



IFSTA Presentation – March 2022

2021 CAMPAIGN ASSETS

Help the PJ Masks count the bubbles!



ACTIVITY SHEETS

VIDEOS



SOCIAL



CERTIFICATES



POSTERS



2021 SWIMSAFER WEEK CAMPAIGN HIGHLIGHTS



45M+

IMPRESSIONS
+80% YOY

\$1M+

AVE
+95% YOY

190

PIECES OF
COVERAGE

HIGHEST
PERFORMING PACIFIC
EBM CAMPAIGN OF
ALL TIME!

201K+

PAID SOCIAL REACH

730K+

INFLUENCER REACH

50

LIVE INTERVIEWS

eOne

**Click on this picture to go to YouTube
page where videos are hosted**



Swimsafer.org.au

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PJ MASKS

365 days
**Swim
SAFER**



PJ MASKS

Disney+

Now streaming on Disney+

Swim It Forward

As part of SwimSAFER Week this year we are introducing the initiative Swim It Forward. Our research shows 55% of Australian children are not currently in lessons, with a major reason being affordability. This year 12 little ones under five drowned. Learning to swim is a major preventative measures parents can take. Our aim is to help more children receive this vital education. [For just \\$20](#) (tax deductible) or the cost of one swimming lesson you will be helping those most at risk of drowning. The more children in lessons the lower the risk of drowning. [Please help us out](#)

We are asking **Swim Schools and Swim Clubs** to jump on board and help us with this worthy cause. Set up your own fundraiser goal, spread the word and start fundraising. Let's get more kids in the pool and learning how to swim.

Head over to the [Swim It Forward project page](#) and sign up. You will get your own fundraising sub-page where you can track your progress, and you will be helping us reach our national goal.



[DONATE NOW](#)



PURPOSE

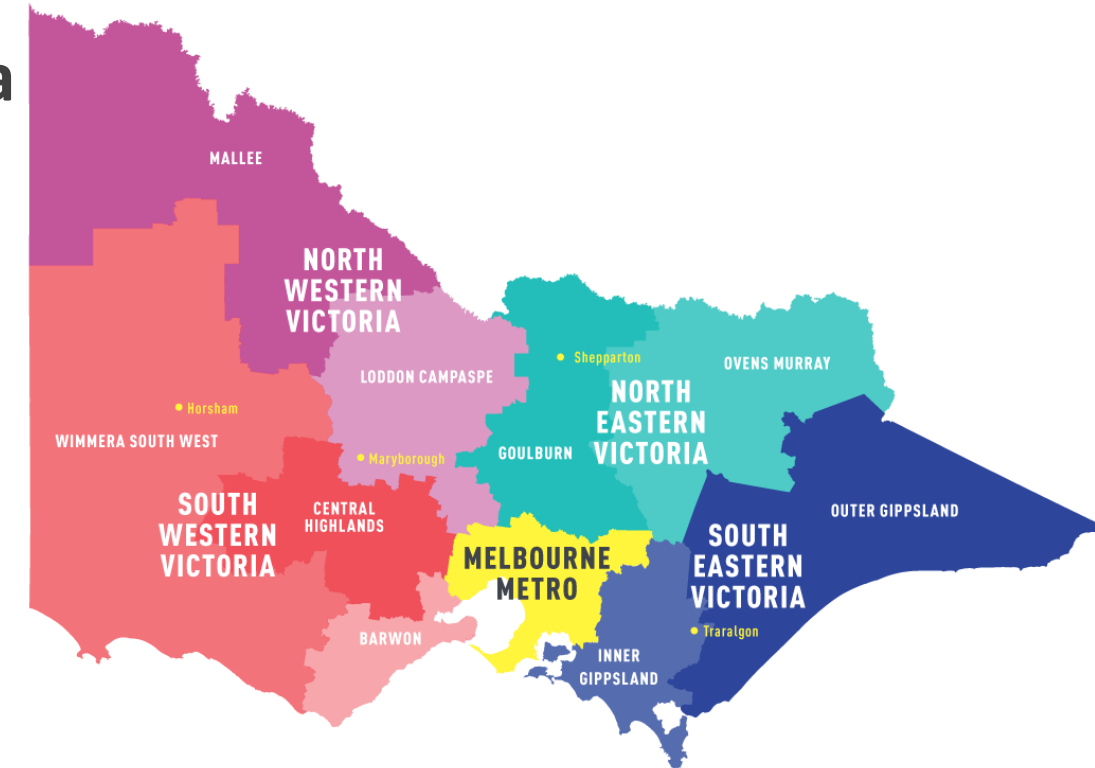
To enable satisfying and sustainable employment for Victorians that propel the success of the swim schools and the aquatic industry.

