



2018 VICSWIM Summer Kidz Program Report




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Image Source: Instagram 

CEO's Report



Grant Connors
CEO
Aquatics and Recreation Victoria

It is with great pleasure that I can announce the 2018 VICSWIM program was a resounding success.

The VICSWIM program is an intensive learn to swim program held over the first three weeks of January. The program introduces children to swimming and survival skills during 30 minute lessons, conducted over five consecutive days.¹ Parents have the option of enrolling their children in one, two or all three weeks of the program.

VICSWIM, 42 years old and still going strong

The 2018 VICSWIM program:

- attracted 10,695 enrolments, an increase of 2.6% in enrolments from 2017 and an increase of 22% since 2012.
- Was conducted at 138 venues (an increase of 5.3% from 2017)
- 97 venues were regionally located, 28 located in metropolitan Melbourne and 13 open water locations.
- Located in 51 different local government municipalities
- Was delivered by over 240 swim teachers
- Administered and supported by 12 regional managers and up to 10 customer service staff

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. In the post program survey, 37% of parents indicated the VICSWIM program was the only swimming lessons their children had participated in during the last 12 months. This

means, if it was not for the VICSWIM program, over 3,000 Victorian children would not have had swimming lessons in the last 12 months.

At a time when drowning deaths are increasing in Victoria,² the value of the 2018 VICSWIM program should not only be measured in the number of participants or the more than 26,622 hours of swimming lessons delivered by the program, but by the program's ability to raise the awareness of swim safety and survival to the participants friends and families during the summer school holidays. A time when they are potentially at the most risk.

Of the 138 venues where the program was offered around Victoria, 108 venues (or 78% of all venues) were located in regional Victoria.

Thirteen venues were open water programs conducted at beaches around Victoria. Providing swimming and survival lessons at the beach, in a controlled and safe environment, ensures the program is incredibly relevant to the swimming behaviours of Victorians. The beach based open water swim locations attract the most number of participants each year (24% of 2018 enrolments) along with the highest satisfaction rating of parents.

To ensure the VICSWIM program becomes truly accessible to all Victorians in the coming years there are areas we need to introduce programs, especially in towns along the Murray River, Eastern Victoria and the West Gippsland region.

VICSWIM is a vital program loved by parents

It is not just the raw participation figures that illustrate the importance of the VICSWIM program, but the amazing satisfaction ratings the program has received from parents, venues and teachers. In the post

program survey³ sent to all parents, the 2018 VICSWIM program scored an incredibly high 63.82% Net Promoter Score rating⁴ with parents giving the program a satisfaction rating of 8.89 out of 10.⁵

To reinforce the public demand for VICSWIM, 88% of parents surveyed indicated they were highly likely or likely to enrol their children in the 2019 program, 97% believed there was scope to grow the program in their community and 93% indicated they would participate in additional programs if made available. The parents demand and support of VICSWIM can be attributed to the amazing accessibility of the program and our ability to keep program costs at \$30 per participant per weekly program. We are proud to have not increased the cost of VICSWIM since 2016 when the program price increased from \$25 to \$30.

The importance of low cost swimming lessons

Keeping the VICSWIM program costs as low as possible is vital to ensure children from families from lower socio economic backgrounds have access to swimming and water safety lessons. In 2018 VICSWIM was run in 12 of the top 20 municipalities with the greatest disadvantage.⁶ Pleasingly, in these 12 municipalities VICSWIM was offered in 30 different locations.

It is a goal for the 2019 to ensure that the VICSWIM program is run in at least two venues in each of the Top 20 municipalities with the greatest disadvantage.

VICSWIM complements other government programs

VICSWIM welcomes the Victorian Education and Training Departments recent announcement⁷ that funding

will be provided to all Victorian public and catholic primary schools to subsidise the cost and delivery of swimming and water safety programs over the next three years, VICSWIM re-enforces and accelerates the learning from swimming lessons undertaken during the year and ensures that these skills are front of mind during the time of highest water usage and therefore risk, the summer school holidays.

Many regional schools may not be able to access aquatic facilities during the schools year due to the seasonal nature and operating times of the outdoor pools. Many regional outdoor swimming pools don't open until December, often after the school year has wound down, so can only run swimming lessons in February and March. In these instances, VICSWIM provides vital access to swimming lessons during the high risk school holiday period, which are then re-enforced by the school based sessions.

The VICSWIM program also complements the Active Victoria sport and recreation strategic framework, which has the vision of "an increased proportion of Victorians participating in sport and recreation" and has the four key pillars of:

- Healthier Victorians
- Economic growth and jobs
- Community cohesion
- Liveability

Investment in technology pays off

The major factor keeping program costs low is a significant investment in technology over the last two years, especially the online booking functionality of the VICSWIM website. This investment provided an outstanding registration experience for parents. For VICSWIM, it



"Our little super fish! She swam, kicked, paddled her way out to the deep water today with just a boogie board!!!
#myhero #VICSWIM #inverloch #surfergirl"
Instagram post @vicswim1

eliminated huge amounts of manual administration undertaken in previous years, while for teachers it gave them real time access to class list, parents names and contact details.

In 2018, VICSWIM also introduced online timesheets and payroll using the XERO accounting platform. This meant further efficiencies in processing staff payments across the 138 venues, providing higher satisfaction levels for staff and accelerating the ability to review and report on the program budget.

With child protection top of mind, VICSWIM introduced in 2018 the Everproof online platform to collect and manage the swimming, first aid and working with children qualifications required from each of our over 280 swim teachers. The Everproof system would also provided instant verification of working with children checks.

Importantly, technological development was not limited to the administrative processes, with live webinars introduced for the first time. This provided great interaction and learning outcomes to further assist the teaching staff with program philosophies, teaching tips and overview of newly implemented administration systems. Further webinars and similar learning tools will provide future programs even greater opportunity to continually increase the standard of service which the VICSWIM staff provide.

Continued investment in technology will keep program costs low

In order to keep the cost of the program as low as possible, the program must continue to invest in its technology. Not only are their massive administrative efficiencies, and therefore cost savings to be gained by re-engineering the teacher and venue registration process but expanding the registration portal will also allow for better communication strategies and diversify options that are available.

Over 50% of swim teachers in the 2018 VICSWIM program were teaching for the first time, so it is important that we now investment time and resources to improve the support and training we provide to

these amazing swim teachers. In the post program survey to teachers, there was overwhelming support for the introduction of information and resources which could include formal lessons plans or list of activities for each skill level, short videos demonstrating activities or skills and checklists of tasks to be completed before, during and after each class.

Introduction of these types of resources will continue to improve the experience for swim teachers, and the quality and consistency of classes.

Technology improvements will allow us to scale and improve our service and support to teachers and venues

Combined, VICSWIM had to register, support and communicate to over 500 stakeholders regularly, including venues, teachers, councils, regional VICSWIM staff and pool managers. To be able to communicate and support this number of stakeholders effectively, requires a level of technological systems and communication that VICSWIM must continually develop and streamline in the short term.

Post program surveys confirmed the participants support for further development in areas such as communication and information sharing. Swim teachers were asked how they would rate, on a scale of 1 - 10, the level of communication received from VICSWIM, their responses created a weighted average of 6.79. When asked to rate the level of service and support provided by VICSWIM, the weighted average was 7.86.

Likewise, in the post program survey to venues, when asked the question "how would you rate the venue registration process" venues gave VICSWIM a 6.69 weighted average. When asked "how would they rate the level of communication they received from VICSWIM" venues gave a weighted average response of 6.56.

ARV strives to improve the support for teachers and venues for future programs and a vital component of this is to improve the technology and communication infrastructure of VICSWIM.



"My grandson is now very confident in the water & practices the safe entry & other safety techniques he learnt.

He bravely dives for objects, when before the lessons, he would not put his head underwater! Can't wait for his next swimming lessons. We have a creek at the back of our property, he is aware of safety around water now, thanks to the VICSWIM program!"

Survey Response



"My two kids really enjoying VICSWIM this year and improving so much in this one week! Thank you!!"

- Belinda 
Facebook post

Opportunities to grow

The VICSWIM program has huge potential to grow both the number of participants and the number of venues and communities the program is offered. The continued development of the VICSWIM administration platform will allow us to not only improve our customer service capacity, but importantly, the use of automated reporting will assist in identifying program vacancies allowing us to generate targeted marketing campaigns in a timely manner. It will allow better programming within venues and also allow programming in such a way that teachers will be able to deliver the program in more than one venue on a given day.

A long identified area of potential growth for the program is to attract more participants from a multicultural or aboriginal background. The post program survey identified that 80% of participants parents were born in Australia, 86% only spoke English at home and 93% of parents were Australian citizens. Less than 1% of parents identified themselves as of Aboriginal or Torres Strait Islander heritage.

Given the CALD (Culturally and Linguistically Diverse) communities have long been identified as having very low participation in VICSWIM, it is now very clear that specific marketing,

partnerships, relationships and funding will be required if this very important, and at risk part of our community are to be introduced to the benefits of the VICSWIM program.

Our amazing swim teachers

Our passionate swim teachers are our programs greatest asset, so it is important to recognise that by far the greatest challenge of the 2018 VICSWIM program was sourcing enough qualified swim teachers to deliver the program. In many regional communities it became clear that they simply didn't have any or enough qualified swim teachers. To cover the teacher shortfall, many teachers travelled large distances to deliver the program or were funded to stay at their locations for the duration of the program, and some taught for many more hours than they would have preferred. To these wonderful teachers, I am eternally grateful for their commitment, understanding and willingness to support the program in such a selfless manner.

