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**VICSWIM Summer Kidz  
2020 Program Report**

**Dan Andrews**  
6 hrs · 🌐

Healing our bushfire-affected communities will take time.  
But we're lucky we've got people like Robbie to help.  
Robbie's a CFA volunteer from Violet Town. She's also a VicSwim regional coordinator.  
Robbie's been involved in VicSwim for over 30 years – teaching generations of kids how to swim safely and confidently.  
With regional Victoria on high alert and lives being disrupted – she was working hard to keep life as normal as possible for Violet Town.  
In between shifts with her CFA brigade, Robbie kept VicSwim running and the pool open. For free.  
And she opened up her own home to a family who had to leave theirs.  
It's Robbie, and people like her, who are keeping our communities going this summer.  
So I just wanted to say one thing:  
Thank you.



👍❤️ 1.7K      96 comments 84 shares

## Disclaimer

Aquatics and Recreation Victoria Incorporated (ARV) have prepared this report. While all effort has been made to ensure the information in the report is factually correct and reflects the situation at the time of writing, neither ARV or its employees accept responsibility for the accuracy or completeness of the contents and shall not be liable for any loss or damages that may be incurred, either directly or indirectly through the use or reliance of information contained in this report.

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# VICSWIM Summer Kidz 2020 at a glance...

**35%**

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

**72%**

*Growth of enrolments in 5 years*

**77,925**

*Swimming and water safety lessons delivered*



**125**  
*Regional Venues*

**9**

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

**15,585**

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



**70**

*Venues across Victoria experienced cancelled or relocated classes*

**40%**

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

**56.08%**

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



**49**

**Metropolitan Venues**



**186**

**Venues**  
*Increase of 9.14%*

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

# 24

Regional Co-ordinators  
Up from 22 in 2019

# 325

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

## TOP 5 VENUES:

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

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

# 18

Administrative Staff

# 38,962

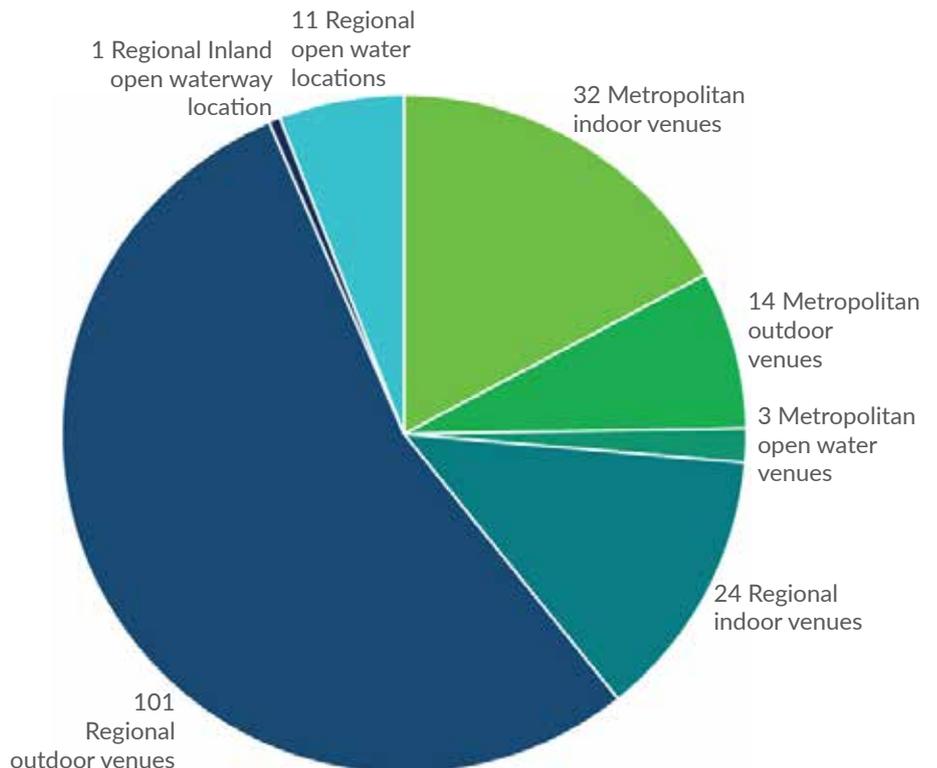
Hours of water safety  
education delivered  
Up from 34,660 in 2019

