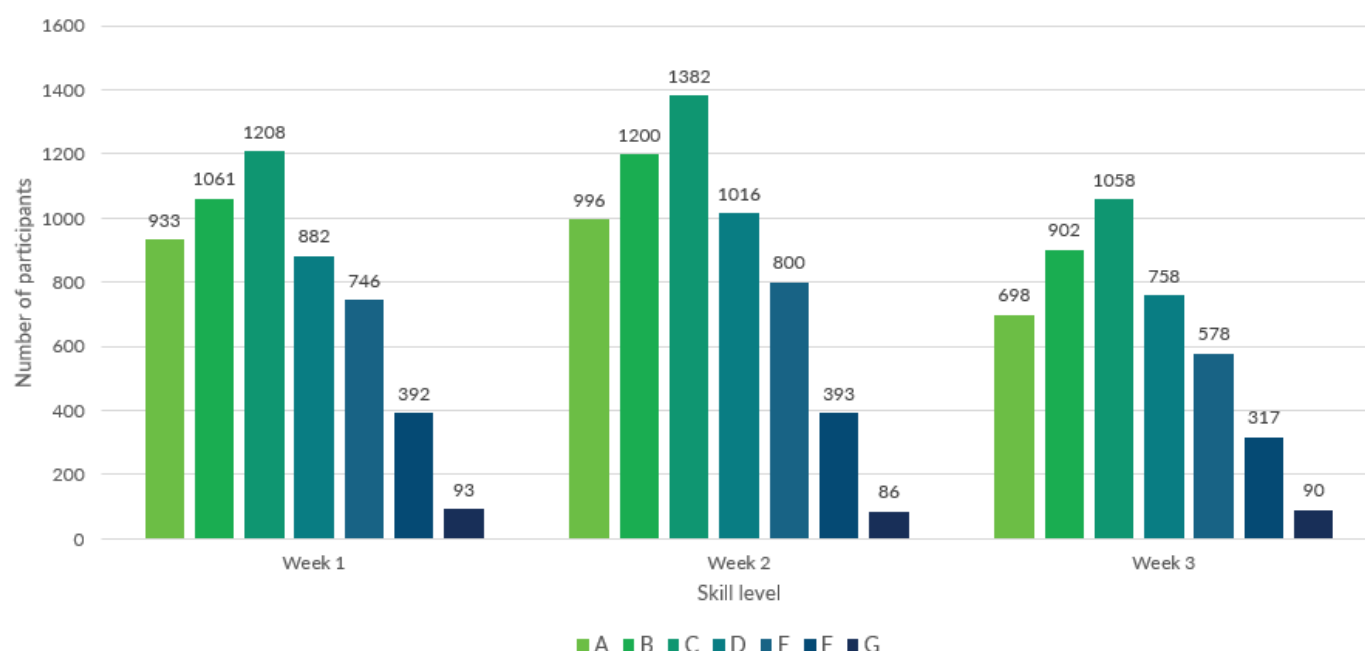


Figure 2.2

## Participants by week by skill level





**“Besides refreshing their swimming skills over the school holidays, the lessons build their confidence in the water while also having fun”**



## Participants age profile

Table 3.1 Illustrates the ages of VICSWIM participants, ranging from ages 4 and above and their skill levels. 63.0% of enrolments were aged between 4 and 8

Table 3.1

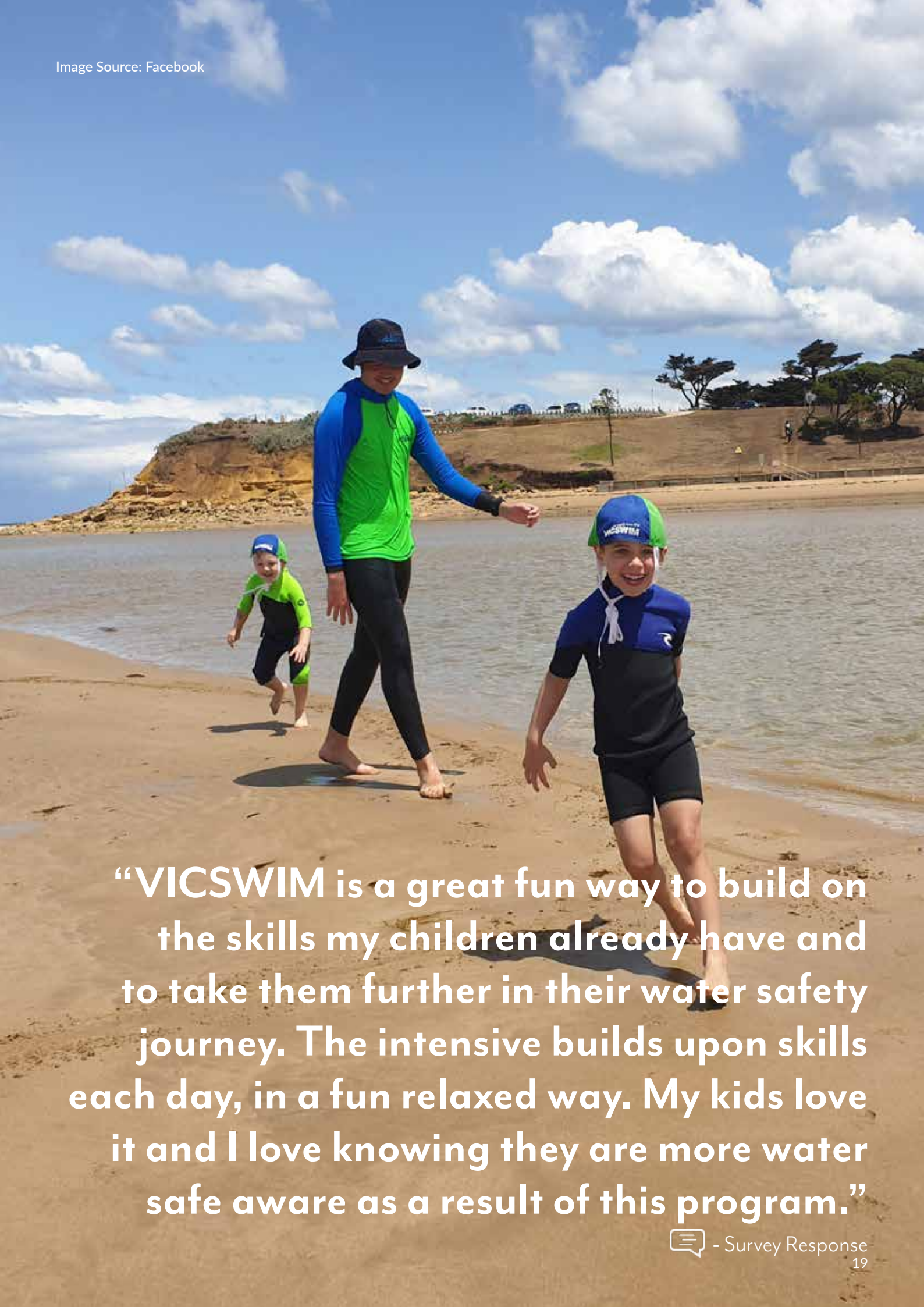
Age	A	B	C	D	E	F	G	Total	% of enrolments
12+	20	30	52	82	155	140	50	529	3.4%
12	7	31	73	92	191	165	60	619	4.0%
11	22	40	138	206	334	257	63	1060	6.8%
10	38	109	243	395	444	260	55	1544	10.0%
9	95	211	460	574	445	173	28	1986	12.8%
8	174	419	794	650	354	81	9	2481	16.0%
7	379	715	976	467	157	12	2	2708	17.5%
6	808	1002	678	137	23	4	1	2653	17.1%
5	1022	575	206	24	7	1	0	1835	11.8%
4	52	16	6	0	0	0	0	74	0.5%
								<b>15,489</b>	<b>100.0%</b>