Future VICSWIM programs must develop specific swim teacher recruitment strategies to meet potential swim teacher shortfalls. As I mentioned, over 50% of the 2018 swim teacher group were participating in the program for the first time, so it is vital that we develop our teacher induction, training and empowerment

strategies knowing that many more teachers will be required in future to meet the demands of the program.

Local Council support

The success of the VICSWIM program simply would not be possible without the support of local councils around Victoria. In 2018 VICSWIM was delivered in 51 of 79 Victorian municipalities. Each council ensured that the VICSWIM program could run without any venue hire charges, providing additional staff such as life guards or customer service staff and often allowing access at times outside the pools normal operating hours.

Increasingly, many councils are appointing professional facility managers to run their pools, and the support from these facility managers has also been outstanding. Not only did they allow significant pool space for the program, but in many instances staffed the entire program with swim teachers, significantly easing the burden of sourcing teachers on the VICSWIM administration team.

One area which impacted the program participation was that a number, primarily metropolitan venues, charged their normal entrance fees for both VICSWIM participants and their supervising parents or guardians. Given the program runs for five consecutive days there were a number of venues where the entrance to the

pool was more than the cost of the program itself, making the program unaffordable for a number of parents, especially if they had more than one child or wanted to participate in more than one week of the program.

There is a huge opportunity for VICSWIM to work more closely with aquatic facility managers and councils to not only identify ways to make the program entrance fees more affordable, but to create real and formal partnerships that have the potential to significantly increase the number of VICSWIM venues and participants, and also creating real and tangible benefits for facility managers.

Increasing the number of VICSWIM partnerships

With the huge popularity of the open water swimming and very positive benefits these programs are creating for participants, there is high demand to increase the number of open water venues. It is logical that VICSWIM explore these growth opportunities, not just in isolation but potentially with other organisations such as Life Saving Clubs through Life Saving Victoria and Yacht Clubs through Yachting Victoria. These clubs already have established beach based infrastructure which would be ideal to run future VICSWIM programs.

With more than 10,650 enrolments in 2018, the VICSWIM program provides the ideal vehicle to deliver messaging for other water safety programs such as the "Respect the River" campaign.

Multi year funding commitments are vital to the development of VICSWIM

VICSWIM has run since 1976. It is an outstanding program which is an integral and complimentary part of the Victorian Government's water safety strategy while at the same time clearly supporting the objectives of the Active Victoria Strategic Framework for Sport and Recreation.

It is clear that the VICSWIM program is now entering a period of significant potential growth, while deaths by drowning have increased in the last 12 months. Given these two compelling facts, I respectfully request that the

Victorian Government make a formal commitment to the VICSWIM program for the next four years.

A long term funding commitment will allow us to nurture and grow programs in small, rural towns who otherwise may not have access to water safety education. We can ensure VICSWIM is delivered in communities located around Victoria's large bodies of water and we can focus on communities including Indigenous children, and new Australians who have come from overseas. The extension of the funding period will also solidify plans for technological expansion, benefitting enrolment numbers as well as supporting teachers with more extensive resources.

I am proud to present this report, highlighting the achievements, impact and community value created by the 2018 VICSWIM program, along with recommendations which will underpin the programs future success.

In closing, I would like to thank our wonderful VICSWIM teachers and regional co-ordinators, Victoria's local councils and municipalities for their passionate support, aquatic facility managers and the VICSWIM administration team for their amazing customer service, the ARV Board, the Minister of Sport, the Hon. John Eren, Sport and Recreation Victoria and the Victorian State Government. Without your incredible support, we could not have had such a successful 2018 VICSWIM Summer Kidz program,



Grant Connors
Chief Executive Officer
Aquatics Recreation Victoria Inc.



"Action shot @vicswim1. They're having so much fun. #whowillwin #races #kicking #VICSWIMsummerkidz #VICSWIM2018"
Instagram post @vicswim1

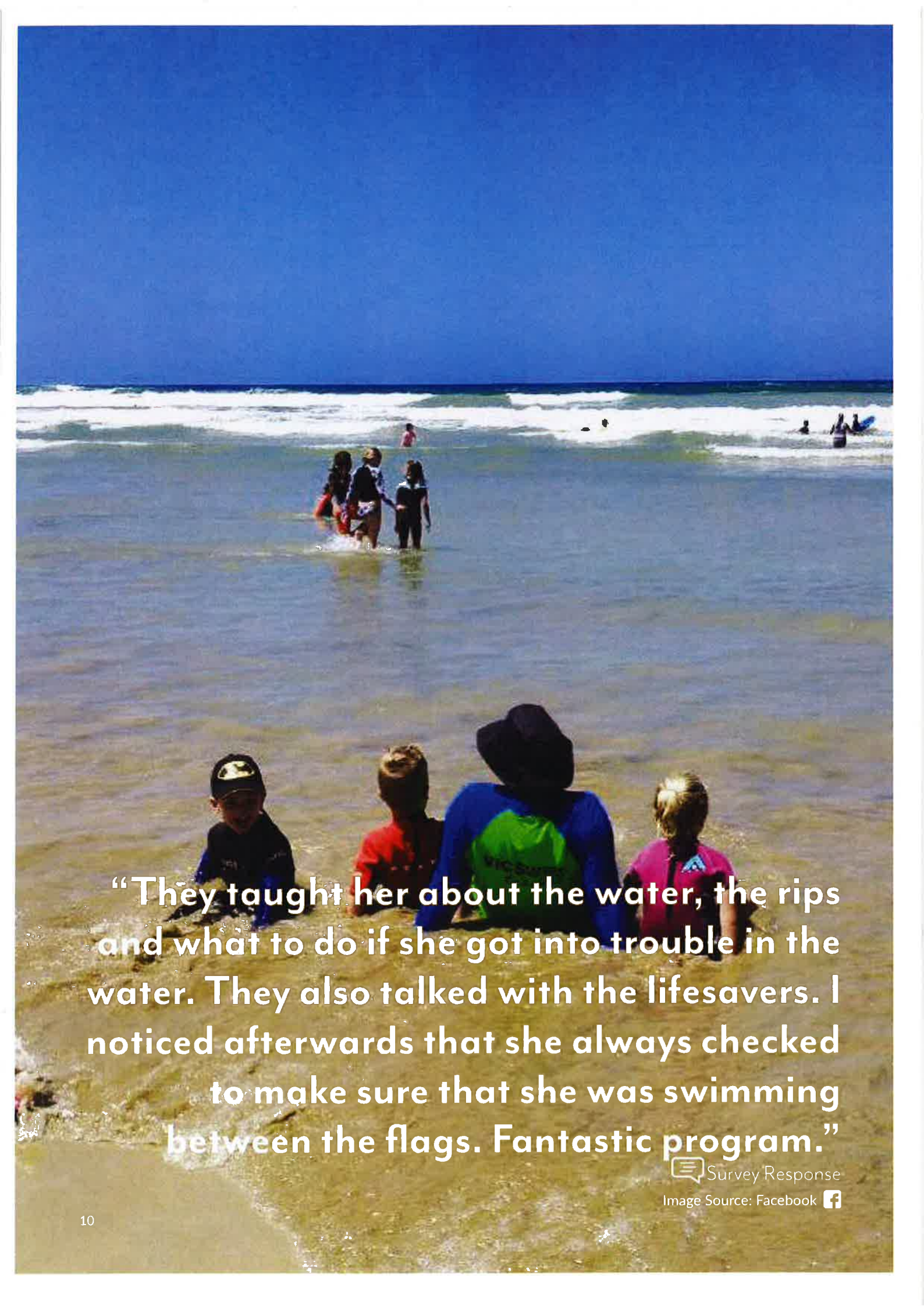
“[My Daughter] is Autistic and has ADHD which for her means classes are particularly difficult - she finds it hard to recognise people in groups, to hear people in groups and to understand verbal commands, she struggles with people touching her, she struggles with men, and her anxiety can overwhelm her.

I was so impressed with the young men who were her instructors. I didn't speak with them about her at all, yet intuitively they quickly adapted the lessons for her. I want to give a particular shout out to [the teacher] who took her under his wing and managed to bring out the best on her. She has come away from her week with a huge sense of accomplishment.

We have a lot of 'that just didn't work for us' in our lives, so to have this be such a positive experience means the world to both of us and has made such a difference to [my Daughter]”

- Unsolicited Feedback Email





“They taught her about the water, the rips and what to do if she got into trouble in the water. They also talked with the lifesavers. I noticed afterwards that she always checked to make sure that she was swimming between the flags. Fantastic program.”



 Survey Response

Image Source: Facebook 

2018 VICSWIM Statistics

Program Participation

Figure 1.1 and 1.2 below illustrate that participation in the VICSWIM has grown 22% over the last 5 years with the trend line predicting that natural program growth is likely to take participation to nearly 12,000 by 2020.