# 77%

of Victorian Municipalities  
participated  
+ Albury City Council, NSW

# 74%

of Venues located in  
regional areas



# 15

Open Water Venues

**The VICSWIM Program would not happen without the support of an incredible team. We'd like to acknowledge those who helped to make the 2020 Summer Kidz program so successful.**

### **VICSWIM Customer Service Team**

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

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

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

### **VICSWIM Teachers**

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

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



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

# CEO's Report



**Kathy Parton**

Interim CEO

Aquatics and Recreation Victoria

The 2020 VICSWIM Summer Kidz program was an amazing success.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

In many Victorian communities, VICSWIM is an iconic community event, that is looked forward to throughout the year, not just by the children but by parents, grandparents, families, friends, community Aquatics and Recreation facilities and other community members who use the program, to strengthen connections within their communities.

## **VICSWIM 2020 brought our**

## industry closer together

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

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

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

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

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

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

## Local conditions and information

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

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

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

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

## VICSWIM is more important to Victorians than ever before

The VICSWIM program was established in 1976 and we are incredibly proud that the program remains as relevant and as vital in the Victorian Government's water safety strategy today, as it was a generation ago.

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

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

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

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

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

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

VICSWIM is a low-cost program. Each VICSWIM registration costs \$30 and provides participants with 5 x 30-minute lessons delivered across 5 consecutive days in a week. The intensive nature of



@lindashannon1359  
#Vicswim2020 #clunes

the program develops each child's water safety awareness, respect for different water environments and of course, their swimming and survival skills.

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

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

## **VICSWIM coverage continues to grow**

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

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

In 2020 VICSWIM was run at:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

communities will also be important.

## **Risk management and participant safety**

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

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

## **Preparing for the future**

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

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

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

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

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

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



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

ensures future scalability of the program.

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

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

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

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

## The VICSWIM technology platforms

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

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

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

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

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

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

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

## Planning our future

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

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

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

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

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

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



The VICSWIM Customer Service and Administration Team

the 2021 program.

