

## **MEDIA RELEASE**

19<sup>th</sup> June 2015

### **VICSWIM FUNDING RENEWED FOR 2016 PROGRAM**

Aquatics and Recreation Victoria ('ARV') is pleased to announce the approval of \$400K of State Government funding to assist in the running of the 2015/2016 VICSWIM program.

The announcement was made by the Minister of Sport, Honorable John Eren MP at the 2015 Aquatics & Recreation Industry Awards gala, held on Friday 12<sup>th</sup> June 2015 in front of over 650 industry representatives.

The VICSWIM program is a low cost community aquatic education and water safety program that has delivered water safety lessons to Victorian kids, both swimming and survival in a range of aquatic environments, as well as health and social benefits such as enhanced community cohesion and engagement.

ARV is very proud to have run VICSWIM – a program that has provided water safety education and swimming skills to over 678,000 young Victorians - since its inception in 1976.

The announcement has been very well received by the industry. Consequently, this coming summer over 11,000 Victorian kids will participate, up to 500 swimming teachers will benefit from casual employment and over 140 venues will engage more than 7000 families through VICSWIM.

"This is a fantastic result for the aquatic and recreation industry and the Victorian community", according to ARV Chairman, Andrew Hocking. "It's great to see that Victorians will be able to access fun, affordable and accessible swimming and water safety education for the coming year".

"VICSWIM has been part of a school holiday tradition for over 40 years throughout rural Victoria", said ARV CEO, Anthony McIntosh. "It becomes a real focus in many small towns, and helps bring the community together. Our VICSWIM teachers have even become local celebrities while the program's on" he said.

"While in the larger regional and metropolitan centres, VICSWIM's become a really valuable addition to leisure centre programs, as it attracts lots of new families who stay on to become members to keep active".

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*Further event and booking details can be found at [www.aquaticsandrecreation.org.au](http://www.aquaticsandrecreation.org.au).*

Aquatics & Recreation Victoria is the peak body for aquatics and recreation activity, based in Clayton, Victoria.

ARV 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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