

Media Release 28th March 2018

42 years on and the VICSWIM Summer Kidz program continues its resounding success

2018 VICSWIM Program at a glance:

- 10,965 enrolments in the 2018 January VICSWIM Summer Kidz program
- 138 Participating locations
- 108 Regional Venues used
- 240 Casual employment opportunities
- 37% of parents indicated VICSWIM was the only swimming lessons their children had participated in during the past 12 months
- 27,500 hours' of swimming lessons and water safety administered

The VICSWIM program is an intensive learn to swim and water safety program held over the first three weeks of January. The program introduces children from the age of 4 and above to swimming and survival skills during a 30 minute lesson, conducted over 5 consecutive days. Parents have the option of enrolling their children in one, two or all three weeks of the program. The VICSWIM Summer Kidz program complements *Active Victoria – a strategic framework for sport and recreation in Victoria 2017 - 2021*, which has the vision to “increase the proportion of Victorian’s participating in sport and recreation” and has the four key pillars of healthier Victorians, economic growth and jobs, community cohesion and liveability.

Aquatics & Recreation Victoria (ARV) CEO Grant Connors said “It is with great pleasure that we can announce the resounding success of the 2018 Vicswim Summer Kidz program. The program continues to deliver low cost swimming lessons to those most in need and we are progressively building on the strong community ties the program has across the state. Along with the growth in participation I am most pleased that we are able to offer programs in 6 of the 8 greatest disadvantaged municipalities in Victoria according to the Australian Bureau of Statistics ‘Index of relative socio-economic advantage and disadvantage’ .”

Minister for Sport, John Eren urged all parents to support the program.

“Nothing is more important than keeping our kids safe.”

“We’re blessed with wonderful beaches, waterways and pools, but too many lives are lost because people don’t have the right skills.”

“We want to make sure all Victorian children know how to swim and stay safe in the water – and VICSWIM does just that.”

37% of parents indicated the VICSWIM program was the only swimming lessons their children had participated in during the last 12 months, strengthening ARV’s determination to continue the important work of the VICSWIM program in partnership with the Victorian Government through Sport and Recreation Victoria and to increase the community benefits of the program.

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Further information can be found at www.vicswim.com.au.

Aquatics & Recreation Victoria is the peak body for aquatics and recreation activity, based in Clayton, Victoria and represents the interests of leisure centres, local government organisations, private swim schools, professional services, advisories and consultancies, aquatic and fitness equipment suppliers and manufacturers, students, facility management companies and other stakeholders.

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