



VICSWIM Summer Kidz

2022 Program Report



Disclaimer

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VICSWIM Summer Kidz 2022

at a glance...

167

Venues
200 registered to host

41%

Growth of enrolments
in 5 years

22

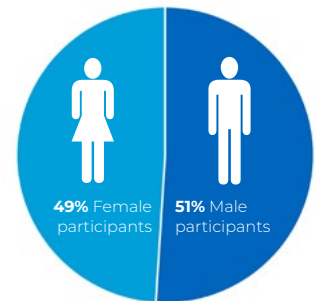
Number of participants in the
VICSWIM all-abilities pilot

18,651

Enrolments

14,678

Net enrolments
3,973 cancellations.



131

Regional Venues

3,196

Swimming and water safety lessons delivered

46.85%

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

45.60%

Program
Net Promoter Score



44

Metropolitan Venues

37%

of Venues charged an entry fee
to the facility

VICSWIM was conducted in **9** of the **top 10**
and **15** of the **top 20** municipalities with the
greatest socio-economic disadvantage.

320+

Staff employed across the program

270

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

TOP 5

VENUES:

- 1. Ivanhoe Aquatic Centre:** 908
(Metropolitan, Indoor Pool)
- 2. Ocean Grove:** 694
(Regional, Open Water)
- 3. Torquay, Cosy Corner:** 509
(Regional, Open Water)
- 4. Laverton Swim and Fitness:** 419
(Metropolitan, Indoor Pool)
- 5. Bluefit - Sandringham:** 375
(Metropolitan, Indoor Pool)

21

Regional Co-ordinators

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

10

Venues held VICSWIM for the first time

20

Administrative Staff

68%

of VICSWIM venues impacted by COVID-19

45,000+

Hours of water safety education delivered

78%

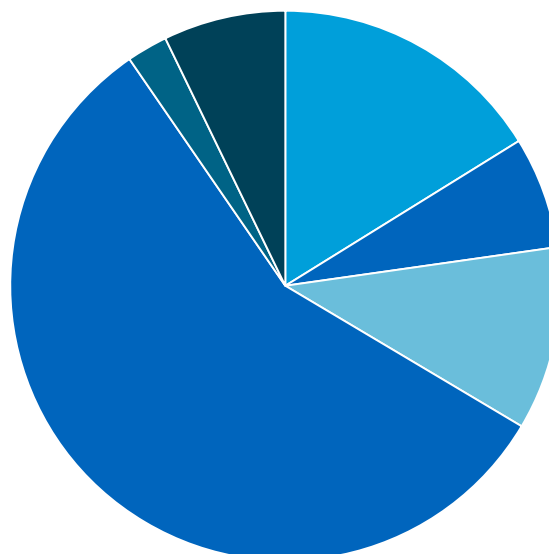
of Victorian Municipalities participated + Albury City Council, NSW

73%

of Venues located in regional areas

16

Open Water and Inland Waterway Venues



- Metropolitan indoor pools: 27
- Metropolitan outdoor pools: 11
- Regional indoor pools: 18
- Regional outdoor pools: 95
- Inland waterways: 4
- Open water beach locations: 12

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

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





Voice of the Child

Feedback from the VICSWIM Student's Survey:

Swimming in the lake was my favourite. Nothing would make it better, it's already awesome

Having more weeks would make it even better. Torpedoes are my favourite skill

Swimming with clothes on was challenging and fun. I can't think of any improvement for 2023 as the current VICSWIM program is really good.

I loved the games at the end in week 2 and I really admired how Katherine corrected my mistakes especially with breaststroke, and made sure everyone felt comfortable.

I had a good time, it was fun & I loved going every morning

So great. Now I can do breathing and better arms

It has helped me feel more safe when in the pool

Great program. Looking forward to next year

Meeting new friends and learning with good teachers

Getting to learn all the new skills and being proud of myself for pushing myself

Enjoyable and awesome teachers

I can now put my head under water for longer than a second!

I got to go to the pool 5 days in a row!

Learning swimming strokes and water safety education

It's been great! It's been fun! It's been awesome!

The VICSWIM Program would not happen without the support of an incredible team. We'd like to acknowledge those who help make the 2022 Summer Kidz Program so successful

VICSWIM Customer Service and Administration Team

Ashlea McKinnon	Jessica Bell	Reyna Johanson
Dannielle Trott	Kathy Parton	Shona Pallas
Elizabeth Macintyre	Lisa Glickfield	Steve Pallas
Isabella Serrano	Nash Neary	Taya Phillips
Jerome Parot	Evie Ogier	

VICSWIM Regional Co-ordinators

Alexandra Christensen	Hanna Gatt	Linda Shannon
Anne Freedman	Jed Prouse	Lisa Bess
Ash Sloan	Jillian Cooper	Maree Macauge
Brendan Gay	Jorja Moon	Naarah Bretton
David O'Brien	Karen Franceschini	Natalie Campbell
Debbie Gordoio	Katrina Van eyk	Robbie Rae
Donna McGoldrick	Linda Ballantyne	Sarah Hernan
Gayle Collett		

VICSWIM Teachers

Aaron Lesar	Ben Stewart	Christine Lewry	Ella Lanyon
Aaron Stead	Bernadette Hill	Christine McIntosh	Eloise Derby
Adeline Uhe	Brad Sweeten	Claire Hernan	Emily Hand
Alice Seymour	Brandon Franceshini	Claire Johnstone	Emily Howson
Alicia Bayaca	Breannah Vescio	Claire Schwarz	Emily Walton
Allie Lemchens	Brodie Hiller	Coby Lovell	Emma Abraham
Amanda Millett	Brodie Watson	Cooper Read	Erin McDonagh
Amelia Elhage	Bronte Morrow	Courtney Moore	Erin Mitchell
Amy Burns	Cale Zippel	Dannielle Trott	Evangeline Ginnivan
Andrea Andronaco	Campbell Sunderland	David Glenn	Evica Elesin
Angela Bernaldo	Carla Van Der Munnik	David Lodge	Fay Briggs
Anita Reid	Carmen Ward	Deanne Clarke	Felicity Porter
Anjali Watson	Cassandra Maxfield	Deb Withell	Gabrielle Kleyn
Anna Hume	Cassie Johansen	Debbie Hogg	Georgia Clarke
Anne Battersby	Cassy Malcolm	Deborah Beardwell	Georgia Dynon
Annita Lonsdale	Cathy Oldham	Deborah Murty	Georgia McKay
Aochi Dibbin	Chad McDonald	Dylan Smith	Gisela Staeffler
Asha Hamilton	Charlotte Davidson	Ebony Mair	Glenda Knight
Ashley Evans	Chelsea Corbett	Eliza Gailbraith	Georgia Dynon
Ashley Liang	Cheryl Zinonos	Dylan Smith	Georgia McKay
Audrey Gargiulo	Charlotte Davidson	Ebony Mair	Gisela Staeffler
Ayla Jackson	Chelsea Corbett	Eliza Gailbraith	Glenda Knight
Bailey Sullivan	Cheryl Zinonos	Elizabeth O'Rourke	Grace McGoldrick
Barbara Kornaczewski	Chloe Bretton	Elizabeth Phillips	Haley Dibbin
Bec Proctor	Chloe Minter	Elizabeth Whitten-Bale	Hannah Honeysett
Belinda Hackett	Christine Dumesny	Ella Downing	Hannah Sherry

VICSWIM Teachers

Hannah Streader	Laura Fuller	Monica Brosnan	Serena Beraldo
Hayley Scott	Leigh O'Grady	Narelle Kelly	Shannon Dehiwattage
Hollie Bell-Towers	Leiza Webb	Natalie Cerasi	Sharon McInnes
Hugh Berry	Lilly McCann	Natalie Mathers	Sharon Wrobel
Ian Cash	Lily Gaylard	Natalie Wendt	Shellene Morris
Imelda Killeen	Linda Ballantyne	Neve Taylor	Simone Walliker
Isabella Dos Santos	Linda Castle	Nicholas Franklin	Siobhan Eksteen
Isabella ROBINSON	Lisa Mackey	Nicole Blizzard	Siobhan Hepburn
Isabella Symons	Lisa Pizzo	Nicole Creaser	Skye Swift
Jacinta Smith	Liv Stockdale	Nicole Otter	Sophie Bennett
Jacinta Swift	Loreen Elgas	Nicole Reeves	Sophie Blackford
Jackie Gawne	Lucas Heider	Nikhil Surapaneni	Sophie Dejdard
Jackson Walley	Lucy Grage-Perry	Nina Cooper	Sophie Gleeson
Jacqueline Rankins	Lucy Roberts	Olivia Hillas	Stephanie Rowlands
Jaime Patterson	Lucy Treverton	Paige Murrell	stephanie seeger
Jan Mckindley	Lucy Young	Paul Handley	Steven Cooper
Jazz Dendle	Luke Henry	Paul McVeigh	Susan Cousins
Jemima Pritchard	Luke Judd	Phillipa Williamson	Susan Dunn
Jennette Felton	Luxe Colls	Phoebe Savickas	Susan Forrest
Jesse Hanekamp	Mackenzey Muller	Pollyanna Chubb	Susan Gardner
Jessica Baker	Maddison Gargiulo	Pouran Tahmasebi	Tameeka Robinson
Jessica Stephens-Short	Maddison Villiva	praghya Godavarthy	Taryn Baker
Jiaqi Chen	Madison Arnold	Rachel Chiu	Tasneem Usman
Jillianne Adihetty	Maree Macague	Rebekah Halprin	Tayah Leith
Jodie Lambert	Maria Mayall	Renee Roy	Temika Gay
Jodie McIntosh	Maria Strong	Robert Graham Henderson	Terry Valentine
John Penberthy	Mark Mandato	Robyn Fowler	Tess Lourey
Joy Mullens	Martin Baldock-Bartilotta	Robynlee Bayles	Therese Hetherington
Joy Wyers	Mason Imhoff	Rochelle Walters	Thomas Grayden
Justine Werner	Matilda Zander	Ruby Haeusler	Tomas Cooling
Kate Martin	Max Dejdard	Ruby Knott	Tracey Cahill
Katherine Cooling	Maxine Schache	Ruby Leishman	Tracey Mortaruolo
Katherine Shrubsole	Meredith Griffiths	Ryan Sturt	Tracie Currie
Kathryn Berrill	Michael Krull	Rylee Hepburn	Tully Watt
Kathryn Donnelly	Michele Anson	Ryley Walley	Tysa Bretton
Katie MacDonnell	Mietta Nadeson	Sandra Watkins	Watkins Sandra
Keely Wright	Mikayla Gibson	Santana La Fontaine	Wilfred Dickeson
Kelcey Brian	Mikayla Royal	Sapphire Kileen	William Strachan
Kiara McKerron	Mira Halpern - Wilson	Sarah Byron	Zaccheus Evangelides
Kiran Pereira	Mohammadreza Mohammadi	Sarah Ross	Zahra Salemi
Kobra Rahimi	Molly Cooper	Sarah Sommers	Zarli Schram
Laura Fuller			

CEO Report



I am extremely proud to report that the 2022 VICSWIM Summer Kidz Program was successfully delivered despite unprecedented challenges never experienced by our community or our industry before. Coinciding with the start of VICSWIM 2022, the Omicron COVID-19 variant hit Victoria late December 2021 and had a major impact on both the VICSWIM work force and participating families.

