



**VICSWIM Summer Kidz Program 2022 / 2023**

**Request for Expression of Interest**

Aquatics & Recreation Victoria  
Suite 9, Building 3, Unipark – Monash, 195 Wellington Rd, Clayton, VIC 3168

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## SUMMARY

Aquatics & Recreation Victoria (ARV) is seeking Expressions of Interest from organisations (“the supplier” or “the respondent”) to coordinate the end-to-end delivery of the VICSWIM Summer Kidz program in 2022 and 2023.

The VICSWIM Summer Kidz program provides children between the ages of 4-12 with opportunities to develop a range of skills and positive experiences in relation to water safety, confidence and competence in the water, personal survival activities and basic aquatic emergency procedures.

The VICSWIM Summer Kidz program is an intensive learn to swim and water safety program held over the first three weeks of January, with each week of the program consisting of five consecutive 30-minute lessons, Monday-Friday.

VICSWIM is a low-cost program. The Victorian Government has approved the fees for the 2022 VICSWIM Summer Kidz program to be \$35 per child in 2022.

VICSWIM's low cost is vital to ensure formal swimming lessons are accessible, especially to families who could not otherwise afford the cost of commercial learn to swim programs.

Each location used for VICSWIM may charge participants a pool entry or location fee. It is a requirement of the VICSWIM supplier to negotiate the removal of an entry fee wherever possible.

The dates of the 2022 and 2023 programs are outlined below:

	2022	2023
Week 1	Monday, 3 January - Friday 7 January	Monday, 2 January - Friday 6 January
Week 2	Monday, 10 January - Friday 14 January	Monday, 9 January - Friday 13 January
Week 3	Monday, 17 January - Friday, 21 January	Monday, 16 January - Friday, 20 January

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.

The program is conducted by qualified swim teachers in controlled environments located at public and private pools, school pools, beaches, rivers and lakes throughout Victoria, with a strong focus on Regional Victoria.

**The appointment of the supplier will be based on their ability to conduct the *VICSWIM Summer Kidz* program in its full capacity.**

The following key outcomes will be the **responsibility of the supplier**:

- Provide friendly and prompt customer service
- Lead the recruitment, training and onboarding of all VICSWIM Summer Kidz staff

- Engage key aquatic providers, securing pools, open water locations (i.e. beaches) and inland waterways (i.e. rivers and lakes)
- Deliver a comprehensive VICSWIM PR & marketing strategy
- Maintain the integrity of the VICSWIM brand
- Maintain and operate the VICSWIM website detailing each location, program dates, address, enrolment process, programs offered, fees, refund policy, etc.
- Manage all enrolment and administration processes and ensure the enrolment process is efficient and user friendly.
- Operate a VICSWIM telephone information service providing information on VICSWIM locations, dates of operation, how to enrol, etc.
- Manage the VICSWIM social media accounts (Facebook, Instagram, Twitter, Email distribution lists) and other electronic media.
- Prepare and present weekly and monthly progress reports to ARV
- Prepare the final report of the 2022 and 2023 VICSWIM Summer Kidz programs
- Conduct debrief meetings for VICSWIM project team and Regional Coordinators
- Develop, distribute and analyse post-program feedback surveys for parents, participants, venues, teachers and Regional Coordinators
- Suggest any further changes or innovations to enhance the VICSWIM program in the future

The following key outcomes will be the **responsibility of ARV**:

- Remunerate all field-based staff delivering the VICSWIM Summer Kidz program (i.e. Swim Teachers, Regional Coordinators, Lifeguards, etc.) and provide 800 hours of casual office-based Admin/Customer Service staff
- Reporting and engagement with funding partner *Sport & Recreation Victoria (SRV)*
- Provide VICSWIM resources and program content for Swim Teachers, Regional Coordinators, Lifeguards, etc.
- Provide IT system infrastructure and upgrades to support the delivery of the program
- Provide equipment, uniforms, certificates, posters and other materials to support the delivery of the program
- Provide background information and handover of relevant Intellectual Property and Resources (refer to page 18)
- Provide office accommodation and meeting spaces for all VICSWIM staff

The following key outcomes will be a **shared responsibility between ARV and the supplier**:

- Provide participants with an opportunity to experience, and develop skills in, a variety of water safety, swimming and aquatic based activities.
- Manage and address the risk associated with implementing a water safety program ensuring it is managed with the utmost priority.
- Maximise participation across all sites targeting:
  - Children from lower socio-economic backgrounds
  - Children from a culturally and linguistically diverse background
  - Regional centres with large populations
  - Remote locations with little or no access to swimming and water safety opportunities
  - High risk areas of drowning
  - Vulnerable and marginalized children (e.g. multicultural communities, people with a disability, etc.)
- Enhance VICSWIM's state-wide profile, brand, impact and messaging
- Explore education strategies to improve teaching quality, including class management skills
- Enhance website, recruitment material and registration process to reach targeted cohorts
- Implement the VICSWIM evaluation framework
- Achievement of KPIs outlined in the *VICSWIM Implementation Plan 2021-2023* (Refer to *VICSWIM Implementation Plan 2018-2021* as an interim guide)

Further details regarding the VICSWIM Summer Kidz program requirements can be found on pages 14-17.

## HOW TO APPLY

The respondent must read this document thoroughly and prepare a submission including the following:

1. A cover letter addressed to:

*Kathy Parton  
CEO - Aquatics & Recreation Victoria  
Suite 9, Building 3, Unipark – Monash  
195 Wellington Rd, Clayton, VIC 3168*

2. Supplier Information (Appendix A)
3. Responses to EOI Template (Appendix B)
4. A quote for service (estimated hours and cost)
5. Two most recent audited organisational financial statements
6. Two (2) referees

The respondent should demonstrate how they can manage the program to the 2021 participation levels or greater.

It is recommended the respondent reviews the 2021 Program Report and VICSWIM Implementation Plan 2018-2021

Respondents are required to submit their Expression of Interest via email to Aquatics & Recreation Victoria's CEO, Kathy Parton, by Sunday, 1 August.

