

# Sponsorship Prospectus 2022 - 2023

AQUATICS &  
RECREATION  
VICTORIA



# Invitation

## from ARV

**Aquatics & Recreation Victoria (ARV) is the peak body for the aquatics and recreation industry in Victoria.**

**Our members and those who participate in our events and benefit from our services are the leaders of the aquatic and recreation industry. They are the owners, planners, builders, funders, operators and workforce of Victorian aquatic and recreation facilities.**

**We support these industry leaders and decision makers through a comprehensive range of educational programs, networking events, conferences and research programs and advocacy.**

**ARV has a unique ability to be able to promote your company, its products and services to the entire Victorian aquatic and recreation industry.**



### **Put your company up in lights**

Our marquee events such as our Gala Dinner and awards night promote your brand to the industry while using our monthly networking and education programs to ensure you stay front of mind.

### **Demonstrate your products and services**

Having a trade exhibition at our Annual ARV Industry Conference and the ARV Regional Conference allows you to continually showcase your latest products and services.

### **Share your knowledge**

Our industry relies on ARV to be continually communicating the latest innovations, news and information. Our networking events, training workshops and of course our conferences can all provide opportunities for you to be speaking to, educating and building relationships with industry leaders and decision makers.

### **Build your networks and relationships**

An important ARV objective is to create opportunities, both formally and socially, for people to network and build relationships. Not only will ARV connect you, through our extensive calendar of conferences, networking events and educational workshops, with the leaders and decision makers of the aquatic and recreation industry. But we take pride in the fact, that over time, these same people will likely become your friends. To ARV they have become our family.

### **Engaging our industry**

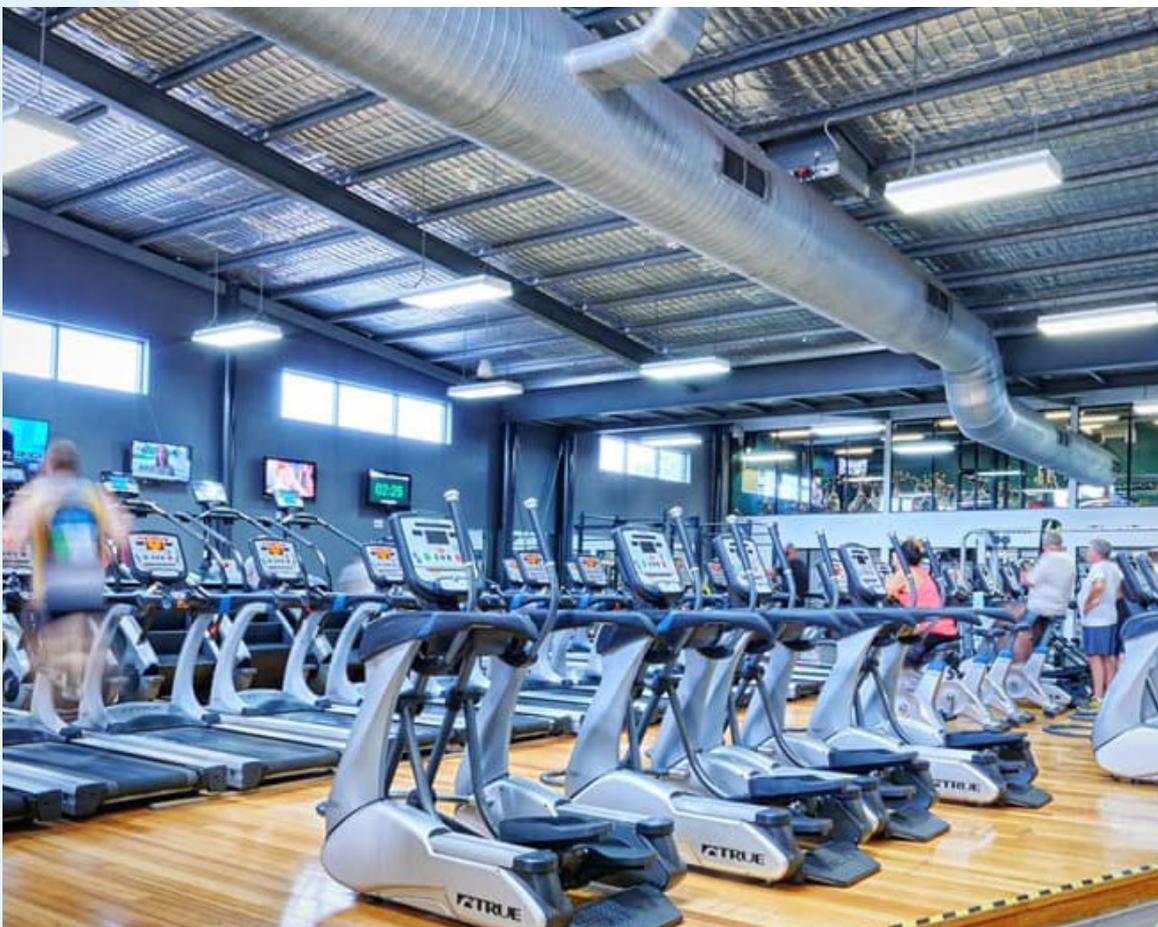
ARV is active on social media and sends monthly email newsletters to a database of over 3,000 industry leaders and decision makers. Constantly providing them with the latest news and information. The ARV email newsletters and social media channels are great ways to take your latest products, services and offers directly to your target market. Promotional opportunities through these channels are exclusive to members only.

### **Create commercial value**

Long-term partnerships will only be sustained if both partners are receiving value. ARV is passionate about creating commercial value for our partners. We work with each partner to create the sponsorship package that achieves your goals and compels you to be an ARV partner into the future.

If you have ideas on how ARV could partner and promote your company that are not contained in this Sponsorship Prospectus we would love to hear them. It is through this type of collaboration that innovation is created.

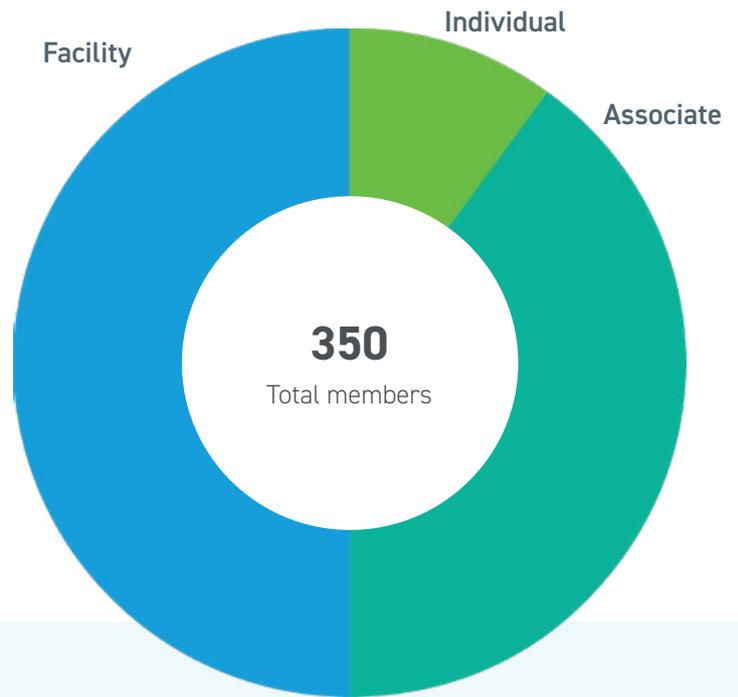
If you would like to connect with the owners, planners, builders, funders, operators and workforce of Victorian aquatic and recreation facilities then we invite you to consider becoming a sponsor and partner of Aquatics & Recreation Victoria



# 2022

## ARV AT A GLANCE

### ARV MEMBERS



### ARV NETWORKING AND STANDING COMMITTEES

- Operations Networking Committee
- Swim School Networking Committee
- Health Club Networking Committee
- Local Government Managers Committee
- Learning and Development Standing Committee
- Suppliers and Traders Committee

- Stadium Committee
- Local Government Contractors Committee
- Facility Management Committee
- Aquatic Recreation Network Australia (ARNA)
- Victorian Industry Leaders Group
- National Aquatics and Recreation Industry Leaders Group