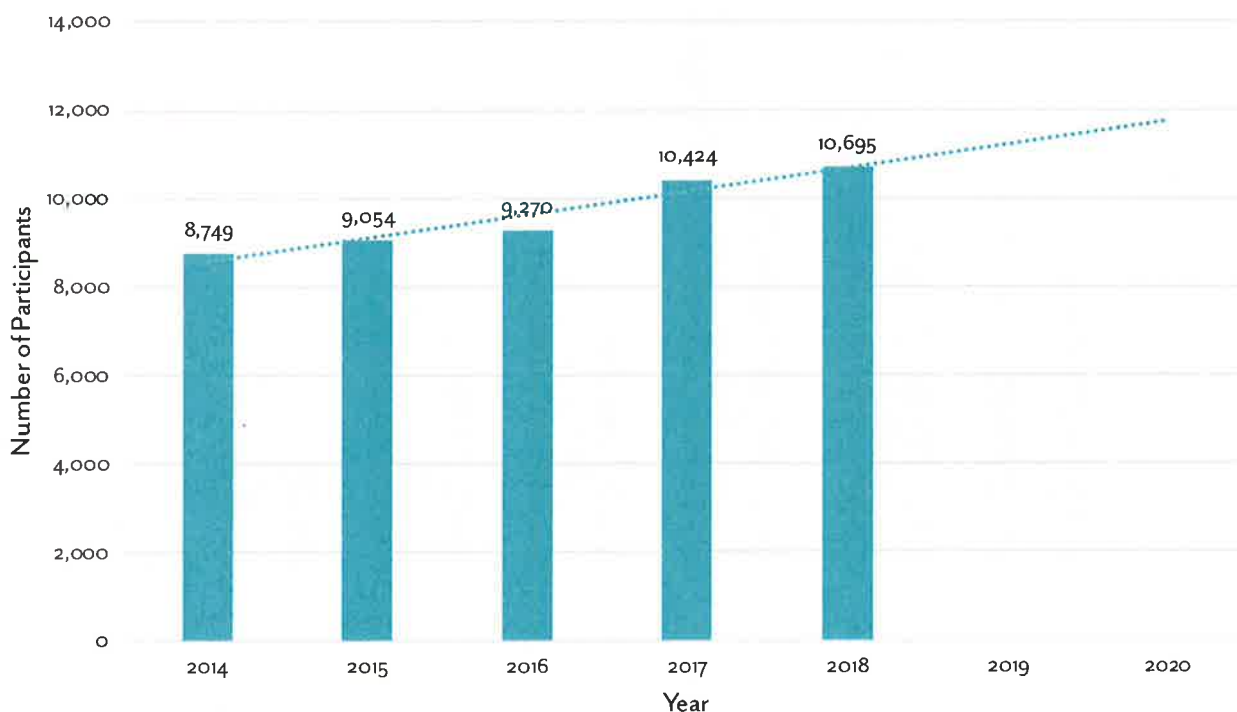
With an investment in technology, teacher recruitment, development and retention, venue recruitment through strategic partnerships, along with targeted digital marketing strategy, we strongly believe participation could grow to over 20,000 within the next 5 years.

Figure 1.1

	2014	2015	2016	2017	2018
Participants	8,749	9,054	9,270	10,424	10,695
Percentage increase from previous year		3.50%	2.38%	12.44%	2.60%

Figure 1.2

VICSWIM Participation 2014 - 2018



Participation by week and skill level

As illustrated in Figure 2.1 and 2.2 below, 26% of participants attended week 1, 39% week 2 and 34% attended week 3. Week 1 participation figures are potentially lower as number of venues didn't offer the program in week 1 compared to weeks 2 and 3.

As expected, the entry level skills levels attracted the most participants with levels A (17%), B (20%), C (25%) comprising 62% of all participants. In comparison the highest skill level, Level G had 1% of participants, Level F 7% and Level E 12% of participants.

Figure 2.1

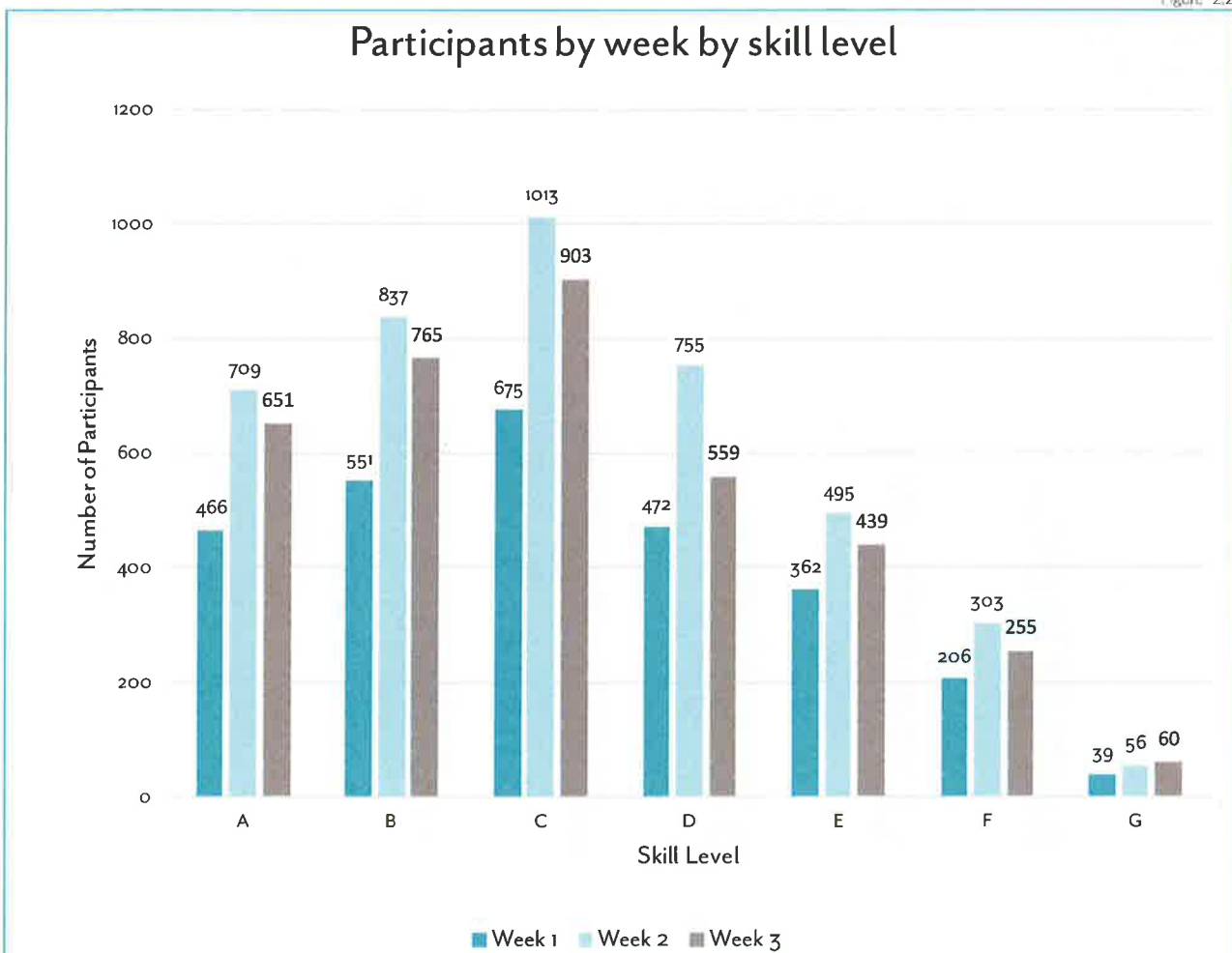
Skill	Week 1	Week 2	Week 3	Total	Skill level %
A	466	709	651	1826	17%
B	551	837	765	2153	20%
C	675	1013	903	2591	25%
D	472	755	559	1786	17%
E	362	495	439	1296	12%
F	206	303	255	764	7%
G	39	56	60	155	1%
Late Day Enrolments				124	
Total	2771	4168	3632	10,695	100%
% per week	26%	40%	34%		

"Thank you, we find VICSWIM wonderful. We were on 2 weeks holiday and it gets us to the Beach ever day, rain, hail or shine. My kids were happy to do the Friday lesson in the rain. This says a lot."

- Survey Response




Figure 2.2





“Love VICSWIM - really helps families that couldn't do swimming programs in other places due to it's affordability. There is also nowhere else that does open swim lessons that I have found.”

 Survey Response

Participants age profile

As Figure 3.1 and 3.2 illustrate below, the ages of VICSWIM participants ranged from 4 to 17 years of age with 77% of participants born between the years of 2009 and 2014.

Figure 3.1

Year of Birth	Number of Participants	% of Participants
Earlier than 2003	21	0.21%
2003	32	0.31%
2004	64	0.62%
2005	181	1.74%
2006	394	3.79%
2007	697	6.71%
2008	979	9.43%
2009	1394	13.43%
2010	1730	16.66%
2011	1840	17.72%
2012	1824	17.57%
2013	1191	11.47%
2014	36	0.35%
	10383	100%
DOB unknown	312	
TOTAL:	10,695	

