

Summary history of VICSWIM, VAIC AND ARV.

Year	Achievement
1975	Following a proposal from the major aquatic organisations, the Victorian State Government, through Brian Dixon (Minister for Youth, Sport and Recreation 1973- 1982) agreed to the establishment of the State Swimming and Water Safety Development Committee. The primary reason for establishing the Committee was reported to be the need to better plan and coordinate learn to swim, aquatic and water safety programs and a concern that many Victorians were unable to swim and/ or be safe in and around water.
1976	<p>The State Swimming and Water Safety Development Committee- VICSWIM is formally established in March, 1976. The Committee comprised nine representative bodies:</p> <ul style="list-style-type: none"> - Department of Youth, Sport and Recreation - Herald and Weekly Times Limited - Victorian Amateur Swimming Association - Victorian Swimming Coaches Association - National Fitness Council - Education Department, Physical Education Branch - Royal Life Saving Society - National Safety Council, Water Safety Division - Schools Medical Service, Department of Health <p>The inaugural staff of VICSWIM were Iain Macwilliam as State Swimming Development Co-ordinator and Vicki Jarrett as Secretary who were co-located with the National Fitness Council at the Youth Sport and Recreation Department's office and employed by the Department in Marland House Bourke Street Melbourne. Graham Thompson from the Department of Youth Sport and Recreation (YSR) was appointed as the first Chair Person of the Committee.</p> <p>The Minister for Youth Sport and Recreation establishes Panel for the 'Investigation Into The Teaching Of Young Children To Swim'. VICSWIM is responsible for coordinating and administering the Panel's work. The VICSWIM Swimming Achievement Record was launched. Financial support through YSR, including office accommodation and other resources is provided to VICSWIM.</p>
1977	VICSWIM operations change to be independent of the Department of Youth Sport and Recreation, including staff who were then employed directly by VICSWIM. Robert Burrowes from RLSS is appointed as Chairperson. The VICSWIM Teacher of Swimming Certificate Course commences with the first country course conducted at Horsham.
1978	<p>John Gregson from the Department of Education is appointed Chairperson, a position he holds for 4 years. Brian Mott is appointed Coordinator/ Director, a position he holds for 3.5 years.</p> <p>The first VICSWIM Christmas Holiday swimming Program is conducted attracting 10,000 students at 113 venues over a 1 week program. The program utilises the VICSWIM Swimming Achievement Record which is a 5 level certificate, incorporating the old Herald certificate. (The 'Herald Learn to Swim Campaign' commenced in 1929 with Sir Frank Beaurepaire taking a lead role in its formation).</p>
1979	The VICSWIM Christmas Holiday swimming Program expands to a 2 week program. The VICSWIM committee calls a meeting of representatives from all the Australian states and territories, and the major swimming organisations, which results in the formation of AUSTSWIM. ACHPER joins the VICSWIM Committee.
1980	The first AUSTSWIM course was held in Orbost, Victoria in April 1980. Willie the Waterworm, which was developed for Bendigo Aquatic programs, is introduced to VICSWIM programs. VICSWIM Regional Coordinators are deployed for the first time, primarily focussing on the Holiday Swimming Programs. Campaign literature becomes multi-lingual.