### ARV Mailing List

**ARV Newsletter:** 3,500 - 30 Editions a year  
**Members Exclusive List:** 500 - weekly communication

### Christmas Party

**Attendees:** 75

### ARV SOCIAL MEDIA

**2,050**  
Followers  
**ARV Facebook**  
@aquaticsandrecreation

**713**  
Followers  
**ARV LinkedIn**  
@Aquatics and Recreation Victoria

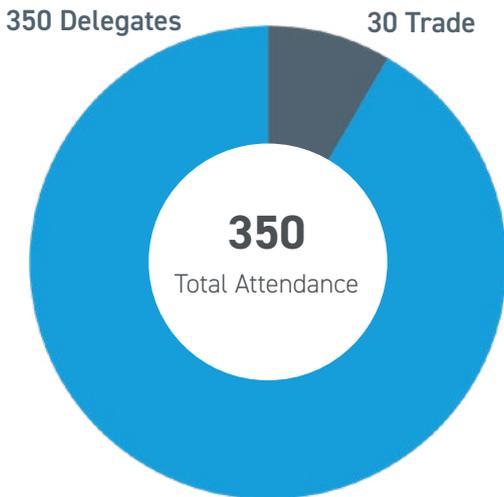
**854**  
Followers  
**ARV Instagram**  
@aquaticsandrecreationvic

**431**  
Followers  
**ARV Twitter**  
@AquaRecVic

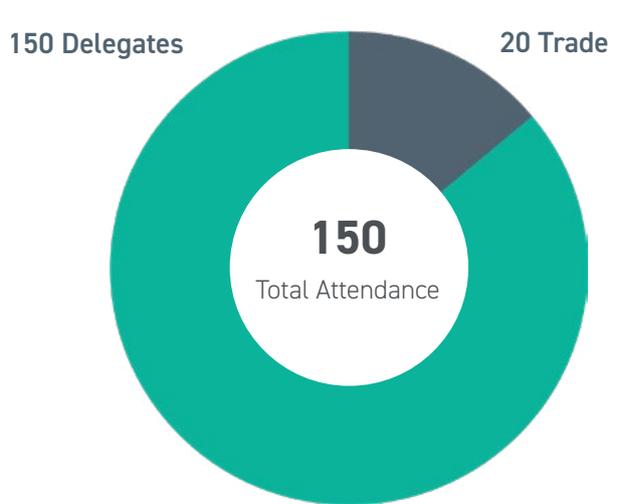
### ARV AWARDS



## METRO CONFERENCE ATTENDANCE



## REGIONAL CONFERENCE ATTENDANCE



**8,587**  
Followers  
VICSWIM Facebook  
@VICSWIMSummerKidz

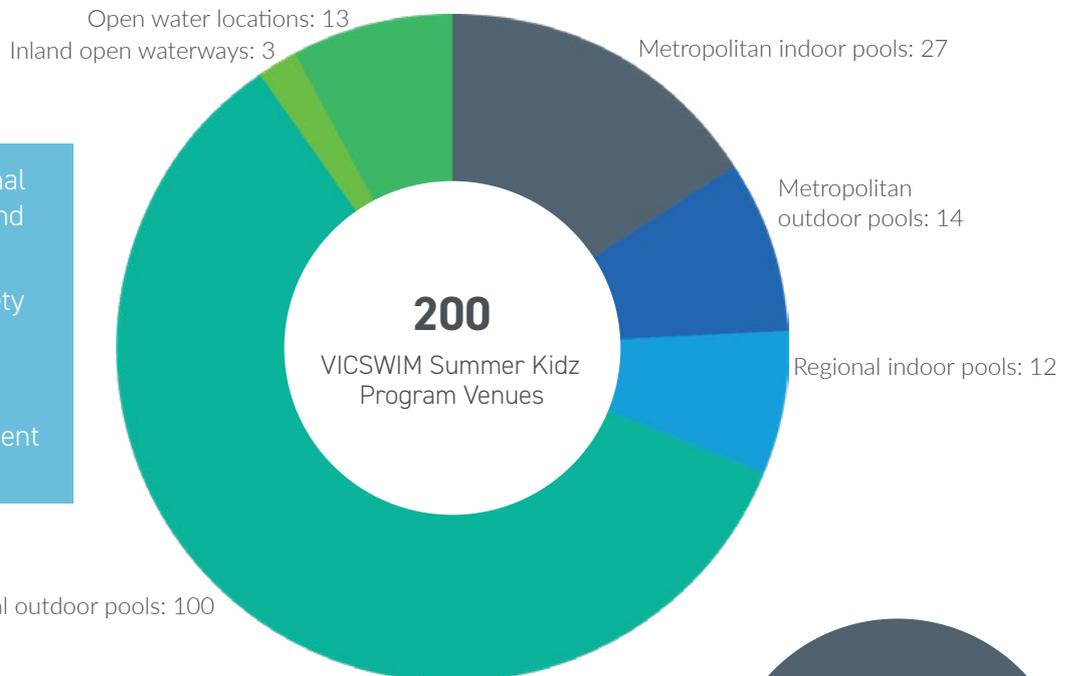
**949**  
Followers  
VICSWIM Instagram  
@vicswimsummerkidz

**500** Swim teachers, Regional Coordinators, Lifeguards and administration staff

**34,660** hours of water safety education delivered

**17,000** Enrolments

**71** out of **76** local government areas hosted the program



## VICSWIM Mailing List

Parents and Participants Mailing List: 19,000 subscribers



**210**  
Facilities supported with Play it Safe by the Water merchandise





# 2022

**INDUSTRY EVENTS  
AND SERVICES**

# ARV Industry Awards and Gala Dinner

A highlight of the year within the aquatic and recreation industry.

Attended by 750 industry leaders and decision makers, the awards night celebrates the achievements and contribution of the 150 award nominees and the programs and facilities that make up the Victorian aquatic and recreation industry.

The prestigious ARV awards night is set to an amazing theme each year and made even more memorable by outstanding music and entertainment.

Held in June each year, at one of Melbourne's most prestigious venues, hosted by Channel 9 Melbourne's Tony Jones and Clint Stanaway, this event is advertised extensively within the industry and is an amazing opportunity to show case your organisation.

## Showcasing your brand

The ARV Industry Awards and Gala Dinner creates the opportunity to promote your organisation via:

- Naming rights and event branding
- Sponsorship and presentation of awards
- Your logo included on all advertising, tickets and promotional material
- Photo booth sponsor

These awards provide ongoing exposure with social media coverage, print media and mainstream media continuing to promote each award winner long after the gala event.





# ARV Industry Conference

**The annual ARV Industry conference brings together, for three days, over 350 industry leaders and decision maker each year to exchange ideas, experiences and knowledge.**

A program of high-profile speakers and expert panels are complimented by an extensive trade exhibition with industry suppliers showcasing their latest products and services. The ARV annual conference is rounded off with a number of networking and social activities designed to allow personal relationships to be made and developed.

The conference also includes a day of site tours of Melbourne's newly built and refurbished Aquatics and Recreation Facilities.

## Showcasing your brand

The ARV Industry Conference creates the opportunity to promote your organisation via:

- Naming rights and event branding
- Sponsoring components of the conference (e.g. networking drinks keynote presenters)
- Demonstrating your products and services as part of the Trade Exhibit
- Presenting a session or sitting on an expert panel as part of the conference program
- Inclusion of your marketing material in delegate packs • Your logo included on all conference advertising, tickets and promotional material
- Access to the conference delegate list
- Lanyard sponsor
- Conference room sponsor



# ARV Regional Conference

**While smaller than the annual ARV Industry conference, the ARV Regional Conference brings together over 150 facility managers, aquatic co-ordinators, local government and state government staff and facility staff from the very difficult to access regional Victorian facilities.**

Like the ARV industry conference, this two day conference programs complimented by a number of networking and social opportunities and the hugely popular trade display comprising a range of exhibitors and industry suppliers.