This number is 96 lower than total as we had 96 birthday input errors



“[VICSWIM] gives water safety and confidence in a fun and friendly way! That also makes the family from overseas included and welcomed to Victoria! Thank you so much!!”  
- Survey Response





**“VICSWIM is a great fun way to build on the skills my children already have and to take them further in their water safety journey. The intensive builds upon skills each day, in a fun relaxed way. My kids love it and I love knowing they are more water safe aware as a result of this program.”**

## Venues and participation

Table 4.1 lists each participating venue (and those who accepted relocated VICSWIM classes), their municipality, their location (metropolitan or regional), type of venue, the number of enrolments at each venue and whether an entry-fee was charged.

The five venues with the highest enrolments are as follows:

1. 724 Ocean Grove (Regional, Open Water)
2. 695 Torquay Cosy Corner (Regional, Open Water)
3. 654 Ivanhoe Aquatic Centre (Metropolitan, Indoor Pool)
4. 404 Templestowe, Westerfolds Sports Centre (Metropolitan, Indoor Pool)
5. 341 Torquay, Fishermans Beach (Regional, Open Water)

Just as important as having venues with large numbers of children experiencing swimming lessons, VICSWIM was conducted at 43 venues with 20 registrations or less. All but one of these smaller venues were regionally located.



@mini\_memory\_makers "The air quality and water wasn't good to get in the water for the first day of #vicswim. But the kids had lots of fun and learnt lots. Now to stay indoors as air quality is bad."



Table 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				183
Alexandra Swimming Pool	Murrindindi Shire	Regional	Outdoor				18
Altona LSC	Hobsons Bay City Council	Metropolitan	Open Water				257
Anglesea - Point Roadknight	Surf Coast Shire	Regional	Open Water				311
Aquarena Aquatic And Leisure Centre (Doncaster)	Manningham City Council	Metropolitan	Indoor				260
Ascot Vale Leisure Centre	Moonee Valley City Council	Metropolitan	Indoor				100
Avenel Swimming Pool	Strathbogie Shire	Regional	Outdoor				64
Avoca Outdoor Swimming Pool	Pyrenees Shire	Regional	Outdoor	Y			15
Bacchus Marsh Swimming Pool	Moorabool Shire	Regional	Outdoor	Y			31
Bairnsdale Aquatic And Recreation Centre	East Gippsland Shire	Regional	Indoor	Y			52
Ballan Outdoor Pool	Moorabool Shire	Regional	Outdoor	Y			61
Balmoral Swimming Pool	Southern Grampians Shire Council	Regional	Outdoor				18
Bass Coast Leisure Centre (Wonthaggi)	Bass Coast Shire	Regional	Indoor				14
Beaufort Outdoor Pool	Pyrenees Shire	Regional	Outdoor	Y			24
Beechworth Swimming Complex Pool	Indigo Shire	Regional	Outdoor	Y			178
Belgrave Outdoor Pool	Yarra Ranges Council	Metropolitan	Outdoor	Y			32
Bendigo - Gurri Wanyarra Wellbeing Centre	Greater Bendigo City Council	Regional	Indoor	Y	Y		Relocation
Bendigo East Swimming Pool	Greater Bendigo City Council	Regional	Outdoor	Y			334
Birchip Swimming Pool	Buloke Shire	Regional	Outdoor				24
Black Hill Aquatic Centre	Ballarat City Council	Regional	Outdoor				43
Bluewater Colac	Colac Otway Shire	Regional	Outdoor	Y			12
Boroondara Sports Complex (Balwyn North)	Boroondara City Council	Regional	Outdoor			Y	248
Broadford Outdoor Pool	Mitchell Shire Council	Regional	Outdoor				14
Buninyong Aquatic Centre	Ballarat City Council	Regional	Outdoor				21
Camperdown Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			13
Cardinia Life Indoor Swimming Pool	Cardinia Shire Council	Metropolitan	Outdoor		Y		99
Casey ARC (Narre Warren)	Casey City Council	Metropolitan	Indoor			Y	114
Casey RACE (Cranbourne)	Casey City Council	Metropolitan	Indoor			Y	74
Casterton Memorial Pool	Glenelg Shire Council	Regional	Outdoor			Y	83
Castlemaine Swimming Pool	Mount Alexander Shire	Regional	Outdoor				58
Charlton Swimming Pool	Buloke Shire	Regional	Outdoor				28
Chiltern Swimming Pool	Indigo Shire	Regional	Outdoor	Y			23



Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self-Staffed	Enrolments
Clunes Swimming Pool	Hepburn Shire	Regional	Outdoor				35
Cobden Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			19
Coleraine Memorial Swimming Pool	Southern Grampians Shire Council	Regional	Outdoor				33
Colignan Community Pool	Mildura Rural City Council	Regional	Outdoor				21
Corryong Swim Pool	Indigo Shire	Regional	Outdoor				9
Cowes Open Water	Bass Coast Shire	Regional	Open Water				114
Cowes Primary Pool	Bass Coast Shire	Regional	Outdoor				163
Cranbourne Swim Factory	Casey City Council	Metropolitan	Indoor		Y	Y	22
Crib Point Pool	Mornington Peninsula Shire	Regional	Outdoor				20
Crusoe Reservoir	Greater Bendigo City Council	Regional	Inland Open Water				31
Dandenong Oasis	Greater Dandenong City Council	Metropolitan	Indoor			Y	191
Daylesford Swimming Pool	Hepburn Shire	Regional	Outdoor				40
Dimboola Swimming Pool	Hindmarsh Shire	Regional	Outdoor	Y			54
Donald Swimming Pool	Buloke Shire	Regional	Outdoor				20
Doveton Pool In The Park	Casey City Council	Metropolitan	Outdoor			Y	22
Dromana Foreshore	Mornington Peninsula Shire	Regional	Open Water				170
Drouin Outdoor Pool	Baw Baw Shire Council	Regional	Outdoor				21
Epping YMCA Leisure City	Whittlesea City Council	Metropolitan	Indoor			Y	165
Eskdale Primary School Pool	Alpine Shire	Regional	Outdoor			Y	68
Essendon - Windy Hill Fitness Centre	Moonee Valley City Council	Metropolitan	Indoor	Y			Relocation
Eureka Swimming Complex (Ballarat)	Ballarat City Council	Regional	Outdoor				264
Euroa Memorial Swimming Pool	Strathbogie Shire	Regional	Outdoor				31
Faith Leech Aquatic Centre (Formerly Bendigo Aquatic)	Greater Bendigo City Council	Regional	Outdoor	Y			132
Flinders Foreshore	Mornington Peninsula Shire	Regional	Open Water				119
Foster Outdoor Pool	South Gippsland Shire Council	Regional	Outdoor				12
Garfield Outdoor Pool	Cardinia Shire Council	Regional	Outdoor				24
Glen Iris - Harold Holt Swim Centre	Stonnington City Council	Metropolitan	Indoor	Y	Y		Relocation
Golden Square Community Pool	Greater Bendigo City Council	Regional	Outdoor				207
Greensborough - Watermarc	Banyule City Council	Metropolitan	Indoor	Y			153
Hamilton Olympic Swimming Pool	Southern Grampians Shire Council	Regional	Outdoor				67
Hampton Life Saving Club	Bayside City Council	Metropolitan	Open Water		Y		Relocation
Harcourt Swimming Pool	Mount Alexander Shire	Regional	Outdoor				16
Hastings - Pelican Park Recreation Centre	Mornington Peninsula Shire	Regional	Indoor	Y	Y		Relocation
Hawkesdale Swimming Pool	Moyne Shire	Regional	Outdoor				17
Hawthorn Aquatic and Leisure Centre	Boroondara City Council	Metropolitan	Outdoor			Y	143
Healesville - Jack Hort Memorial Pool	Yarra Ranges Council	Metropolitan	Indoor	Y			51
Heathcote Pool	Mount Alexander Shire	Regional	Outdoor	Y			6
Heidelberg Olympic	Banyule City Council	Metropolitan	Outdoor	Y			62
Heyfield Pool	Wellington Shire	Regional	Outdoor	Y			27
Heywood Swimming Pool	Glenelg Shire Council	Regional	Indoor			Y	10
Highett - Waves Leisure Centre	Kingston City Council	Metropolitan	Indoor	Y			294
Inglewood Outdoor Pool	Loddon Shire	Regional	Outdoor				18
Inverloch - Anderson Inlet (Angling Club)	Bass Coast Shire	Regional	Open Water				111
Irymple Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			49
Ivanhoe Aquatic Centre	Banyule City Council	Metropolitan	Indoor	Y			654
Kac - Kardinia Aquatic Centre	Greater Geelong City Council	Regional	Outdoor	Y			218
Kilmore Leisure Centre	Mitchell Shire Council	Regional	Indoor				23
Kilsyth Centenary Pool	Yarra Ranges Council	Metropolitan	Indoor				224
Knox Leisureworks	Knox City Council	Metropolitan	Indoor				116
Koo Wee Rup Outdoor Pool	Cardinia Shire Council	Regional	Outdoor				19
Koondrook Pool	Gannawarra Shire	Regional	Outdoor				63
Korumburra Outdoor Pool	South Gippsland Shire Council	Regional	Outdoor				23

Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self-Staffed	Enrolments
Lakes Entrance - Aquadome	East Gippsland Shire	Regional	Indoor	Y			5
Landsborough Outdoor Pool	Pyrenees Shire	Regional	Outdoor	Y			11
Lara Outdoor Pool	Greater Geelong City Council	Regional	Outdoor				66
Latrobe University Sports Centre - Bundoora	Darebin City Council	Metropolitan	Indoor				76
Laverton - Swim and Fitness	Hobsons Bay City Council	Metropolitan	Indoor	Y			297
Lavington Swim Centre	Albury City Council	Regional	Outdoor				89
Lismore Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			46
Macarthur Swimming Pool	Moyne Shire	Regional	Outdoor	Y			51
Maffra Memorial Pool	East Gippsland Shire	Regional	Outdoor	Y			67
Maldon Swimming Pool	Mount Alexander Shire	Regional	Outdoor				38
Mansfield Swimming Pool	Mansfield Shire	Regional	Indoor		Y		79
Maryborough Swimming Pool	Central Goldfields Shire	Regional	Outdoor	Y	Y		114
Melton Waves Leisure Centre	Melton City Council	Metropolitan	Indoor				22
Merbein Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			26
Merino Outdoor Pool	Glenelg Shire Council	Regional	Outdoor		Y	Y	18
Merrigum Pool	Greater Shepparton City Council	Regional	Outdoor	Y			15
Mitiamo Swimming Pool	Loddon Shire	Regional	Outdoor				16
Moe - Latrobe Leisure Moe Newborough	Latrobe City	Regional	Indoor	Y			15
Monivae College (Hamilton)	Southern Grampians Shire Council	Regional	Outdoor		Y		66
Mooroopna Pool	Greater Shepparton City Council	Regional	Outdoor	Y			52
Mornington Open Water	Mornington Peninsula Shire	Regional	Open Water				153
Mortlake Swimming Pool	Moyne Shire	Regional	Outdoor	Y			3
Mount Beauty Swimming Pool	Alpine Shire	Regional	Outdoor	Y			54
Murrayville Outdoor Pool	Mildura Rural City Council	Regional	Outdoor				11
Murtoa Swimming Pool	Yarriambiack Shire	Regional	Outdoor				87
Myrtleford Swimming Pool	Alpine Shire	Regional	Outdoor	Y			42
Nagambie Swimming Pool	Strathbogie Shire	Regional	Outdoor				37
Newstead & District Swimming Pool	Mount Alexander Shire	Regional	Outdoor				51
Nhill Aquatic Centre	Hindmarsh Shire	Regional	Outdoor				50
Noble Park Aquatic Centre Ymca	Greater Dandenong City Council	Metropolitan	Outdoor			Y	124
North Melbourne Recreation Centre	Melbourne City Council	Metropolitan	Outdoor	Y			47
Northcote Aquatic Centre	Darebin City Council	Regional	Outdoor				68
Nyah Community Swimming Pool	Swan Hill Rural City	Regional	Outdoor	Y			68
Ocean Grove Open Water	Surf Coast Shire	Regional	Open Water				724
Olinda Community Pool	Yarra Ranges Council	Metropolitan	Outdoor				34
Orbost Outdoor Pool	East Gippsland Shire	Regional	Outdoor	Y			10
Ouyen Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			11
Pakenham Outdoor Pool	Cardinia Shire Council	Metropolitan	Outdoor				54
Parkdale - Don Tatnell Leisure Centre	Kingston City Council	Metropolitan	Indoor	Y			131
Pascoe Vale Outdoor Pool	Moreland City Council	Metropolitan	Outdoor				63
Penshurst Swimming Pool	Southern Grampians Shire Council	Regional	Indoor				7
Peter Krenz Leisure Centre	Greater Bendigo City Council	Regional	Indoor	Y	Y		31
Pines Forest Aquatic Centre	Frankston City Council	Metropolitan	Outdoor				51
Poowong Outdoor Pool	South Gippsland Shire Council	Regional	Outdoor				9
Port Melbourne - Sandridge Life Saving Club	Port Phillip City Council	Metropolitan	Open water				117
Portland Leisure & Aquatic Centre	Glenelg Shire Council	Regional	Outdoor			Y	60
Prahran Aquatic Centre	Stonnington City Council	Metropolitan	Outdoor				80
PSS - Bacchus Marsh	Moorabool Shire	Regional	Indoor		Y	Y	38
PSS - Bendigo	Moorabool Shire	Regional	Indoor			Y	35
PSS - Carrum Downs	Frankston City Council	Metropolitan	Indoor			Y	72
PSS - Essendon	Moonee Valley City Council	Metropolitan	Indoor		Y	Y	75
PSS - Laverton	Hobsons Bay City Council	Metropolitan	Indoor		Y	Y	Relocation