## Continued support of the Victorian State Government is vital

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

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

## Our gratitude and thanks

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

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

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

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

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

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

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

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



### Kathy Parton

Interim Chief Executive Officer  
Aquatics Recreation Victoria Inc



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



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





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

 - Survey Response

Image Source: Facebook 

# 2020 VICSWIM Statistics

## Program Participation

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

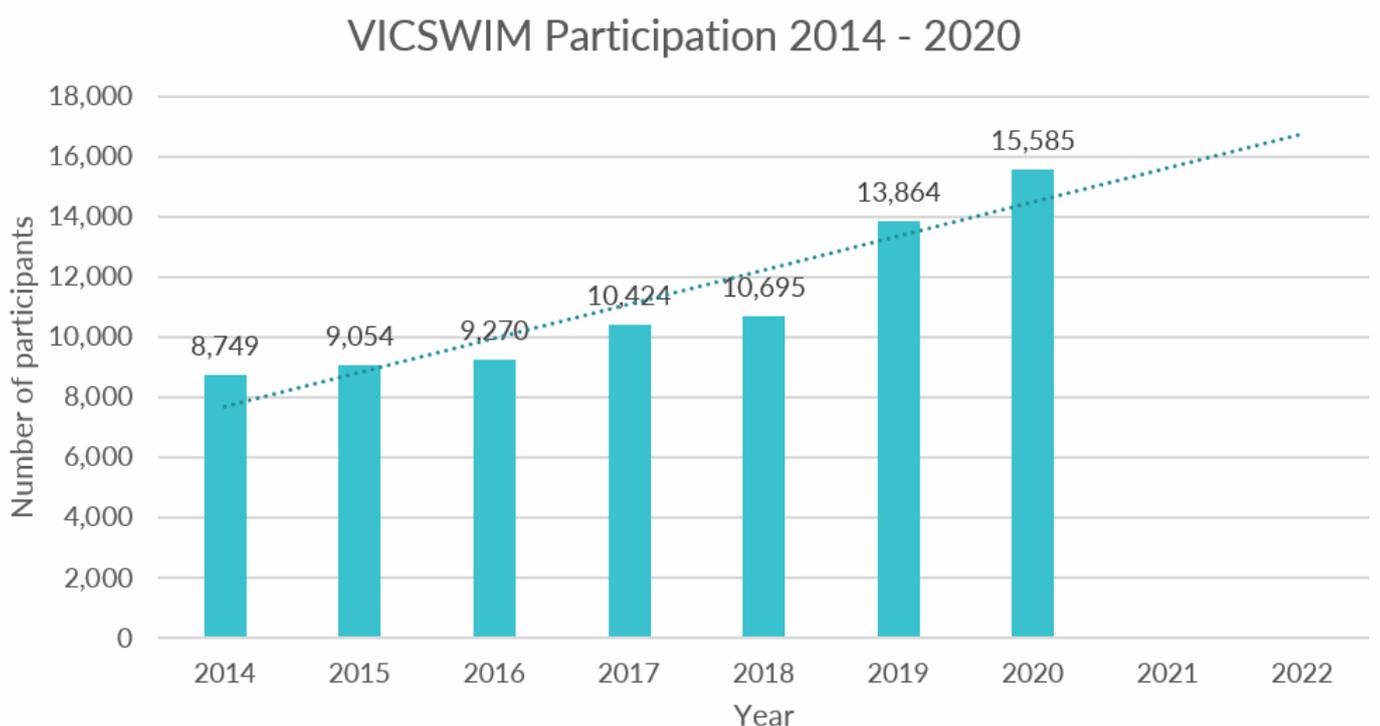
With the development of a formal VICSWIM growth strategy and establishment of strategic partnerships, it is anticipated that there are strong growth opportunities for VICSWIM for many years to come.

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

Table 1.1

|                                               | 2014  | 2015  | 2016  | 2017   | 2018   | 2019   | 2020   |
|-----------------------------------------------|-------|-------|-------|--------|--------|--------|--------|
| <b>Participants</b>                           | 8,749 | 9,054 | 9,270 | 10,424 | 10,695 | 13,864 | 15,585 |
| <b>Percentage increase from previous year</b> |       | 3.50% | 2.38% | 12.44% | 2.60%  | 29.63% | 12.14% |

Figure 1.2



## Participation by week and skill level

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

Week 1, (34% of enrolments) and Week 2, (38% of enrolments) were the programs busiest weeks with classes at their highest capacity. Week 3 only had 28% of enrolments, however, this is a 3% increase from last year's rate of 25%.

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

Skill Levels B, C and D were the most popular, accounting for 60.7% of total enrolments. The remaining levels A, E, F and G, accounted for 39.3% of remaining enrolments.

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

“Affordable, fun, an annual event the whole family eagerly anticipates”  
- Survey Response