2022 challenges

The challenges faced in this year's VICSWIM program mirrored the challenges being experienced by the Victorian aquatics industry and the Victorian community generally.

Over the course of this year's VICSWIM program there were 18,651 total enrolments. Sadly, due to 3,973 cancellations the final total number of program participants was 14,678. The 2022 VICSWIM program experienced 21% of full week registration cancellations throughout the program, primarily driven by four main reasons:

- Swim teacher scarcity
- Venue closures due to high impact of COVID-19 illness
- Children and parents/guardians contracting COVID-19 or being classified as a close contact
- Rapid transmission of Omicron through swim teachers

Creating Victorian jobs

Not only did VICSWIM 2022 have record number of registrations, an increase of 2510 from 2021, but it also had a record number of employees supporting the program. ARV directly employed over 320 employees including:

- 269 swim teachers and venue support staff
- 21 regional co-ordinators
- 11 lifeguards
- 20 customer service, administration, marketing and program management staff

Thirteen venues also "self-staffed" providing an additional 30+ swim teachers directly to the program.

Victorian context

Victorians have lived through almost two years of lockdowns and restrictions, with Melbourne being one of the world's most locked down cities. Through this period, swimming pools and aquatic centres were often closed or had their operations, including swimming lessons, heavily restricted. At the same time, drownings increased by nearly 80% to 61 people in the 2020/21 financial year, with 25% of these drowning deaths being children aged 0-4 years old.

There has never been a year more important for VICSWIM to provide its highly-valued water safety and survival program to the community.

Industry support

While many pools and aquatic centres chose to run their own intensive summer swimming programs in January 2022, the industry again threw its full support behind VICSWIM. A record 200 venues registering to host VICSWIM 2022. This was a tremendous illustration of the industry support, and I am especially grateful to the Councils, pool committees and to the venue management companies, including Aligned Leisure, Belgravia Leisure, Bluefit, Paul Sadler Swimland, and

The Y who made their pools available to us.

For reasons detailed throughout this report the number of venues which went on to host the VICSWIM program in 2022 was reduced to 167 venues including:

- 45 indoor aquatic centres
- 106 outdoor swimming pools
- 12 beach or lake locations
- 4 inland open waterways

Of the 167 venues who hosted the VICSWIM program, 43 were located in metropolitan municipalities and 124 located in regional municipalities.

Venue acquisition strategy

While growing the overall participation of VICSWIM is a high priority, equally important is to ensure VICSWIM is easily accessible by all Victorians. To support this objective, our medium-term objective is for VICSWIM to be hosted all 79 Victorian municipalities. In 2022, the number of municipalities who hosted VICSWIM rose from 58 in 2021 to 62. This increase was driven by a targeted outbound telemarketing strategy where all Victorian municipalities were contacted and where possible venues identified and included for 2022.

Record number of registrations

VICSWIM registrations opened at 10:00 am on November 16th, 2021, with an astonishing 14,000 registrations made on the day. To put this into context, this is more registrations in a 14-hour period than the entire program registrations of 2019 or any VICSWIM program prior.

These bookings were made despite the huge demand crashing the booking website for the first 45 minutes. ARV will continue to investigate opportunities to strengthen the VICSWIM booking system to ensure a positive booking experience for all. Additional investment is going to be required to resolve this issue as we expect demand to be even stronger moving forward.

Promotional marketing

The day one registrations were driven by a comprehensive and ultimately successful email and social media marketing strategy, that not only notifies and reminds those who have previously participated in VICSWIM of the registration opening date, but also encourages them to become ambassadors and promoters of the program into their network of friends and broader community to illustrate how important VICSWIM is to parents, not just for the swimming skills and water safety it teaches, but for the social connection within communities. We heard a number of different stories from registration opening day where groups of parents took the day off work and came together to book their classes.

Another example are the parents of Thorpdale. When told that their VICSWIM program may need to be cancelled due to lack of registrations, the parents went on a recruiting drive that resulted in, within days, registrations increasing to near

-capacity of the scheduled classes.

Swim teacher scarcity

“Research conducted by Life Saving Victoria between 2019 and 2020 identified that the number of swim teachers employed by swim schools decreased by 23.8%.”

This industry shortage, compounded by venue operators using their staff to run their own programs, meant that prior to the program commencement, there was a large shortage of teachers throughout the industry. This shortage had a tremendous impact on VICSWIM. We were able to recruit over 250 wonderful swim teachers, many of whom sacrificed their holidays to support VICSWIM. Sadly over 50 swim teacher positions were unable to be filled in each of the three weeks of the program. This significantly impacted the number of classes actually able to be provided.

While the shortage of swim teachers was widespread across Victoria, there was a distinct shortage of swim teachers in Melbourne’s north-eastern suburbs and in the Bendigo and Ballarat regions. It is recommended that this be addressed during the year or it is expected the same teacher shortages will be experienced by next year’s VICSWIM program.

Venue restrictions and closures

While VICSWIM was battling severe teacher absence and unavailability, so were our host venues. Many venues around Victoria were simply unable to open or forced to open on heavily restricted hours throughout January. Included in our venue closures was the Thorpdale Community Pool, which was affected by a large mudslide. While we were able to relocate or reschedule many affected classes, unfortunately, we had no alternative but to cancel hundreds of classes throughout the program.

The Omicron impact on

teachers

As the Omicron variant of COVID-19 swept through Victoria, its impact on our swim teachers and venue access was significant. A staggering 114 (68%) of our 167 venues were impacted through either venue closures or teacher cancellations across the program.

While we unfortunately had to cancel a large number of classes throughout the program due to teachers contracting COVID-19 or being classified as close contacts, the cancellations were minimised by the amazing work of our Regional Coordinators and Customer Service team. These teams worked long into each night of the program and throughout the weekends to replace unavailable teachers where possible.

While recognition and thankyou’s are normally reserved for the end of reports such as this, I would like to, on behalf of the ARV Board, sincerely thank and recognise the efforts of the Regional Co-ordinators and our Customer Service Team. Without your amazing efforts, potentially thousands more

*“Excellent
experience for
children of all ages
at an excellent
venue. Staff are
very friendly and
professional and
the children love
the program.”*

- Parent Survey Response



children would have missed out on swimming lessons at the time they could least afford to do so.

Our amazing swim teachers

Given the environment described above, our swim teachers have been simply amazing. Without their willingness to work at multiple venues throughout the program, to provide coverage for teachers who became unavailable, or to undertake extended shifts (all at unprecedented levels) we would have had to cancel thousands more registrations.

Communication and cancellations

A strong focus of the communication strategy throughout the program was to ensure parents in areas experiencing teacher shortages were informed well in advance. This proactive communication, usually undertaken via the VICSWIM Facebook page and posts into local community Facebook groups, was very effective and resulted in several instances where the community helped recruit the swim teacher so their classes were not cancelled. Where a teacher could not be sourced, this proactive approach ensured there was an appreciation for why the classes were eventually cancelled.

“It’s a relief knowing my kids can learn water safety and gain confidence, and skills locally and affordably from a qualified instructor.

I am not a strong swimmer ... and don’t want my kids to miss out on these vital life skills.”

- Parent Survey Response



As Omicron seriously impacted swim teacher availability and venue staff, classes were cancelled throughout the program. Parents and guardians were notified of cancellations via text messaging and emails. In the instances where classes were cancelled due to COVID-19, refunds were automatically processed.

Supporting our swim teachers

In preparation for this year’s VICSWIM program and as part of a longer term strategy, ARV invested significantly in redeveloping the resources available to our swim teachers including:

- A revised and extended teachers handbook
- A guide for teachers at open water venues
- New lesson plans for each day of each level for open water, inland water and pool based programs
- Updated participant electronic certificates that make it easy for the child’s progression to be tracked and updated over time
- An extensive range of policies and procedures designed to empower the teacher to deal with any likely scenario they would face throughout the program.

Open Water Risk Management Framework

These new and revised teacher resources were supported by a revised Open Water Risk Management Framework. An important addition included in the new risk framework is that it significantly increased the level of qualifications required at our open water and inland water ways venues. Under the risk framework at least two teachers at each open water venue now must have either their *Community Surf Lifesaving Certificate*, Life Saving Victoria’s *Inland Waterway Certificate*



“The swimming technique helped, but I think the safety aspects were really useful as their other lessons have not covered that.

As a parent, I feel more confident seeing them more prepared for deeper water and more confident to handle different situations”

- Parent survey response

or the Royal Life Saving *Bronze Medallion*.

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

The VICSWIM Open Water Risk Management Framework was assessed and approved by an independent risk management specialist.

New Innovations and Initiatives

While the 2022 VICSWIM program will always be remembered as a program of challenge, I am proud to say it was also one of innovation, consolidation and development.

A core philosophy of VICSWIM is to ensure that all Victorian children have access to swimming lessons. This is especially important for children from multicultural communities as 35% of people who drowned in Victoria in the last year were from Culturally and Linguistically diverse (CALD) communities.

The post program survey identified that 16% of parents completing the survey were born in countries other than Australia, New Zealand or England. Increasing the number of participants from CALD communities is a long term, multi-year VICSWIM strategy.

The first step in this strategy was to continually increase the number of venues hosting VICSWIM which would directly reach CALD communities. VICSWIM received a large number of registrations from CALD communities. VICSWIM will continue to endeavour to ensure CALD communities are directly benefitting from the program.

New Initiatives

While 2022 was a year of immense challenges. I am proud to say it was also a year of great innovation and program improvement including:

- The introduction of an all-abilities pilot program

- A water polo pilot
- Continued investment in the VICSWIM risk management framework and its practical application
- Broad introduction of e-certificates and the skill tracking this functionality allows
- Continued investment in teacher training resources, handbooks, policies and procedures

All-abilities Pilot

We are very pleased to have conducted our first all-abilities pilot programs for children with special needs at two venues, Paul Sadler Swimland Braybrook and Paul Sadler Swimland Laverton.

The objective of the program was to determine, through a small practical pilot, the feasibility and requirements of developing a scalable all-abilities program. To support the pilot program this year, specialised lesson plans and certificates were developed and the program was run by swim teachers with significant training and experience in delivering all-abilities learn to swim programs.

The pilot program cost was \$80 per child for five, one on one lessons held over a week.

The pilot program was promoted with the support and assistance of the Western Autistic School and Intervention Services for Autism and Developmental Delays and attracted 22 participants.

The evaluation of the program, through the post-program survey to parents and feedback from the delivering swim teachers has highlighted:

- There is a real need for intensive all-abilities swimming lessons
- That these lessons are greatly appreciated by the parents, guardians and carers and enjoyed by participating children
- In almost all cases, participating children's confidence around water, water safety knowledge and ability and



- swimming ability improved as a result of the program
- Significant logistical, administrative, technological infrastructure and specialist teacher training or recruitment must be undertaken before the program could be launched more broadly
 - Additional information about each child and their learning and preferred communication styles must be collected and passed to the teacher prior to the program
 - Teachers must be given additional time to create a specific lesson plan for each child. This may include liaising with parents, guardians and carers

Certificates and level tracking

Another significant change to the 2022 VICSWIM program was for the very first time, VICSWIM participation stickers were handed out to children rather than hard copy certificates at the end of each week.