Name	Municipality	Metro or Regional	Type of Venue	Entry Fee	First Year	Self-Staffed	Enrolments
PSS - Melton	Melton City Council	Metropolitan	Indoor			Y	16
PSS - Narre Warren	Casey City Council	Metropolitan	Indoor			Y	50
PSS - Parkwood Green	Melton City Council	Metropolitan	Indoor		Y	Y	73
PSS - Ringwood	Maroondah City Council	Metropolitan	Indoor		Y	Y	140
PSS - Rowville	Knox City Council	Metropolitan	Indoor		Y	Y	Relocation
Queens Park Swimming	Moonee Valley City Council	Metropolitan	Outdoor				28
Red Cliffs Swimming Pool	Mildura Rural City Council	Regional	Outdoor	Y			18
Reservoir Leisure Centre	Darebin City Council	Metropolitan	Indoor			Y	79
Ringwood - Healthways	Maroondah City Council	Metropolitan	Indoor	Y			288
Rosedale Swimming Pool	Wellington Shire	Regional	Outdoor	Y			17
Rupanyup Swimming Pool	Yarriambiack Shire	Regional	Outdoor				8
Safety Beach Sailing Club	Mornington Peninsula Shire	Regional	Open Water		Y		Relocation
Seymour Sports And Aquatic Centre	Mitchell Shire Council	Regional	Indoor				33
Seymour War Memorial Outdoor Pool	Mitchell Shire Council	Regional	Outdoor				14
Shepparton - Aquamoves	Greater Shepparton City Council	Regional	Indoor				98
Skipton Swimming Pool	Pyrenees Shire	Regional	Outdoor	Y			17
Somerville - Core24 Fitness	Mornington Peninsula Shire	Regional	Indoor				Relocation
Splashdown, Moolap	Greater Geelong City Council	Regional	Indoor	Y			115
Stratford Pool	Wellington Shire	Regional	Outdoor	Y			111
Sunshine Leisure Centre	Brimbank City Council	Regional	Outdoor		Y	Y	102
Tallarook Outdoor Pool	Mitchell Shire Council	Regional	Outdoor				15
Tangambalanga Swimming Pool	Indigo Shire	Regional	Outdoor	Y			93
Tatura Pool	Greater Shepparton City Council	Regional	Outdoor	Y			76
Templestowe - Westerfolds Sports Centre	Manningham City Council	Metropolitan	Indoor	Y			404
Terang Swimming Pool	Corangamite Shire	Regional	Outdoor	Y			29
Thomastown Recreation & Aquatic Centre	Whittlesea City Council	Metropolitan	Indoor			Y	302
Timboon Swimming Pool	Corangamite Shire	Regional	Outdoor				33
Torquay Cosy Corner	Surf Coast Shire	Regional	Open Water				695
Torquay Fishermans Beach (Open Water)	Surf Coast Shire	Regional	Open Water				341
Trafalgar Outdoor Pool	Baw Baw Shire Council	Regional	Outdoor				20
Trentham Swimming Pool	Hepburn Shire	Regional	Outdoor				34
Violet Town Swimming Pool	Strathbogie Shire	Regional	Outdoor				78
Wangaratta Indoor Sport and Aquatic Centre	Wangaratta Rural City	Regional	Indoor				95
Wantirna Genesis	Knox City Council	Metropolitan	Indoor	Y			62
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	Regional	Outdoor				67
Warragul Leisure Centre	Baw Baw Shire Council	Regional	Indoor				52
Warrnambool Main Beach	Warrnambool City	Regional	Open Water				10
Waterworld - Norlane	Greater Geelong City Council	Regional	Indoor	Y			63
Waves Swimming Pool (Mildura)	Mildura Rural City Council	Regional	Indoor	Y			157
Wedderburn Swimming Pool	Loddon Shire	Regional	Outdoor				13
Werribee Bright Waves	Wyndham City Council	Regional	Indoor				189
White Hills Pool	Greater Bendigo City Council	Regional	Outdoor	Y			73
Whittlesea Swim Centre	Whittlesea City Council	Metropolitan	Outdoor			Y	200
Winchelsea Pool	Surf Coast Shire	Regional	Outdoor	Y			124
Wodonga Sports And Leisure Centre	Wodonga City Council	Regional	Indoor				111
Wodonga Waves	Wodonga City Council	Regional	Outdoor	Y			55
Wycheproof Swimming Pool	Buloke Shire	Regional	Outdoor				16
Yackandandah Pool	Indigo Shire	Regional	Outdoor	Y			38
Yarra Centre	Yarra Ranges Council	Regional	Indoor		Y		17
Yarra Swim School	Banyule City Council	Metropolitan	Indoor				163
Yarram Pool	Wellington Shire	Regional	Outdoor	Y			10
<b>Total:</b>				<b>65</b>	<b>19</b>	<b>28</b>	<b>15585</b>






**“Glad to have participated in this. Excellent value as compared to other swimming lessons. Very affordable for lower-income families.”**  Survey Response

Image Source: Parent photo



A woman with dark hair tied back, wearing a blue long-sleeved shirt, is smiling and looking towards the camera. She is in a swimming pool, with water visible around her. In front of her are two children. On the left is a young girl with brown hair, wearing a pink and black patterned swimsuit, also smiling. In the center foreground is a young boy with short blonde hair, wearing a blue long-sleeved shirt, with a wide, joyful smile showing his teeth. The background is the blue water of the pool with some yellow lane markers visible in the distance.

**“Attending the intensive program for two weeks helped to increase my child’s confidence and swimming skills. As a parent I feel much more comfortable supervising my child around water.”**

 Survey Response

**“Hugely beneficial program that is excellent value for money. The kids loved it and learnt a lot.”**

 - Survey Response

## Participating local councils

Tables 6.1 lists the 22, of the 31 metropolitan municipalities, which participated in VICSWIM while Table 6.2 lists the 40 rural and regional municipalities which hosted at least one VICSWIM venue.

VICSWIM was hosted in (77%) of Victoria's 79 municipalities. Albury City Council also participated in VICSWIM 2020.

Table 6.1 and 6.2 also identifies the Victorian municipalities and the number of VICSWIM venues hosted by each municipality in 2020. Table 5.1 also lists the "Index of relative socio-economic advantage and disadvantage" (IRSAD) of each municipality.

## 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 2020 was hosted in 7 of the top 10 and 15 of the top 20 ranked municipalities of greatest disadvantage.