1981	<p>There are 82 (30 children) drownings in Victoria in 1980/81. 24,000 children attended the Christmas Vacation Learn to Swim Water Safety Campaign at 202 locations.</p> <p>VICSWIM moves its office to 49 Spring Street Melbourne and introduces liability insurance policy for swimming teachers. Brian Dixon, Minister for Youth Sport and Recreation presented the 20,000th VICSWIM Certificate of Competence (received on completing all 5 levels of VICSWIM Achievement Certificate) to Jayne McPhee from Goroke.</p> <p>VICSWIM conducts a teacher of Swimming and Water Safety Certificate at Pentridge with 2 officers and 5 inmates completing the course. VICSWIM accesses its first computer.</p>
1982	<p>VICSWIM conducts 27 AUSTSWIM courses state-wide and the first Lecturers' Training workshop is conducted at Preston Institute of Technology, Coburg campus. VICSWIM introduces learn to swim program for Asthmatics as well as the first Swimming/ Water Safety Awards program. The Coles Group was the major sponsor of the VICSWIM Christmas Vacation Learn to Swim Water Safety Campaign, which attracted 25,000 participants.</p> <p>Len Willmer from Victorian Amateur Swimming Association is appointed Chairperson, a position he retains until 1985. Geoff Adams replaces Brian Mott as Director in late 1982, a position he holds for 9 years. VICSWIM endorses the RLSS Swim and Survive Passport (Aquapass) and in conjunction with the Asthma Foundation, conducts a seminar to assist with teaching swimming to asthmatics.</p>
1983	<p>VICSWIM Committee is renamed as the VICSWIM Council.</p> <p>VICSWIM Summer Vacation Learn to Swim Campaign, sponsored by Jantzen, attracts 27,000 participants using Swimming and Water Safety Certificates from RLSS Aqua Pass, the Herald Certificate, the Primary Certificate and Willie the Waterworm. The Summer Splash program commences (this program promoted learn to swim and water safety to children and adults through participation in games and other public activities.) and a workshop on Aquatic Educational Programs for Young Children is held.</p>
1984	<p>The Education Department provides new guidelines for the teaching of swimming and water safety in schools, including recommending that teachers responsible for the conduct of swimming programs have an AUSTSWIM certificate. At that time approximately 7,200 teachers held an AUSTSWIM certificate. All VICSWIM Teacher of Swimming Certificate holders are required to update to AUSTSWIM certificate by June 1984 to retain accreditation.</p> <p>VICSWIM is incorporated. Arena is the major sponsor of the Summer Learn to Swim and Water Safety Campaign, which attracts 24,000 participants. The Ballarat Courier Learn to Swim Program merges with the VICSWIM Summer Campaign. A series of workshops are held on the Halliwick method which caters for 200 swimming teachers, utilising James McMillan from UK, for teaching swimming to people with a disability.</p> <p>The first Splash and Dash Program and Spring Learn to Swim Water Safety Program (sponsored by City Mutual) are conducted. The first Water Safety Week is conducted.</p>
1985	<p>Doug Fox from RLSS is appointed to the Chairperson role for 1985/86. The 4th season of Splash Program is conducted at 19 beaches. The Summer Campaign expands to cater for 25,854 children, with support from the State Bank and the Herald and Weekly Times.</p>
1986	<p>Ric Bouvier from the National Safety Council is Chairperson from 1986 to 1988. VICSWIM Summer Vacation Learn to Swim Campaign attracts 24,836 children with the program promoted on state wide TV, including Channel 7.</p> <p>The 200,000th participant in the program is registered. A National Convention on Pre-School Aquatics is conducted. YSR continues to provide office accommodation and other resources.</p> <p>The 15,000th Victorian qualifies for AUSTSWIM Teacher of Swimming and Water Safety Certificate (over 20,000 qualified nationally). VICSWIM celebrates its 10th Birthday. The Pre-School Aquatics Training Course is accepted as an AUSTSWIM extension course. The Herald and Weekly Times stands down from its role on the VICSWIM</p>

	Council.
1987	VicHealth is formed. The first VICSWIM Aqua Exercise Leaders Course is conducted. State Director, Geoff Adams is guest speaker at USA Council for Cooperation and Aquatics. The integration of children with disabilities into the Summer Learn to Swim Water Safety Campaign is expanded. VICSWIM conducts its Swimming Program for Asthmatics for the last time and focusses efforts, on better training of teachers to assist with the integration of asthmatics into mainstream programs.