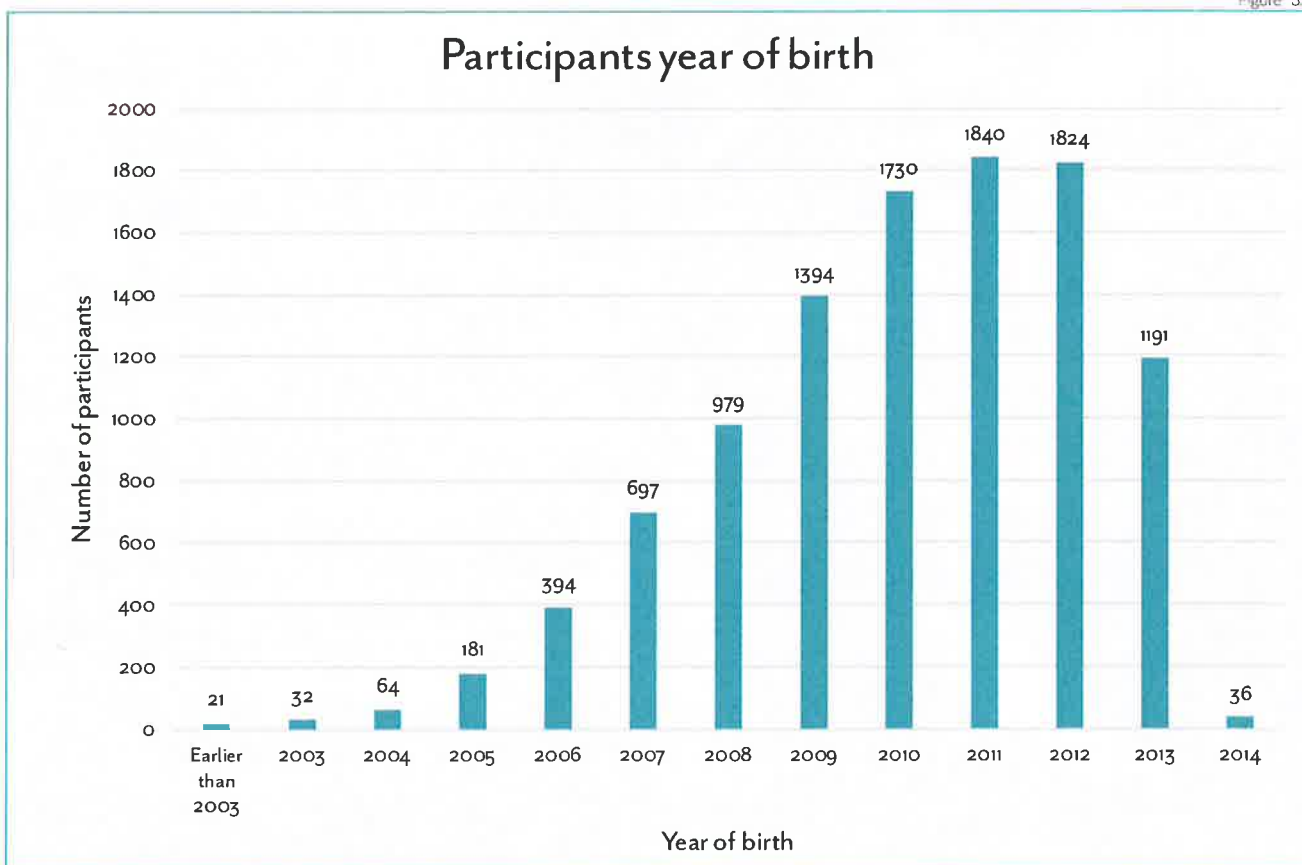
"I have worked as a swimming instructor so I'm very fussy with who teaches my children. [Our teacher] was very knowledgeable and approachable. The improvement I saw in such a short time ... was amazing. My son went from not wanting to go, to begging to go. After his first lesson he said swimming lessons are awesome."

- Leonie

Email Feedback




Figure 3.2



“My daughter is now confidently swimming and getting her head and mouth out of the water, so she enjoys the ocean and river so much more now.

She opens her eyes, she swims down under water, and re-surfaces. I love how quickly she gained this new found ability to move around in the water and enjoy the natural environment.

Friendship, confidence, improvement and added to a great beach holiday for us. Thankyou so much.”  Survey Response

“Mummy...maybe my special talent is swimming”  Survey Response

Venues and participation

Figure 4 lists the number of enrolments at each venue and minimum number of teachers required at each venue. The minimum number of teachers required is not indicative of the number of teachers employed at each venue as a number of venues used multiple teachers over a given week of the program due to teacher illness or unavailability.

The biggest programs were the open water programs held in Surf Coast Shire located holiday destinations of Torquay, Anglesea and Ocean Grove.

Venue	Municipality	Participants	Minimum teachers required
Mount Beauty	Alpine Shire	64	1
Myrtleford Swimming Pool	Alpine Shire	63	2
Eskdale Pool	Alpine Shire	59	2
Ivanhoe Aquatic Centre	Banyule City Council	432	5
Yarra Swim School	Banyule City Council	120	3
Heidelberg Olympic	Banyule City Council	79	2
Greensborough - WaterMarc	Banyule City Council	56	2
Inverloch - Anderson Inlet (Angling Club)	Bass Coast Shire	142	2
Cowes Open Water	Bass Coast Shire	97	2
Cowes Primary Pool	Bass Coast Shire	92	2
Sandringham - Swimright	Bayside City Council	140	3
Donald Swimming Pool	Buloke Shire	21	1
Charlton Swimming Pool	Buloke Shire	19	1
Wycheproof Swimming Pool	Buloke Shire	11	1
Garfield Outdoor Pool	Cardinia Shire Council	51	1
FoWeeRup Outdoor Pool	Cardinia Shire Council	23	1
Eureka Swimming Complex	City of Ballarat	170	3
Brown Hill Community Swimming Pool	City of Ballarat	85	2
Nhill Aquatic Centre	City of Ballarat	27	1
Black Hill Aquatic Centre	City of Ballarat	21	1
Buninyong Swimming Pool	City of Ballarat	16	1
Casey Arc	City of Casey	142	3
Casey RACE	City of Casey	24	2
Reservoir Leisure Centre	City of Darebin	113	2
Bendigo East Swimming Pool	City of Greater Bendigo	212	3
Golden Square Community Pool	City of Greater Bendigo	166	2
Bendigo Aquatic Centre	City of Greater Bendigo	115	2
White Hills Pool	City of Greater Bendigo	103	2
Marong Swimming Pool	City of Greater Bendigo	11	1
Dandenong Oasis	City of Greater Dandenong	239	4
Noble Park Aquatic Centre Ymca	City of Greater Dandenong	134	3
Highbett - Waves Leisure Centre	City of Kingston	216	3
Parkdale - Don Tatnell Leisure Centre	City of Kingston	92	2
Port Melbourne - Sandridge Life Saving Club	City of Port Phillip	82	2
Mill Park Leisure	City of Whittlesea	183	4
Whittlesea Swim Centre	City of Whittlesea	104	3
Thomastown Recreation & Aquatic Centre	City of Whittlesea	91	2
Ymca Leisure City Epping	City of Whittlesea	82	2
Bluewater Colac	Colac Otway Shire	83	2
Apollo Bay Community Pool	Colac Otway Shire	79	2
Lismore Swimming Pool	Corangamite Shire	42	1
Camperdown Swimming Pool	Corangamite Shire	24	1
Timboon Swimming Pool	Corangamite Shire	21	1
Terang Swimming Pool	Corangamite Shire	17	1
Cobden Swimming Pool	Corangamite Shire	15	1
Bairnsdale Pool	East Gippsland Shire	110	3
Maffra Memorial Pool	East Gippsland Shire	84	2
Lakes Entrance - Aquadome	East Gippsland Shire	32	1



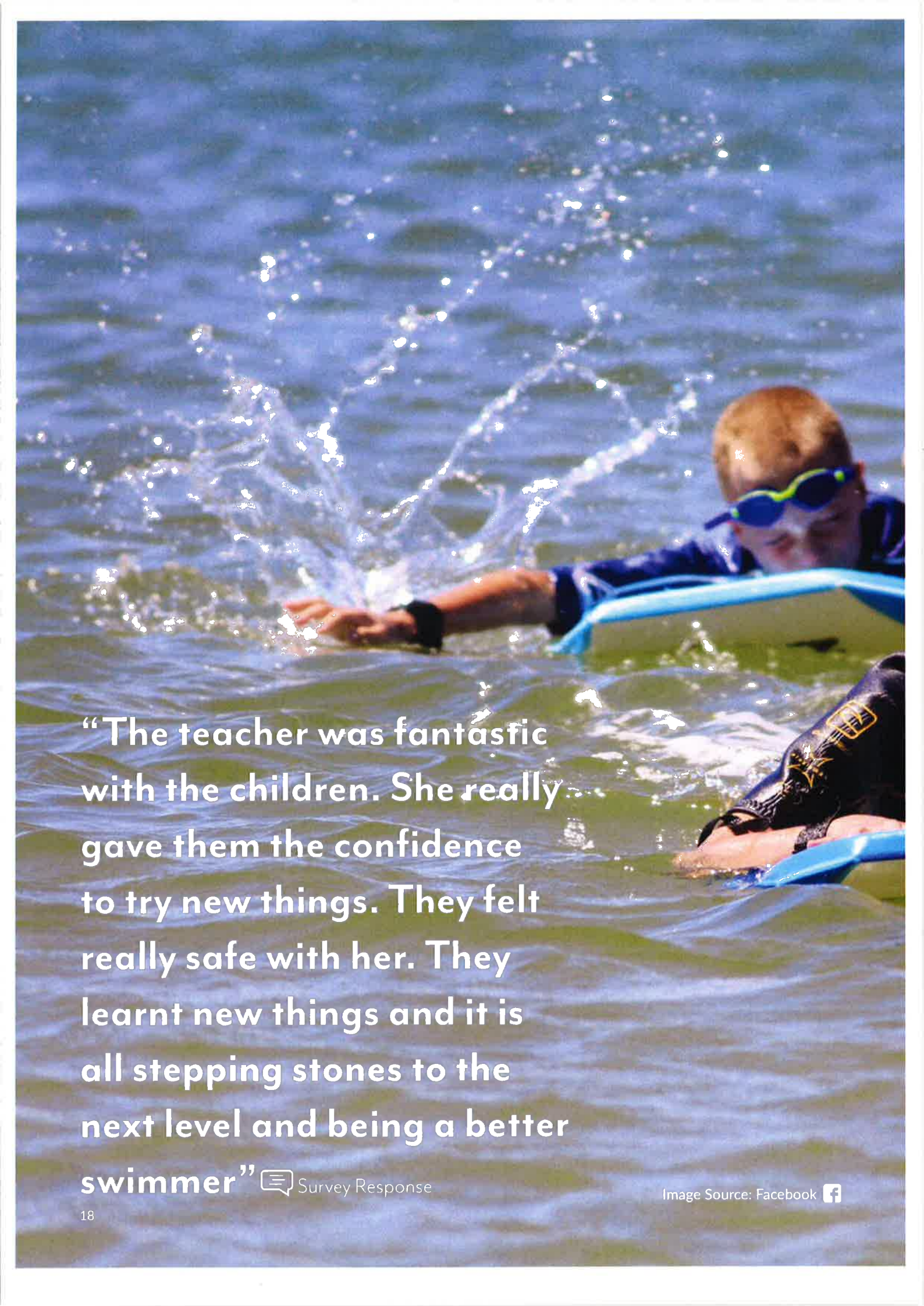
"My 5 year old learnt so much from his fabulous teacher at Cobden pool this week"