Table 2.1

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

Figure 2.3

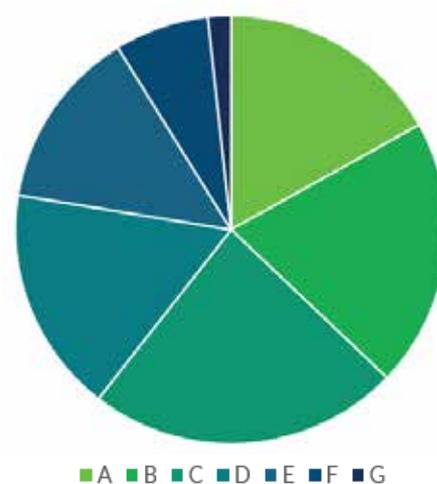
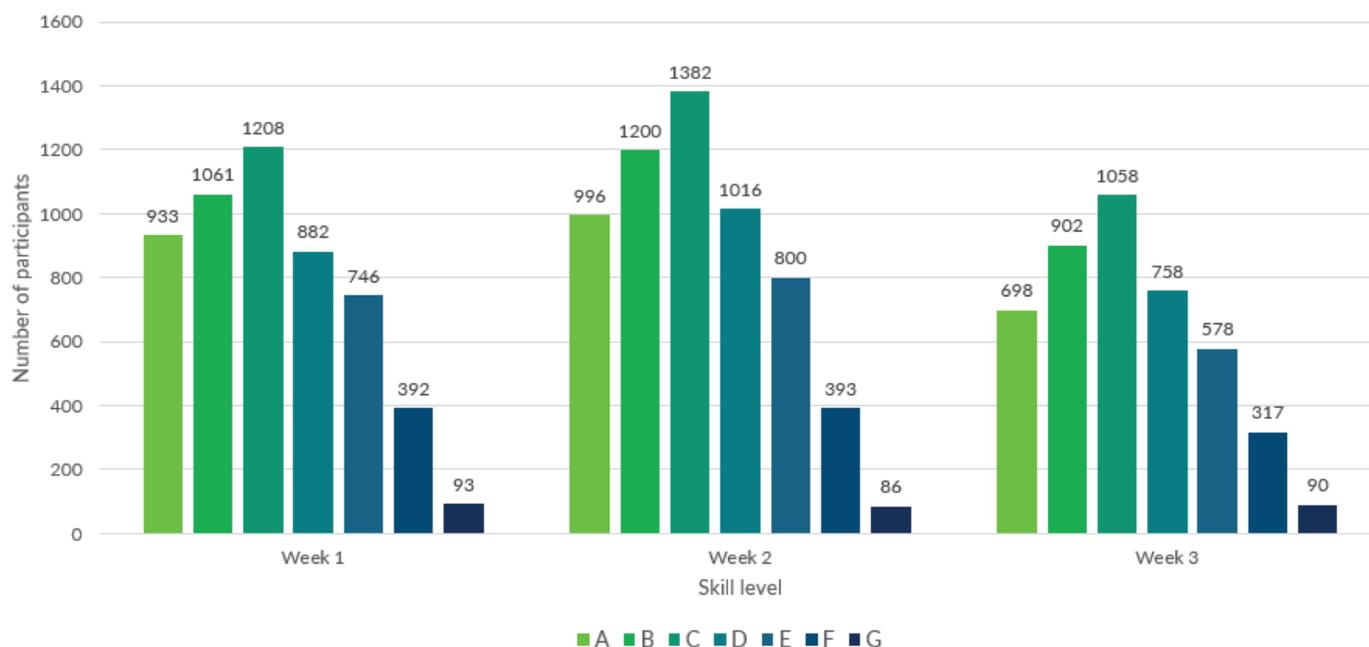