Email: [kparton@aquaticsandrecreation.org.au](mailto:kparton@aquaticsandrecreation.org.au)

## EVALUATION TIMELINE

Aquatics & Recreation Victoria anticipates that this matter will proceed in accordance with the following schedule:

Phase	By-when
Request for Expressions of Interest open	Friday, 15 July
Applications close	Sunday, 1 August
Interviews	Monday, 2 August – Friday, 6 August
Advise successful respondent	Wednesday, 11 August
Anticipated commencement date	Monday, 16 August

This timetable is indicative only and parties will be advised of progress throughout the recruitment process and appointment.



## ARV OVERVIEW

Aquatics & Recreation Victoria is a not-for-profit member-based peak association for the Victorian Aquatics and Recreation industry.

ARV is an organisation providing and coordinating support, professional development, advice, training, advocacy, research and networking opportunities. We service and support those who plan, build, own, fund, operate or service aquatic and recreation facilities across Victoria. This includes Aquatic and Recreation providers, fitness providers, leisure providers, stadium providers, suppliers and traders.

ARV's strategic priorities include public health prevention, community health and wellbeing, increased community activity participation, increased sector capacity and capability, industry prosperity and workforce development and a successful, progressive, connected and impactful Aquatics & Recreation industry.

ARV is governed by a Board of Directors consisting of 9 members with 4 elected and 5 members appointed.

ARV provides high level strategic advice to Councils, State Government, schools and industry bodies on current industry matters so that informed decisions can be undertaken, including:

- aquatic and recreation facility design and infrastructure briefs
- facility management models and service provision
- facility management tender evaluation
- contract management
- planning for new or upgraded aquatic and recreation facilities
- recreation department management and service delivery
- community hub concept development

ARV is keen to ensure skills and knowledge are shared by those who own, operate and manage the broad range of community aquatic, leisure and recreation facilities, especially within the local government sector.

ARV has developed relationships with a range of industry specialists covering the fields of design architecture, engineering, planning, feasibility and business case studies, quantity surveyors, project and facility managers.

ARV conducts state-wide tailored aquatic education and water safety programs - most notably *VICSWIM Summer Kidz* - for children, CALD communities, special population groups, local communities and schools in partnership with Government, Life Saving Victoria and key community organisations.

ARV also provides professional development opportunities for those who work within the industry and pilots new programs to broaden the effective reach of community aquatic and recreation facilities.



## VICSWIM OVERVIEW

VICSWIM has provided Victorians with fun and educational aquatic holiday programs since 1976.

Remarkably, VICSWIM remains as relevant and as vital in the Victorian Government's *Victorian Water Safety Strategy* and its *Active Victoria Strategy* today, as it was a generation ago.

VICSWIM is a government-funded program which seeks to ensure that all Victorian children have the opportunity to access water safety, survival and swimming programs, that maximize safety and attitudes ensuring confidence and the ability to enjoy aquatic environments.

The VICSWIM program fills a vital void in Victoria's learn to swim offering, providing intensive swimming lessons at a variety of venues and in communities who would otherwise not have access to swimming lessons. For many living in rural and regional locations, VICSWIM often provides the only swimming lessons their community has access to each year, further contributing to the liveability, safety and quality of those communities.

VICSWIM programs are conducted by fully qualified and experienced teachers and are targeted to the abilities and age of all participants.

VICSWIM focuses on learn to swim and water safety skills, both in pools and open water venues across the state.

The 2021 VICSWIM program attracted an amazing 16,516 enrolments – 556 more than 2020. VICSWIM enrolments have grown from 9,270 in 2016 to 16,516 in 2021 -- an increase of 74% over the last five years.

In 2021, over 300 swim teachers at 167 venues delivered 3,362 classes meaning that 80,705 swimming lessons were delivered.

Overall, VICSWIM was run in 58 of the 79 Victorian municipalities with 73.7% of participating venues located in rural or regional municipalities.

To illustrate the public demand for VICSWIM, 88% of parents surveyed at program's end indicated they were likely or highly likely to enrol their child/children in the 2022 program while 97% believed there was scope to grow the program in their community if additional classes were made available.

Given that VICSWIM registrations have grown by 74% over the last five years (in spite of major obstacles such as major bushfires across Victoria in 2020 and the Coronavirus pandemic in 2021) the program is well positioned to grow rapidly in both registrations and locations over the next 5 years.

Refer to **APPENIX C – Overview of VICSWIM 2021**, **APPENDIX D – Participating Venues in 2021** and the 2021 Program Report for further information.



## KEY MILESTONES – VICSWIM PROGRAM MANAGEMENT

Key Milestone	By-when
Meet with ARV to discuss delivery of VICSWIM	Monday, 9 August
Circulate <i>Expression of Interest (EOIs)</i> forms for Venues and Teachers	Monday, 16 August
Develop a PR & marketing strategy and present to ARV for approval	Friday, 27 August
Place order for equipment, uniforms and certificates	Friday, 10 September
Confirm Regional Coordinators for 2022	Friday, 24 September
Create first draft of VICSWIM teacher roster	Friday, 5 November
Commence teacher recruitment drive	Monday, 8 November
Upload and test class data on booking portal	Monday, 18 October
Bookings open on VICSWIM website	Monday, 25 October
Ministerial Launch Event	Friday, 29 October
Regional Coordinator Pre-Program meeting	Saturday, 6 November
Teacher Training Workshops	Monday, 6 December – Friday, 17 December
VICSWIM Summer Kidz Week 1	Monday, 3 January - Friday 7 January
VICSWIM Summer Kidz Week 2	Monday, 10 January - Friday 14 January
VICSWIM Summer Kidz Week 3	Monday, 17 January - Friday, 21 January
Regional Coordinator Post-Program meeting	Saturday, 19 February
Complete Final Report	Friday, 11 March

## KEY SELECTION CRITERIA

These criteria are intended to provide Respondents with an indication of the major factors that will be considered in evaluating the Expressions of Interest received. Respondents should therefore ensure that they provide sufficient information to enable their submission (applications of expressions of interest) to be given proper consideration.

Refer to **SCHEDULE 2 – EOI Template**.

The final selection of the allocated organisation will be made by ARV's CEO and Board of Directors.