- Melissa
Facebook post




Venue	Municipality	Participants	Minimum teachers required
Orbost Outdoor Pool	East Gippsland Shire	25	1
Pines Forest Aquatic Centre	Frankston City Council	32	2
Super Swim School	Frankston City Council	19	2
Koondrook Pool	Gannawarra Shire	64	1
Portland Leisure & Aquatic Centre	Gleneig Shire	59	3
Heywood Swimming Pool	Gleneig Shire Council	10	1
Geelong - Geelong Grammar	Greater Geelong	98	2
Lara Outdoor Pool	Greater Geelong	52	1
Geelong College Recreation Centre	Greater Geelong	47	2
Tatura Pool	Greater Shepparton	59	1
Mooroopna Pool	Greater Shepparton	55	1
Daylesford Swimming Pool	Hepburn Shire	26	1
Trentham Swimming Pool	Hepburn Shire	23	1
Ciunes Swimming Pool	Hepburn Shire	22	1
Dimboola Swimming Pool	Hindmarsh Shire	43	1
Altona Life Saving Club	Hobsons Bay City Council	154	2
Laverton - Swim and Fitness	Hobsons Bay City Council	150	2
Beechworth Swimming Complex Pool	Indigo Shire	181	2
Tangambalamba Keiwa Pool	Indigo Shire	73	1
Corryong Swim Pool	Indigo Shire	52	1
Yackandandah Pool	Indigo Shire	38	1
Chiltern Swimming Pool	Indigo Shire	24	1
Wantirna Genesis	Knox City Council	46	2
Moe - Latrobe Leisure Moe Newborough	Latrobe City	19	1
Inglewood Outdoor Pool	Loddon Shire	29	1
Wedderburn Swimming Pool	Loddon Shire	21	1
Pyramid Hill Swimming Pool	Loddon Shire	12	1
Mitiamo Swimming Pool	Loddon Shire Council	12	1
Templestowe - Westerfolds Sports Centre	Manningham City Council	249	3
Mansfield Aquatics	Mansfield Shire	57	1
Maribyrnong Aquatic Centre	Maribyrnong City Council	156	3
Croydon Memorial Pool	Maroondah City Council	186	3
Ringwood - Healthways	Maroondah City Council	182	2
Mildura - Waves Swimming Pool	Mildura Rural City	130	3
Irymple Swimming Pool	Mildura Rural City	43	2
Merbein Swimming Pool	Mildura Rural City	19	1
Colignan Community Pool	Mildura Rural City	17	1
Red Cliffs Swimming Pool	Mildura Rural City	16	1
Murrayville	Mildura Rural City Council	20	1
Ouyen Swimming Pool	Mildura Rural City Council	12	1
Kilmore Leisure Centre	Mitchell Shire	45	1
Seymour War Memorial Outdoor Pool	Mitchell Shire	13	1
Broadford Outdoor Pool	Mitchell Shire	10	1
Seymour Sports And Aquatic Centre	Mitchell Shire Council	30	2
Tallerook Outdoor Pool	Mitchell Shire Council	15	1
Ascot Vale Leisure Centre	Moonee Valley City Council	79	3
Bacchus Marsh Swimming Pool	Moorabool Shire	30	1
Balian Outdoor Pool	Moorabool Shire	19	1

Venue	Municipality	Participants	Minimum teachers required
Dromana Foreshore	Mornington Peninsula Shire	129	3
Mornington Open Water	Mornington Peninsula Shire	114	2
Flinders Foreshore	Mornington Peninsula Shire	76	2
Somerville YMCA	Mornington Peninsula Shire	35	2
Crib Point	Mornington Peninsula Shire	3	1
Newstead & District Swimming Pool	Mount Alexander Shire	59	1
Chewton Community Pool	Mount Alexander Shire	46	1
Heathcote Pool	Mount Alexander Shire	27	1
Macarthur Swimming Pool	Moyne Shire	38	1
Mortlake Swimming Pool	Moyne Shire	18	1
Hawkesdale Swimming Pool	Moyne Shire	15	1
Narrowong Open Water	Moyne Shire	15	1
Alexandra Swimming Pool	Murrindindi Shire	27	1
Beaufort Outdoor Pool	Pyrenees Shire	23	1
Skipton Swimming Pool	Pyrenees Shire	19	1
Avoca Outdoor Swimming Pool	Pyrenees Shire	16	1
Mirboo North Pool	South Gippsland Shire	29	1
Forumburra Outdoor Pool	South Gippsland Shire	20	1
Foster Outdoor Pool	South Gippsland Shire	11	1
Hamilton Outdoor Pool	Southern Grampians Shire	119	3
Coleraine Memorial Swimming Pool	Southern Grampians Shire	27	1
Violet Town Swim Pool	Strathbogie Shire	63	1
Avenel Swimming Pool	Strathbogie Shire	55	1
Nagambie Swimming Pool	Strathbogie Shire	37	1
Euroa Memorial Swimming Pool	Strathbogie Shire	28	1
Ocean Grove Open Water	Surf Coast Shire	602	5
Torquay Cosy Corner	Surf Coast Shire	527	5
Anglesea - Point Roadknight	Surf Coast Shire	256	4
Torquay Fishermans Beach	Surf Coast Shire	255	3
Winchelsea Pool	Surf Coast Shire	81	2
Nyah Community Swimming Pool	Swan Hill Rural City	65	1
Warrnambool Main Beach	Warrnambool City	10	1
Stratford Pool	Wellington Shire	95	2
Boisdale Consolidated School	Wellington Shire	36	1
Heyfield Pool	Wellington Shire	32	1
Yarram Pool	Wellington Shire	30	1
Kilsyth Centenary Pool	Yarra Ranges Council	144	2
Healesville - Jack Hort Memorial Pool	Yarra Ranges Council	45	1
Monbulk Aquatic Centre	Yarra Ranges Council	14	1
Murtoa Swimming pool	Yarriambiack Shire	81	1
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	53	1
Rupanyup Swimming Pool	Yarriambiack Shire	18	1
Unknown (Late day enrolments)		124	
TOTAL:		10,695	232

A young boy with short brown hair, wearing blue and green swimming goggles and a blue wetsuit, is captured in a dynamic splash of water. He is lying on a blue surfboard, with his arms extended forward. The water is splashing around him, creating a large, bright spray of droplets. The background is a deep blue sea with gentle waves. The overall scene conveys a sense of fun and active participation in a water sport.

“The teacher was fantastic with the children. She really gave them the confidence to try new things. They felt really safe with her. They learnt new things and it is all stepping stones to the next level and being a better swimmer”

 Survey Response

Image Source: Facebook 


“I never thought my son would ever put his face in the water, now he is swimming underwater and is eager to learn about the different types of strokes”  Survey Response



Figure 5.1

Participating local councils

Victoria has 79 municipalities, of which 31 are metropolitan and 48 rural and regionally situated. In 2018, the VICSWIM program was hosted in 51 (64.5%) of the 79 municipalities.

Figure 5.1 lists each of the participating municipalities, whether they were metropolitan or regionally located and the number of venues within each.

Figures 5.2 and 5.3 not only illustrate the program delivery, but highlight the four regions where Victorians did not have easy access to the VICSWIM Program. Introducing programs in regions such as the Murray River municipalities, inner and western Melbourne and Victoria's central western region will ensure the VICSWIM program is accessible to all Victorians.



"I was impressed that the instructor only used pool noodles as the swimming aid for the children, rather than boards or floaties. Pool noodles are a cheap and accessible tool for most families and my daughters were able to show us their skills in the following weeks while camping, as pool noodles were present."