As part of this change, digital certificates were created for pool, inland waterways and open water programs. At the end of each week, teachers were required to mark off the skills each child had successfully completed and provide outcomes and e-certificates directly to families via email at the end of each week.

VICSWIM certificates have been an iconic part of the program for generations. The evolution from paper certificates to digital certificates was received with a level of disappointment from many children and their parents, especially by those who had participated in the program previously.

Over time, as the e-certificate processes and systems are developed, parents will appreciate the immense value in being able to record and track each child's progress throughout the program week by week and year by year. This change will also allow us to identify VICSWIM's impact on children's skill and capability development.

Water Polo pilot

Water Polo Australia (WPA) approached ARV requesting we consider incorporating balls into this year's VICSWIM program. WPA has a strategic objective to maximise the number of learn to swim programs incorporating balls into their programs.

Paul Sadler Swimland Narre Warren was used as pilot venue. WPA supplied balls were incorporated into all levels of the program, being used to aid floating and in safety drills for the lower skill levels, replacing kick boards in the medium levels and being incorporated into freestyle, backstroke and breaststroke exercises at the advanced levels.

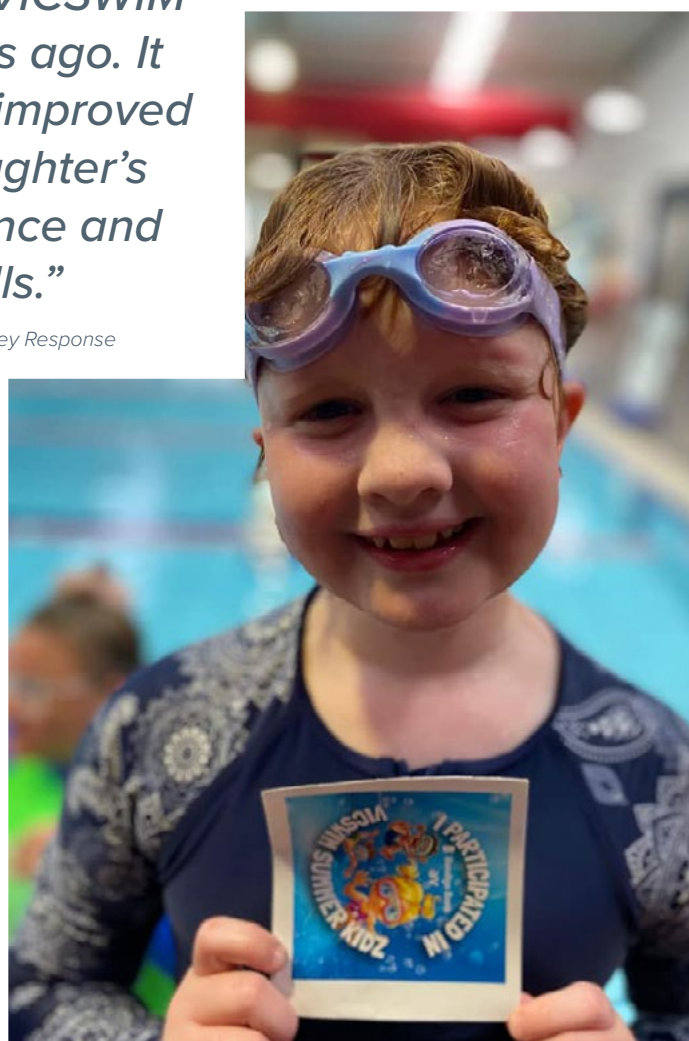
The feedback from the delivering swim teachers was very positive noting the addition of the balls into the classes at all skill levels increased the "fun element" of the classes, created variety in the activities which could be run and undoubtedly aided skill development.

The addition of a ball into future programs would also create



"I'm so glad this program is still running, as I learnt how to swim through VICSWIM 40 years ago. It has also improved my daughter's confidence and skills."

- Parent Survey Response



many fun activities that could be undertaken by teachers at outdoor venues when they are restricted to land-based activities, usually due to poor weather.

Bendigo Bank partnership

During 2021, ARV entered into a two year partnership with Bendigo Bank which has been vital in growing, resourcing and innovating the VICSWIM program.

Apart from contributing to VICSWIM innovations generally, the partnership also funded the purchasing of the VICSWIM stickers received by each participant at the end of each week and additional program equipment. Bendigo Bank also actively promoted the program through their branch network to their local communities and even funded over 50 participants program fees at the Ballan Swimming Pool.

VICSWIM's presence across Victoria

We are extremely proud that VICSWIM was conducted in 9 of the top 10 and 15 of the top 20 municipalities with the greatest socio-economic disadvantage across Victoria.

Of Victoria's 79 municipalities, the 2022 VICSWIM program was conducted at least one pool in 62 Victorian municipalities, including:

- 38 Regional and rural municipalities
- 24 Metropolitan municipalities

VICSWIM was also hosted again by the City of Albury.

Pleasingly of the 167 venues, only 67 charged VICSWIM participants or their parents/guardian an admission fee. Admission fees are charged by venues in order to cover the costs of life guards, staff and very genuine operating costs but are also a source of significant frustration for parents/guardians who may often not realise that venue admission fees may apply when booking.

Community satisfaction and Net Promoter Score

Parents and guardians impacted by the 3,973 cancellations were notified via text messaging and emails as soon as possible after we became aware of the need to change or cancel classes. This notification often came late at night or with very little notice prior to the classes commencing. At a number of venues, classes would be cancelled one day, run the next and then be cancelled again for the following day.

These scenarios were unfortunately all too common in the 2022 VICSWIM program, and while they were unavoidable, we acknowledge the inconvenience and frustration these changes had on parents and the disappointment experienced by children who, after waking in the morning were told they would not be able to go to their much-anticipated swimming lesson for the day, or in many instances, the remainder of the week.

The post-program survey, sent to all parents and guardians, received over 1,524 responses. This annual survey provides the opportunity for parents to not only evaluate the program but to provide feedback and ideas which will drive VICSWIM

into the future.

Taking into consideration the huge number of class cancellations, the 2022 VICSWIM program scored a very strong Net Promoter Score of 45.60% (down from 65.17% in 2021) and a program satisfaction rating of 7.57 out of 10 (down from 8.43 in 2021).

To further reinforce the public demand for VICSWIM 82% of parents surveyed indicated they were likely or highly likely to enrol their children in the 2023 program. This parental quote from the post program surveys articulates the feelings of most:

"It was a great experience for my children as they were able to conquer their fear of submerging their faces into the water. They are now confident and have learnt the proper techniques in breathing, kicking and swimming. I am grateful that we found and participated in this summer program. All the best and see you again next year!"

Why VICSWIM is so important to Victorians

When parents/guardians were asked why they enrolled their child(ren) into VICSWIM 86% stated it was for "water safety and swimming skill acquisition and development" and for 67% it was also "the affordability of the swimming lessons".

To further reinforce the importance of VICSWIM, 46.85% of survey respondents (707 of 1,524 respondents) stated that VICSWIM was the only swimming lessons their child(ren) participated in the last year and 94.23% of respondents believed VICSWIM had scope to grow within their community.

Future initiatives

With VICSWIM growing so quickly over the last 5 years, the future will be one of consolidation and continuing to ensure

all Victorians have access to the program.

We will seek to expand the program into more open water and inland waterway venues and continue to grow our CALD and all-abilities strategies.

We must also support this growth and diversification of offering by continuing to invest in our technology platforms, training resources and the continued evolution of our staffing structure.

We will also continue to work with our industry to retain and grow our workforce through the recruitment of new swim teachers into the industry and the VICSWIM program. This is a vital strategy if we are to avoid large scale cancellations again in next years program.

Thank you to the Victoria State Government

The VICSWIM program was established in 1976 and we are incredibly proud that the program remains as relevant and as vital in the Victorian Government's "Victorian Water Safety Strategy" today, as it was two generations ago.

*"VICSWIM helped
give my child
confidence when
swimming. After
2 years of COVID,
she hasn't had any
lessons, so this
was great."*

- Parent Survey Response

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

Our gratitude and appreciation

In closing this report, I again wanted to recognise and thank our inspiring swim teachers and regional coordinators for delivering another wonderful VICSWIM program. Your commitment and dedication ensured that over 35,000 hours of swimming lessons were provided to Victorian children under extremely challenging circumstances.

It is humbling to see the Victorian Aquatic Industry come together to ensure the success of such a valuable swimming program. I would also like to again sincerely thank local councils and aquatic facility managers for their support.

A special thank you to our customer service team, led by Steve and Shona Pallas and the Sports Community team. For the fifth year in a row, Sports Community provided the management, customer service, administration, and marketing for VICSWIM 2022. Your knowledge, experience

and understanding of this important program is highly valued.

To Royal Life Saving Australia and Risk Intelligence, thank you for your valuable contribution to our risk management practices and to Bendigo Bank for helping us develop and grow VICSWIM for future generations.

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

I am proud to again present this report outlining the achievements, impact and value created by the 2022 VICSWIM Summer Kidz program.



Kathy Parton

Chief Executive Officer
Aquatics Recreation Victoria





“A fabulous program that develops children’s confidence and safety awareness in open water.

I’m ever amazed at what ‘water safety tips’ they bring up to discuss days after their lessons”

- Parent survey response

“Every child needs this program.

We will be back”

- Parent survey response



2022 Statistics

Program Participation

Table 1.1 and Figure 1.2 below illustrates that prior to this year, participation in the VICSWIM program has grown 55% in the last 4 years. The VICSWIM program rolling average, including 2022, since 2018 is 47.25% growth. Using the enrolments figure before cancellations of 18,651, the 2022 VICSWIM program grew registrations 13% on the previous year's program and 35% over the past 4 years. When the 2022 3,973 registrations refunds are taken into consideration, the net registrations of 14,678 represent a decrease in participants of 9% from 2021.