Criteria	Indicators
1. Capacity & Capability	<ul style="list-style-type: none"> <li>Ability to structure project team and staff the ARV office at specified times</li> <li>Ability to manage large-scale, state-wide projects and work effectively to KPIs and timelines</li> <li>Ability to collaborate and work in partnership with ARV</li> <li>Ability to effectively manage VICSWIM's communications (e.g. phones, website, email, social media, etc).</li> <li>Ability to manage ARV's existing systems and processes (refer to <i>Resources</i>)</li> <li>Ability to deliver a comprehensive staff training, onboarding and induction program</li> <li>Ability to remain adaptable and flexible when responding to a changing environment</li> <li>Ability to recruit, train and onboard Swim Teachers, Regional Coordinators, Lifeguards and First Day Administrators</li> <li>Ability to engage key aquatic providers, securing pool, lake and beach locations across Victoria</li> </ul>
2. Knowledge & Experience	<ul style="list-style-type: none"> <li>Knowledge of the Aquatics &amp; Recreation industry</li> <li>Knowledge of relevant industry guidelines (e.g. <i>Guidelines for Safe Pool Operation (GSPO)</i>, <i>Fitness Industry Award 2020</i>, <i>National Swimming and Water Safety Framework</i>, etc.)</li> <li>Experience coordinating projects of a similar scale</li> </ul>
3. Risk Management	<ul style="list-style-type: none"> <li>Ability to address the risk associated with implementing a water safety program ensuring it is managed with the utmost priority</li> <li>Experience implementing risk management frameworks and processes</li> </ul>
4. Customer Service	<ul style="list-style-type: none"> <li>Ability to deliver exceptional customer service</li> <li>Ability to develop effective systems and processes to manage the collection and management of data</li> <li>Demonstrated operational excellence and attention to detail</li> </ul>
5. Community Engagement & Program Growth	<ul style="list-style-type: none"> <li>Ability to assist ARV in growing venues and participants in the VICSWIM Program</li> </ul>
6. Value Adding Services	<ul style="list-style-type: none"> <li>Ability to add value and bring innovative solutions and initiatives to improve the delivery of the VICSWIM Summer Kidz Program</li> </ul>

## SCOPE

### Service Agreement

The Service Agreement will be a 1+1 agreement to conduct the VICSWIM Summer Kidz program in its full capacity across public and private pools, school pools, beaches, rivers and lakes throughout metropolitan and regional Victoria.

The successful supplier will be funded for one year initially, with confirmation of a second year pending Board review and satisfactory delivery of the 2022 VICSWIM Summer Kidz program.

This review process could result in a change of conditions for the 2023 VICSWIM Summer Kidz program.

The chosen supplier must ensure a quality service for Victorian children participating in the program.

The supplier will be required to administer all parts of the VICSWIM Program including managing the VICSWIM website, phone line and social media pages, engaging aquatic providers and locations to conduct the VICSWIM program, developing a fully-scoped publicity, promotions and support strategy, employing instructors to conduct the program along with managing the enrolment process for the program.

The ultimate goal is to ensure that all participants experience a water safety program which provide them with an opportunity to develop a range of skills and positive experiences in relation to water safety, confidence and competence in the water, personal survival activities and basic aquatic emergency procedures.

The successful supplier will be responsible for the recruitment and management of all staff (supplier employees and ARV employees) allocated to work on the VICSWIM Summer Kidz Program, including the Program Coordinator, Regional Coordinators, First Day Administrators, Swim Teachers and casual Admin/Customer Service staff.

### Quote

The supplier must provide a Quote for Service as part of their submission, including estimated hours and total cost to deliver the program inclusive of GST.

As a guide, the number of supplier hours used to deliver the program over recent years has ranged from 1300-1400 hours.

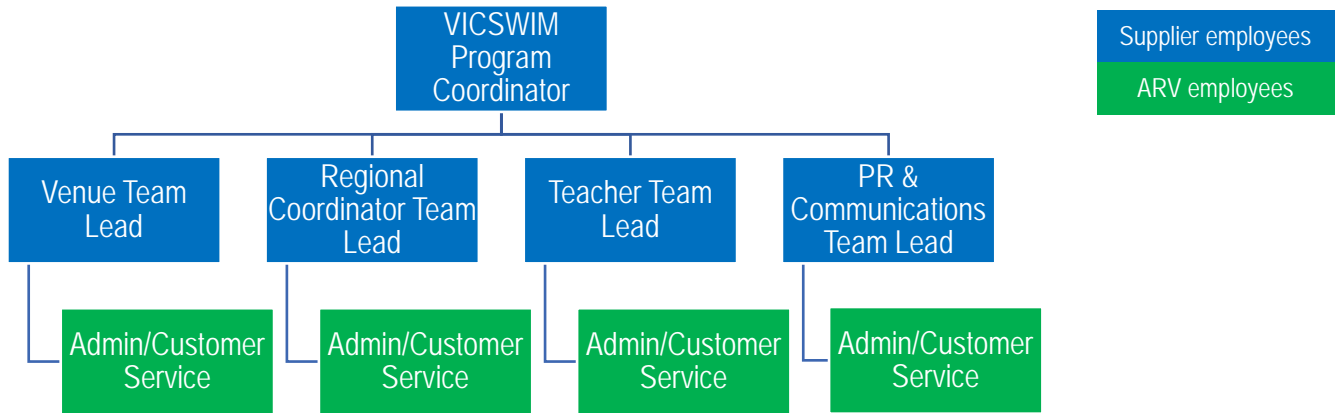
There will also be a provision of 800 casual hours, made up of ARV-funded and employed Admin/Customer Service staff, to assist with the delivery of the 2022 VICSWIM Summer Kidz Program.

The chosen supplier will also be required to provide a bank guarantee to the value of \$25,000.

The *Proposed Roles & Example Team Structure* outlined on page 12 has proven to be an effective model for the VICSWIM project team over recent years and should be considered by the supplier.

At the conclusion of each VICSWIM Summer Kidz program, the supplier will be required to acquit the ARV grant.

Proposed Roles & Example Team Structure



## RISK MANAGEMENT

The supplier, in partnership with ARV, must address the risk associated with implementing a state-wide water safety program ensuring it is managed with the utmost priority. Risk categories include operations, safety and well-being, reputation (stakeholder & community satisfaction), environmental, regulatory and legal.