1988	<p>John Gregson from the Department of Education is re-appointed Chairperson, a position he holds for a further 3 years.</p> <p>VICSWIM operates on a budget income of \$916,000, including a grant from YSR of \$125,000. National Swim Week held in November 1988. VICSWIM Spring Learn to Swim and Water Safety Program involves 3,000 participants at 47 venues.</p>
1989	<p>VICSWIM Summer Vacation Learn to Swim Campaign attracts 31,258 children at 265 venues and involved 765 teachers. The VICSWIM Governance Structure is amended. The new structure established with an executive committee that met monthly, a Council that met bi-monthly and two standing committees, with the capacity to have a number of Task Forces and Action Groups. The first Standing Committees were the 'Programs Committee' and the 'Teacher Training Committee'. The initial Taskforces focussed on swimming for people with disabilities and swimming for pre-school age children. The executive comprised of:</p> <ul style="list-style-type: none"> - Chairperson - Deputy Chairperson - Chair of the Programs Committee - Chair of the Teachers Committee - Treasurer - State Director <p>A merger between VICSWIM and Swimming Victoria is considered. VICSWIM with financial support from VicHealth expands its role in increasing aquatic access opportunities for people with a disability. VicHealth expands its role in aquatic training conducting seminars to assist aquatic facility managers and programmers.</p> <p>The Safety in Swimming Pools Code of Practice is released with RLSS taking the lead role. VICSWIM develops a number of key resources including the log book for use across Australia by AUSTSWIM candidates.</p>
1990	<p>VICSWIM Summer Vacation Learn to Swim Campaign attracts 32,500 children at 266 venues and involved 792 teachers. This represents the largest number of participants throughout the life of VICSWIM, VAIC and ARV. Nunawading was the largest metropolitan venue, Warrnambool was the largest country centre closely followed by Geelong's Kardinia Park. Bendigo Building Society was the major sponsor, with Speedo involved for the first time. This was the first year Herald and Weekly Times organisation was not involved with program.</p> <p>The Swimming Program for Women (SWIM) is piloted at Richmond Recreation Centre. The Aquatics-Opportunities for All Program is launched, with research conducted on skill learning in the Summer Campaign and effectiveness of the new certificate structure. State government support through Sport and Recreation Victoria is maintained.</p>
1991	David Winterbum replaces Geoff Adams as Director and holds position until 1994.
1992	<p>Peter Meaney is appointed Chairperson, a position he holds for the next 10 Years. In its 9th year the Spring Program expands to 64 indoor pools with the support of Bendigo Building Society.</p> <p>The recession hits VICSWIM programs with participation in the Summer Campaign dropping to 28,000 children and further reductions in 1993 and 1994 to 26,000 and 24,000 children respectively. The Aquatic Education Now! Conference, including the Aquatic Industry Awards Dinner, is conducted in conjunction with RLSS and expands to cater for 350 participants in Melbourne as well as one day versions conducted in 3 country centres.</p>
1993	Governance and re-structuring options are reviewed, including again considering a merge of VICSWIM with

	<p>Swimming Victoria. VICSWIM moves to Toorak Road Hartwell as financial assistance from state government finishes. The YMCA joins the VICSWIM Council and the Institute of Swimming and Recreation Centre Management expands its role to become the Australian Leisure Institute which takes its place on the Council.</p> <p>A Winter Learn to Swim 5 day Program is trialled with 1300 participants at 12 pools. The regional coordinator program is expanded to 14 coordinators state-wide. VICSWIM membership scheme commences. A Criminal History check is introduced for all VICSWIM programs. The Aquatic Education, Now! Conference and Awards Program attracts 200 industry personnel. VICSWIM trials the delivery of products and services to the industry.</p> <p>The reduction of Personal Development Consultants (formerly known as Physical Education Consultants) within the Ministry of Education places pressure on capacity to deliver AUSTSWIM and other training courses for school teachers. VICSWIM staff take on some of the roles previously undertaken by Consultants in the planning and delivery of services, as well as establishing a regional network for the delivery of training courses. Tertiary institutions progressively reduce their role in delivering AUSTSWIM and other training courses as part of their curriculum resulting in tertiary students increasingly needing to undertake such training outside of course time.</p>