Figure 2.2

Participants by week by skill level





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

## Participants age profile

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

Table 3.1

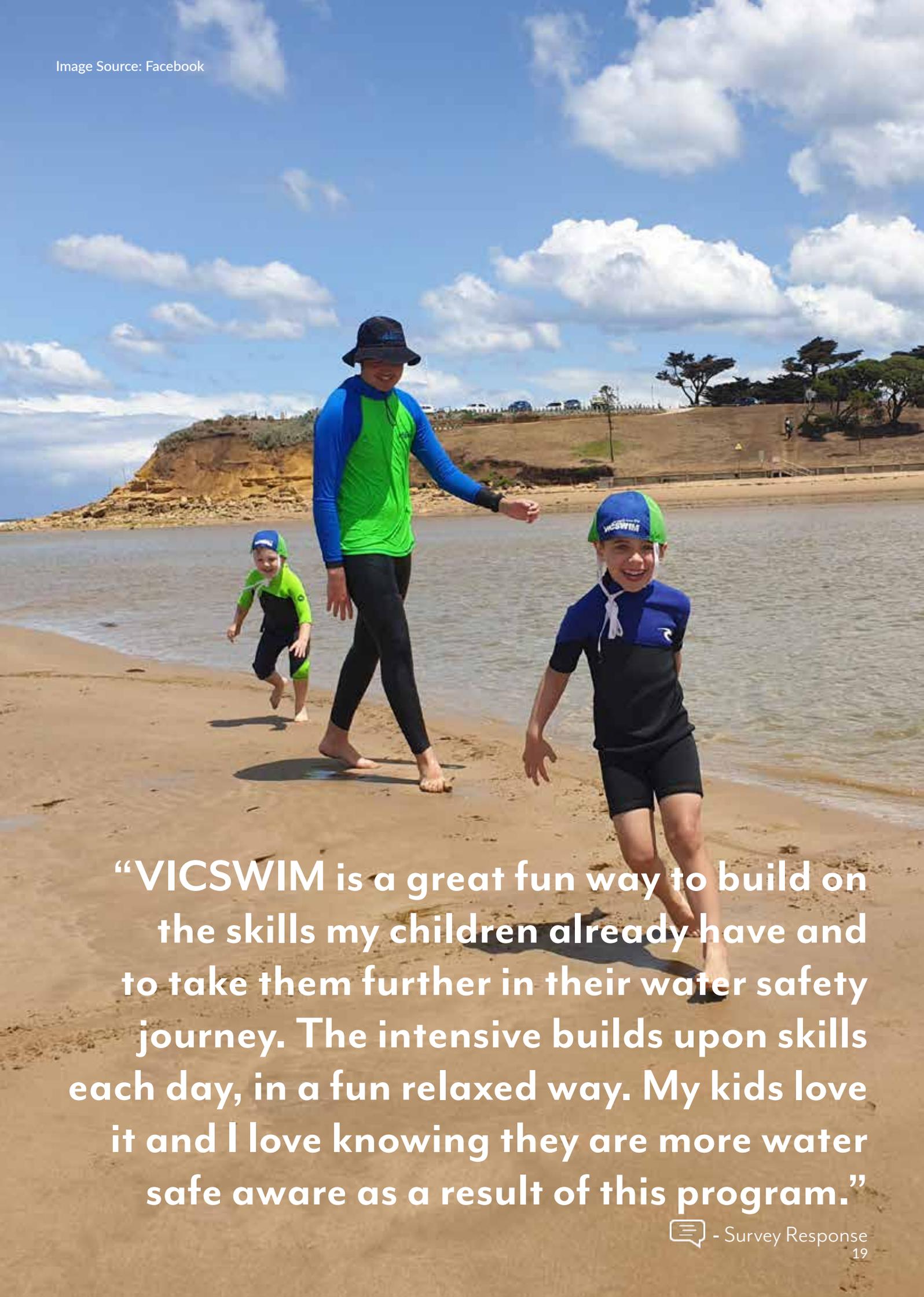
| Age | A    | B    | C   | D   | E   | F   | G  | Total         | % of enrolments |
|-----|------|------|-----|-----|-----|-----|----|---------------|-----------------|
| 12+ | 20   | 30   | 52  | 82  | 155 | 140 | 50 | 529           | 3.4%            |
| 12  | 7    | 31   | 73  | 92  | 191 | 165 |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

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



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





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

## Venues and participation

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

The five venues with the highest enrolments are as follows:

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

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



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



Table 4.1

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

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

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

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



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

Image Source: Parent photo

A woman with dark hair tied back, wearing a blue long-sleeved shirt, is smiling and looking towards the camera. She is surrounded by two children in a swimming pool. To her left is a young girl with brown hair, wearing a purple and pink patterned swimsuit, also smiling. In the foreground is a young boy with short blonde hair, wearing a blue long-sleeved shirt, who is laughing joyfully with his mouth wide open. The background shows the blue water of the pool and some yellow lane markers.

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

 Survey Response

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

 - Survey Response

## Participating local councils

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

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

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

## Index of Relative Socio-economic Advantage and Disadvantage

The Australian Bureau of Statistics calculates a rating system titled the "Index of relative socio-economic advantage and disadvantage" (IRSAD). The rating system summarises information about the economic and social conditions of people and households within an area, including both relative advantage and disadvantage measures. A low score indicates relatively greater disadvantage, whereas a high score indicates a higher general advantage.