The supplier must review and implement the VICSWIM Risk Management Framework including (but not limited to):

- Staff training and management
- Compliance with risk procedures
- Development of program guidelines and training materials
- Completion of site visits and risk assessments, identifying any issues or risks
- Water quality reports
- Emergency management coordination, including major first aid

The VICSWIM program is delivered under the following water safety guidelines:

- Australian Water Safety Council's *Australian Water Safety Strategy 2030*
- Royal Life Saving Australia's *Guidelines for Safe Pool Operations (GSPO)*
- Royal Life Saving Australia's *National Swimming and Water Safety Framework*
- Victorian Government's *Victorian Water Safety Strategy 2016-2020*

The supplier must ensure swim teachers are suitably qualified and that **teacher-to-participant ratios** do not exceed the following limits:

- Level A – 1:4
- Level B – 1:4
- Level C – 1:6
- Level D – 1:6
- Level E – 1:8
- Level F – 1:8
- Level G – 1:8

The supplier must review and implement ARV's policies and procedures including (but not limited to):

- Child Safe Policy
- Supervision Policy
- Staff Incident Reporting Procedure
- Risk Assessment Information
- Incident Reporting Policy
- Privacy Policy
- Extreme Weather Policies
- Code of Conduct

A priority for the 2022 VICSWIM program will be to further embed this risk management methodology into the operational procedures of the VICSWIM program, especially reviewing and evolving open water and inland water ways safety standards, protocols and procedures.

## VICSWIM PROGRAM MANAGEMENT REQUIREMENTS

The requirements of the VICSWIM Summer Kidz program are outlined below and will be the responsibility of the chosen supplier to deliver:

### 1. Program Administration & Customer Service

- Provide customer service support from the ARV office from 8.00am – 5.00pm during specified times
- Answer inbound phone calls
- Manage the VICSWIM email inboxes and respond to all email inquiries within 24 hours:
  - [admin@vicswim.com.au](mailto:admin@vicswim.com.au)
  - [info@vicswim.com.au](mailto:info@vicswim.com.au)
- Manage all enrolment and administration processes and ensure the enrolment process is efficient and user friendly
- Maintain and operate the VICSWIM website detailing each location, program dates, address, enrolment process, programs offered, fees, refund policy, etc.
- Manage the VICSWIM social media accounts (Facebook, Instagram, Twitter, email distribution lists, etc.)
- Liaise with Regional Coordinators to handle operational issues such as:
  - Teacher absentees
  - Venue unavailability
- Liaise with parents if class or venue changes
- Update the booking portal with class and teacher adjustments
- Keep updated the current register of administration/IT passwords used within program

### 2. Course Programming

- Review previous year's participation numbers for each venue
- Review post-program feedback and notes from Regional Coordinators for each venue
- Review venue availability and access
- Create the class program for each venue (seeking to maximise numbers)
- Create the program spreadsheet in Microsoft Excel for loading classes in the booking portal
- Test and sign off loaded classes in the booking portal
- Send *Venue Confirmation Email* to each venue from the booking portal
- Confirm class programming with each venue prior to go-live date

### 3. Venue Management

- Contact venues who have participated in the last three years and invite them to participate again (i.e. Circulate *Venue Expression of Interest*)
- Review and update venue information on VICSWIM's booking portal
- Set up new venues on VICSWIM's booking portal
- Allocate venues to Regional Coordinators
- Confirm participation in program with Venue Manager or authorised person

- Identify teaching and lifeguarding requirements (i.e. self-staffing or ARV to provide)
- Identify uniform, equipment and certificate requirements
- Provide access to VICSWIM's booking portal and teacher resources
- Liaise with Regional Coordinators to ensure all venues have enough equipment, teachers, certificates, etc. required to run the program
- Provide support and customer service to venues as required

#### 4. Regional Coordinator Recruitment, Training & Onboarding

- Contact Regional Coordinators from previous year to determine if they plan on returning
- Identify regions without a returning Regional Coordinator
- Consult with outgoing Regional Coordinators to identify potential successors from their region
- Review and update Regional Coordinator position description
- Develop a targeted recruitment strategy for any open roles using ARV's network
- Conduct interviews, shortlist candidates and hire Regional Coordinators
- Prepare, sign off and circulate Regional Coordinator offer letters
- Collect, validate and upload relevant teacher qualifications to HR platform
- Ensure personal information, banking details, super details, etc. have been correctly entered into HR platform
- Liaise with Regional Coordinators to appoint *First Day Administrators* where necessary
- Host pre-program meeting at ARV (approx. 3 hours)
- Host post-program meeting at ARV (approx. 3 hours)
- Collect feedback, notes and recommendations for following year

#### 5. Swim Teacher Recruitment, Training & Onboarding

- Review and update Swim Teacher and Teacher-In-Charge position descriptions
- Contact teachers who have participated in the last three years and invite them to participate again (Expression of Interest)
- Place ads on websites such as seek.com.au, sportspeople.com.au, Facebook pages, university noticeboards, etc.
- Liaise with Regional Coordinators to source teachers for their respective pools
- Advertise on Facebook in local area forums for Swim Teachers
- Contact up to three local sources of potential teachers (e.g. Council, universities, local swim club, venue, etc.)
- Extract teacher applications from *SurveyMonkey*
- Allocate teachers to provisional roster based on their nominated preferences and feedback from Regional Coordinators
- Seek confirmation of provisional roster from each teacher
- Set up teacher profiles on VICSWIM's booking portal and HR system
- Allocate teachers to their venues on VICSWIM's booking portal and generate offer letter
- Collect, validate and upload relevant teacher qualifications to HR platform

- Collect and upload signed offer letter to HR platform
- Ensure personal information, banking details, super details, etc. have been correctly entered into HR platform
- Prepare a staff training and induction program for all Swim Teachers including (but not limited to):
  - A face-to-face meeting with their Regional Coordinator
  - Access to VICSWIM training materials
  - Acknowledgement of ARV's Policies & Procedures
  - Admin support

## 6. Marketing & Promotion

- Develop a fully scoped publicity, promotions and support strategy which is presented to ARV for approval. This strategy should include:
  - Email marketing campaign to all parents in ARV's parent database
  - Social media engagement strategy across Facebook, Instagram and Twitter
- Provide recommendations to further enhance the reach of VICSWIM's marketing efforts
- Liaise with ARV and SRV to coordinate a ministerial event celebrating the launch of VICSWIM (usually mid-October)
- Administer the VICSWIM Facebook page customer support:
  - Enquiries answered within 6 business hours, during business hours, from September 1<sup>st</sup> – November 30<sup>th</sup>.
  - Enquiries answered within 4 hours, between 8:00am - 9:00pm, from December 1<sup>st</sup> until the completion of the program.