1994	<p>David Cross replaces David Winterburn as Director and holds position until 1996. John Gregson retires from his VICWIM Council roles after 18 years of involvement, including a key role in its formation. The Catholic Education Commission and Association of Independent Schools Inc join the VICSWIM Council. The Commonwealth Bank takes on the major sponsor role for the Summer program. AUSTSWIM moves into the Hartwell offices with VICSWIM.</p> <p>VICSWIM's charter is amended following an independent review in 1993 with the Council focussing more on leadership, policies, practices and standards across the community and the Executive more focussed on management, operations and program/ service delivery. Priority is given to positioning VICSWIM so that it may be more responsive to its client base and to provide leadership on key issues relating to swimming and water safety. The Winter Program grows to 55 venues and almost 3,800 children over the 5 day program. A Water Awareness Program for 4 year olds is trialled. Following the release of the Moneghetti Report, VICSWIM becomes more active in curriculum development and teacher training. The VICSWIM/ VicFit Aqua Exercise Leaders program is refined and course provision expanded.</p> <p>The State Government implements its policy to amalgamate Victorian councils and introduces Compulsory Competitive Tendering (CCT) for local Government. Both initiatives have a significant impact on the aquatics industry, opening up management, programs and services to more organisations, changing employment practices and placing a focus on financial outcomes.</p>
1995	<p>VICSWIM commissions a report into the state of aquatic education in schools, including surveying 400 schools. VICSWIM assists AUSTSWIM to host the International Infant Aquatic Education Conference.</p>
1996	<p>Jenni Maclean takes on the role of Executive Director (later title changed to CEO), after working as Manager Professional Training and Development. VICSWIM's 20th Birthday celebrations are held at Royal Melbourne Yacht Club.</p> <p>Splash, a bi-monthly newsletter for facility managers, commences and the VICSWIM News is re-designed. The 500,000th participant in the Summer Campaign since its inception was Natalie King from Long Gully, Bendigo who participated in the program at Eaglehawk Indoor Pool. The Commonwealth Bank continues its sponsorship of VICSWIM programs, including the Summer Campaign.</p>
1997	<p>The Victorian Water Safety Symposium is conducted by VICSWIM, SLSV and RLSS. VICSWIM establishes its first web-site. Leisure Management and Marketing (LM&M) is the first commercial organisation join the VICSWIM Council in recognition of the changed industry landscape. VICSWIM holds a strategic planning retreat to consider its options and response to the changes occurring in the aquatic industry.</p>
1998	<p>Surfing Victoria joins the VICSWIM Council. 20,000 children participate in the VICSWIM Learn to Swim and Water Safety Campaign in 2 programs at 270 venues and across 6 levels of classes from beginner to Aqua Safe level 7.</p>

	<p>VICSWIM is requested by the State Government to develop a strategy to address the problem of increased drowning. The Victorian Water Safety initiative is developed and submitted to the Government. Consequently the Play it Safe by the Water campaign (PISBTW) commences with Channel 7's Brian Naylor assisting in the promotion of the campaign- this followed the tragic death of 4 children at Gunnamatta Beach on 8 January 1998. In February the Australian Water Safety Council was formed with one of its first initiatives to develop nationally consistent signage for aquatic and recreation venues. VICSWIM commissions a project to review its structure, governance and membership.</p> <p>During the 1990's progressively more organisations become involved in the delivery of aquatic education, personnel training and aquatic programs, increasing competition within the industry for service provision.</p>