## Regional

Table 6.2

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

## Metropolitan

Table 6.1

IRSAD Vic ranking	Municipality	Venues	Location
2	Greater Dandenong City Council	2	Metropolitan
7	Brimbank City Council	1	Metropolitan
44	Melton City Council	3	Metropolitan
45	Frankston City Council	2	Metropolitan
46	Whittlesea City Council	3	Metropolitan
49	Casey City Council	5	Metropolitan
53	Wyndham City Council	1	Metropolitan
56	Yarra Ranges Council	5	Metropolitan
58	Hobsons Bay City Council	2	Metropolitan
59	Darebin City Council	3	Metropolitan
60	Moreland City Council	1	Metropolitan
61	Knox City Council	3	Metropolitan
62	Maroondah City Council	2	Metropolitan
63	Kingston City Council	2	Metropolitan
64	Moonee Valley City Council	4	Metropolitan
66	Banyule City Council	4	Metropolitan
71	Melbourne City Council	1	Metropolitan
72	Manningham City Council	2	Metropolitan
76	Port Phillip City Council	1	Metropolitan
77	Stonnington City Council	2	Metropolitan
78	Bayside City Council	1	Metropolitan
79	Boroondara City Council	2	Metropolitan



Figure 5.2

### Programs per Regional Municipality

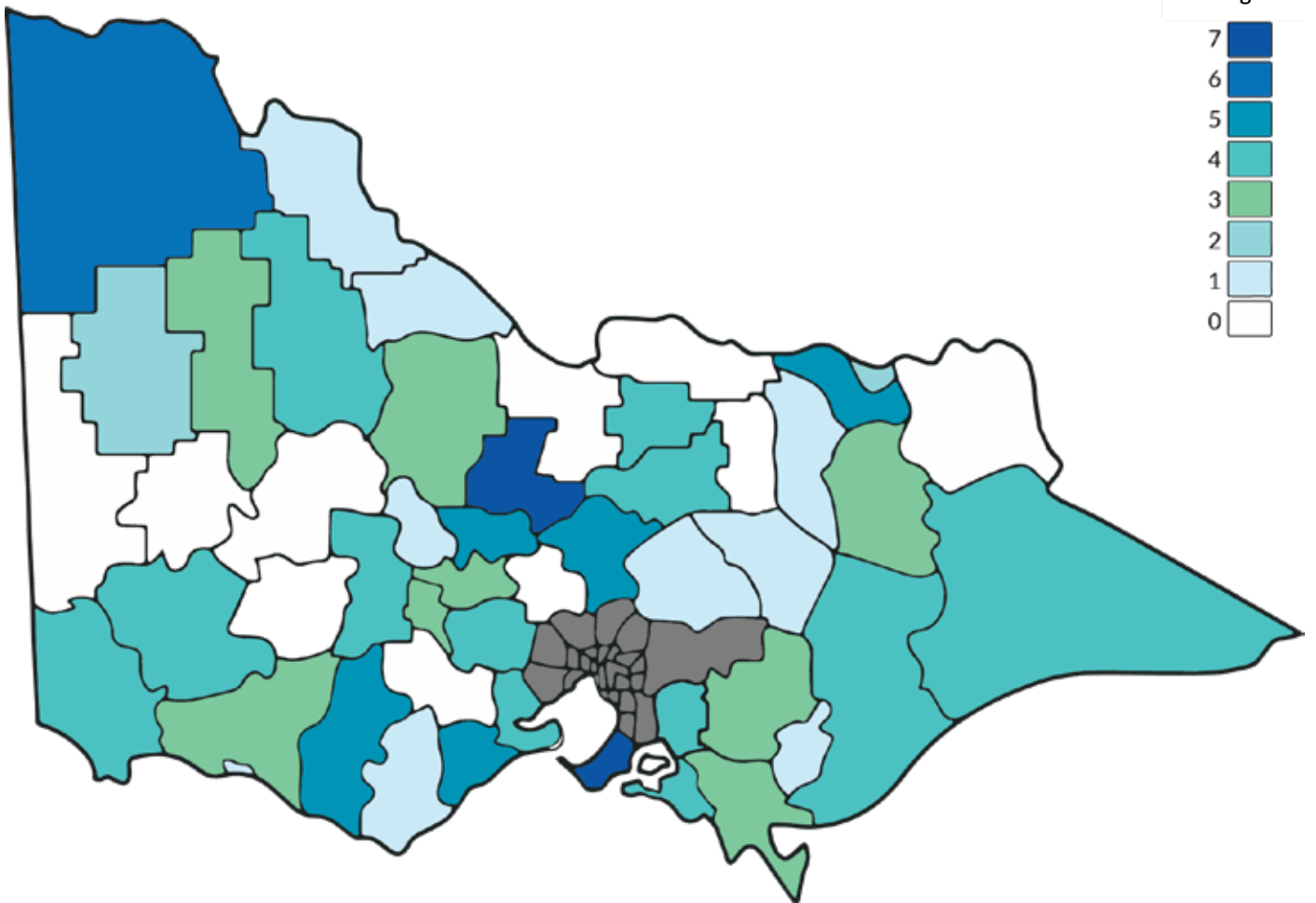
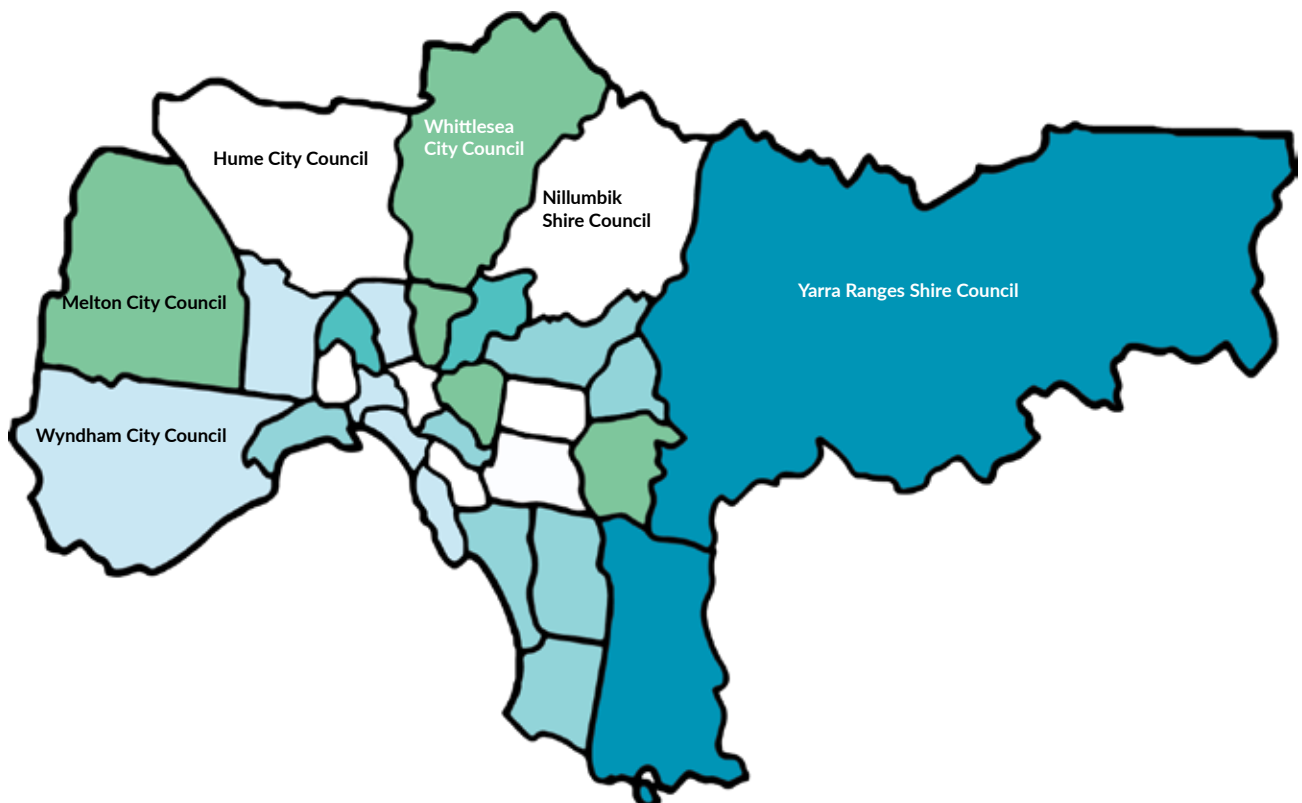