## 7. Risk Management

- Review ARV's Policies & Procedures
- Review and implement ARV's Risk Management Framework
- Liaise with Regional Coordinators to ensure risk assessments are performed at all participating venues prior to Friday, 24 December.
- Review completed risk assessments and raise any issues with Aquatics & Recreation Victoria
- Seek approval from ARV for all new venue applications
- Ensure all pool venues adhere to the *Guidelines for Safe Pool Operations (GSPO)*
- Identify lifeguarding requirements at the following venues:
  - Privately-owned and operated venues
  - Schools
  - Open water locations
  - Inland waterways
- Coordinate the recruitment of lifeguards
- Ensure all open water locations adhere to ARV's *Open Water Risk Management Framework*

## 8. Uniforms, Equipment and Certificates



- Undertake a stock take to identify amounts on hand
- Project the amount of equipment, uniforms and certificates required for VICSWIM 2022
- Gain approval to purchase
- Allocate and distribute uniforms, equipment and certificates to Regional Coordinators, Teachers and Venues
- Monitor stock levels throughout the program
- Collect all equipment and any unused equipment/certificates at the completion of the program
- Undertake stock take at end of the program
- Identify equipment to be repaired

## 9. Reporting

- Prepare a weekly report for ARV detailing the number of applications for Venues, Swim Teachers and Regional Coordinators
- Prepare a monthly report for ARV with a breakdown of venue applications (i.e. participating LGAs, non-participating LGAs, regional vs metro, venue type, etc.)
- Prepare the final program report including a detailed summary of venues, participation analysis, customer satisfaction rating, media coverage, etc.
- **Note:** Graphic Design is excluded from the service agreement

## INTELLECTUAL PROPERTY & RESOURCES

### Intellectual Property & Resources

The successful supplier will gain access to all relevant intellectual property and resources relating to the VICSWIM Program. Items will include:

- Access to VICSWIM website and booking portal
- Access to HR system (Employment Hero)
- VICSWIM logo and digital assets
- VICSWIM teacher resources (lesson plans, attendance sheets, etc.)
- ARV's policies & procedures
- Branding documents (posters, flyers, certificates)
- Venue, Regional Coordinator, Teacher and Participant registration details
- Contact distribution lists
- Program equipment (kickboards, pool noodles, rash vests, etc.)

### Privacy & Data Management

All information collected and stored by the VICSWIM program is done so in accordance with the *Victorian Privacy and Data Protection Act 2014*, and will only be used for the purpose, nature and duration of the VICSWIM program. There will not be any disclosure of information collected or stored by VICSWIM to a third party for any reason unless there is prior written consent.

**Note:** All data relating to the VICSWIM Summer Kidz Program will be securely stored on Aquatics & Recreation Victoria's SharePoint drive.



APPENDIX A – Supplier Information

Full Name of Respondent: .....

Position Title of Respondent: .....

Trading Name: .....

Registered Office / Business Address: .....

.....

Mailing Address: .....

.....

Australian Business Number (ABN): .....

# of Employees: .....

Primary Contact Person: .....

Office Telephone Number: .....

Mobile Telephone Number: .....

Email Address: .....

Signature: .....

Name (Please Print): .....

Date: .....

## APPENDIX B – EOI Template

### 1. Capacity & Capability

*What resources do you currently have available within your organisation to support the delivery of the VICSWIM Summer Kidz Program?*

*Describe your organisation's ability to recruit staff, venues, third party providers, etc. to support the delivery of the VICSWIM Summer Kidz Program*

*Describe your organisation's ability to staff the ARV office and effectively manage VICSWIM's communications, systems & processes*

*Describe your organisation's ability to work collaboratively with ARV and remain adaptable and flexible when responding to a changing environment*

*How would you approach the training, onboarding, induction and allocation of casual staff at scale?*

## 2. Knowledge & Experience

*Describe your organisation's prior experience delivering a state-wide or large-scale program similar to VICSWIM Summer Kidz*

*Describe your organisation's knowledge of the Aquatics & Recreation industry and its relevant industry guidelines*

## 3. Risk Management

*How would your organisation approach the risks associated with implementing a water safety program ensuring it is managed with the utmost priority?*

*What experience does your organisation have in implementing risk management strategies, frameworks, plans and processes?*

#### 4. Customer Service

*Describe your organisation's ability to deliver exceptional customer service and operational excellence (e.g. methodology, feedback processes and timing, benchmarks, performance measures, continuous improvement, etc.)*

*Describe your organisation's ability to develop effective systems and processes to manage the collection and management of data*

*How would you structure the Admin/Customer Service team?*

#### 5. Community Engagement & Program Growth

*Please indicate how you will assist ARV in growing venues and participants in the VICSWIM program*