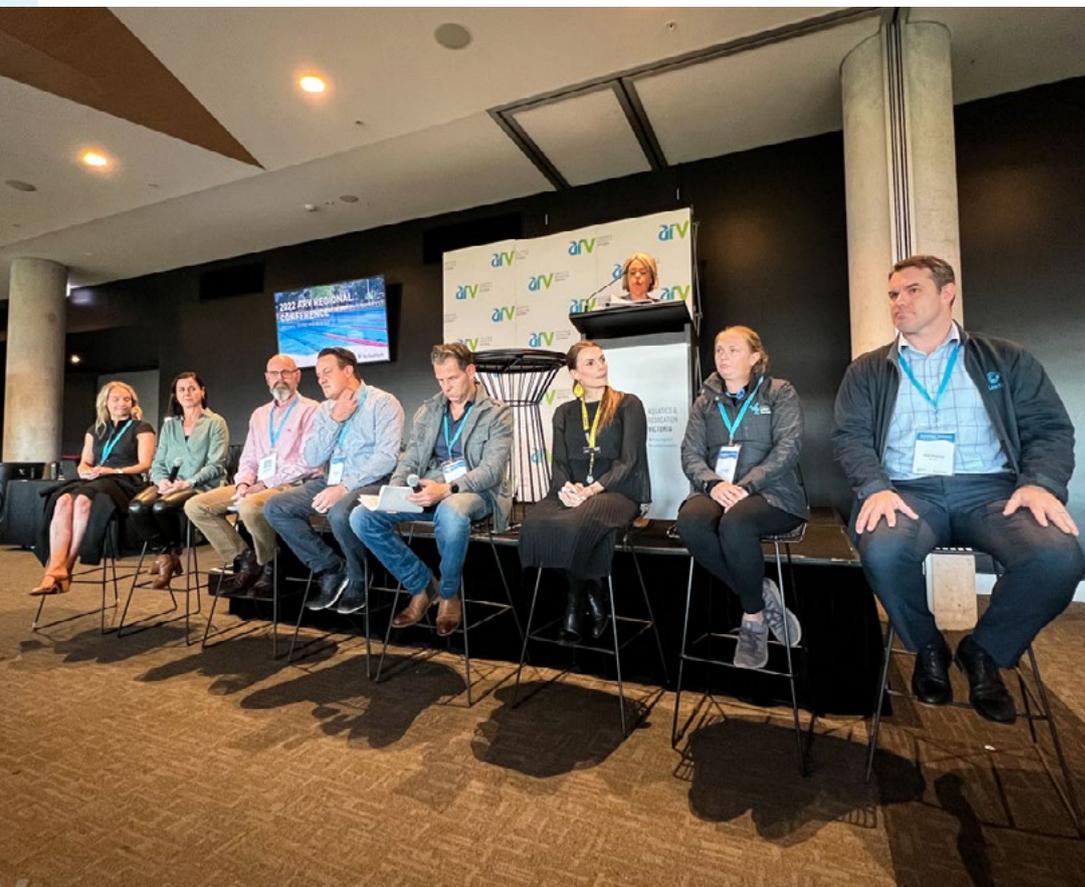
With many conference delegates staying overnight, this conference is a great opportunity to build relationships in a very laid back country setting which culminates at the popular networking dinner and drinks.

The conference also includes a day of site tours of the region's newly built and refurbished Aquatics and Recreation Facilities.

## Showcasing your brand

The ARV Regional Conference creates the opportunity to promote your organisation via:

- Naming rights and event branding
- Sponsoring components of the conference (e.g. networking dinner)
- Demonstrating your products and services as part of the Trade Exhibit
- Presenting a session or sitting on an expert panel as part of the conference program
- Inclusion of your marketing material in delegate packs
- Your logo included on all conference advertising, tickets and promotional material
- Access to the conference delegate list
- Lanyard sponsor



# ARV Standing and Networking Committees and Workshops

*ARV brings together nine different industry groups. Each group meets at least quarterly, bringing together between 20 – 60 industry leaders to each session to discuss issues specific to their niche.*

*Participation in the ARV standing committees and networking workshops allows you to build deeper relationships with regularly returning participants while sharing your expertise and wisdom.*

## **ARV Facility Management Standing Committee**

This Committee is responsible for considering Aquatics and Recreation facility management issues and provide advice on the following matters, including:

- Human resource management, operational matters, professional staff development opportunities, sustainable management practices, future trends in service delivery and facility and asset management.
- Examination of broader facility planning, design and funding, the impact of current or proposed Government policy on the management of Aquatics and Recreation facilities and consideration of the strategic positioning of the industry.

## **ARV Learning and Development Standing Committee**

This committee is responsible for considering current issues surrounding the industry's general training and education requirements and associated professional development needs. The committee works to ensure that the ARV Board is fully informed on these matters and that ARV can respond accordingly. The Committee is made up of industry training providers, industry and university/TAFE bodies, local government representatives, operators and managers. The Committees issues around:

- Identification of industry skills needs, industry gaps and training requirements, implementation and consideration of applicable industry training packages, provision of advice and feedback to government and matching professional development needs to enhance performance across the local government sector (including aquatic, health and wellness programs, customer service, facility management and health club operations)
- Developing, considering or implementation of industry guidelines or codes applicable to training, education and professional development, advocacy to appropriate bodies to attend to identified training gaps and provision of high-level advice to the ARV Board.

## **ARV Swim School Networking Committee**

The ARV Swim School Committee attracts swim school coordinators, managers and team leaders that come together quarterly to discuss aquatic knowledge, water safety and learn to swim techniques. This meeting is a professional development and networking committee that focuses on:

- Benchmarking
- Collaboration
- Water safety
- Swim teachers/qualifications
- Recruitment

## **ARV Operations Networking Committee**

The ARV Operations Networking Committee attracts operation coordinators, managers and team leaders that come together quarterly to discuss operating knowledge and management techniques. This meeting is a professional development and networking committee that focuses on:

- Qualifications
- Recruitment
- Risk/OHS
- Policy and procedures
- Lifeguarding, scheduling, duty managers
- Benchmarking
- Collaboration

## **ARV Health Club Networking Committee**

The ARV Health Club Networking Committee is an opportunity for health club coordinators, managers and team leaders to come together quarterly and discuss health and fitness knowledge and dry-programming techniques. This meeting is a professional development and networking committee that focuses on:

- Programming
- Wellness
- Qualifications
- Equipment
- Benchmarking
- Collaboration
- Recruitment



## **Aquatic Recreation Network Australia**

ARNA comprises of the peak bodies of all states in Australia including representatives from Tasmania and Northern Territory.

The purpose of this bi-monthly Networking Committee facilitated by ARV is to provide information sharing, networking and collaboration between state peak associations and representatives and deliver Aquatic and Recreation Industry project support and advocacy at a national level.

## **ARV Local Government Managers Networking Committee**

What is the Purpose of the Group?

Continue the Local Government operators support network – sharing stories, learnings, experiences, challenges, data and innovation ideas.

Be a strong voice for the local government managed sector – to influence, advocate, lobby and educate the decision-makers.

Create strategic opportunities – focused time to get out of your business and grow your knowledge to adapt to industry changes, threats and emerging opportunities.

Staying relevant and competitive – COVID has shown everyone how fragile the aquatic and leisure sector is when confronted with pandemics or business disruptions. Being well connected and unified builds resilience and the capacity of the group to pivot quickly.

Provide mental health support – these challenging times have tested teams to breaking point with many staff leaving the sector. Having colleagues to provide support, advice and mentoring is an important element of not being isolated when confronting similar business or team culture challenges.

Participate in regular catch-ups – the group will meet quarterly via video conference and where possible face to face twice per year to stay connected and engaged with the Strategic Plan

## **ARV National Industry Leaders Group**

This committee includes national representation from all management companies and industry consultants.

The purpose of the National Industry leaders' group is to:

- Provide information sharing, networking, collaboration and enhanced integration between key Victorian Aquatic and recreation representatives
- Support National Industry engagement, coordination and advocacy
- Stronger alignment and roles between Federal, State and Local Governments

## **ARV Stadium Networking Committee**

A newly-formed committee to service those centres and stand-alone facilities that incorporate stadiums into their curriculum. This network is open to those who run, manage and support basketball stadiums in addition to health and fitness managers who may use the area and facility for multi-purpose spaces.

## **ARV Victorian Industry Leaders Group**

The Victorian Aquatic and Recreation Industry Leaders Group was established in March 2020 as an alliance of industry bodies for the aquatics, recreation, and leisure facilities industry in Victoria following the outbreak of the COVID-19 pandemic. The purpose of this groups establishment was to support Victorian industry engagement, coordination and advocacy following the outbreak of the COVID-19 pandemic. The representation of CEO's from all 5 management companies, SRV, LSV and MAV, determined a range of strategic opportunities for focus in 2021. These include:

- Further Advocacy, Industry coordination opportunities
- Enhanced integration between Government departments
- Stronger alignment and roles between Federal, State and Local Governments
- Investment in the development of ongoing evidence base
- Reconfirming/redesigning Victorian Aquatics and Recreation Industry

## **ARV Local Government Contractors Networking Committee**

What is the Purpose of the Group?