Figure 5.3

### Programs per Metropolitan Municipality





**“I did VICSWIM as a kid and  
I am so glad it is still around  
for my children.”**



- Survey Response

Image Source: Facebook





## Non-participating local councils

Table 7.1. lists the 18 municipalities which did not participate in the 2020 VICSWIM program, their locations and their IRSAD ranking.

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

Of the 18 municipalities not hosting the VICSWIM program in 2020, 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 Shire Council	Regional
8	Moir Shire	Regional
9	Ararat Rural City	Regional
15	Benalla Rural City Council	Regional
20	Campaspe Shire Council	Regional
22	Hume City Council	Metropolitan
27	Horsham Rural City Council	Regional
38	Towong Shire Council	Regional
40	West Wimmera Shire Council	Regional
54	Golden Plains Shire Council	Regional
57	Maribyrnong City	Metropolitan
65	Macedon Ranges Shire Council	Regional
67	Monash City Council	Metropolitan
68	Whitehorse City Council	Metropolitan
70	Borough of Queenscliffe	Regional
73	Yarra City Council	Metropolitan
74	Glen Eira City Council	Metropolitan
75	Nillumbik Shire Council	Metropolitan
Total:		18



"They were able to try different strokes and it was exposure to more swimming during the holidays when their usual lessons are not running."

- Survey Response



"This was our second year doing the program and I was very impressed, again, with the high calibre of the instructors and the very accommodating staff at the Olinda community pool. We will definitely be booking next year if it is offered"

- Survey Response



"My daughter was totally inspired and engaged by her VICSWIM experience. She is a million times more confident in the water and really motivated to get better, we're so grateful for this program! Thank you!"

- Survey Response



Image Source: Staff Photo



## VICSWIM marketing and promotions

The VICSWIM 2020 marketing and promotion strategy was again predominately a social media and email marketing campaign to our growing databases of participants and their families.

The digital marketing strategy begun in August of 2019, well before enrolments opened in October. This effective marketing and strategy/promotional planning saw 7,628 bookings within the first 24 hours of enrolments opening, on the 21st of October 2019. This is an increase of 2,457 enrolments from the previous first day of enrolments in 2018, which was 5,171.

In previous years significant marketing has been undertaken in the week preceding and during the first week of VICSWIM. Unfortunately in 2020 much of the planned social media marketing was not undertaken due to the large levels of uncertainty caused by the unprecedented weather conditions.

Digital and email marketing was supported by distributing posters and flyers 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.

To encourage venues to promote VICSWIM on their social media channels, we created a document package with images, text and marketing collateral, to be used and they saw fit. From implementing this, we saw a rise in our online engagement with parents asking questions about the program and wanting to get involved.





## VICSWIM Ministerial Launch Event 21st October 2019

In partnership with Sport and Recreation Victoria, the VICSWIM 2020 Summer Kidz Program was launched on the 21st October 2019.

The Hon. Martin Pakula, Minister for Tourism, Sport and Major Projects was joined by Olympian Belinda Hocking, Alexia Morgan, ARV Board member and Nigel Taylor, CEO of Life Saving Victoria to launch the 2020 VICSWIM Summer Kidz program at Sandridge Beach, Port Melbourne, one of VICSWIM's 15 open water venues. VICSWIM Teacher Mark Mandato and VICSWIM parents and students were also in attendance.