- Survey Response

Local Government Municipalities	Location	Number of Venues
Banyule City Council	Metropolitan	4
Whittlesea City Council	Metropolitan	4
Yarra Ranges Shire Council	Metropolitan	3
Casey City Council	Metropolitan	2
Greater Dandenong City Council	Metropolitan	2
Kingston City Council	Metropolitan	2
Frankston City Council	Metropolitan	2
Hobsons Bay City Council	Metropolitan	2
Maroondah City Council	Metropolitan	2
Bayside City Council	Metropolitan	1
Darebin City Council	Metropolitan	1
Port Phillip City Council	Metropolitan	1
Knox City Council	Metropolitan	1
Manningham City Council	Metropolitan	1
Maribyrnong City Council	Metropolitan	1
Moonee Valley City Council	Metropolitan	1
Ballarat City Council	Regional	5
Mildura Rural City Council	Regional	7
Corangamite Shire Council	Regional	6
Mornington Peninsula Shire Council	Regional	5
Greater Bendigo City Council	Regional	5
Indigo Shire Council	Regional	5
Mitchell Shire Council	Regional	5
Surf Coast Shire Council	Regional	5
East Gippsland Shire Council	Regional	4
Loddon Shire Council	Regional	4
Moyne Shire Council	Regional	4
Strathbogie Shire Council	Regional	4
Wellington Shire Council	Regional	4
Alpine Shire Council	Regional	3
Bass Coast Shire Council	Regional	3
Buloke Shire Council	Regional	3
Greater Geelong City Council	Regional	3
Hepburn Shire Council	Regional	3
Mount Alexander Shire Council	Regional	3
South Gippsland Shire Council	Regional	3
Yarriambiack Shire Council	Regional	3
Cardinia Shire Council	Regional	2
Colac Otway Shire Council	Regional	2
Gleneig Shire Council	Regional	2
Greater Shepparton City Council	Regional	2
Moorabool Shire Council	Regional	2
Pyrenees Shire Council	Regional	2
Southern Grampians Shire Council	Regional	2
Gannawarra Shire Council	Regional	1
Hindmarsh Shire Council	Regional	1
Latrobe City Council	Regional	1
Mansfield Shire Council	Regional	1
Murrindindi Shire Council	Regional	1
Swan Hill Rural City Council	Regional	1
Warrnambool City Council	Regional	1
		138

Figure 5.2

Programs per Regional Municipality

Number of Programs

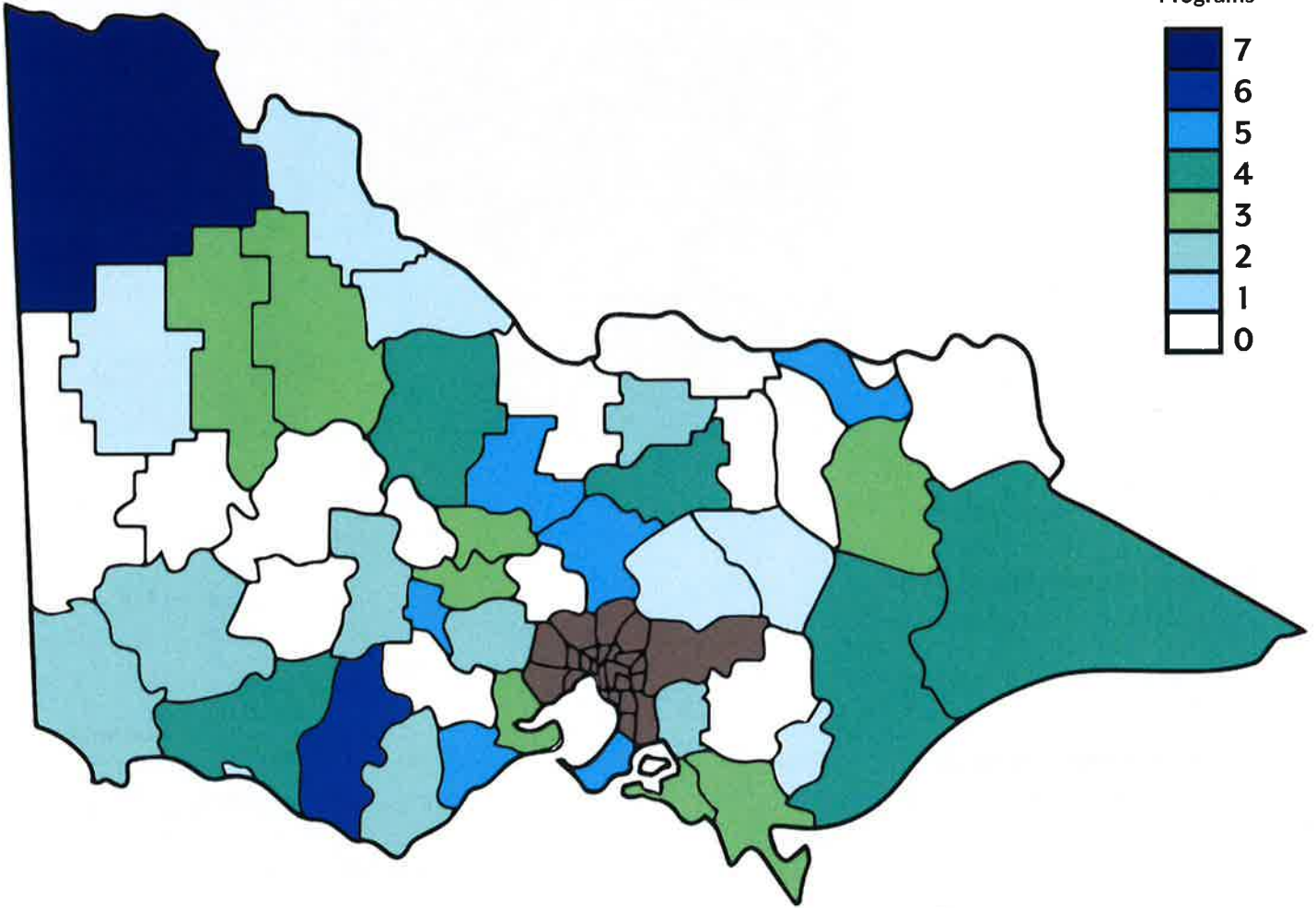
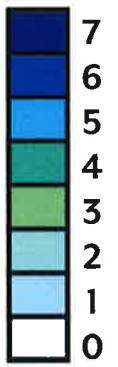
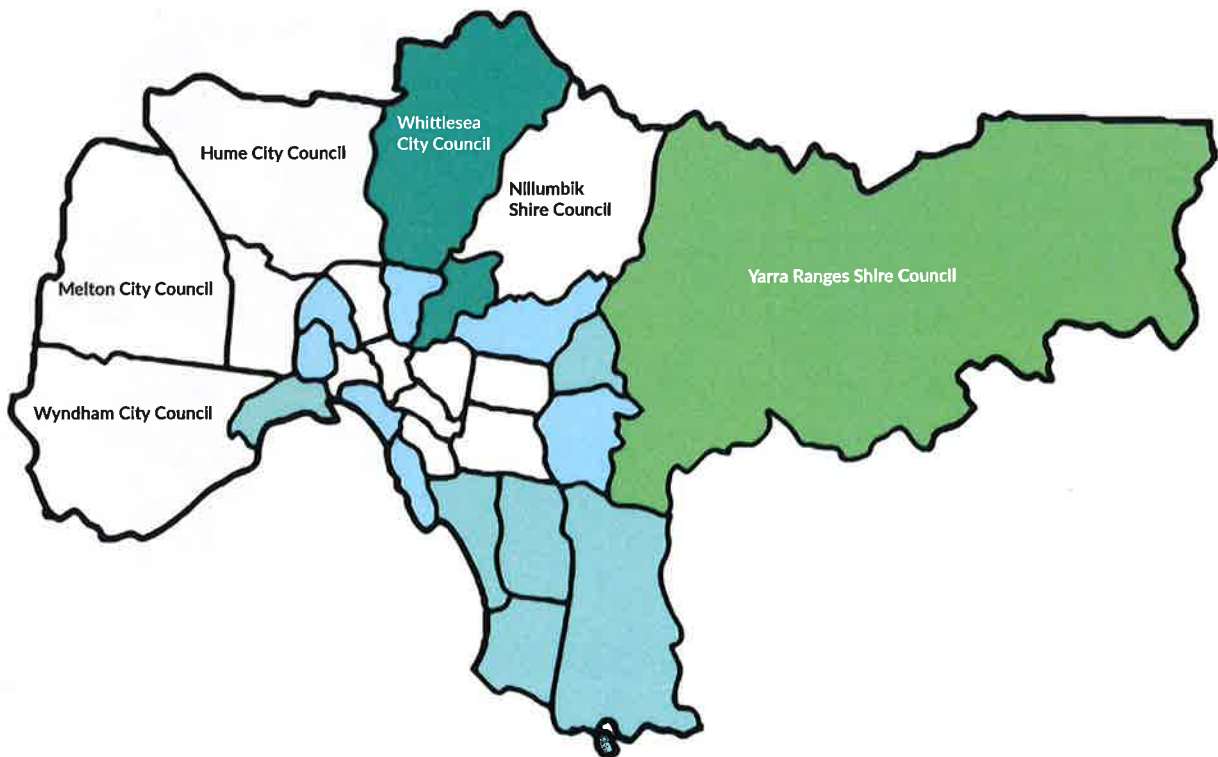


Figure 5.3

Programs per Metropolitan Municipality





My 2 kids had an awesome VICSWIM this week at Croydon Memorial Pools. Thanks VICSWIM for organising extra classes so that my kids didn't miss out on learning these swimming skills #VICSWIM2018"

- Sumintan

Facebook post

"Couldn't wipe the smile off this little fishy! A great program run by lovely crew!"

- Sarah

Facebook post



Participating local councils

Figure 5.4 lists the 28 municipalities which did not participate in the 2018 VICSWIM program and their locations, of which 13 are metropolitan and 15 regional municipalities.

Figure 5.4

Local Government Municipalities	Location
Brimbank City Council	Metropolitan
Hume City Council	Metropolitan
Melton City Council	Metropolitan
Moreland City Council	Metropolitan
Wyndham City Council	Metropolitan
Yarra City Council	Metropolitan
Melbourne City Council	Metropolitan
Monash City Council	Metropolitan
Whitehorse City Council	Metropolitan
Glen Eira City Council	Metropolitan
Stonnington City Council	Metropolitan
Nillumbik Shire Council	Metropolitan
Boroondara City Council	Metropolitan
Central Goldfields Shire Council	Regional
Northern Grampians Shire Council	Regional
Moira Shire Council	Regional
Ararat Rural City Council	Regional
Benalla Rural City Council	Regional
Campaspe Shire Council	Regional
Wodonga City Council	Regional
Wangaratta Rural City Council	Regional
Horsham Rural City Council	Regional
West Wimmera Shire Council	Regional
Toowong Shire Council	Regional
Baw Baw Shire Council	Regional
Golden Plains Shire Council	Regional
Macedon Ranges Shire Council	Regional
Borough of Queenscliffe	Regional

Index of Relative Socio-economic Advantage and Disadvantage

The Australian Bureau of Statistics calculates a rating system which they title the "Index of relative Socio-economic advantage and Disadvantage" (IRSAD) which "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 and a general lack of advantage and a high score indicates a relative lack of disadvantage and greater advantage in general."