Continue the Local Government contract support network – sharing stories, learnings, experiences, challenges, data and innovation ideas.

Be a strong voice for management operators – to influence, advocate, lobby and educate.

Create strategic opportunities – focused time to get out of your business and grow your knowledge to adapt to industry changes, threats and emerging opportunities.

Staying relevant and competitive – COVID has shown everyone how fragile the aquatic and leisure sector is when confronted with pandemics or business disruptions. Being well connected and unified builds resilience and the capacity of the group to pivot quickly.

Participate in Regular catch ups – the group will meet quarterly via video conference and where possible face to face twice per year to stay connected and engaged with the Strategic Plan.

## **ARV Traders and Suppliers Networking Committee**

A networking committee for all ARV Trade and Supplier members where discussions are held about how to support the Aquatics and Recreation industry and how to better service the industry needs and requirements. The networking committee is also an opportunity for reflection on ARV events and how increased networking amongst trade and delegates can be achieved.



# ARV Christmas Party

Continuing the theme of creating networking opportunities the annual ARV Christmas party brings together over 60 industry representatives in a very social setting.

The ARV Christmas Party is an industry wide event to celebrate the end of a year with networking opportunities with aquatic and recreation staff and suppliers from around Victoria.



## Advancing Women in Aquatics and Recreation

A brand new program for ARV, this year we partnered with the director of Advancing Women in Sport and Recreation, Michelle Redfern to deliver the inaugural Advancing Women in Aquatics & Recreation Industry Program. 20 energetic women from across the sector participated in 6 workshops which included learning, networking, business and commercial skills development along with guest presentations from executive female industry leaders. The program delivers 3 critical outcomes for our industry:

- Increase the leadership capacity and business acumen of the participants
- Inspire current and next generation leaders through leadership journey sharing from our program Ambassadors
- Networking and community building opportunities for female leaders within the aquatic and recreation sector



*water safety since 1976*  
**VICSWIM**

The VICSWIM program is an intensive learn to swim program held over the first three weeks of January each year. The program introduces children to swimming and survival skills during 30 minute lessons, conducted over five consecutive days.

Since the VICSWIM program was first launched in 1976, it has grown to become a much loved program, now having taught generations of Victorians to swim. The VICSWIM program attracts 17,000 enrolments across 200 Victorian venues and is delivered by nearly 365 swim teachers.

The VICSWIM Summer Kidz Program is supported by extensive:

- Email marketing to over 19,000 parents on the VICSWIM database
- Social media
- Regional and local media picking up the program

#### **Showcasing your brand**

The VICSWIM Summer Kidz Program creates the opportunity to promote your organisation via:

- Naming rights and branding
- Your logo included on all advertising and promotional material
- ARV can email the over 4,000 participating families, 200 venues and over 365 swim teachers your offers and messages
- Inclusion of your brand in the VICSWIM marketing

# Partners in Wellbeing Initiative

ARV has a dedicated Mental Health and Wellbeing Consultant, Psychologist, Adele Bergin. Adele is funded as part of the Victorian Government's Partners in Wellbeing program.

Adele is available to provide free, 1:1 support sessions for all employees in the aquatics and recreation industry. This service is free and confidential. Any employee – including casuals – can access this service without their employer or ARV knowing.

We know that young people in particular are vulnerable to high levels of psychological distress, with 75% of all mental health problems emerging before the age 25.

This service may be particularly beneficial for any young staff who are finding it difficult to access mental health services at the moment, due to low availability or financial constraints.

Adele can also provide individual consultations to managers regarding how to create mentally healthy workplaces and manage staff mental health problems, as well as team workshops related to building resilience, managing stress, and preventing burnout.

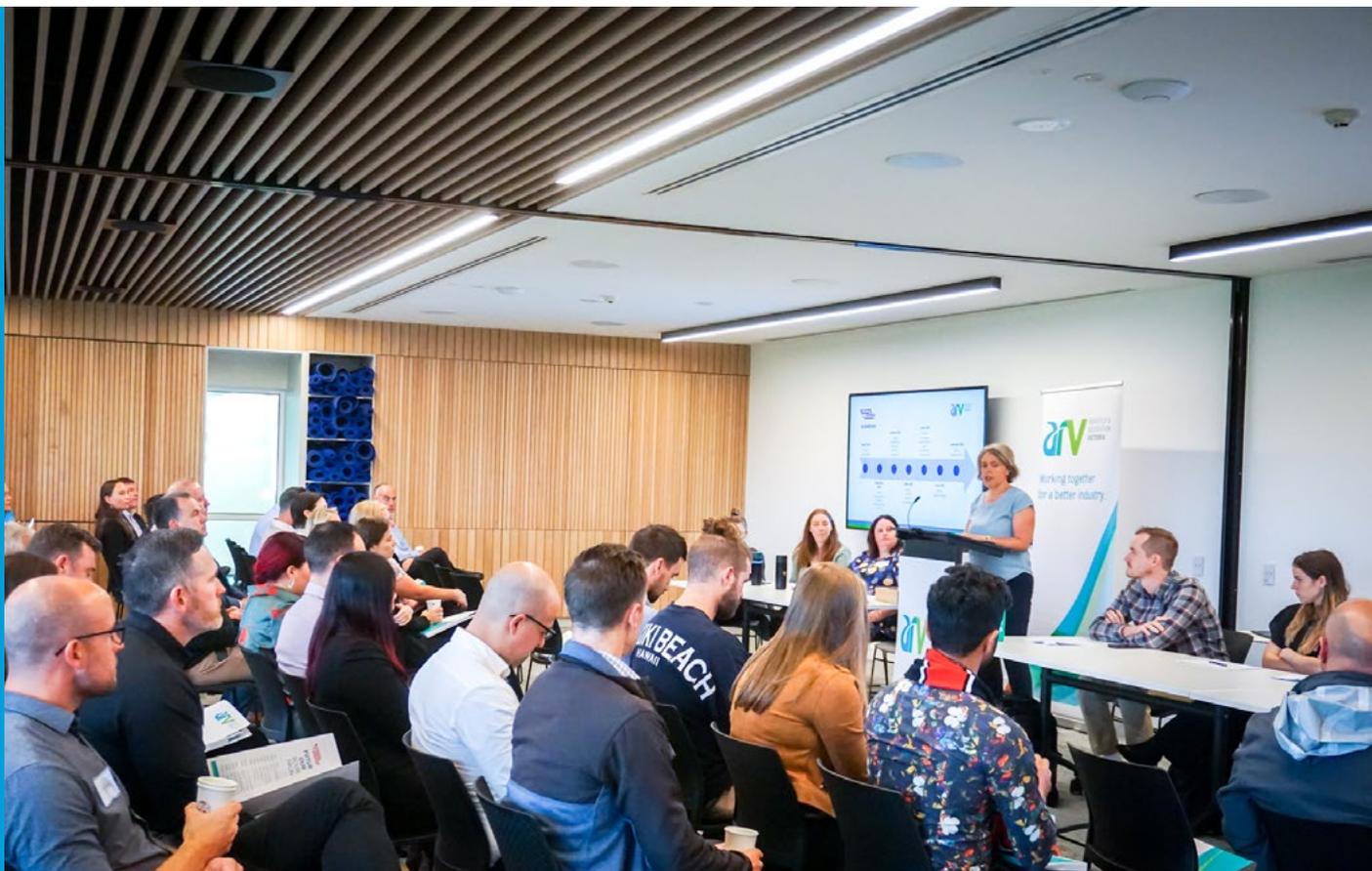


## ***EMERGENT***

The Aquatics and Recreation Victoria Leadership Program EMERGENT is an all-new dynamic professional development program for aquatics and leisure professionals to grow as industry leaders.

The vision for the ARV Leadership Program is to develop leaders from across the sector who have the passion and drive to contribute to the growth and success of the sector across Victoria. The EMERGENT program is for aspiring and current leaders who seek an innovative approach to leadership development to drive innovation and growth in their careers. A key part of the EMERGENT program is connecting candidates with inspirational mentors who assist candidates with their growth and learnings.

The EMERGENT program is application-only and is conducted once a year.



AQUATICS & RECREATION VICTORIA

# INDUSTRY SEMINARS

ARV regularly conducts Industry Breakfast seminars year-round on specific topics affecting the industry. These events include expert speakers, peer-to-peer presentations, site tours and networking.

There are many upcoming Breakfast seminars, have a look at our events page for upcoming dates.