1999	<p>In May 1999 VICSWIM accepts the recommendations of an organisational review to change its name, structure, governance and constitution which are adopted at the annual meeting in October 1999, giving rise to the new Victorian Aquatic Industry Council (VAIC). Victoria was the first state or territory to establish such a council which recognised the aquatic industry as an industry in its own right.</p> <p>VAIC continues to conduct the VICSWIM Learn to Swim and Water Safety Campaign at 275 venues with 26,000 children participating. A new licencing system is introduced that operated at 15 venues; many thousands more children were involved in learn to swim programs operated at venues in parallel with VICSWIM programs. A new Standing Committee is formed- the VAIC Water Safety Standing Committee.</p> <p>CCT is replaced by Best Value Legislation. VAIC presents a report to the state government on the impact of CCT on service delivery in aquatic facilities. VICSWIM gains Quality Assurance certification.</p> <p>Water Safety Week involves 59 events and 43,000 participants. The Victorian Water Safety Certificate was launched in January 1999. 5,000 children participated in the Winter and Spring programs. VICSWIM implements its Program Management system, later adopted by RLSSV and the WA Vacation Swim Program. In recognition of changes to the industry and VAIC's changed role, a Standing Committee for Aquatic Facilities is established.</p>
2000	<p>In February 2000 the Victorian Aquatic Industry Council is officially launched. The Council undergoes significant expansion in membership to reflect the expanded industry role; initially increasing to 28 members. Andrew Whittaker takes on CEO role. VAIC purchases and moves its office to Boronia. The first Aquatic Industry Forum is held. Matt Welsh continues his role as a VICSWIM Ambassador. VAIC appointed as the administrator of AUSTSWIM Victoria.</p> <p>The Commonwealth Bank takes on the role as naming rights sponsor for the Learn to Swim and Water Safety Campaign. 15,000 children participated with 600,000 children reported as participating since the campaign start in 1976.</p> <p>AUSTSWIM Victoria officially commences operation on 1 January 2000. Water Safety days are conducted at 10 venues, supported by Yarra Valley Water. The Open Water Learning Experience program was piloted. A report on the Future of Rural Swimming Pools is prepared by VAIC for the State Government. Water Safety Week is expanded to 180 events, involving 78 pools and involves 97,000 participants.</p>
2001	<p>The inaugural National Aquatic Industry Conference AQUACON 2001 is held at the Melbourne Sports and Aquatic Centre. VAIC research indicates that in 2000/01 financial year, the aquatics industry employed 19,000 people and generated \$256 million of income, while aquatic facilities received 61 million visits.</p>
2002	<p>Andrew Hocking replaces Peter Meaney as Chairperson, who had been in the role since 1992. Peter is inducted as the first life member of VAIC at the annual awards dinner. Water Safety Week further expands to 277 activities and 244,700 participants.</p>
2003	<p>VICSWIM purchases and relocates to premises in Box Hill. The VAIC Council has 36 members. 365,000 participants are involved in Water Safety Week activities. VAIC coordinates and leads an international aquatic facilities tour. The Summer VICSWIM Campaign (Summer Fun) was revamped to 3 five day programs, attracting almost 15,000 participants.</p>

	VICSWIM conducts a Koori Aquatics program, funded by VicHealth, which included water awareness activities, learn to swim and water safety programs and aqua aerobic programs for people with Koori backgrounds.
2004	<p>AUSTSWIM national office takes on responsibility for candidate certification and re-registration. A review by VAIC of the State Water Safety Strategy resulted in the document "Creating a Water Safety Culture". VAIC prepares a report on accidents and injuries in aquatic facilities.</p> <p>Following an independent review of VAIC's operations a number of changes were made, including broadening the mission to include being the peak body for representation of recreation along with aquatics and ceasing the role of the Water Safety Standing Committee. The concept of forming Life Saving Victoria is agreed which sees a merger of Royal Life Saving Society Australia Victoria Branch and Surf Life Saving Victoria's operations.</p>
2005	<p>VAIC conducts a review of the community development role of aquatic facilities and develops an industry database on programs and services provided by aquatic facilities. Study tours for the industry were coordinated and led by VAIC to- New Zealand and UK.</p> <p>The annual meeting approves a name change to Aquatics and Recreation Victoria (ARV). The membership structure is amended to allow facilities to become members of ARV in their own right. Standing Committees are further re-structured with 4 new committees; Facility Management, Education, Professional Development and Risk Management. The 2006 Commonwealth Games Community Program provides support and sponsorship for VICSWIM programs. YMCA withdraws from hosting the VICSWIM Summer Program at its managed venues.</p>