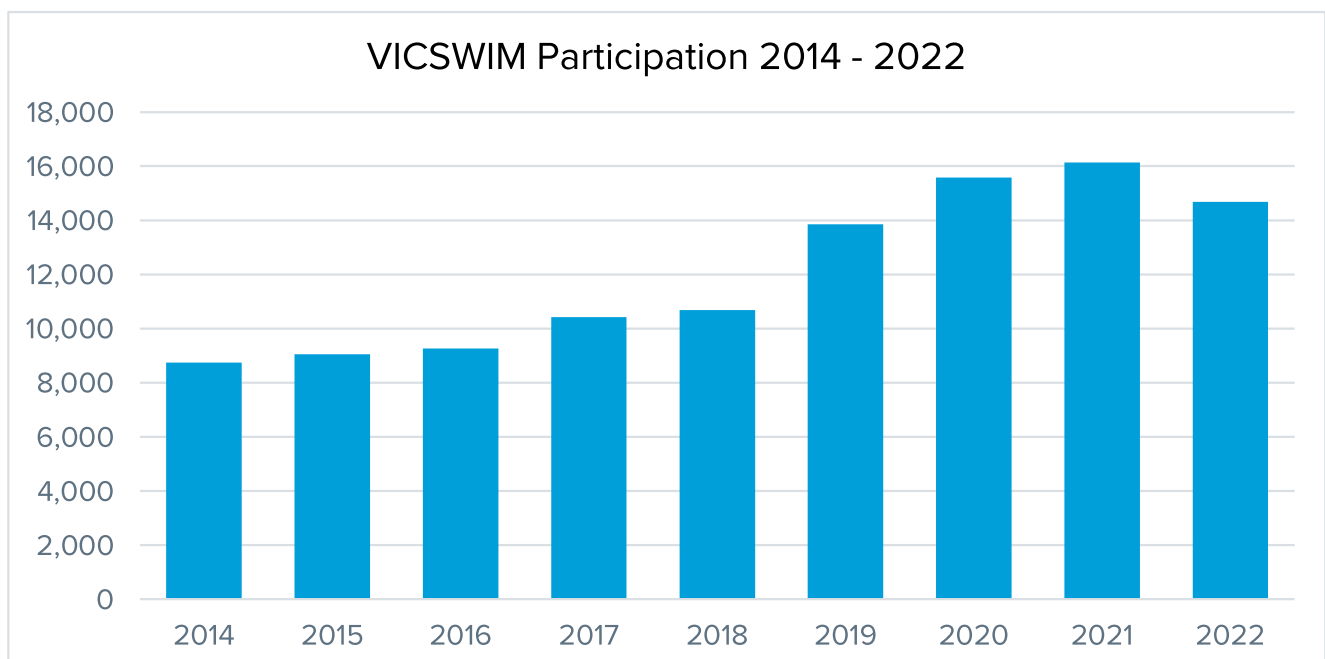
Table 1.3 and Figure 1.4 show that the class cancellations had a significant impact on the capacity of the program decreasing

The maximum capacity of only 17,633 in the 2022 program was a 5.7% decrease from the 2021 and 11.8% decrease from the 2020 maximum capacity amounts of 19,998 and 18,712 respectively.

Table 1.1

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

Figure 1.2

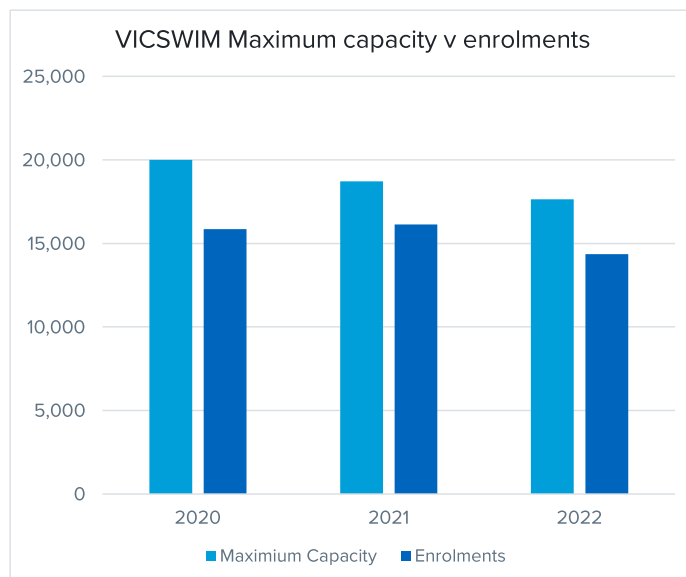


Program capacity

Table 1.3

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

Figure 1.4



“[My son] loved his time at VICSWIM, and bonded well with his teacher. He was able to develop his skills a lot quicker than he has in his weekly lessons.

He has walked away a much better swimmer and I am looking forward to taking the techniques his teacher used to further his swimming ability to our local pool.”

- Parent Survey Response

VICSWIM Skill Level Overview

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

Participation by week by skill level

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

Week 1, (35% of enrolments) and Week 2, (45% of enrolments) were the program's busiest weeks with classes at their highest capacity while Week 3 had 30% of enrolments.

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

Skill Levels B, C and D were the most popular, accounting for 61% of total participants. The A and E levels accounted for 39% of participants and the top levels of E and F only had 9.1% of participants.

This is similar to VICSWIM 2021 where B, C and D were also the most popular levels

Table 2.1

Skill Level	Week 1	Week 2	Week 3	Total	Skill Level (%)
A	840	850	659	2,349	16.4%
B	1,000	930	859	2,789	19.4%
C	1,150	1,176	1,000	3,326	23.2%
D	892	920	802	2,614	18.2%
E	684	712	585	1,981	13.8%
F	400	387	377	1,164	8.1%
G	39	44	55	138	1.0%
Total	5,005	5,019	4,337	14,361	100.0%
% per week	34.9%	34.9%	30.2%		

Figure 2.2

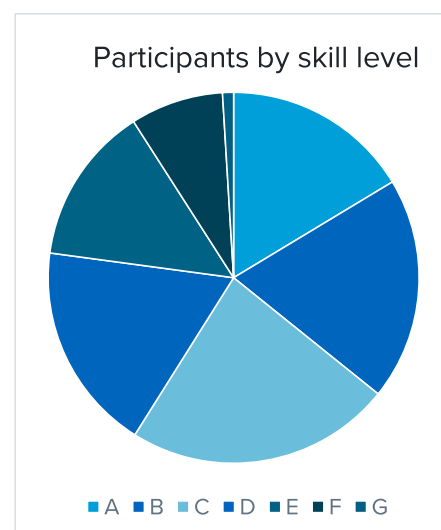
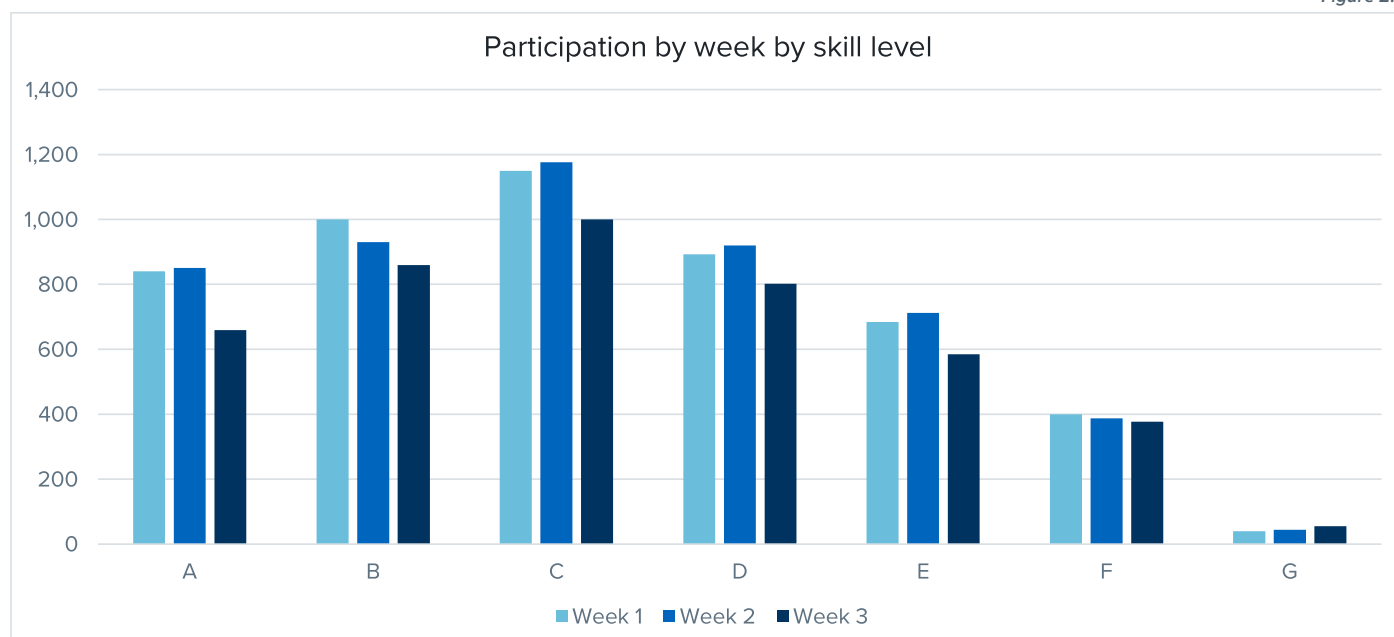


Figure 2.3



Immaterial reporting variances created by data quality

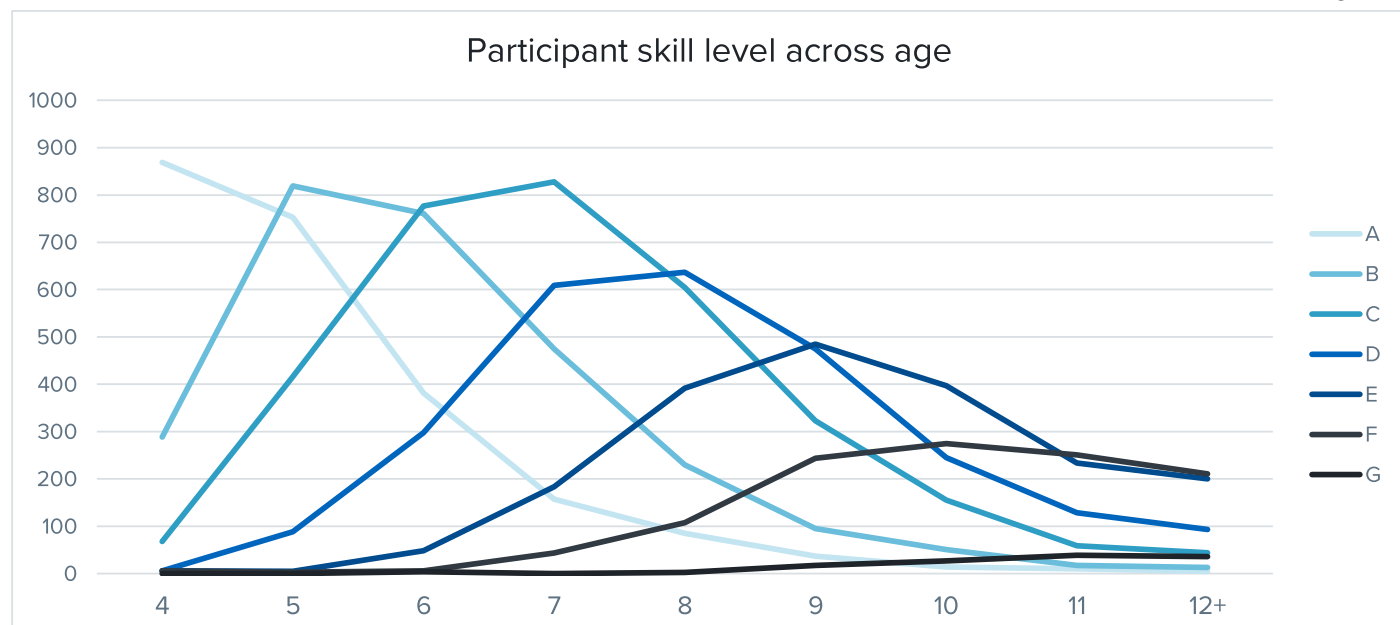
Age Profile

Table 3.1 illustrates the ages of VICSWIM participants, ranging from ages 4 and above and their skill levels. 82.29% of enrolments were aged between 4 and 9. This is very consistent with previous years. By way of comparison VICSWIM 2021 had 82.74% of enrolments aged between 4 and 9.