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



## Regional

Table 6.2

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

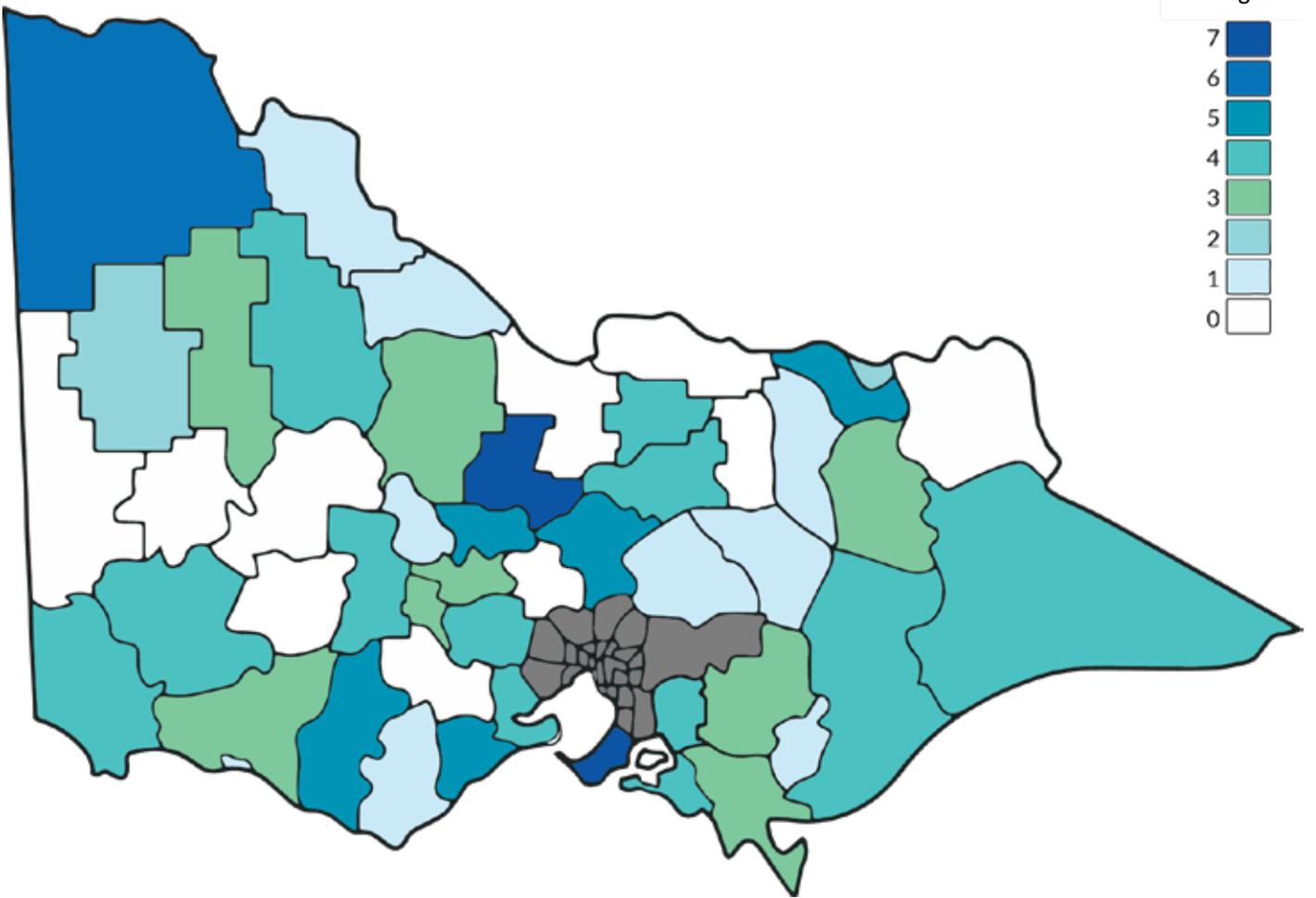
## Metropolitan

Table 6.1

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

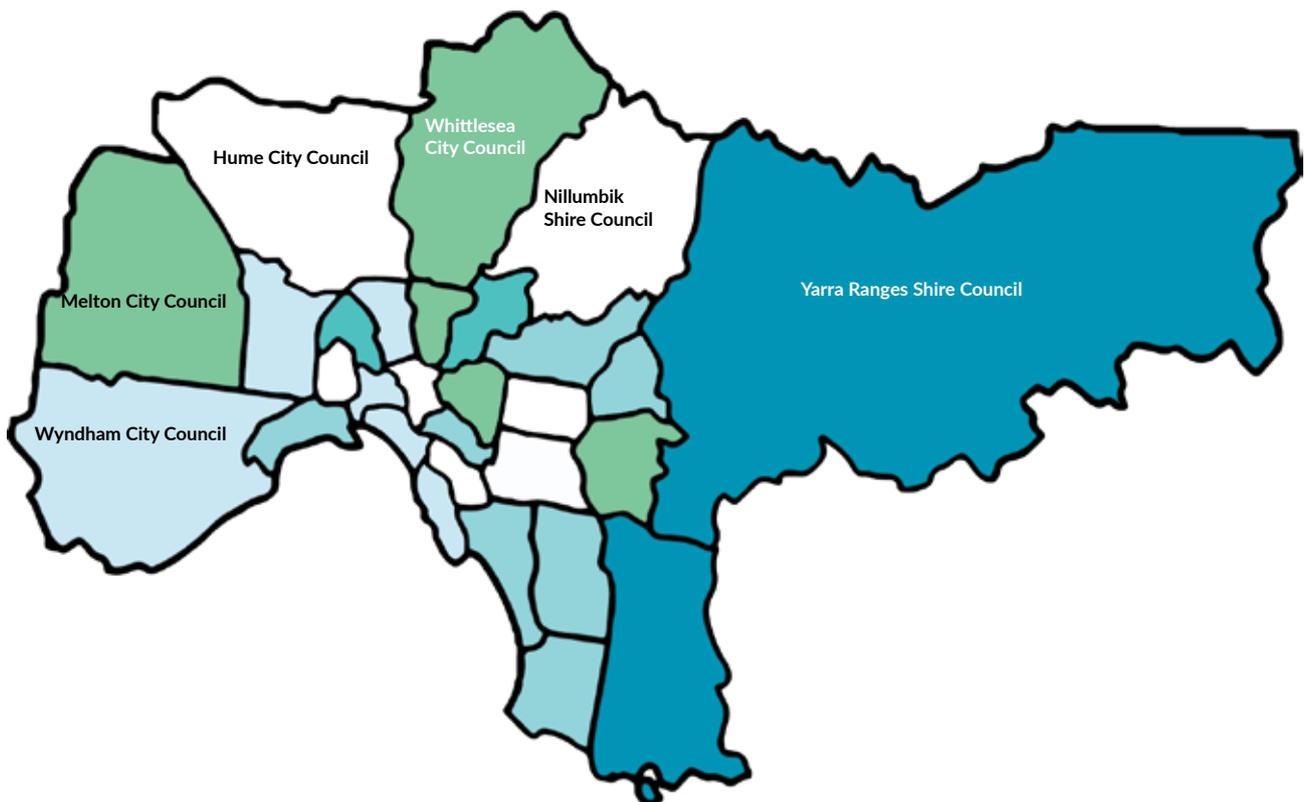
Figure 5.2

### Programs per Regional Municipality



### Programs per Metropolitan Municipality

Figure 5.3





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

 - Survey Response

## Non-participating local councils

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

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

Of the 18 municipalities not hosting the VICSWIM program in 2020, 9 are ranked in the top 25 municipalities with the least social and economic disadvantage, that is, Victoria's most affluent municipalities.

Table 7.1

| IRSAD Vic Ranking | Local Government Municipalities  | Location     |
|-------------------|----------------------------------|--------------|
| 4                 | Northern Grampians Shire Council | Regional     |
| 8                 | Moira Shire                      | Regional     |
| 9                 | Ararat Rural City                | Regional     |
| 15                | Benalla Rural City Council       | Regional     |
| 20                | Campaspe Shire Council           | Regional     |
| 22                | Hume City Council                | Metropolitan |
| 27                | Horsham Rural City Council       | Regional     |
| 38                | Towong Shire Council             | Regional     |
| 40                | West Wimmera Shire Council       | Regional     |
| 54                | Golden Plains Shire Council      | Regional     |
| 57                | Maribyrnong City                 | Metropolitan |
| 65                | Macedon Ranges Shire Council     | Regional     |
| 67                | Monash City Council              | Metropolitan |
| 68                | Whitehorse City Council          | Metropolitan |
| 70                | Borough of Queenscliffe          | Regional     |
| 73                | Yarra City Council               | Metropolitan |
| 74                | Glen Eira City Council           | Metropolitan |
| 75                | Nillumbik Shire Council          | Metropolitan |
|                   | Total:                           | 18           |



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



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



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



Image Source: Staff Photo

## VICSWIM marketing and promotions

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

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

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

Digital and email marketing was supported by distributing posters and flyers to a number of our venues and primary schools in or near a VICSWIM location. Additionally, joining/posting to the Facebook community groups of townships, councils and schools in VICSWIM locations, to raise awareness of the program and boost enrolments in those areas.