2006	<p>The International Life Saving Championships- Rescue 2006 is held in Geelong and Lorne. The 2006 Melbourne Commonwealth Games is held in March 2006 and provides increased attention and interest in sports, in particular swimming.</p> <p>ARV continues to brand its swimming and water safety programs as VICSWIM with VICSWIM celebrating its 30th birthday. The Summer Campaign attracts 9,333 enrolments. AQUACONS is re-branded as the SQUAREC Conference. The 2006 industry study tour reviews facilities, programs and services in Dubai and the UK. A VICSWIM Surfing Program is trialled at Smiths Beach with VICSWIM piloted at selected venues in Tasmania (but not continued).</p>
2007	<p>ARV's strategic reviews include Rural Pools and Non-Aquatic Training for Recreation Facility Personnel. The Victorian Aquatic and Recreation Industry Awards Dinner attracts 300 industry personnel.</p> <p>Australians celebrate the Year of the Surf Lifesaver. VICSWIM is announced as the official Sports development Program for the 2007 FINA World Swimming Championships which are held in Melbourne in May 2007.</p>
2008	<p>Andrew Whittaker leaves ARV after 8 years as CEO. Ian Swan appointed as new CEO. The 'Watch Around Water' program is introduced into Victoria by ARV and piloted at 15 facilities. ARV initiates Industry Guidelines to identify water conservation opportunities in facilities with support from the Smart Water Fund. This is the last year of the VICSWIM Spring Program.</p> <p>Water Safety Week attracts over 170 council and private organisations and promotes messages to 227,750 Victorians. With funding from the Federal Department of Health and Ageing a project to establish and pilot a physical activity referral framework utilising aquatic and recreation facilities aimed at increasing the capacity of the leisure industry to work with and support primary healthcare is initiated.</p>
2009	<p>Strategic organisational review conducted, new business plan developed with new staffing structure implemented, new website and industry e-news/Alerts designed, new membership packages and pricing promoted, partnership with the new Australian Leisure Facilities Association (ALFA) developed, new database management and IT systems adopted and new strategic consulting role launched.</p> <p>ARV launches new branding and corporate livery at Melbourne Aquarium in May 2009. Box Hill Offices sold in July 2009. ARV re-locates to new offices at UniPark Monash in October 2009. The health referral program launched and branded as the 'Better Being' program involving 5 key metropolitan centres. The 'Inclusive Leisure Initiative'</p>

	<p>launched with funding from VicHealth's PICSAR grants program and involves 13 metropolitan and regional centres. AQUAREC Conference rebranded as the ARV Industry Conference. The Victorian Aquatics and Recreation Industry Awards evening moved to Zinc at Federation Square attracting 370 guests.</p> <p>The VICSWIM summer program attracts 4,195 participants. The VICSWIM Winter program is discontinued. New branding, image and suite of VICSWIM programs designed, including new marketing, websites and development of an online enrolment facility.</p> <p>A re-branded Watch Around Water- Your Child Your Focus program expands to 37 centres across the state. The Smart Water 'Best Practice Industry Guide' for water conservation is completed.</p>
2010	<p>ARV works with the Department of Education and Early Childhood Development (DEECD) to produce the Victorian AquaEd Kit for use in primary and lower secondary schools. ARV's Victorian aquatic and recreation Industry Awards night moves to Crown Palladium to celebrate 10 years, with over 400 guests in attendance. ARV membership increases to over 100. Water Safety Week attracts participation by 150 organisations with messages delivered to over 200,000 Victorians as part of the Play it Safe by the Water campaign.</p> <p>The VICSWIM Summer Campaign is re-branded as VICSWIM Summer Kidz and price increased to cover self funded operational costs. VICSWIM Skoolz, a program tailored to meet the demands of primary schools not presently being serviced by other providers and VICSWIM Cultural Programs targeted at the refugee and migrant communities begin. Despite wide spread promotion, including TV commercials, the VICSWIM Summer Kidz campaign attracts only 3,000 children resulting in significant financial losses. Research indicates that participant cost is prohibitive for the program's targeted population. Incumbent State Government approached for financial assistance to subsidise participant costs- commitment to fund the program received by the then Opposition Coalition which goes onto win November state election.</p> <p>Sarie Lowden (formerly Culka) and Jean Kemp were both inducted in as life members of ARV. Last Aqua Summit conducted at Melbourne Sports and Aquatic Centre. ARV conducts the Professional Development Study Tour to New Zealand.</p>