## 6. Value Adding Services

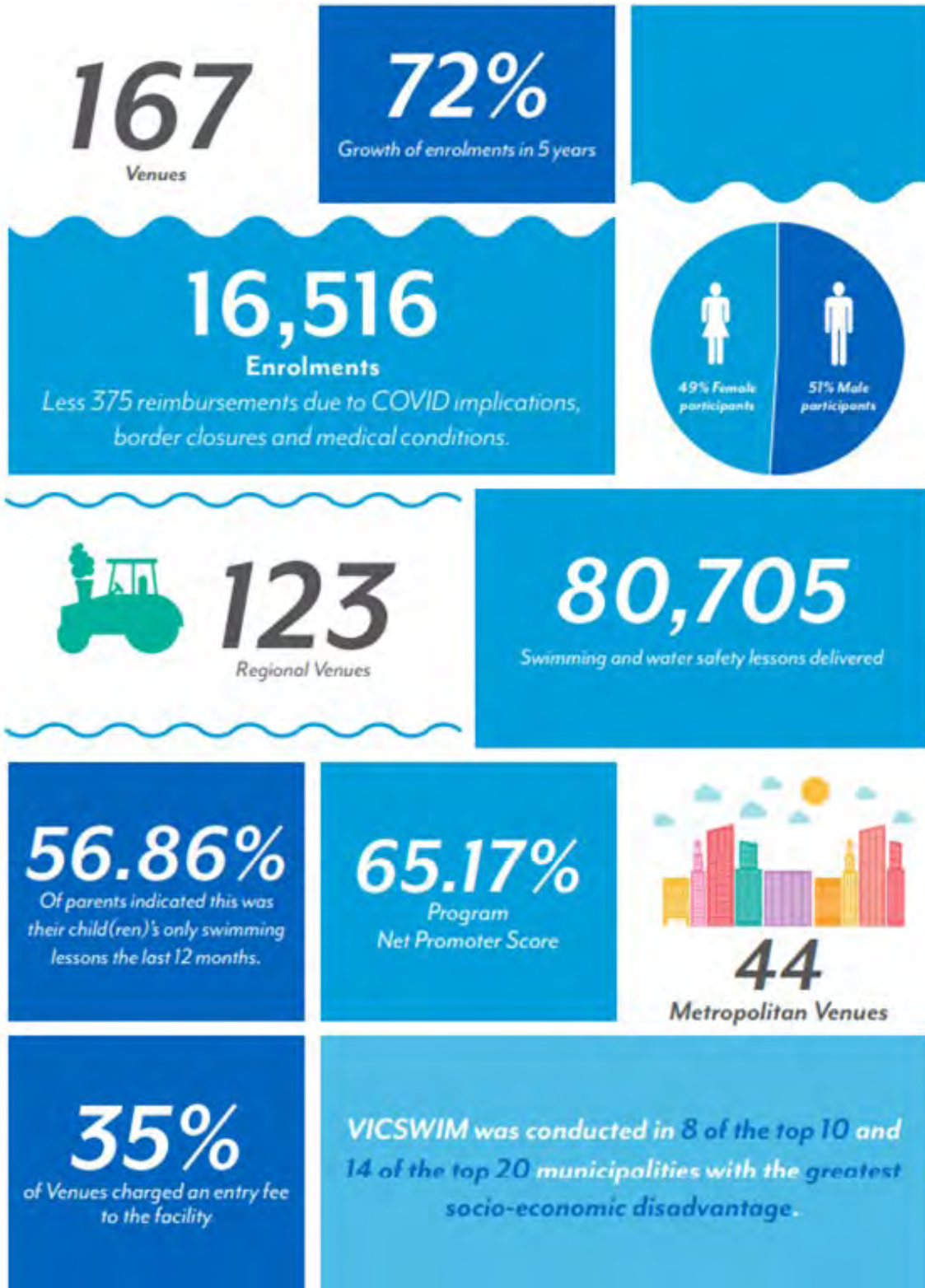
*What unique strengths can your organisation bring to the VICSWIM Summer Kidz Program?*

*What innovative or value-adding solutions or initiatives can your organisation offer to improve or benefit the delivery of the VICSWIM Summer Kidz Program?*

## 7. Proposed Project Team Structure

*Please outline your proposed structure, FTE and key personnel you will engage to manage the VICSWIM program*

APPENDIX C – VICSWIM 2021 Overview





**345**  
 Staff employed across the program

**250**  
 Swim Teachers employed by VICSWIM, 50+ teachers provided by venues.

- TOP 5 VENUES:**
1. Ocean Grove: 711 (Regional, Open Water)
  2. Torquay, Cosy Corner: 686 (Regional, Open Water)
  3. Ivanhoe Aquatic Centre: 583 (Metropolitan, Indoor Pool)
  4. Diamond Creek Outdoor Pool: 393 (Metropolitan, Outdoor Pool)
  5. Kardinia Aquatic Centre: 368 (Regional, Outdoor Pool)