# ARV Industry Databases and Digital Communications

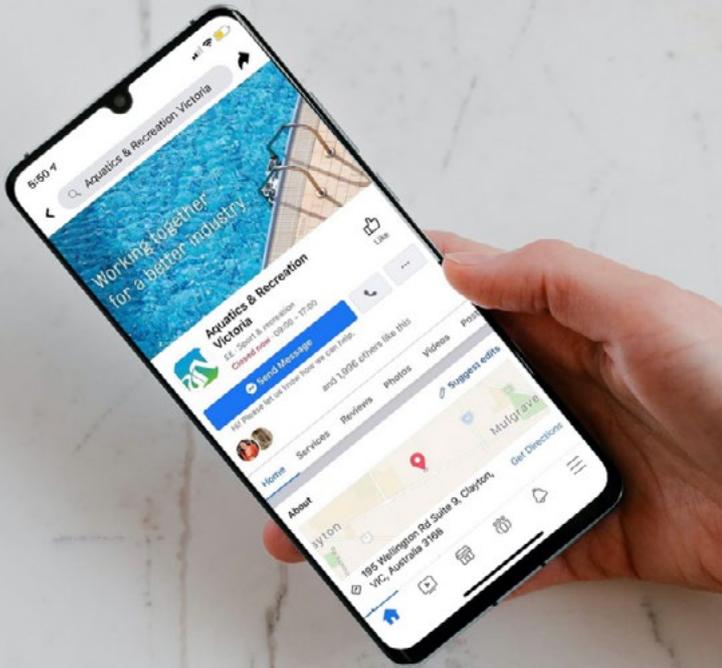
## ARV has a range of industry databases including:

- 5,000 industry leaders and decision makers
- Over 3000 facility contact details
- Over 500 swim teachers
- Over 19,000 parents whose children have participated in the annual VICSWIM Summer Kidz Program
- Complete list of all 79 Council Sport & Recreation Managers

We engage this huge audience through a comprehensive digital marketing strategy which includes a combination of extensive social media activity and effective email newsletters.

ARV can use its digital platforms to create a social media and email newsletter strategy that shares your message, products, services and specials. We can do this effectively by creating content and stories relevant to your organisation and including them in our regular newsletters or we can create a strategy that specifically promotes your message through single message "advertising emails" and social media posts.





# ARV Mailing Lists

- 3,500 ARV Fortnightly Newsletter
- 500 ARV Exclusive Members
- 19,000 VICSWIM Parents and Participants
- 275 VICSWIM Host Venue Contacts
- 365 VICSWIM Teachers
- 5,000 Industry Database

# ARV Social Media

**ARV Facebook** @aquaticsandrecreation  
2,050 Followers  
2,500 Average impressions each month

**ARV Instagram** @aquaticsandrecreationvic  
854 Followers  
1,412 Average monthly impressions

**ARV LinkedIn** @Aquatics & Recreation Victoria  
713 Followers  
3,096 Average monthly impressions

**ARV Twitter** @AquaRecVic  
431 Followers  
1,590 Average Monthly Impressions







# ARV

## SPONSORSHIP PACKAGES



# ARV Platinum Partner

**Total Value: \$47,590**

**Package cost: \$30,000**

*Includes ARV Membership*

## Event Branding

- Verbal acknowledgement as Platinum Partner by Master of Ceremonies in all welcome addresses
- Acknowledgement in all event media releases
- An option to provide a branded gift for guests or merchandise to be placed at each table setting for awards or conferences
- Opportunity to have a promotional package/flyer at each table setting or showbag in every event
- Your organisation's logo displayed throughout each event on all PowerPoint landing slides
- An opportunity to provide a display or promotion at the ARV Gala Awards Dinner
- An opportunity to provide two (2) promotional banners at each event
- First priority acknowledgement on promotional collateral for every event listed as the Platinum Partner in the lead up to all events, including logos on all Industry Alerts, website, social media and newsletters.
- Logo placement on any ticketing relevant for the event
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral for listed events
- An opportunity to include a prize draw for guests at the ARV Awards and ARV Metro/Regional Conference
- Complimentary photography for your organisation to use for future marketing objectives
- Acknowledgement on the ARV Awards Brochure and ARV Conferences programs
- Logo on all delegate registration forms
- Logo printed on delegate name tags
- Signage in registration areas (as supplied by the sponsor)
- One (1) Keynote or stream sponsorship, with acknowledgement by MC prior to address, at the ARV Industry Conference

## Putting your company up in lights

- Naming rights sponsor for ARV Industry Awards
- Naming rights sponsor ARV Industry Conference
- Naming rights sponsor ARV Regional Conference
- Naming rights sponsor ARV Christmas Party
- Platinum networking drinks sponsorship
- Platinum sponsor for two executive seminars
- Sponsorship of one (1) ARV Individual Awards
- Your logo on the trophy and the opportunity to present the award



### **Share your knowledge**

- Participate in the ARV Industry Conference and the ARV Regional Conference as a panellist or presenter
- Presentation to one Standing Committee or Networking Workshop
- A short presentation to outline your new product and other promotional activities as agreed upon for two events per year

### **Demonstrate your products and services**

- Four (4) editorial opportunities in the ARV newsletter per year to 3,000 recipients.
- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for ARV Industry Conference and ARV Regional Pools Conference

### **Build your networks and relationships**

- Fifteen (15) complimentary tickets to the ARV Awards Dinner
- Four (4) ARV Industry Conference registrations (includes 4 tickets to the Conference Networking Drinks Function).
- Four (4) regional conference registrations (includes 4 tickets to the Dinner Function).
- Four (4) Christmas Party registrations
- Four (4) Networking Drinks registrations
- Four (4) Executive Seminar registrations

### **Engaging our industry**

- The opportunity for a representative from your organisation to officially welcome guests at the commencement of events listed
- Invitation to host a networking lunch organised by ARV.
- Exclusive Presenting rights for each event – eg: The Awards Dinner would be known as the Aquatics and Recreation Awards Dinner presented by “(organisation name)”

### **Creating commercial value**

- Two (2) electronic banner advertisement on the ARV website per year
- Access to an electronic delegate list before and after each event
- Send four (4) news articles via ARV Newsletters
- Share at least 12 “Call to action” social posts promoting our Platinum Partners products or services

# ARV Gold Partner

**Total Value: \$21,340**

**Package cost: \$15,000**

*Includes ARV Membership*

## Putting your company up in lights

- Gold sponsor of the ARV Industry Awards
- Gold sponsor of the ARV Industry Conference
- Gold sponsor of the ARV Regional Conference
- Gold sponsor of the ARV Christmas Party
- Gold sponsor of the networking drinks
- Gold sponsor for one executive seminars
- Sponsorship of one (1) ARV Individual Awards
- Your logo on the trophy and the opportunity to present the award

## Event Branding

- Verbal acknowledgement as Gold Partner by Master of Ceremonies in all welcome addresses
- Acknowledgement in all event media releases
- An option to provide a branded gift for guests or merchandise to be placed at each table setting for awards or conferences
- An opportunity to provide a promotional package/flyer at each table setting or showbag in every event
- Your organisation's logo displayed throughout each event on all PowerPoint landing slides
- Opportunity to have two (2) promotional banners at each event
- First priority acknowledgement on promotional collateral for every event listed as the Gold Partner in the lead up to all event, including logos on all Industry Alerts, website, social media and newsletters.
- Logo placement on any ticketing relevant for the event
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral for listed events
- An opportunity to include a prize draw for guests at the ARV Awards and ARV Metro/Regional Conference
- Complimentary photography for your organisation to use for future marketing objectives
- Acknowledgement on the ARV Awards Brochure and ARV Conferences programs
- Logo on all delegate registration forms
- Logo printed on delegate name tags
- Signage in Event registration areas (to be supplied by the sponsor)
- One (1) Keynote or stream sponsorship, with acknowledgement by MC prior to address, at the ARV Industry Conference

## Demonstrate your products and services

- Two (2) editorial opportunities in the ARV newsletter per year to 3,000 recipients.
- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for ARV Industry Conference and ARV Regional Conference

## Share your knowledge

- Participate in the ARV Industry Conference and the ARV Regional Conference as a panellist or presenter
- Presentation to one Standing Committee or Networking Workshop
- A short presentation to outline your new product and other promotional activities as agreed upon for two events per year

## Build your networks and relationships

- Eight (8) complimentary tickets to the ARV Awards Dinner
- Two (2) ARV Industry Conference registrations (includes 2 tickets to the Conference Networking Drinks Function).
- Two (2) regional conference registrations (includes 2 tickets to the Dinner Function).
- Two (2) Christmas Party registrations
- Two (2) Networking Drinks registrations
- Two (2) Executive Seminar registrations

## Engaging our industry

- The opportunity for a representative from your organisation to officially welcome guests at the commencement of events listed
- Invitation to host a networking lunch organised by ARV.