Participating municipalities

When the IRSAD ranking is added to the list of participating municipalities (illustrated in Figure 6.1), 13 of the top 20 municipalities with the greatest disadvantage hosted at least one VICSWIM program. In fact, the 12 municipalities hosted 30 (21.5%) venues in total.

It is important that the VICSWIM program continue to expand into the municipalities with the lowest IRSAD to ensure that the programs core objective, ensuring affordable swimming lessons are accessible to those who may not otherwise be able to afford them, is achieved.




"I cannot afford lessons, thank-you for making this essential skill accessible for lower income families. I am a big fan of the program, and have passed the word on to other parents. I remembered VICSWIM from childhood and looked it up ... Thank-you for this essential community service, it's much appreciated."

- Survey Response

IRSAD VIC ranking	Local Government Municipalities	Location	Number of Venues
2	Greater Dandenong City Council	Metropolitan	2
3	Mildura Rural City Council	Regional	7
4	Loddon Shire Council	Regional	4
6	Hindmarsh Shire Council	Regional	1
7	Latrobe City Council	Regional	1
8	Pyrenees Shire Council	Regional	2
12	Swan Hill Rural City Council	Regional	1
13	Gannawarra Shire Council	Regional	1
14	East Gippsland Shire Council	Regional	4
15	Greater Shepparton City Council	Regional	2
16	Yarriambiack Shire Council	Regional	3
17	Gleneig Shire Council	Regional	2
19	Colac Otway Shire Council	Regional	2
22	Buloke Shire Council	Regional	3
23	Strathbogie Shire Council	Regional	4
24	Bass Coast Shire Council	Regional	3
25	Wellington Shire Council	Regional	4
28	Hepburn Shire Council	Regional	3
29	Greater Bendigo City Council	Regional	5
30	Ballarat City Council	Regional	7
31	Warrnambool City Council	Regional	1
32	Mount Alexander Shire Council	Regional	3
33	Alpine Shire Council	Regional	3
34	Corangamite Shire Council	Regional	6
37	Southern Grampians Shire Council	Regional	2
38	Mitchell Shire Council	Regional	5
39	Greater Geelong City Council	Regional	3
41	Murrindindi Shire Council	Regional	1
43	Frankston City Council	Metropolitan	2
44	Whittlesea City Council	Metropolitan	4
46	Maribyrnong City Council	Metropolitan	1
47	Mansfield Shire Council	Regional	1
49	Moorabool Shire Council	Regional	2
50	Darebin City Council	Metropolitan	1
51	Indigo Shire Council	Regional	5
52	Casey City Council	Metropolitan	2
54	Hobsons Bay City Council	Metropolitan	2
55	Moyne Shire Council	Regional	4
57	Cardinia Shire Council	Regional	2
59	Mornington Peninsula Shire Council	Regional	5
61	Yarra Ranges Shire Council	Metropolitan	3
62	Moonee Valley City Council	Metropolitan	1
63	Kingston City Council	Metropolitan	2
64	Maroondah City Council	Metropolitan	2
65	Knox City Council	Metropolitan	1
67	Banyule City Council	Metropolitan	4
73	Surf Coast Shire Council	Regional	5
75	Port Phillip City Council	Metropolitan	1
76	Manningham City Council	Metropolitan	1
79	Bayside City Council	Metropolitan	1
	South Gippsland Shire Council	Regional	3
			138



“Our son made a huge leap in confidence and skills over the 2 weeks we attended. The nature of the program being daily lessons in a small class environment made all the difference”  Survey Response

Image Source: Facebook 

Municipalities not currently hosting VICSWIM programs

When the IRSAD ranking is added to the list of non participating municipalities, it was identified that 7 of the top 20 municipalities with the greatest disadvantage did not host a VICSWIM program. Of the 28 municipalities not hosting the VICSWIM program, 8 municipalities who did not host a VICSWIM in 2018 were ranked in the top 10 municipalities with the least social and economic disadvantage, that is Victoria's most affluent municipalities.

A key objective of VICSWIM is to ensure programs are run in areas where they add the most value. Identifying municipalities with a low IRSAD ranking and are not currently offering VICSWIM gives us a clear understanding of where future programs would ideally be introduced.



Nothing like an early morning swim on the summer holidays
 #VICSWIMsummerkidz
 #VICSWIM2018
 Instagram post @vicswim1

Figure 6.2

IRSAD Victorian ranking	Local Government Municipalities	Location
1	Central Goldfields Shire Council	Regional
5	Northern Grampians Shire Council	Regional
9	Brimbank City Council	Metropolitan
10	Moira Shire Council	Regional
11	Ararat Rural City Council	Regional
18	Benalla Rural City Council	Regional
20	Campaspe Shire Council	Regional
21	Hume City Council	Metropolitan
26	Wodonga City Council	Regional
27	Wangaratta Rural City Council	Regional
35	Horsham Rural City Council	Regional
36	West Wimmera Shire Council	Regional
42	Towong Shire Council	Regional
45	Baw Baw Shire Council	Regional
48	Melton City Council	Metropolitan
53	Moreland City Council	Metropolitan
56	Wyndham City Council	Metropolitan
58	Golden Plains Shire Council	Regional
66	Yarra City Council	Metropolitan
68	Macedon Ranges Shire Council	Regional
69	Borough of Queenscliffe	Regional
70	Melbourne City Council	Metropolitan
71	Monash City Council	Metropolitan
72	Whitehorse City Council	Metropolitan
74	Glen Eira City Council	Metropolitan
77	Stonnington City Council	Metropolitan
78	Nillumbik Shire Council	Metropolitan
80	Boroondara City Council	Metropolitan





"We loved Pt Roadknight sessions too. The kids gained so much confidence in the water. They ducked, dived down through the waves, body surfed and practiced with life jackets. Invaluable lessons with fun!"

- Alison

Facebook post



Partnership which will drive venue (and participation) growth

While increasing venues for the sake of increasing venues is counter productive, there is significant scope to increase participation by making VICSWIM more accessible to more communities.

Local council coverage

As the "Participating Municipalities" section of this report illustrates, 50 (63%) of Victoria's 79 municipalities hosted a VICSWIM program.

With one of the key objectives of VICSWIM being to ensure the program is accessible to all Victorians, no matter where they live, it is important that over the next three years the program is expanded to attract at least one, ideally 2-3 venues in each municipality.

In the lead up to the 2019 program each municipality not currently participating in VICSWIM will be contacted directly and invited to join the program.

Aquatic facility managers

Complimenting the strategy to contact local councils directly, further growth strategies include collaborating with key facility management groups and aquatics service providers. The professional facility managers provide further capacity to engage new locations to participate in the VICSWIM program along with numerous recruitment opportunities for potential VICSWIM teachers. In some cases, there is an opportunity for organisations or facilities the

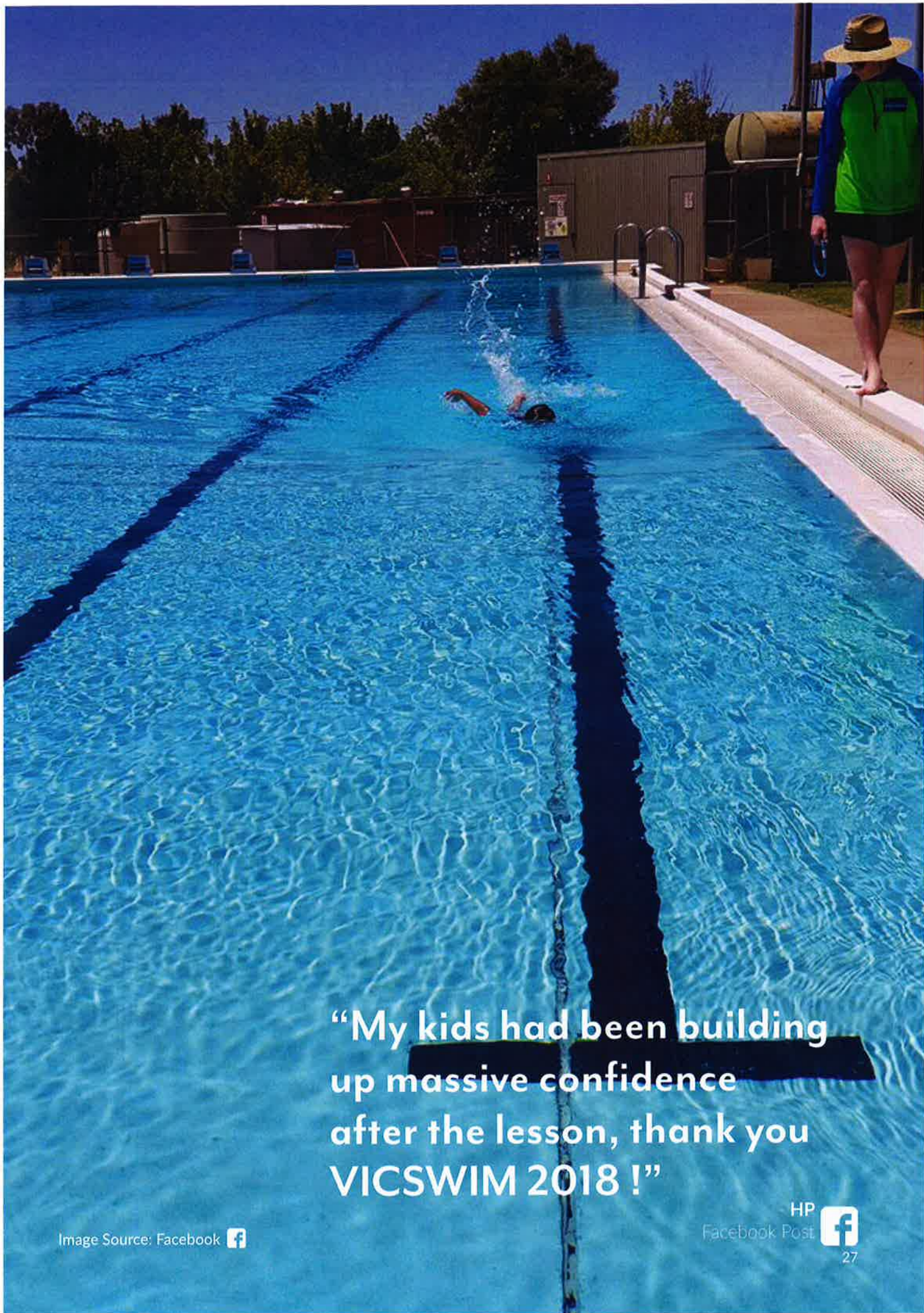
opportunity to provide their own staff with extra shifts across a period that they may not normally be operating in. This supports our industry's employees and the VICSWIM program in what is one of the programs biggest challenges, sourcing qualified teachers. Not only do the professional facility managers have the capacity to bring many new venues to the program, but they generally prefer to provide their own teacher. For example Dandenong Oasis, Casey ARC and Portland Leisure Centre staffed themselves in 2018, rather than placing the burden of sourcing swim teachers for their venues on the VICSWIM program. This overcomes one of the greatest program challenges, sourcing teachers.