2011	<p>VICSWIM Summer Kidz subsidy funding not received in time to run the January holiday program- program suspended for 2011. VICSWIM Cultural program works with Sudanese and Karen communities and begins to identify candidates for AUSTSWIM awards training to become bilingual teachers.</p> <p>The Victorian Aquatic and Recreation Industry Awards attract increasing nominations with guest attendance over 500 with attendance by the Victorian Premier. Life membership awarded to Jill Mazzini and Genevieve Lehmann. ARV Executive Seminar Series launched. Water Safety Week launches online competition for facilities and schools, attracting 146 organisations with inaugural Federation Square celebration event. Channel Nine News secured as key supporter of Play it Safe by the Water campaign.</p> <p>Watch Around Water- Your Child Your Focus parental supervision program is adopted by 87 facilities. The 'Better Being' program is concluded with the cessation of government funding and the self-funded model for the Inclusive Leisure program cannot be continued. The ARV Professional Development Study Tour visits Darwin, Brisbane and Adelaide. The AquaSummit conference is replaced with a tailored 1 day seminars- STREAM Metro & STREAM Regional.</p> <p>ARV completes SRV funded projects, developing industry:</p> <ul style="list-style-type: none"> - Pool Concourse Guidelines - Indoor Aquatic and Recreation Facility Development Guidelines - Functional Design Brief Template <p>Work on producing Aquatic Education Guidelines for primary and lower secondary schools commences with DEECD funding and the Victorian AquaEd Kit is completed. The Education Standing Committee is reformed as the Industry Training, Education and Professional Development Standing Committee as a key advisory group to government.</p>

2012	<p>VICSWIM Summer Kidz program re-launched with \$1.6mil government subsidy over 4 years, reducing participant costs to \$25 per child for each week of the 3 week program. Numbers increase to 4896 with 213 instructors at 85 locations. 'Vic' the VICSWIM mascot launched. Community Service Announcements secured across a range of TV stations to run the VICSWIM TVC.</p> <p>Water Safety Week attracts 184 organisations with over 260,000 participants and the Watch Around Water- Your Child Your Focus program attracts 122 registered facilities.</p> <p>The Victorian Aquatic and Recreation Industry Awards Night attracts a masquerade theme attracts a record 558 guests with an increase in nominations to 104. Life membership is awarded to Andrew Whittaker and Judy Muir. First 2 day residential Facility Planning and Design Workshop held at Barwon Heads in October attracting interstate delegates. Work begins on a study into the 'Economic and Health Benefits of the Aquatic and Recreation Industry'. The ARV Professional Development Study Tours visits WA and SA.</p>
2013	<p>The Victorian Aquatic and Recreation Industry Awards evening moves from Crown Palladium to Peninsula at Docklands adopting a winter wonderland theme with a record number of over 600 guests and 120 award nominations. A range of partnerships are established with training and commercial organisations to deliver industry professional development opportunities, including the Executive Seminar Series.</p> <p>Water Safety Week and the Federation Square event attract 205 facility registrations and 122 centres sign up for the Watch Around Water- Your Child Your Focus program. A pilot 'Benchmarking Energy and Environmental Performance' study commences with one Sydney and 5 Victorian councils. ARV obtains a grant from the Victorian Multicultural Commission to deliver VICSWIM Cultural in Shepparton region.</p> <p>VICSWIM Summer Kidz program registers 7,456 participants across 115 locations, develops new TVC featuring Nicole Livingstone and integrates a range of promotions including, online, digital and traditional marketing, with website hits exceeding previous records.</p>