## Creating commercial value

- Two (2) electronic banner advertisement on the ARV website per year
- Access to an electronic delegate list before and after each event
- Send two (2) emails per year to the ARV database promoting our Gold Partners products or services.
- Share at least 4 social posts promoting our Gold Partners products or services



# ARV Silver Partner

**Total Value: \$15,700**

**Package cost: \$10,000**

*Includes ARV Membership*

## Putting your company up in lights

- Silver sponsor of the ARV Industry Awards
- Silver sponsor of the ARV Industry Conference
- Silver sponsor of the ARV Regional Conference
- Silver sponsor of the ARV Christmas Party Sponsor
- Silver sponsor for one executive seminar
- Sponsorship of one (1) ARV Individual Awards
- Your logo on the trophy and the opportunity to present the award

## Demonstrate your products and services

- One (1) editorial opportunities in the ARV newsletter per year to 3,000 recipients.
- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for ARV Industry Conference and ARV Regional Pools Conference

## Event Branding

- Verbal acknowledgement as Silver Partner by Master of Ceremonies in all welcome addresses
- Acknowledgement in all event media releases
- An option to provide a branded gift for guests or merchandise to be placed at each table setting for awards or conferences
- An opportunity to provide a promotional package/flyer at each table setting or showbag in every event
- Your organisation's logo displayed throughout each event on all PowerPoint landing slides
- An opportunity to provide one (1) promotional banners at each event
- Acknowledgement on promotional collateral for every event listed as the Silver Partner in the lead up to all event, including logos on all Industry Alerts, website, social media and newsletters.
- Logo placement on any ticketing relevant for the event
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral for listed events
- An opportunity to include a prize draw for guests at the ARV Awards and ARV Industry Conference and ARV Regional Pools Conference
- Complimentary photography for your organisation to use for future marketing objectives
- Acknowledgement on the ARV Awards Brochure and ARV Conferences programs
- Logo on all delegate registration forms
- Logo printed on delegate name tags

## Share your knowledge

- A short presentation to outline your new product and other promotional activities as agreed upon for two events per year



### **Build your networks and relationships**

- Six (6) complimentary tickets to the ARV Awards Dinner
- Two (2) ARV Industry conference registrations (includes 2 tickets to the Conference Networking Drinks Function).
- Two (2) Regional conference registrations (includes 2 tickets to the Dinner Function).
- Two (2) Christmas Party registrations
- Two (2) Networking Drinks registrations
- Two (2) Executive Seminar registrations

### **Creating commercial value**

- Two (2) electronic banner advertisement on the ARV website per year
- Access to an electronic delegate list before and after each event
- Send two emails per year to the ARV database promoting our Silver Partners products or services.
- Share at least 2 social posts promoting our Gold Partners products or services





# ARV Bronze Partner

**Total Value:** \$6,100

**Package cost:** \$5,000

*Includes ARV Membership*

## Putting your company up in lights

- Bronze sponsor of the ARV Industry Awards
- Bronze sponsor of the ARV Industry Conference
- Bronze sponsor of the ARV Regional Conference
- Bronze sponsor of the ARV Christmas Party Sponsor
- Sponsorship of one (1) ARV Individual Awards
- Your logo on the trophy and the opportunity to present the award

## Event Branding

- Verbal acknowledgement as Bronze Partner by Master of Ceremonies in all welcome addresses
- Acknowledgement in all event media releases
- An opportunity to provide a promotional package/flyer at every event
- Your organisation's logo displayed throughout each event on all PowerPoint landing slides
- An opportunity to provide one (1) promotional banner at each event
- Acknowledgement on promotional collateral for every event listed as the Bronze Partner in the lead up to all event, including logos on all Industry Alerts, website, social media and newsletters.
- Logo placement on any ticketing relevant for the event
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral for listed events
- An opportunity to include a prize draw for guests at the ARV Awards and ARV Industry Conference and ARV Regional Pools Conference
- Complimentary photography for your organisation to use for future marketing objectives
- Acknowledgement on the ARV Awards Brochure and ARV Conferences programs
- Logo on all delegate registration forms

## Build your networks and relationships

- Three (3) complimentary tickets to the ARV Awards Dinner
- Two (2) ARV Industry conference registrations (includes 2 tickets to the Conference Networking Drinks Function).
- Two (2) Regional conference registrations.
- Two (2) Christmas Party registrations



# ARV Supporter Partner

**Total Value:** \$4,000

**Package cost:** \$3,500

*Includes ARV Membership*



## **Putting your company up in lights**

- Supporter sponsorship of the ARV Industry Conference
- Supporter sponsorship of the ARV Regional Conference

## **What the package includes**

- Two (2) metro conference registrations
- Two (2) ARV Regional Conference registrations
- Trade booth at both Industry and Regional Conference
- Supporter Partner acknowledgment rights for each event
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral for listed events
- Verbal acknowledgement as Supporter Partner by Master of Ceremonies in all welcome addresses
- Access to an electronic delegate list before and after each event
- An opportunity to include a prize draw for guests at the ARV Awards and ARV Metro/Regional Conference

# Partnership Opportunities

Picking the right package for your organisation

## PACKAGE PRICE:

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
	\$30,000	\$15,000	\$10,000	\$5,000	\$3,500
ARV Membership	Y	Y	Y	Y	Y
Naming rights sponsor of ARV Industry Awards	Y				
Naming rights sponsor of ARV Industry Conference	Y				
Naming rights sponsor of ARV Regional Conference	Y				
Naming rights sponsor of ARV Christmas Party	Y				
Sponsor of ARV Industry Awards	Y	Y	Y	Y	
ARV Industry Conference sponsor	Y	Y	Y	Y	Y
ARV Regional Conference sponsor	Y	Y	Y	Y	Y
ARV Christmas Party sponsor	Y	Y	Y	Y	
Networking drinks sponsorship	Y	Y			
Sponsor for Executive seminars	2	1	1		
Sponsorship of ARV Individual Awards	2	1	1	1	
Opportunity to present award and have your logo on trophy	Y	Y	Y	Y	
Verbal acknowledgement as Partner in all welcome addresses	Y	Y	Y	Y	Y
Acknowledgement in all event media releases	Y	Y	Y	Y	
Option to provide a branded gift or merchandise to be placed at each table setting for awards or conferences	Y	Y	Y		
Opportunity to provide a promotional package/flyer at each table setting or showbag in every event	Y	Y	Y	Y	
Logo displayed at each event on all PowerPoint landing slides	Y	Y	Y		
Opportunity to provide a display/promotion at the ARV Awards Dinner	Y				
Opportunity to provide promotional banners at each event	2	2	1		
Acknowledgement on promotional collateral for every event	Y	Y	Y	Y	Y
Logo placement on any ticketing	Y	Y	Y		
Acknowledgement of your organisation and logo on all printed collateral for listed events	Y	Y	Y	Y	
Opportunity to include a prize draw for guests at the ARV Awards and ARV Metro/Regional Conference	Y	Y	Y	Y	Y
Complimentary photography for your future marketing	Y	Y	Y	Y	
Acknowledgement on the ARV Awards brochure and ARV Conferences programs	Y	Y	Y	Y	
Logo on all delegate registration forms and name tags	Y	Y	Y		
Signage in Event registration area (as supplied by the sponsor)	Y	Y			
Editorial opportunities in the ARV newsletter	4	2	1	1	
Trade space at ARV Industry and Regional Conferences	1	1	1	1	
Participate in the ARV Industry Conference and the ARV Regional Conference as a panellist or presenter	Y	Y			
Presentation to Standing Committee or Networking Workshop	1	1			
Short presentation to outline your new product or activities	2 Events per year	1 Event per year			
Tickets to the ARV Awards Dinner	15	8	6	3	
ARV Industry Conference registrations - including Networking Function tickets	4	2	2	2	
Regional conference registrations	4	2	2	2	
Christmas Party registrations	4	4	4	2	
Networking Drinks registrations	4	2	2		
Executive Seminar registrations	4	2	2		
The opportunity to officially welcome guests at events	Y	Y			
Invitation to host a networking lunch organised by ARV.	Y	Y			
Electronic banner advertisement on the ARV website per year	2	2	2	1	
Access to an electronic delegate list before and after each event	Y	Y	Y	Y	
Emails per year to the ARV database	4	2	2	1	
Social posts	6	4	2	1	