**10**  
 Venues held VICSWIM for the first time

14 Venues provided their own staff, adding 50+ teachers to VICSWIM's 250 teachers

**13**  
 Administrative Staff

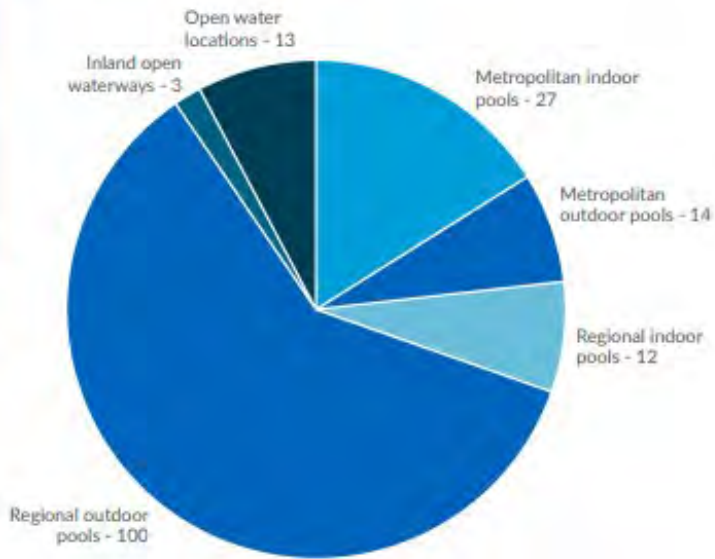
**23**  
 Regional Co-ordinators

**40,353**  
 Hours of water safety education delivered

**73%**  
 of Victorian Municipalities participated  
 + Albury City Council, NSW

**73.7%**  
 of Venues located in regional areas

**15**  
 Open Water and Inland Waterway Venues



## APPENDIX D - Participating Venues in 2021

Venue Name	Municipality	Venue Type
Albury Swim Centre	Albury City Council	Outdoor
Alexandra Swimming Pool	Murrindindi Shire Council	Outdoor
Altona Life Saving Club	Hobsons Bay City Council	Open Water
Anglesea - Point Roadknight	Surf Coast Shire Council	Open Water
Aquarena Aquatic And Leisure Centre (Doncaster)	Manningham City Council	Indoor
Ararat Fitness & Leisure Centre	Ararat Rural City Council	Indoor
Ararat Olympic Outdoor Pool	Ararat Rural City Council	Outdoor
Ascot Vale Leisure Centre	Moonee Valley City Council	Indoor
Avenel Swimming Pool	Strathbogie Shire Council	Outdoor
Avoca Outdoor Swimming Pool	Pyrenees Shire Council	Outdoor
Bacchus Marsh Swimming Pool	Moorabool Shire Council	Outdoor
Ballan Outdoor Pool	Moorabool Shire Council	Outdoor
Balmoral Swimming Pool	Southern Grampians Shire	Outdoor
Beaufort Outdoor Pool	Pyrenees Shire Council	Outdoor
Beechworth Swimming Complex Pool	Indigo Shire Council	Outdoor
Belgrave Outdoor Pool	Yarra Ranges Shire Council	Outdoor
Bendigo East Swimming Pool	Greater Bendigo City Council	Outdoor
Birchip Swimming Pool	Buloke Shire Council	Outdoor
Black Hill Aquatic Centre	Ballarat City Council	Outdoor
Boort Swimming Pool	Loddon Shire Council	Outdoor
Brown Hill Aquatic Centre	Ballarat City Council	Outdoor
Buninyong Aquatic Centre	Ballarat City Council	Outdoor
Camperdown Swimming Pool	Corangamite Shire Council	Outdoor
Cardinia Life Indoor Swimming Pool	Cardinia Shire Council	Indoor
Casterton Memorial Pool	Glenelg Shire Council	Outdoor
Castlemaine Swimming Pool	Mount Alexander Shire Council	Outdoor
Charlton Swimming Pool	Buloke Shire Council	Outdoor
Chiltern Swimming Pool	Indigo Shire Council	Outdoor
Clunes Swimming Pool	Hepburn Shire Council	Outdoor
Cobden Swimming Pool	Corangamite Shire Council	Outdoor
Coburg Olympic Swimming Pool	Moreland City Council	Outdoor
Cohuna Swimming Pool	Gannawarra Shire Council	Outdoor
Coleraine Memorial Swimming Pool	Southern Grampians Shire	Outdoor

Colignan Community Pool	Mildura Rural City Council	Outdoor
Corryong Swim Pool	Towong Shire Council	Outdoor
Cowes Open Water	Bass Coast Shire Council	Open Water
Cowes Primary Pool	Bass Coast Shire Council	Outdoor
Crib Point	Mornington Peninsula Shire Council	Outdoor
Crusoe Reservoir	Greater Bendigo City Council	Inland Waterway
Dandenong Oasis	Greater Dandenong City Council	Indoor
Daylesford Swimming Pool	Hepburn Shire Council	Outdoor
Diamond Creek Outdoor Pool	Nillumbik Shire Council	Outdoor
Dimboola Swimming Pool	Hindmarsh Shire Council	Outdoor
Donald Swimming Pool	Buloke Shire Council	Outdoor
Dromana Foreshore	Mornington Peninsula Shire Council	Open water
Drouin Outdoor Pool	Baw Baw Shire Council	Outdoor
Dunolly	Central Goldfields Shire Council	Outdoor
Eltham Leisure Centre	Nillumbik Shire Council	Indoor
Eskdale Primary School Pool	Alpine Shire Council	Outdoor
Eureka Swimming Complex (Ballarat)	Ballarat City Council	Outdoor
Euroa Memorial Swimming Pool	Strathbogie Shire Council	Outdoor
Faith Leech Aquatic Centre (Formerly Bendigo Aquatic)	Greater Bendigo City Council	Outdoor
Flinders Foreshore	Mornington Peninsula Shire Council	Open water
Garfield Outdoor Pool	Cardinia Shire Council	Outdoor
Golden Square Community Pool	Greater Bendigo City Council	Outdoor
Goornong Community Recreation Reserve	Greater Bendigo City Council	Outdoor
Greensborough - Watermarc	Banyule City Council	Indoor
Gunbower Creek (Creek in Cohuna)	Gannawarra Shire Council	Inland Waterway
Hamilton - Monivae College	Southern Grampians Shire	Indoor
Hamilton Olympic Swimming Pool	Southern Grampians Shire	Outdoor
Harcourt Swimming Pool	Mount Alexander Shire Council	Outdoor
Hawkesdale Swimming Pool	Moyne Shire Council	Outdoor
Heathcote Pool	Mount Alexander Shire Council	Outdoor
Heidelberg Olympic	Banyule City Council	Indoor
Heyfield Pool	Wellington Shire Council	Outdoor
Heywood Swimming Pool	Glenelg Shire Council	Outdoor
Highett - Waves Leisure Centre	Kingston City Council	Indoor
Inglewood Outdoor Pool	Loddon Shire Council	Outdoor