Open water partnerships

To arrest the decline in open water swimming options, rather than seek to grow venues on a location by location basis, VICSWIM will seek to open discussions with complimentary organisations such as Life Saving Victoria and/or Yachting Victoria.

Many of the existing open water programs already have informal arrangements with local life saving and yachting clubs, running the program between the flags on patrolled beaches where possible and accessing their club rooms for toilets and equipment storage.

There are a lot of benefits for life saving and yacht clubs partnering with VICSWIM, especially new member acquisition. In the event of these partnerships not being forthcoming, VICSWIM will continue to work with local Councils to grow the VICSWIM programs on Victorian beaches and other rural bodies of water.



“My kids had been building up massive confidence after the lesson, thank you VICSWIM 2018 !”

Image Source: Facebook 

HP
Facebook Post 
27

VICSWIM staffing structure

Although the VICSWIM program only ran for 14 days over the first three weeks of January, the marketing, sales, administration, management and VICSWIM program delivery of the program requires the efforts of a huge number of people, including:

- Over 240 swim teachers
- 12 regional managers (responsible for risk assessment of 138 venues, swim teacher training and the quality of the program delivered by teachers)
- Up to 10 administration staff in peak customer service periods and program delivery

It is important that VICSWIM continue to invest in technology and systems which will then allow the program to continue to grow without increasing the corresponding administration and management costs.



Nothing like an early morning swim on the summer holidays

#VICSWIMsummerkidz

#VICSWIM2018

Instagram post @vicswim1



Another great year. Thank you

- Claudia

Facebook Post

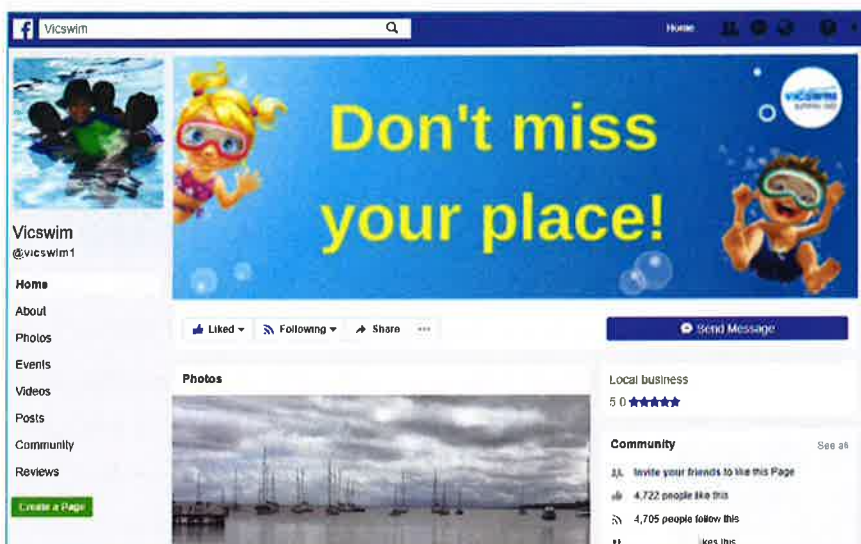
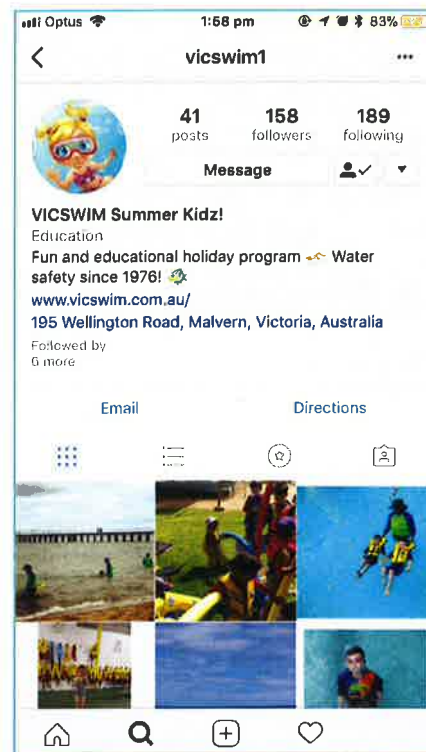


VICSWIM marketing and promotions

The 2018 VICSWIM marketing strategy featured a combination of posters and flyers being distributed to participating venues and a number of schools and kindergartens, a strong social media strategy, particularly on Facebook and an extensive email marketing campaign to previous participants.

In the post program participation survey to parents 38.57% of respondents found out about the program through word of mouth, 26.14% via emails from VICSWIM and 20.24% by the VICSWIM Facebook page or advertising.

In comparison, traditional methods of advertising, such as receiving information from the local pool, school or kindergarten generated 21.09% of registrations.



"My two boys learnt about rips and water safety at the beach. They would relay what they had learnt to me after every lesson so I know they were paying attention!"
- Survey Response



"That's my boy there in the middle getting swimming lessons in the bay at our local with the wonderful @vicswim1. What a lucky country we live in to have this on offer....daily lessons for a week, in our gorgeous water, with fantastic teachers....for \$30.00. Lucky country indeed. Happy Summer days"

- Instagram post @vicswim1

"Instructor did a great job teaching my daughter to swim, even with my daughters selective mutism. She was great with the fact that my daughter was non verbal."
- Survey Response

"We live in a country town with a 40min drive to regular swimming lessons so VICSWIM is our only opportunity to learn locally"
- Survey Response

"It's great we have access to VICSWIM in our rural location."
- Survey Response

"My 5 year old son was frightened of walking into waves, so much so I wasn't not sure that he would even participate in his class. By the end of the week he was catching small waves on his boogie board! Both my sons are more aware and more confident when they go to the beach"
- Survey Response

"Point Roadknight was an excellent location as we were holidaying in the area and overall the kids and the adults enjoyed the experience."
- Survey Response



"Last day of VICSWIM for the summer! The kids loved every lesson over the last 2 weeks!"
- Instagram post @vicswim1

"Thank you VICSWIM for the dedication and hard work you put in to ensure our kids are aware of Water Safety! Our little boy wasn't super confident in the Ocean but watching him grow in confidence this week was fantastic to see! Our instructor was so patient with the kids and they always had big smiles on their faces at the end of their lesson! Top Effort Guys!!"

- Facebook Post



"My two kids really enjoying VICSWIM this year and improving so much in this one week! Thank you!!"

- Facebook post

Footnotes

- 1 As Monday the 1st January was a public holiday, week one of the VICSWIM program was run over 4 days with lessons extended to 40 minutes.
- 2 Life Saving Victoria Drowning Report 2016 – 17 reported that there were 45 drowning deaths in Victoria between 1/7/2016 and 30/06/2017. A 20% increase on the 10 year average.
- 3 Post program survey was sent to 4,200 parents with 1,408 responding (33% of parents)
- 4 Net Promoter Score measures customer experiences and is calculated the answer (on a scale of 1-10) How likely are you to recommend the VICSWIM program to family and friends? The NPS score is calculated by detracting the number of detractors (% who answered between 0-6) from the number of promoters (% who answered between 9-10).
- 5 Weighted average of responses to the question “ On a scale of 0 – 10 how would you rate the 2018 VICSWIM Kidz program?”
- 6 Based on the Australian Bureau of Statistics calculated “Index of relative Socio-economic advantage and Disadvantage” (IRSAD); <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/2033.0.55.001main+features100042011>
- 7 \$9.151 million dollars over three years to support all government and catholic schools deliver swimming and water safety programs as part of the school curriculum <http://www.education.vic.gov.au/about/programs/health/Pages/swimminginschools.aspx>
- 8 <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/2033.0.55.001main+features100042011>

“Open water VICSWIM at Inverloch my 4 and 7 year olds had a fantastic week and made some great new friends!”

- Lauren 
Facebook Post