# ARV Industry Awards and Gala Dinner

## Naming Rights Partner

**Cost:** \$12,000

- Ten (10) complimentary tickets to the ARV Awards Dinner at Peninsula Docklands, Melbourne
- Sponsorship of two (2) ARV Individual Awards • On stage announcement and presentation your sponsored awards
- Verbal acknowledgement as Event Sponsor Partner by Master of Ceremonies in all welcome addresses
- Access to an electronic delegate list before and after each event
- Exclusive Presenting rights for each event – eg: The Awards Dinner would be known as the Aquatics and Recreation Awards Dinner presented by “(organisation name)”
- First priority acknowledgement on promotional collateral for every event listed as the Platinum Partner in the lead up to all event, including logos on all Industry Alerts, website, social media and newsletters.
- Logo placement on any ticketing relevant for the event
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral for listed events
- Acknowledgement in all event media releases
- An option to provide a branded gift for guests or merchandise to be placed at each table setting for awards or conferences
- An opportunity to provide a promotional package/flyer at each table setting or showbag in every event
- Your organisation’s logo displayed throughout each event on all PowerPoint landing slides
- An opportunity to provide a display or promotion at the ARV Awards Dinner and ARV Metro Conference
- An opportunity to provide two (2) promotional banners at each event
- Recognition of your sponsorship in the Award Night Program
- An opportunity to include a prize draw for guests at the ARV Awards
- Your logo on the trophy that you or your representative has the opportunity to award to the recipient on stage at ARV Awards
- Acknowledgement on the ARV Awards Brochure and ARV Conferences programs
- Logo on all delegate registration forms



## Individual Award Sponsor

**Cost:** \$2,000

- Sponsorship of One (1) ARV Individual Awards
- Two (2) complimentary tickets to the ARV Awards Dinner at Peninsula, Melbourne
- On stage announcement and presentation your sponsored awards
- Recognition of your sponsorship in the Awards Night Program

## Entertainment Sponsor

**Cost:** \$2,500

- Two (2) conference registrations (includes 2 tickets to the Conference Dinner)
- The opportunity for a representative from your organisation to officially welcome the band for the evening
- Acknowledgement as Conference Entertainment Sponsor in the ARV Conference program



# ARV Industry Conference

## Trade Exhibitor

**ARV Member:** \$2,200

**Non Member:** \$2,700

- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for the conference
- Two (2) conference registrations (includes 2 tickets to the Conference Networking Drinks Function).
- An opportunity to provide a promotional information for the digital delegates showbag

Please note: Additional exhibitor personnel are an additional \$85 per day

## Networking Drinks Sponsor

**Cost:** \$2,200

- Two (2) conference registrations (includes 2 tickets to the Conference Networking Drinks Function)
- The opportunity for a representative from your organisation to officially welcome guests at the networking drinks
- Acknowledgement as networking drinks sponsor in the ARV Conference program

## Naming Rights Major Sponsor

**Cost:** \$8,000

- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for the Conference
- Four (4) conference registrations (includes 4 tickets to the Conference Networking Drinks Function).
- Access to an electronic delegate list before and after each event
- Verbal acknowledgement as by the Conference emcee in all welcome addresses
- Participate in the ARV Industry Conference as a panellist or presenter
- Putting your organisation up in lights
- Acknowledgement on promotional collateral used in the lead up to the conference, including all Industry Alerts, website, social media and newsletters relating to the conference.
- The opportunity for a representative from your organisation to officially welcome guests at the commencement of the conference
- Signage in Event registration areas (to be supplied by the sponsor).
- An opportunity to include a prize in the "door prize" draw
- Complimentary photography for your organisation to use for future marketing objectives
- An option to provide a branded gift or merchandise to be placed in the delegates conference welcome pack
- An opportunity to provide a promotional package/flyer in each showbag
- Your organisation's logo displayed throughout each event on all PowerPoint landing slides
- Logo on all delegate registration forms
- Logo printed on delegate name tags
- Signage in Event registration areas (to be supplied by the sponsor)
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral



## ***Lanyard Sponsor***

**Cost:** \$1,500

- Your organisation logo printed on each delegate lanyard
- Acknowledgement as Lanyard Sponsor in the ARV Conference program

## ***Keynote Sponsor***

**Cost:** \$2,000

- Opportunity to display short promotion video prior to keynote address
- Acknowledgement as keynote sponsor in the ARV Conference program

## ***Delegate Gift Sponsor***

**Cost:** \$3,000

- Your organisation logo printed on each delegate gift
- Acknowledgement as delegate gift sponsor in the ARV Conference program

## ***Session Sponsor***

**Cost:** \$1,000

- Opportunity to display short promotion video prior to presentation
- Acknowledgement as keynote sponsor in the ARV Conference program



# ARV Regional Conference

## Major Sponsor

**Cost:** \$5,000

- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for the Conference
- Four (4) conference registrations (includes 4 tickets to the Conference Dinner Function).
- Access to an electronic delegate list before and after each event
- Verbal acknowledgement as by the Conference emcee in all welcome addresses
- Participate in the Conference as a panellist or presenter
- Putting your organisation up in lights
- Acknowledgement on promotional collateral used in the lead up to the conference, including all Industry Alerts, website, social media and newsletters relating to the conference.
- The opportunity for a representative from your organisation to officially welcome guests at the commencement of the conference
- Signage in Event registration areas (to be supplied by the sponsor).
- An opportunity to include a prize in the "door prize" draw
- Complimentary photography for your organisation to use for future marketing objectives
- An option to provide a branded gift or merchandise to be placed in the delegates conference welcome pack
- An opportunity to provide a promotional package/flyer in each showbag
- Your organisation's logo displayed throughout each event on all PowerPoint landing slides
- Logo on all delegate registration forms
- Logo printed on delegate name tags
- Signage in Event registration areas (to be supplied by the sponsor)
- Acknowledgement of your organisation and its logo on all printed marketing, promotional and advertising collateral

## Trade Exhibitor

**ARV Member:** \$2,200

**Non Member:** \$2,700

- One (1) allocated trade space including trestle table and two chairs (3m x 2m) for the conference
- Two (2) conference registrations (includes 2 tickets to the Conference Networking Drinks Function).
- An opportunity to provide a promotional information for the digital delegates showbag

Please note: Additional exhibitor personnel are an additional \$85 per day



## ***Dinner Sponsor***

**Cost:** \$2,000

- Two (2) conference registrations (includes 2 tickets to the Conference Dinner)
- The opportunity for a representative from your organisation to officially welcome guests to the dinner
- Acknowledgement as Conference Dinner Sponsor in the ARV Conference program

## ***Lanyard Sponsor***

**Cost:** \$1,000

- Your organisation logo printed on each delegate lanyard
- Acknowledgement as Lanyard Sponsor in the ARV Conference program

## ***Keynote Sponsor***

**Cost:** \$1,500

- Opportunity to display short promotion video prior to keynote address
- Acknowledgement as keynote sponsor in the ARV Conference program

## ***Delegate Gift Sponsor***

**Cost:** \$2,000

- Your organisation logo printed on each delegate gift
- Acknowledgement as delegate gift sponsor in the ARV Conference program

## ***Session Sponsor***

**Cost:** \$1,000

- Opportunity to display short promotion video prior to presentation
- Acknowledgement as keynote sponsor in the ARV Conference program



# ARV Membership

## Information



### Associate Member

\$740 incl. GST

**If your organisation is a local government body (council or shire), government department, commercial operator/management company, training organisation, consultancy, community organisation, peak body or trust, or a company that distributes or provides services, products and/or materials that support the aquatics and recreation industry, then your industry needs you to Get Involved, Become a Member, and Get Active!**

This membership category entitles you to receive:

- individual memberships that can be shared amongst your organisation's staff for event discounts;
- the ability to spread membership and professional development benefits across a range of staff
- preferential booking and access for staff to a wide range of professional development events at discounted prices including the ARV Industry Conference, industry breakfasts and lunches, seminars, workshops and study tours;
- Trade Expo – preferential booking opportunity to participate as an exhibitor at the ARV Industry Conference, Regional Pools Conference and various other events at the 'member only' rate;
- the opportunity to network and build relationships across the entire aquatics and recreation industry;
- the opportunity to join discussion forums and working groups on key issues;
- discounted 'member only' price for selected ARV industry services, incl. Strategic Consulting
- voting rights for one (1x) representative only at ARV's Annual General Meeting;
- the ability to nominate for the position of Convener of ARV's Standing Committees;
- the ability to nominate a representative to attend all ARV's Industry Standing Committee/networking committees,
- Members' area of the ARV website/log in portal;
- access to web resources and online forums;
- COVID-19 data, industry hub, guidelines and industry standards
- access to industry benchmarking information, industry guidelines, technical advice and research;
- access to regular ARV industry news via 'ARV Online' industry Email Alerts and ARV member visits
- complimentary business listing on the membership page of the ARV website;
- complimentary banner promotion on the ARV home page;
- ARV Advocacy representation to Victorian Government
- Access to 12 ARV Industry Networking Committee Groups including Swim School Committee
- Industry Upskilling, Professional Development, Industry Round Table inclusion
- New Industry Research Projects and Resources
  - Development of Industry Profile project
  - Redesign of Industry contracts and partnerships project
  - Increasing access to the Aquatics and Recreation Industry by vulnerable marginalized communities project
  - Environmental sustainability/reduction to Aquatic and Leisure Facilities operational costs project
  - Industry Workforce retention and attraction project
  - Digital content and Analytics – increasing attendance within industry project, COVID safe management, practices and future planning project, Industry awareness and recovery of the Victorian Community post COVID-19 project)
- access to ARV Industry Mental Health Practitioner
- tax deduction for your membership fee (see your tax agent for up to date advice)



## **Facility Member (incl. GST)**

**Seasonal - \$155**

**Three or more Facilities - \$400 each**

**Council or Large Facility - \$740**

**Private Swim Schools - \$160**

**If you represent an aquatic centre, fitness/leisure centre, sport and recreation facility, private swim school, education institution or an aquatic and recreation park, then your industry needs you to Get Involved, Become a Member, and Get Active!**

This membership category entitles you to receive:

- individual memberships that can be shared amongst your facility's staff for event discounts;
- the ability to spread membership and professional development benefits across a range of staff;
- preferential booking and access for staff to a wide range of professional development events at discounted prices including the ARV Industry Conference, industry breakfasts and lunches, seminars, workshops and study tours;
- preferred host of ARV's Swim Australia Teacher (SAT) courses;
- preferred host of VICSWIM branded activities;
- preferred host of industry water safety campaigns or activities such as "Play it Safe by the Water" and "Water Safety Week";
- the opportunity to network and build relationships across the entire aquatics and recreation industry;
- the opportunity to join discussion forums and working groups on key issues;
- discounted 'member only' price for selected ARV industry services, incl. Strategic Consulting;
- voting rights (for one representative only) at ARV's Annual General Meeting;
- the ability to nominate for the position of Convenor of ARV's Standing Committees;
- access to web resources and online forums;
- COVID-19 data, industry hub, guidelines and industry standards;
- access to industry benchmarking information, industry guidelines, technical advice and research;
- complimentary business listing on the membership page of the ARV website;
- complimentary banner promotion on the ARV home page;
- Members' area of the ARV website/log in portal;
- access to regular ARV industry news via 'ARV Online' industry Email Alerts and ARV member visits
- access to Active Kids Voucher Campaign
- ARV Advocacy representation to Victorian Government
- access to 12 ARV Industry Networking Committee Groups including Swim School Committee
- Industry Upskilling, Professional Development, Industry Round Table inclusion
- New Industry Research Projects and Resources:
  - Development of Industry Profile project
  - Redesign of Industry Contracts and Partnerships project
  - Increasing Access to the Aquatics and Recreation Industry by Vulnerable, Marginalized Communities project
  - Environmental sustainability/reduction to Aquatic and Leisure Facilities operational costs project
  - Industry Workforce Retention and Attraction project
  - Digital Content and Analytics – Increasing Attendance within Industry project
  - COVID Safe Management, Practices and Future Planning project
  - Industry awareness and recovery of the Victorian Community post COVID-19 project
- access to ARV Industry Mental Health Practitioner
- tax deduction for your membership fee (see your tax agent for up to date advice).

### **For more information contact:**

**Taya Phillips**

*ARV Member Services & Events Coordinator*

**Email:** [TPhillips@aquaticsandrecreation.org.au](mailto:TPhillips@aquaticsandrecreation.org.au)

**Phone:** (03) 9271 3800 **Mobile:** 0428 577 822

## Swim School Member

\$160 incl. GST

**If your swim school distributes or provides services, products and/or materials that support the aquatics and recreation industry, then your industry needs you to Get Involved, Become a Member, and Get Active!**

This membership category entitles you to receive:

- individual memberships that can be shared amongst your facility's staff for event discounts;
- the ability to spread membership and professional development benefits across a range of staff;
- preferential booking and access for staff to a wide range of professional development events at discounted prices including the ARV Industry Conference, industry breakfasts and lunches, seminars, workshops and study tours;
- preferred host of VICSWIM branded activities;
- preferred host of industry water safety campaigns or activities such as "Play it Safe by the Water" and "Water Safety Week";
- the opportunity to network and build relationships across the entire aquatics and recreation industry;
- the opportunity to join discussion forums and working groups on key issues;
- discounted 'member only' price for selected ARV industry services, incl. Strategic Consulting;
- voting rights (for one representative only) at ARV's Annual General Meeting;
- the ability to nominate for the position of Convenor of ARV's Standing Committees;
- access to web resources and online forums;
- COVID-19 data, industry hub, guidelines and industry standards;
- access to industry benchmarking information, industry guidelines, technical advice and research;
- complimentary business listing on the membership page of the ARV website;
- complimentary banner promotion on the ARV home page;
- Members' area of the ARV website/log in portal;
- access to regular ARV industry news via 'ARV Online' industry Email Alerts and ARV member visits
- COVID-19 data, industry hub, guidelines and industry standards;
- access to Get Active Kids Voucher Campaign
- ARV Advocacy representation to Victorian Government
- Access to 12 ARV Industry Networking Committee Groups including Swim School Committee
- Industry Upskilling, Professional Development, Industry Round Table inclusion
- New Industry Research Projects and Resources
  - Development of Industry Profile project
  - Redesign of Industry contracts and partnerships project
  - Increasing access to the Aquatics and Recreation Industry by vulnerable marginalized communities project
  - Environmental sustainability/reduction to Aquatic and Leisure Facilities operational costs project
  - Industry Workforce retention and attraction project
  - Digital content and Analytics – increasing attendance within industry project, COVID safe management, practices and future planning project, Industry awareness and recovery of the Victorian Community post COVID-19 project)
- access to ARV Industry Mental Health Practitioner
- tax deduction for your membership fee (see your tax agent for up to date advice)



Photo: Doug Ellis Monash

## Individual Member

\$180 incl. GST

**If you are a professional who works in the aquatics, recreation and leisure industry, your industry needs you to Get Involved, Become a Member, and Get Active!**

This membership category entitles you to receive:

- access to a wide range of professional development opportunities at the discounted member price;
- access to regular ARV industry news via 'ARV Online' industry email alerts;
- preferential booking and discounted 'member only' pricing for the ARV Industry Conference;
- preferential booking and discounted 'member only' pricing to professional development seminars and workshops including industry breakfasts, lunches and other industry events;
- preferential booking and discounted 'member only' price at ARV Industry Awards evening;
- the opportunity to network and build relationships across the entire aquatics and recreation industry;
- access to special 'member only' offers from ARV's commercial partners;
- invitation to participate on key member-only industry Standing Committees;
- access to members' only web resources and on-line forums;
- tax deduction for your membership fee (see your tax agent for up to date advice).

### The impacts created for ARV members include:

- Increased employment opportunities
- Strengthened individual and organisational capacity and capability,
- Increased knowledge eg trends, technology, business and professional development
- Growth in participation within facilities
- Facility and service innovation
- Strengthened industry relationships
- Access to critical industry resources
- Enhanced wellbeing for industry employees and Victorian Community
- Economic benefits for organisations and communities

### These membership initiatives assist ARV to enable industry outcomes including:

- Development of a successful, progressive, connected and impactful aquatics and recreation industry
- Increased sector capacity and capability
- Industry prosperity and workforce development





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