The launch was attended by media representatives from Network 10, Nine Network and 3AW radio. The event was also reported by the Mildura Independent, Australian Leisure Magazine, and the Wangaratta Chronicle. The office of the Minister for Tourism, Sport and Major Projects released a press release, entitled "That's Pool - Summer Classes for Kids Will Save Lives"

Premier Daniel Andrews shared a post on Facebook accompanied by a link directly to the VICSWIM website 3 days after bookings opened. This generated a significant spike in bookings thanks to increased social media visibility and traffic. This Facebook post was shared widely on social media, including by State MPs including Mr Paul Edbrooke, Member for Frankston, The Hon. Jill Hennessy, Member for Altona and Ms Pauline Richards, Member for Cranbourne.



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**That's Pool - Summer Classes For Kids Will Save Lives**

Minister for Tourism, Sport and Major Events

21 October 2019 Sport and recreation Media Release

The Andrews Labor Government is calling on Victorian families to teach their children to swim with subsidised lessons that will be made available across the state this summer.

Minister for Tourism, Sport and Major Events Martin Pakula today joined Olympic backstroke Belinda Hocking and Life Saving Victoria at Sandridge Life Saving Club, Port Melbourne, to open registrations for the 2020 VICSWIM Summer Kidz Program.

VICSWIM's learn-to-swim summer program is a Victorian institution, having been held since 1976 and in that time helping generations of youngsters to acquire vital skills and water-safety knowledge that save lives.


Almost 14,000 children took part in the program at 170 locations in January this year, an increase of 30 per cent on the previous year. Venues included local pools as well as open waterways such as Port Phillip Bay.

The Labor Government provided \$12 million to run the VICSWIM Summer Kidz Program from 2019 to 2021.


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10 February 2020  
**Grand Effort As Workers Prepare Albert Park For F1 Thrills**

 **Den Andrews**  
24 October 2019

Teaching kids to swim is important. And now it's affordable, too. We're cutting the cost of swimming lessons this summer. Because every child deserves to be safe around water.

**CHEAPER SWIMMING LESSONS FOR KIDS**

 Sam Ogier, Danee Crawford and 2.5k others · 1.2k comments · 208 shares

<https://www.premier.vic.gov.au/thats-pool-summer-classes-for-kids-will-save-lives/>

# Community Feedback

***"Glad to have participated in this. Excellent value as compared to other swimming lessons. Very affordable for lower-income families"***

- Survey Response

***"We chose VICSWIM because it is a credited program with a good reputation."***

- Survey Response

***"My daughter is much more confident in the water because she had such a positive experience pushing her limits in open water with kind and caring teachers who she felt very comfortable with."***

- Survey Response

***"Great progression from last year and continues to develop our daughter's skills and passion for being in the surf!"***

- Survey Response

***"It was great that my 4 year old son could go in the water without me. Only 3 children in his lesson was a perfect size to allow all children enough time with the teacher."***

- Survey Response

***"It was a good introduction to swimming for us, and as a result of the VICSWIM program my daughter has been happy to begin weekly swimming lessons. It has also encouraged us to spend more time with her in the water, helping to build on the skills she learned in the program."***

- Survey Response

***"A super fun school holiday activity that significantly improved my child's swimming ability."***

- Survey Response

***"It has made swimming lessons accessible to my family, both practically and financially. We are not able to afford weekly or facility-run swimming lessons. Since VICSWIM is now offered close by, we have been able to enrol our younger children."***

- Survey Response

***"My child has never swum in the sea before, with only formal lessons in the swimming pool since the age of one. It was amazing to watch him swim in the sea after just his first lesson. This was so important to me from a confidence and water safety perspective for our child. The teachers were great!"***

- Survey Response

***"VICSWIM is something kids will remember for the rest as the kids grown up here (sic). It gives water safety and confidence in a fun and friendly way! That also makes the family from overseas included and welcomed to Victoria! Thank you so much!"***

- Survey Response

***"Consecutive lessons greatly help the children to make rapid skills improvements, gain confidence and build a strong relationship with the instructor."***

- Survey Response



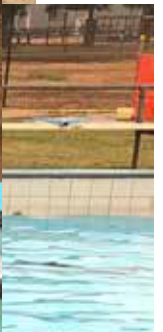
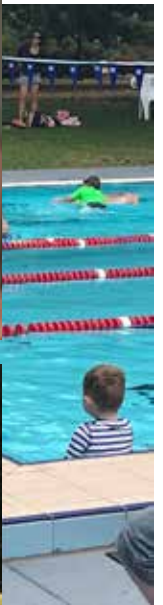
## Acknowledgments

- 1 Based on the fact that 39% of Parents in the Post Program Survey answered yes to the question “Was the VICSWIM 2020 Summer Kidz Program the only swimming lessons your child / children have participated in the last 12 months?”
- 2 Royal Life Saving, National Drowning Report 2019
- 3 The Life Saving Victoria, Drowning Report 2018/19
- 4 The Life Saving Victoria, Drowning Report 2018/19
- 5 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-%20lga%20indexes.xls&2033.0.55.001&Data%20Cubes&5604C75C214CD3D0CA25825D000F91AE&0&2016&27.03.2018&Latest>
- 6 2020 Parents Satisfaction and Feedback survey



Image Source: Staff Photo





EXCELLENT  
GREAT PROGRAM  
CHILDREN  
WATER  
OCEAN  
SWIMMING  
VICSWIM  
CONFIDENCE  
TEACHER  
WATER SAFETY  
SUMMER  
GREAT EXPERIENCE  
EDUCATIONAL  
COST WONDERFUL TEACHING ACTIVITY  
START HOLIDAYS NEED  
SWIMMING LESSONS  
SAFETY INSTRUCTOR BENEFICIAL  
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PROGRESS HAPPY  
SMOOTH GROWTH CRAZY OPEN WATER  
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