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



## VICSWIM Ministerial Launch Event 21st October 2019

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

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

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

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



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

Minister for Tourism, Sport and Major Events

21 October 2019 [Sport and recreation](#) [Media Release](#)

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

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

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

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

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

[Subscribe to Media Releases](#)

**Related content**

10 February 2020  
[Grand Effort As Workers Prepare Albert Park For F1 Thrills](#)

**Den Andrews**  
24 October 2019

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

**CHEAPER SWIMMING LESSONS FOR KIDS**

[Sam Ogar](#), [Dane Crawford](#) and 2.5k others · 1.2k comments · 208 shares

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

# Community Feedback

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

- Survey Response

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

- Survey Response

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

- Survey Response

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

- Survey Response

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

- Survey Response

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

- Survey Response

**“A super fun school holiday activity that significantly improved my child’s swimming ability.”**

- Survey Response

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

- Survey Response

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

- Survey Response

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

- Survey Response

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

- Survey Response

*“It was a great 2 weeks minus the days off due to smoke. My daughter would of benefited the whole 2 weeks more but she has definitely become more confident around water”*

- Survey Response

*“My kids have all benefited in their confidence, water safety and abilities to swim and made many friends along the way. I found it a great practice as lead up to the schools swimming sports which is usually on the second week back, where they can put their new skills into practice under pressure and that’s where you really see what they’ve learnt!”*

- Survey Response

## Acknowledgments

- 1 Based on the fact that 39% of Parents in the Post Program Survey answered yes to the question “Was the VICSWIM 2020 Summer Kidz Program the only swimming lessons your child / children have participated in the last 12 months?”
- 2 Royal Life Saving, National Drowning Report 2019
- 3 The Life Saving Victoria, Drowning Report 2018/19
- 4 The Life Saving Victoria, Drowning Report 2018/19
- 5 Australian Bureau of Statistics, Index of Relative Socio-economic Advantage and Disadvantage, 2016, <https://www.abs.gov.au/ausstats/subscriber.nsf/log?openagent&2033055001%20-%20lga%20indexes.xls&2033.0.55.001&Data%20Cubes&5604C75C214CD3D0CA25825D000F91AE&0&2016&27.03.2018&Latest>
- 6 2020 Parents Satisfaction and Feedback survey



Image Source: Staff Photo



EDUCATIONAL  
GREAT EXPERIENCE  
EXCELLENT  
COST  
WONDERFUL  
TEACHING  
ACTIVITY  
START  
HOLIDAYS  
NEED  
GREAT PROGRAM  
INCREASED CONFIDENCE  
THANK YOU  
LEVEL  
SWIMMING LESSONS  
CHILDREN  
SAFETY  
INSTRUCTOR  
BENEFICIAL  
WATER  
CONFIDENT  
DISAPPOINTED  
SON  
SMOOTH  
GROWTH  
CRAZY  
OPEN WATER  
QUALITY  
GREW NOW  
AFFORDABLE  
EXPERIENCE  
MADE  
FANTASTIC  
KNOW  
FUN  
HAPPY  
OCEAN  
SWIMMING  
POSITIVE  
EXCITING  
VICSWIM  
INFORMATIVE  
ENJOYABLE  
SUPPORTIVE  
REWARDING  
CONFIDENCE  
PROVIDED  
UNFORTUNATELY  
HELPED PROGRAM  
LOVE  
HAPPY  
IMPROVEMENT CLASS  
INCREASED  
TEACHER  
POOL  
SWIM  
NEXT YEAR ABILITY  
PRACTICE  
AROUND WATER  
PROVIDED  
WATER SAFETY  
OPPORTUNITY  
SUMMER  
IMPROVED  
SKILLS  
DAUGHTER