Table 3.1

Age	A	B	C	D	E	F	G	Total by age	% of participants
4	869	289	68	6	6	6	0	1,244	8.80%
5	753	819	416	89	5	3	0	2,085	14.74%
6	382	761	777	298	48	6	4	2,276	16.09%
7	157	475	828	609	184	44	0	2,297	16.24%
8	85	230	605	637	392	108	3	2,060	14.57%
9	37	95	323	475	485	244	17	1,676	11.85%
10	14	51	155	245	397	275	27	1,164	8.23%
11	10	17	59	129	234	251	39	739	5.23%
12+	5	13	44	93	200	211	36	602	4.26%
Total								14,143	100.00%

Figure 3.2





“The VICSWIM program was an incredibly well done program that has seen my son’s confidence around water and his general swimming skills excel. VICSWIM is definitely something I will be enrolling in for many years to come.”

- Parent survey response

“We are amazed at the progress our daughter made in just 5 days. It was more than she has made in an entire year of swimming lessons!

We couldn’t recommend the program more to other families.”

- Parent survey response



Venues and participation

Table 4.1 lists each participating venue, their municipality, their location (metropolitan or regional), type of venue, whether or not the venue was new since 2021, whether an entry-fee was charged, whether they provided their own staff and the number of enrolments at each venue.

The five venues with the highest enrolments are as follows:

1. Ivanhoe Aquatic Centre - 908
2. Ocean Grove Open Water - 694
3. Torquay Cosy Corner - 509
4. Laverton - Swim and Fitness - 419
5. Bluefit – Sandringham - 375

Just as important as having venues with large numbers of children experiencing swimming lessons, VICSWIM was conducted at 46 venues with 20 registrations or less. All of these smaller venues were regionally located.

VICSWIM was excited to welcome 23 venues who did not participate in the 2021 program.


Table 4.1

Name	Municipality	Metro or Regional	Type of Venue	New since 2021	Entry Fee	Self-staffed	Enrolments
Albury Swim Centre	Albury City Council	Regional	Outdoor				56
Alexandra Swimming Pool	Murrindindi Shire Council	Regional	Outdoor				24
Altona Life Saving Club	Hobsons Bay City Council	Metropolitan	Open water				146
Anglesea - Point Roadknight	Surf Coast Shire	Regional	Open water				257
Apex Park - Cohuna	Gannawarra Shire	Regional	Inland waterway				17
Aquarena Aquatic And Leisure Centre	Manningham City Council	Metropolitan	Indoor				241
Ararat Olympic Outdoor Pool	Ararat Rural City Council	Regional	Outdoor		Yes		15
Ascot Vale Leisure Centre	Moonee Valley City Council	Metropolitan	Indoor				81
Avenel Swimming Pool	Strathbogie Shire	Regional	Outdoor				81
Bacchus Marsh Swimming Pool	Moorabool Shire	Regional	Outdoor		Yes		62
Bairnsdale Aquatic And Recreation Centre	East Gippsland Shire	Regional	Indoor	Yes	Yes	Yes	67
Ballan Outdoor Pool	Moorabool Shire	Regional	Outdoor		Yes		51
Balmoral Swimming Pool	Southern Grampians Shire	Regional	Outdoor				11
Bass Coast Aquatic and Leisure Centre	Bass Coast Shire	Regional	Indoor	Yes			26
Bayfit Leisure Centre	Hobsons Bay City Council	Metropolitan	Indoor		Yes		117
Beechworth	Indigo Shire Council	Regional	Outdoor		Yes		102
Belgrave Outdoor Pool	Yarra Ranges Council	Metropolitan	Outdoor				78
Benalla Aquatic Centre	Benalla Rural City Council	Regional	Indoor	Yes		Yes	112
Bendigo East Swimming Pool	City of Greater Bendigo	Regional	Outdoor		Yes		231
Black Hill Aquatic Centre	Ballarat City Council	Regional	Outdoor				21
Bluefit - Sandringham	Bayside City Council	Metropolitan	Indoor		Yes		375
Boort Swimming Pool	Loddon Shire	Regional	Outdoor		Yes		12
Brennan Park	City of Greater Bendigo	Regional	Outdoor	Yes			27
Brown Hill Community Swimming Pool	Ballarat City Council	Regional	Outdoor				16
Buninyong Aquatic Centre	Ballarat City Council	Regional	Outdoor				22
Camperdown Swimming Pool	Corangamite Shire	Regional	Outdoor		Yes		16
Cardinia Life Indoor Pool	Cardinia Shire Council	Metropolitan	Indoor				108
Casterton Memorial Pool	Glenelg Shire	Regional	Outdoor				92
Castlemaine Swimming Pool	Mount Alexander Shire	Regional	Outdoor				28
Charlton Swimming Pool	Buloke Shire	Regional	Outdoor				16
Chiltern Swimming Pool	Indigo Shire Council	Regional	Outdoor		Yes		44
Clunes Swimming Pool	Hepburn Shire Council	Regional	Outdoor				17
Cobden Swimming Pool	Corangamite Shire	Regional	Outdoor		Yes		22
Coburg Olympic Swimming Pool	Moreland City Council	Metropolitan	Outdoor		Yes		143
Cohuna Swimming Pool	Gannawarra Shire	Regional	Outdoor				13



Name	Municipality	Metro or Regional	Type of Venue	New since 2021	Entry Fee	Self-staffed	Enrolments
Colbinabbin	Campaspe Shire Council	Regional	Outdoor	Yes	Yes	Yes	20
Coleraine Memorial Swimming Pool	Southern Grampians Shire	Metropolitan	Outdoor				17
Colignan Community Pool	Mildura Rural City Council	Regional	Outdoor				20
Cowes Open Water	Bass Coast Shire	Regional	Open water				120
Cowes Primary Pool	Bass Coast Shire	Regional	Outdoor		Hire fee		176
Crusoe Reservoir	City of Greater Bendigo	Regional	Inland waterway				94
Dandenong Oasis	Greater Dandenong Council	Metropolitan	Indoor				166
Diamond Creek Outdoor Pool	Nillumbik Shire	Metropolitan	Outdoor				104
Dimboola Swimming Pool	Hindmarsh Shire Council	Regional	Outdoor				29
Donald Swimming Pool	Buloke Shire	Regional	Outdoor				19
Dromana Foreshore	Mornington Peninsula Shire	Metropolitan	Open water				160
Drouin Outdoor Pool	Baw Baw Shire	Regional	Outdoor				18
Echuca War Memorial Aquatic Centre	Campaspe Shire Council	Regional	Indoor	Yes	Yes	Yes	45
Edenhope Swimming Centre	West Wimmera Shire	Regional	Outdoor	Yes	Yes		7
Eltham Leisure Centre	Nillumbik Shire	Regional	Indoor				43
Epping Leisure City	City of Whittlesea	Metropolitan	Indoor				278
Eskdale Primary School Pool	Towong Shire Council	Regional	Outdoor		Yes	Yes	94
Eureka Swimming Complex	Ballarat City Council	Regional	Outdoor				293
Euroa Memorial Swimming Pool	Strathbogie Shire	Regional	Outdoor				18
Faith Leech Aquatic Centre	City of Greater Bendigo	Regional	Outdoor		Yes		143
Flinders Foreshore	Mornington Peninsula Shire	Metropolitan	Open water				29
Foster Outdoor Pool	South Gippsland Shire	Regional	Outdoor		Yes		10
Golden Square Community Pool	City of Greater Bendigo	Regional	Outdoor				90
Greensborough - Watermarc	Banyule City Council	Metropolitan	Indoor		Yes		230
Gurri Wanyarra Wellbeing Centre	City of Greater Bendigo	Regional	Indoor	Yes			134
Hamilton - Monivae College	Southern Grampians Shire	Regional	Indoor				76
Hamilton Outdoor Pool	Southern Grampians Shire	Regional	Outdoor				61
Hawkesdale Swimming Pool	Moyne Shire	Regional	Outdoor				17
Healesville - Jack Hort Memorial Pool	Yarra Ranges Council	Regional	Indoor		Yes		70
Heyfield Pool	Wellington Shire	Regional	Outdoor				32
Highett - Waves Leisure Centre	City of Kingston	Metropolitan	Indoor		Yes		326
Inglewood Outdoor Pool	Loddon Shire	Regional	Outdoor		Yes		27
Inverloch - Andersons Inlet	Bass Coast Shire	Regional	Open water				97
Irymple Swimming Pool	Mildura Rural City Council	Regional	Outdoor		Yes		76
Ivanhoe Aquatic Centre	Banyule City Council	Metropolitan	Indoor		Yes	Yes	908