Inverloch - Anderson Inlet (Angling Club)	Bass Coast Shire Council	Open Water
Irymple Swimming Pool	Mildura Rural City Council	Outdoor
Ivanhoe Aquatic Centre	Banyule City Council	Indoor
Kac - Kardinia Aquatic Centre	Greater Geelong City Council	Outdoor
Kerang Swimming Pool	Gannawarra Shire Council	Outdoor
Kilmore Leisure Centre	Mitchell Shire Council	Indoor
Kilsyth Centenary Pool	Yarra Ranges Shire Council	Indoor
Knox Leisureworks	Knox City Council	Indoor
Koondrook Pool	Gannawarra Shire Council	Outdoor
Kooweerup Outdoor Pool	Cardinia Shire Council	Outdoor
Lake Nagambie	Strathbogie Shire Council	Inland Waterway
Landsborough Outdoor Pool	Pyrenees Shire Council	Outdoor
Lara Outdoor Pool	Greater Geelong City Council	Outdoor
Laverton - Swim And Fitness	Hobsons Bay City Council	Indoor
Lavington Swim Centre	Albury City Council	Outdoor
Leisure City Epping	Whittlesea City Council	Indoor
Lismore Swimming Pool	Corangamite Shire Council	Outdoor
Little Swimmers Swim School (Deer Park)	Brimbank City Council	Indoor
Macarthur Swimming Pool	Moyne Shire Council	Outdoor
Maffra Memorial Pool	Wellington Shire Council	Outdoor
Maldon Swimming Pool	Mount Alexander Shire Council	Outdoor
Maryborough Swimming Pool	Central Goldfields Shire Council	Outdoor
Melton Waves Leisure Centre	Melton City Council	Indoor
Merbein Swimming Pool	Mildura Rural City Council	Outdoor
Merino Outdoor Pool	Glenelg Shire Council	Outdoor
Merrigum pool	Greater Shepparton City Council	Outdoor
Mildura - Waves Swimming Pool	Mildura Rural City Council	Indoor
Mitiamo Swimming Pool	Loddon Shire Council	Outdoor
Moe - Latrobe Leisure Moe Newborough	Latrobe City Council	Indoor
Mooroopna Pool	Greater Shepparton City Council	Outdoor
Mornington Open Water	Mornington Peninsula Shire Council	Open water
Mortlake Swimming Pool	Moyne Shire Council	Outdoor
Mount Beauty	Alpine Shire Council	Outdoor
Murrayville	Mildura Rural City Council	Outdoor
Murtoa Swimming Pool	Yarriambiack Shire	Outdoor

Myrtleford Swimming Pool	Alpine Shire Council	Outdoor
Nagambie Swimming Pool	Strathbogie Shire Council	Outdoor
Narrawong Open Water	Moyne Shire Council	Open Water
Neerim South Outdoor Pool	Baw Baw Shire Council	Outdoor
Newstead & District Swimming Pool	Mount Alexander Shire Council	Outdoor
Noble Park Aquatic Centre Ymca	Greater Dandenong City Council	Indoor
Northcote ARC	Darebin City Council	Indoor
Nyah Community Swimming Pool	Swan Hill Rural City Council	Outdoor
Ocean Grove Open Water	Surf Coast Shire Council	Open Water
Ouyen Swimming Pool	Mildura Rural City Council	Outdoor
Pakenham Outdoor Pool	Cardinia Shire Council	Outdoor
Pascoe Vale Outdoor Pool	Moreland City Council	Outdoor
Penshurst Swimming Pool	Southern Grampians Shire	Outdoor
Peter Krenz Leisure Centre	Greater Bendigo City Council	Indoor
Peter O'Rorke Memorial Pool Lake Bolac	Ararat Rural City Council	Outdoor
Pines Forest Aquatic Centre	Frankston City Council	Outdoor
Poowong Outdoor Pool	South Gippsland Shire Council	Outdoor
Port Melbourne - Sandridge Life Saving Club	Port Phillip City Council	Open Water
Portland Leisure & Aquatic Centre	Glenelg Shire Council	Indoor
Prahran Aquatic Centre	Stonnington City Council	Outdoor
PSS - Carrum Downs	Frankston City Council	Indoor
PSS - Narre Warren	Casey City Council	Indoor
Pyramid Hill Swimming Pool	Loddon Shire Council	Outdoor
Queens Park Swimming	Moonee Valley City Council	Outdoor
Red Cliffs Swimming Pool	Mildura Rural City Council	Outdoor
Ringwood - Healthways	Maroondah City Council	Indoor
Rosedale swimming pool	South Gippsland Shire Council	Outdoor
Rupanyup Swimming Pool	Yarriambiack Shire	Outdoor
Rutherglen Pool	Indigo Shire Council	Outdoor
Seymour Sports And Aquatic Centre	Mitchell Shire Council	Indoor
Shepparton-Aquamoves	Greater Shepparton City Council	Indoor
Skipton Swimming Pool	Pyrenees Shire Council	Outdoor
Stratford Pool	Wellington Shire Council	Outdoor
Sunshine Leisure Centre	Brimbank City Council	Indoor
Swim Factory - Cranbourne West	Casey City Council	Indoor

SwimRight Sandringham	Bayside City Council	Indoor
Tallangatta Swimming Pool	Towong Shire Council	Outdoor
Tangambalanga Keiwa Pool	Indigo Shire Council	Outdoor
Tatura Pool	Greater Shepparton City Council	Outdoor
Templestowe - Westerfolds Sports Centre	Manningham City Council	Indoor
Terang Swimming Pool	Corangamite Shire Council	Outdoor
Thomastown Recreation & Aquatic Centre	Whittlesea City Council	Indoor
Timboon Swimming Pool	Corangamite Shire Council	Outdoor
Toora Public Pool	South Gippsland Shire Council	Outdoor
Torquay Cosy Corner	Surf Coast Shire Council	Open Water
Torquay Fishermans Beach (Open Water)	Surf Coast Shire Council	Open Water
Trafalgar Outdoor Pool	Baw Baw Shire Council	Outdoor
Trentham Swimming Pool	Hepburn Shire Council	Outdoor
Violet Town Swimming Pool	Strathbogie Shire Council	Outdoor
Wangaratta Indoor Sport and Aquatic Centre	Wangaratta Rural City Council	Indoor
Wantirna Genesis	Knox City Council	Indoor
Warracknabeal Memorial Swimming Pool	Yarriambiack Shire	Outdoor
Warragul Leisure Centre	Baw Baw Shire Council	Indoor
Warrnambool Main Beach	Warrnambool City Council	Open Water
Wedderburn Swimming Pool	Loddon Shire Council	Outdoor
White Hills Pool	Greater Bendigo City Council	Outdoor
Whittlesea Swim Centre	Whittlesea City Council	Outdoor
Willaura Memorial Outdoor Pool	Ararat Rural City Council	Outdoor
Winchelsea Pool	Surf Coast Shire Council	Outdoor
Wodonga Sports And Leisure Centre	Wodonga City Council	Indoor
Wodonga Waves	Wodonga City Council	Outdoor
Wycheproof Swimming Pool	Buloke Shire Council	Outdoor
Yackandandah War Memorial Pool	Indigo Shire Council	Outdoor
Yarra Centre (Yarra Junction)	Banyule City Council	Indoor
Yarram Pool	Wellington Shire Council	Outdoor