Name	Municipality	Metro or Regional	Type of Venue	New since 2021	Entry Fee	Self-staffed	Enrolments
KAC - Kardinia Aquatic Centre	City of Greater Geelong	Regional	Outdoor		Yes		368
Keilor East Leisure Centre	Moonee Valley City Council	Metropolitan	Indoor	Yes			116
Kerang Swimming Pool	Gannawarra Shire	Regional	Outdoor				38
Kilmore Leisure Centre	Mitchell Shire	Regional	Indoor				25
Kilsyth Centenary Pool	Yarra Ranges Council	Metropolitan	Indoor		Yes		25
Knox Leisureworks	Knox City Council	Metropolitan	Indoor				120
Koondrook Pool	Gannawarra Shire	Regional	Outdoor		Yes		19
Korumburra Swimming Pool	South Gippsland Shire	Regional	Outdoor		Yes		16
Lake Charm	Gannawarra Shire	Regional	Inland waterway				10
Lake Nagambie	Strathbogie Shire	Regional	Inland waterway				19
Lakes Entrance - Aquadome	East Gippsland Shire	Regional	Indoor	Yes	Yes	Yes	12
Lara Outdoor Pool	City of Greater Geelong	Regional	Outdoor		Yes		83
Laverton - Swim And Fitness	Hobsons Bay City Council	Metropolitan	Indoor		Yes		419
Lavington Swim Centre	Albury City Council	Regional	Outdoor				53
Lismore Swimming Pool	Corangamite Shire	Regional	Outdoor		Yes		40
Macarthur Swimming Pool	Moyne Shire	Regional	Outdoor		Yes		63
Maffra Memorial Pool	Wellington Shire	Regional	Outdoor				58
Maldon Swimming Pool	Mount Alexander Shire	Regional	Outdoor				16
Mansfield Swimming Pool	Mansfield shire	Regional	Outdoor	Yes	Yes		34
Maryborough Outdoor Pool	Central Goldfields Shire	Regional	Outdoor		Yes		54
Melton Waves Leisure Centre	Melton City Council	Metropolitan	Indoor		Yes		34
Merbein Swimming Pool	Mildura Rural City Council	Regional	Outdoor		Yes		43
Merino Swimming Pool	Glenelg Shire	Regional	Outdoor				18
Merrigum Swimming Pool	Greater Shepparton City Council	Regional	Outdoor		Yes		24
Mildura - Waves Swimming Pool	Mildura Rural City Council	Regional	Indoor		Yes		138
Mill Park Leisure	City of Whittlesea	Metropolitan	Indoor	Yes			158
Mirboo North Pool	South Gippsland Shire	Regional	Outdoor	Yes	Yes		20
Moe - Latrobe Leisure Moe Newborough	Latrobe City Council	Regional	Indoor		Yes		11
Mooroopna Pool	Greater Shepparton City Council	Regional	Outdoor		Yes		84
Mornington Open Water	Mornington Peninsula Shire	Metropolitan	Open water				200
Mortlake Swimming Pool	Moyne Shire	Regional	Outdoor		Yes		15
Mount Beauty	Alpine Shire	Regional	Outdoor				152
Murrayville	Mildura Rural City Council	Regional	Outdoor				12
Murtoa Swimming Pool	Yarriambiack Shire	Regional	Outdoor				38
Myrtleford Swimming Pool	Alpine Shire	Regional	Outdoor				104
Narre Warren - Paul Sadler Swimland	City of Casey	Metropolitan	Indoor			Yes	107
Newstead & District Swimming Pool	Mount Alexander Shire	Regional	Outdoor				17
Nhill Aquatic Centre	Hindmarsh Shire Council	Regional	Outdoor	Yes			20
Noble Park Aquatic Centre YMCA	Greater Dandenong Council	Metropolitan	Indoor				129
North Melbourne Recreation Centre	City of Melbourne	Metropolitan	Outdoor	Yes	Yes		47
Nyah Community Swimming Pool	Swan Hill Rural City Council	Regional	Outdoor		Yes		81
Oakleigh Recreation Centre	City of Monash	Metropolitan	Outdoor	Yes			39
Ocean Grove Open Water	City of Greater Geelong	Regional	Open water				694
Orbost Outdoor Pool	East Gippsland Shire	Regional	Outdoor	Yes	Yes	Yes	18
Ouyen Swimming Pool	Mildura Rural City Council	Regional	Outdoor		Yes		15
Pakenham Outdoor Pool	Cardinia Shire Council	Regional	Outdoor				50
Pascoe Vale Outdoor Pool	Moreland City Council	Metropolitan	Outdoor		Yes		124
Pelican Park Recreation Centre	Mornington Peninsula Shire	Metropolitan	Indoor	Yes			64
Peninsula Aquatic Recreation Centre	Frankston City Council	Metropolitan	Indoor	Yes			78
Penshurst Pool	Southern Grampians Shire	Regional	Outdoor				14
Peter O'Rorke Memorial Pool Lake Bolac	Ararat Rural City Council	Regional	Outdoor				26
Pines Forest Aquatic Centre	Frankston City Council	Metropolitan	Outdoor				217
Poowong Swimming Pool	South Gippsland Shire	Regional	Outdoor		Yes		19



Name	Municipality	Metro or Regional	Type of Venue	New since 2021	Entry Fee	Self-staffed	Enrolments
Port Melbourne - Sandridge Life Saving Club	City of Port Phillip	Metropolitan	Open water				27
Portland Leisure & Aquatic Centre	Glenelg Shire	Regional	Indoor				99
Prahran Aquatic Centre	City of Stonnington	Metropolitan	Outdoor				19
Queens Park Swimming	Moonee Valley City Council	Metropolitan	Outdoor				69
Red Cliffs Swimming Pool	Mildura Rural City Council	Regional	Outdoor		Yes		36
Reservoir Leisure Centre	Darebin City Council	Metropolitan	Indoor	Yes			133
Robinvale Outdoor Pool	Swan Hill Rural City Council	Regional	Outdoor	Yes			16
Yawa Aquatic Centre	Mornington Peninsula Shire	Metropolitan	Indoor	Yes			114
Rosedale Pool	Wellington Shire	Regional	Outdoor				8
Rupanyup Swimming Pool	Yarriambiack Shire	Regional	Outdoor				15
Seymour Sports And Aquatic Centre	Mitchell Shire	Regional	Indoor				26
Shepparton - Aquamoves	Greater Shepparton City Council	Regional	Indoor				158
Skipton Swimming Pool	Corangamite Shire	Regional	Outdoor		Yes		31
Sloan Swim School	City of Greater Bendigo	Regional	Indoor	Yes		Yes	48
Stratford Pool	Wellington Shire	Regional	Outdoor				50
Sunshine Leisure Centre	Brimbank City Council	Metropolitan	Indoor			Yes	95
Swim Factory - Cranbourne West	City of Casey	Metropolitan	Indoor			Yes	145
Tangambalanga Keiwa Pool	Indigo Shire Council	Regional	Outdoor		Yes		115
Tatura Pool	Greater Shepparton City Council	Regional	Outdoor		Yes		82
Terang Swimming Pool	Corangamite Shire	Regional	Outdoor		Yes		16
Thomastown Recreation & Aquatic Centre	City of Whittlesea	Metropolitan	Indoor				153
Thorpdale Outdoor Pool	Baw Baw Shire	Regional	Outdoor				6
Timboon Swimming Pool	Corangamite Shire	Regional	Outdoor		Yes		26
Toora Public Swimming Pool	South Gippsland Shire	Regional	Outdoor		Yes	Yes	11
Torquay Cosy Corner	Surf Coast Shire	Regional	Open water				509
Torquay Fishermans Beach	Surf Coast Shire	Regional	Open water				277
Trafalgar Outdoor Pool	Baw Baw Shire	Regional	Outdoor				23
Trentham Swimming Pool	Hepburn Shire Council	Regional	Outdoor				28
Violet Town Swim Pool	Strathbogie Shire	Regional	Outdoor				86
Wantirna Genesis	Knox City Council	Metropolitan	Indoor				21
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	Regional	Outdoor				16
Warragul Leisure Centre	Baw Baw Shire	Regional	Indoor				104
Warrnambool Main Beach	Warrnambool City Council	Regional	Open water				19
Westerfolds Sports Centre	Manningham City Council	Metropolitan	Indoor		Yes		55
White Hills Pool	City of Greater Bendigo	Regional	Outdoor		Yes		28
Whittlesea Swim Centre	City of Whittlesea	Metropolitan	Outdoor				56
Willaura Memorial Outdoor Pool	Ararat Rural City Council	Regional	Outdoor		Yes		22
Winchelsea Pool	Surf Coast Shire	Regional	Outdoor		Yes		145
Wodonga Sports And Leisure Centre	City of Wodonga	Regional	Indoor				57
Wodonga Waves	City of Wodonga	Regional	Outdoor				99
Wycheproof Swimming Pool	Buloke Shire	Regional	Outdoor				24
Yackandandah Pool	Indigo Shire Council	Regional	Outdoor		Yes		90
Yarram Pool	Wellington Shire	Regional	Outdoor				11
Yarrawonga Outdoor Pool	Moira Shire	Regional	Outdoor	Yes	Yes		66



“My two children thoroughly enjoyed their class, teacher and experience.

Their confidence has exceeded expectation and they are already asking when they can do it again!”

- Parent survey response

“5 days in a row of swimming has transformed my two almost non swimmers into confident swimmers who are learning and enjoying their experience.

They have renewed enthusiasm and confidence, and are willing to try tricky things and have fun! Thank you! ”

- Parent survey response

Participating Local Government Areas

Tables 6.1 lists the 24 of 31 metropolitan municipalities which participated in VICSWIM. Table 6.2 lists the 38 of 48 regional municipalities which hosted at least one VICSWIM venue. VICSWIM was hosted in 78% of Victoria's 79 municipalities. Albury City Council also participated in VICSWIM 2022. Table 6.1 and 6.2 also identifies the Victorian municipalities and the number of VICSWIM venues hosted by each municipality in 2022.

Index of Relative Socio-economic Advantage and Disadvantage

The Australian Bureau of Statistics calculates a rating system titled the "Index of relative socio-economic advantage and disadvantage" (IRSAD). The rating system summarises information about the economic and social conditions of people and households within an area, including both relative advantage and disadvantage measures. A low score indicates relatively greater disadvantage, whereas a high score indicates a higher general advantage. VICSWIM 2022 was hosted in 9 of the top 10 and 17 of the top 20 ranked municipalities of greatest disadvantage.

Table 6.1

Municipality	IRSAD Ranking	# of venues
Greater Dandenong Council	2	2
Brimbank City Council	3	1
City of Whittlesea	36	4
Southern Grampians Shire	37	5
Melton City Council	40	1
Frankston City Council	48	2
City of Casey	49	2
Darebin City Council	50	1
City of Melbourne	52	1
Moreland City Council	54	2
Hobsons Bay City Council	55	3
Cardinia Shire Council	59	2
Mornington Peninsula Shire	60	5
Moonee Valley City Council	62	3
Yarra Ranges Council	64	1
City of Kingston	65	1
City of Monash	67	1
Knox City Council	68	2
Banyule City Council	70	2
Manningham City Council	72	2
City of Port Phillip	73	1
City of Stonnington	77	1
Bayside City Council	79	1
Nillumbik Shire	80	2

Table 6.2

Municipality	IRSAD Ranking	# of venues
Central Goldfields Shire	1	1
Latrobe City Council	4	1
Mildura Rural City Council	5	7
Yarriambiack Shire	7	3
Ararat Rural City Council	8	3
Loddon Shire	9	2
Hindmarsh Shire Council	10	2
Glenelg Shire	12	3
Greater Shepparton City Council	14	4
Moir Shire	15	1
Benalla Rural City Council	16	1
Gannawarra Shire	18	5
East Gippsland Shire	19	3
Bass Coast Shire	22	4
Campaspe Shire Council	23	2
Buloke Shire	24	3
Wellington Shire	25	5
Strathbogie Shire	26	4
City of Wodonga	27	2
Corangamite Shire	28	6
Ballarat City Council	29	4
City of Greater Bendigo	31	8
West Wimmera Shire	33	1
Warrnambool City Council	34	1
South Gippsland Shire	35	5
Towong Shire Council	38	1
Alpine Shire	39	2
City of Greater Geelong	41	3
Mount Alexander Shire	42	3
Hepburn Shire Council	44	2
Murrindindi Shire Council	45	1
Baw Baw Shire	46	4
Mitchell Shire	47	2
Moorabool Shire	53	2
Mansfield shire	56	1
Indigo Shire Council	57	4
Moyne Shire	58	3
Surf Coast Shire	76	4
Albury City Council		2

Non-participating Local Government Areas

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

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

Of the 17 municipalities not hosting the VICSWIM program in 2022, 8 are ranked in the top 25 municipalities with the least social and economic disadvantage, that is, Victoria’s most affluent municipalities.

Table 7.1

Municipality	Socio economic index	Location
Northern Grampians Shire	6	Regional
Swan Hill Rural City Council	11	Regional
Hume City Council	13	Metropolitan
Pyrenees Shire	17	Regional
Shire of Colac Otway	20	Regional
Horsham Rural City Council	30	Regional
Rural City of Wangaratta	32	Regional
Maribyrnong City	43	Metropolitan
Wyndham City Council	51	Metropolitan
Golden Plains Shire	61	Regional
Yarra City Council	63	Metropolitan
Maroondah City Council	66	Metropolitan
Whitehorse City Council	69	Metropolitan
Macedon Ranges Shire	71	Regional
City of Glen Eira	74	Metropolitan
Borough of Queenscliffe	75	Regional
Boorandarrah City Council	78	Metropolitan

Immaterial reporting variances created by data quality

“This was my first swimming lesson experience for my son, and the first successful experience for my daughter whom both have Autism and anxiety.

I would highly recommend this program, it has made it a terrific start for my children’s future in the water and for future swimming lessons”

“I am now the ‘Best Grandma Ever’ for taking them. Doesn’t get better than that.”

- Parent Survey Response

“The intensity of the program is invaluable for helping young kids learn to swim. My daughter was so proud of herself powering through the water!”

- Parent Survey Response



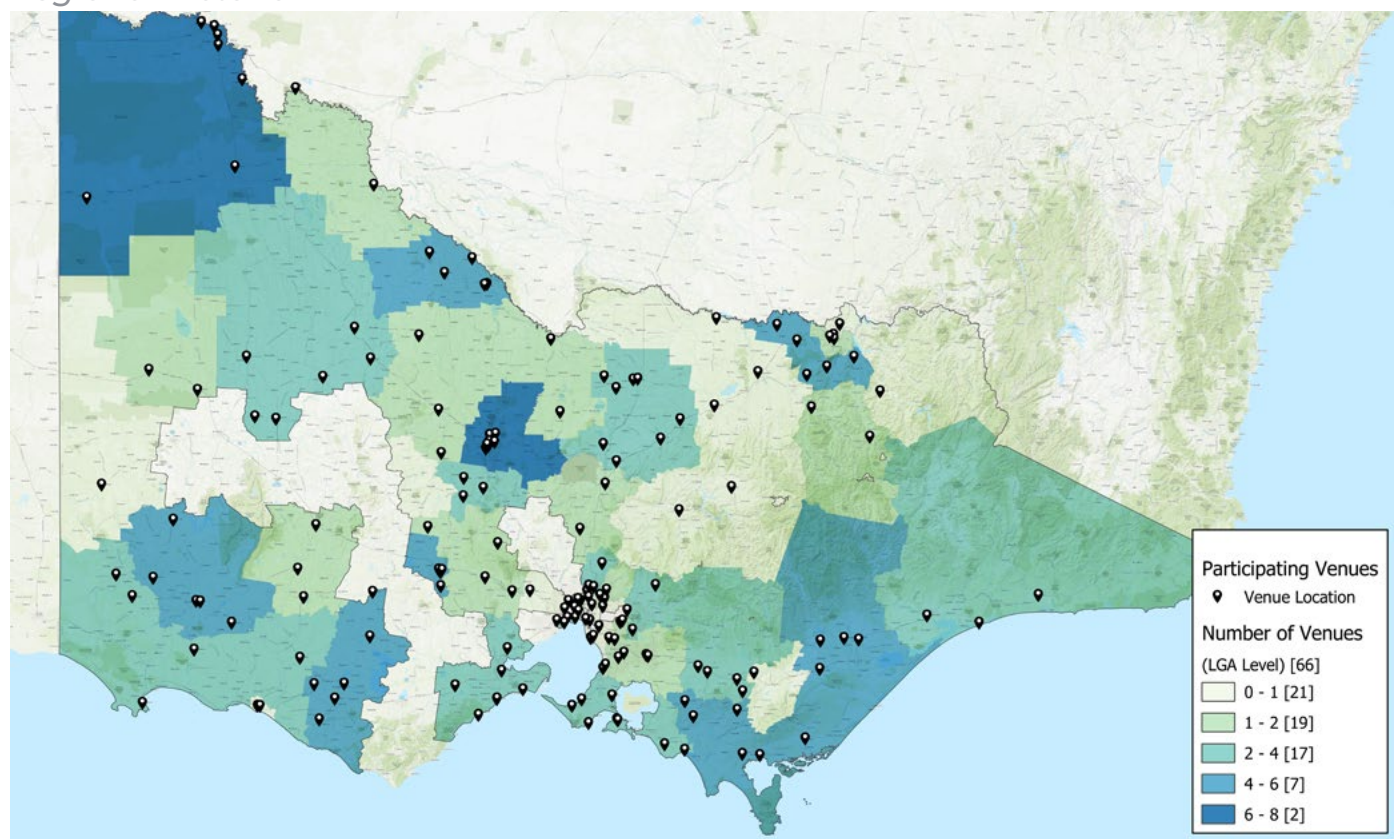
Our children loved VICSWIM so much and were so disappointed when it was over. High quality and highly engaged teachers.

We noticed a significant improvement in ability and confidence in all our children. A great school holiday activity!

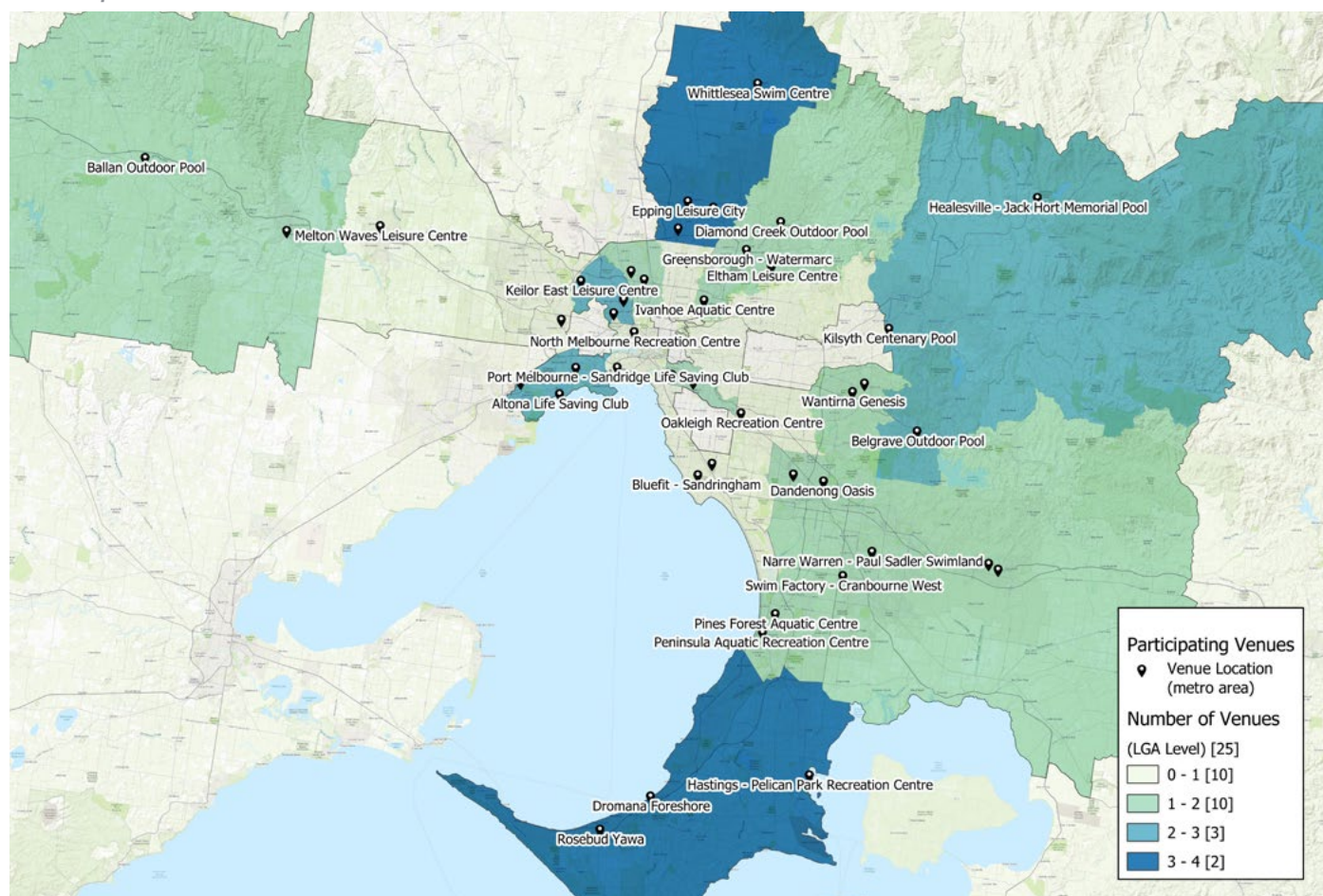
- Parent survey response

Number of Venues across Local Government Areas

Regional Victoria

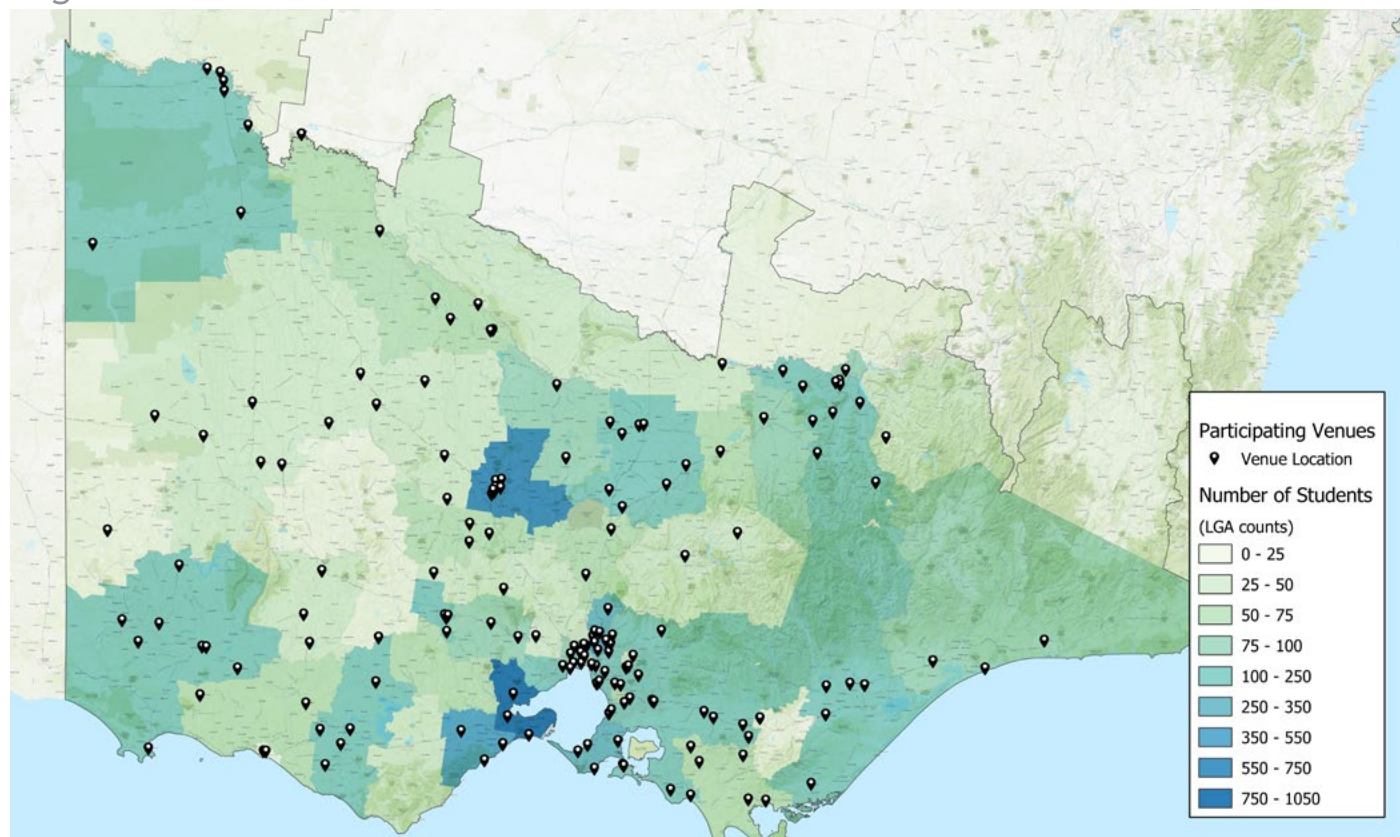


Metropolitan Melbourne

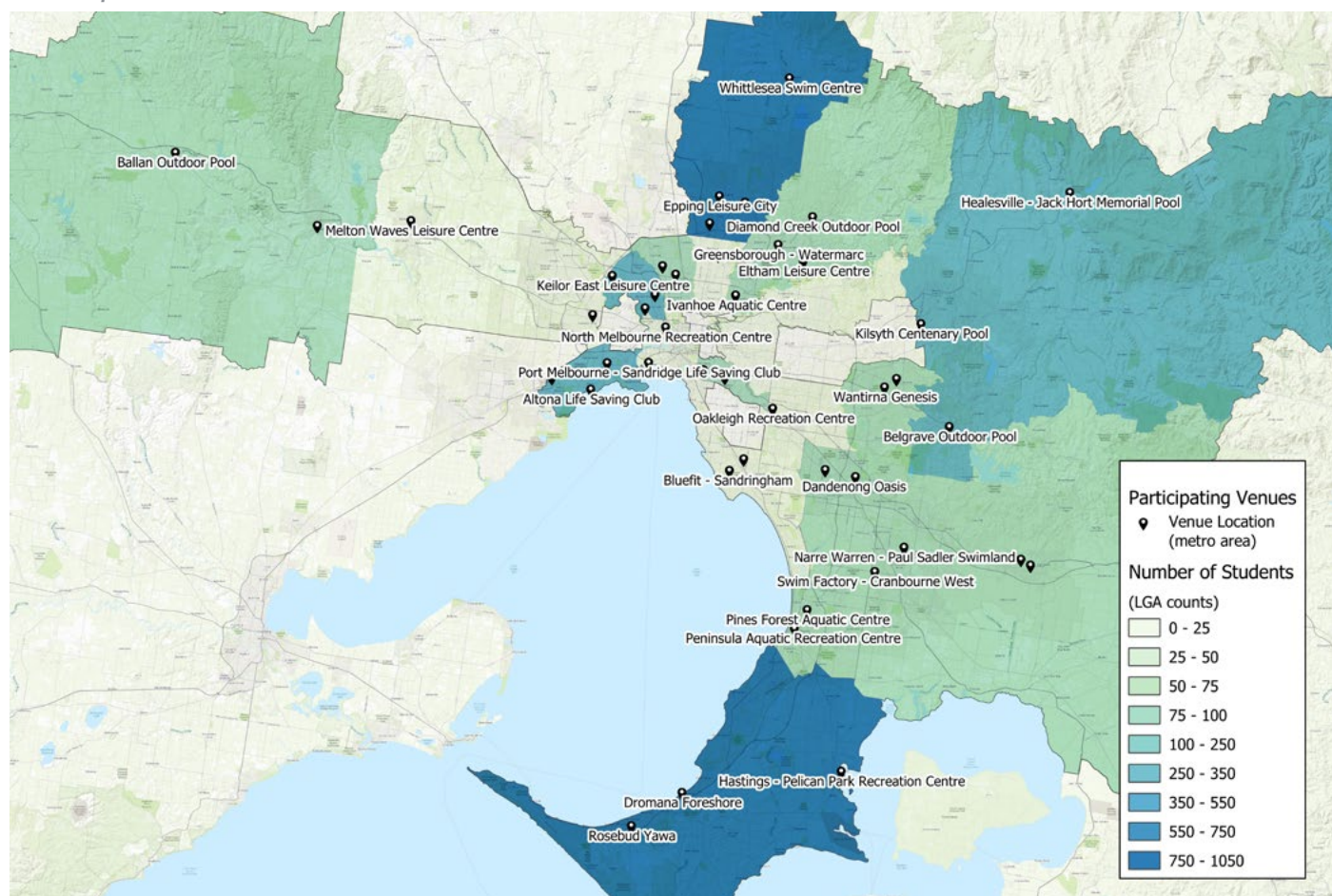


Number of Participating Students across Local Government Areas

Regional Victoria



Metropolitan Melbourne



Marketing and promotions

The VICSWIM 2022 marketing and promotion strategy was very different to previous years. Traditionally we would simply promote the program within local communities to attract participants.

This year the marketing and communications had three separate focuses being:

- Swim teacher recruiting
- Alerting local communities where we had not sourced a teacher and seeking their help
- Traditional program marketing

Our community focused marketing strategy

To complement our traditional and highly successful social media and email newsletter strategy a key strategy for 2022 was to grow our ability to take the VICSWIM messaging into local communities.

By the end of the 2022 program VICSWIM was a contributing member to 74 community Facebook Groups which allowed us to take our messaging directly into local communities. This was a particularly useful strategy in communities where we were unable to attract swim teachers and ultimately had to cancel classes. While the community were disappointed with the cancellations, they were aware well in advance of the challenges we faced and the efforts we went to.

Local newspapers

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

During the program a number of newspapers including the Geelong Advertiser and Melbourne Herald Sun feature stories about VICSWIM, highlighting that COVID 19 and the shortage of swim teachers were creating many issues for the program this year.

Venue, LGA, kindergartens and primary school communication packages

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

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

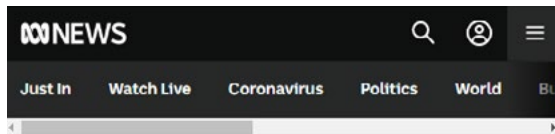
Digital Statistics

VICSWIM's Facebook audience grew to 8,228 likes (up from 7,487 in 2021) and the widest-reaching post this year reached 24,400 people, generated 146 comments and 59 shares. VICSWIM's Instagram following grew slightly to 954 followers (up from 743 in 2021) and a total of 19 Instagram stories were shared across the 3 weeks, often reposting content shared by VICSWIM parents.

Radio and Television

ARV CEO Kathy Parton was interviewed on a number of different ABC radio stations throughout the three weeks of the program, while the launch of VICSWIM 2022 was a news story on Channel 7 news in Melbourne.

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



COVID leads to mass VICSWIM swimming lesson cancellations

ABC Goulburn Murray / By Erin Somerville
Posted Tue 18 Jan 2022 at 12:32pm



VICSWIM lessons are being cancelled as the pandemic continues to force people into isolation. (Supplied: Aquatics and Recreation Victoria)

thecourier.com.au Friday December 31, 2021 THE COURIER 3 NEWS

Low-cost life-saving class

\$35 for lessons to prevent tragedy

By JAMES COUZENS

AN ANNUAL low-cost water education program, now in its sixth decade, is going to be more important than ever in 2022.

The VICSWIM Summer Kids program will run over the first three weeks of January at the region's pools.

Member services and events coordinator of Aquatics & Recreation Victoria Tony Phillips is conscious of the initiative's importance.

"The program will be an opportunity to recover the swimming skills children (have) missed out on and will prevent drownings this summer," Mr Phillips said.

"Over the past two years, many children of Victoria have been deprived of water safety education programs. It is critical families have the opportunity to participate in water safety education programs."

"The longer it takes for children to familiarise themselves around water, the more devastating the consequences could be."

Ballarat Aquatic and Life-Save Centre manager Gerald Dixon is aware COVID has hit hard.



LIFE SKILLS: Brett Mathews and granddaughter Elbe, pictured at the Eureka Aquatic Centre, know the importance of time in the water and instruction. **Picture: Luke Hesser.**

The first week of the VICSWIM Summer Kids program, available for children aged between 8 and 12, will be the week of January 3 to January 7. The second week will unfold between January 10 to January 14. The third

week will unfold between January 17 to January 21. The program will be held at the Black Hill Aquatic Centre in the first and second weeks; the Brown Hill Aquatic

Centre in the second and third weeks; the Bunyip Aquatic Centre in the second and third weeks; and the Eureka Aquatic Centre across each of the three weeks.

The cost of the program is \$35. It includes five 30-minute lessons, one each day, from Monday to Friday in the chosen week.

To register! <http://vicswim.com.au/>



Victorian state government to fund children's swimming program



Crusoe Reservoir VICSWIM Teacher interviewed for WIN News

Partnerships

A Word from Bendigo Bank

In 2021, Bendigo Bank branches were delighted to enter into a two-year partnership with VICSWIM as a major partner of the Summer Kidz Program. Our organisations have a natural alignment of visions, values and audiences.

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

Water safety education is such an important part of children's development and we are proud to work with the VICSWIM team to have this positive impact on Victorian families.

We've been impressed by the passion and commitment of the VICSWIM team and their delivery of this logistically complex program. We look forward to continuing our relationship and helping to keep Victorian children safe in the water.

Tania Hansen

Bendigo Bank, Community Business Manager

Tania Hansen,
Kathy Parton,
VICSWIM
Teachers and
Participants
at Crusoe
Reservoir,
Bendigo.





Four-year snap shot

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

Table 8.1

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

Table 8.2

Venue Type	2019	2020	2021	2022	
Metropolitan indoor pools	29	32	27	27	-
Metropolitan outdoor pools	16	14	12	11	↓
Regional indoor pools	17	24	12	18	↑
Regional outdoor pools	93	101	100	95	↓
Inland waterways	2	1	3	4	↑
Open water beach locations	13	14	13	12	↓
Total:	170	186	167	167	

Table 8.3

Skill Level	2019	2020	2021	2022	
A	3,138	2,627	2,824	2,349	↓
B	2,974	3,163	3,099	2,789	↓
C	3,163	3,648	3,691	3,326	↓
D	2,066	2,656	2,869	2,614	↓
E	1,526	2,124	2,157	1,981	↓
F	736	1,102	1,175	1,164	↓
G	261	269	326	138	↓
Total:	13,864	15,589	16,141	14,361	

Immaterial reporting variances created by data quality

References

2020/21 Life Saving Victoria, Drowning Report, p4

2020/21 Victorian Public Pools State of the Sector Report, Life Saving Victoria and Aquatic Recreation Victoria, p41

2020/21 Life Saving Victoria, Drowning Report, p5

Australian Bureau of Statistics, Index of Relative Socio-economic Advantage and Disadvantage, 2016, <https://www.abs.gov.au/ausstats/subscriber.nsf/log?openagent&2033055001%20-%20Iga%20indexes.xls&2033.0.55.001&Data%20Cubes&5604C75C214CD3D0CA25825D000F91AE&0&2016&27.03.2018&Latest>



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