VISION

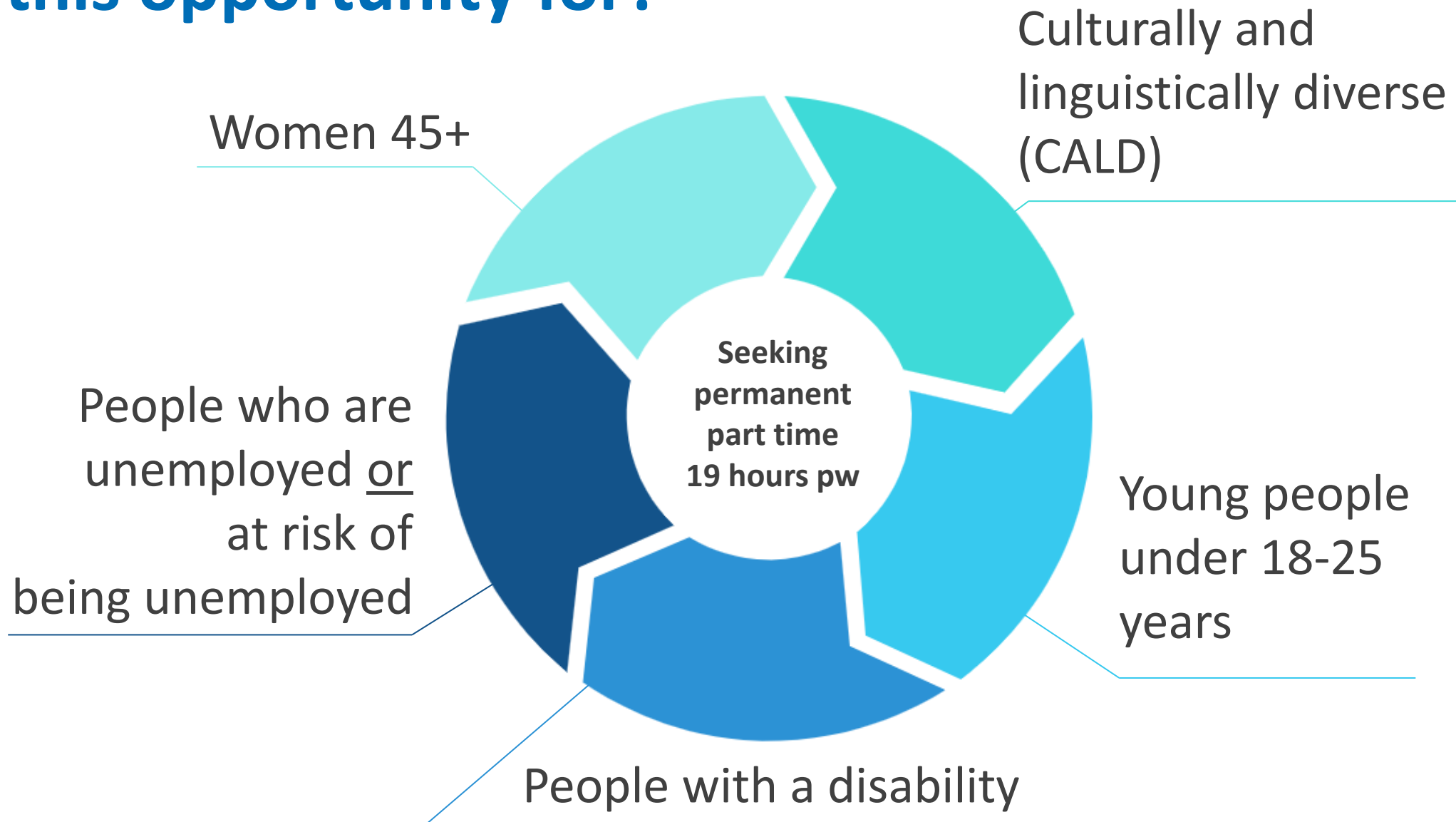
Revitalised swim schools delivering the aquatic aspirations of their community.

What is the Swim Jobs Victoria program?

- \$3.4M partnership between **ASCTA** and **Jobs Victoria**
- Supporting the revitalisation of the learn to swim industry
- Recruit, train and place **280 teachers** into swim schools across Victoria.

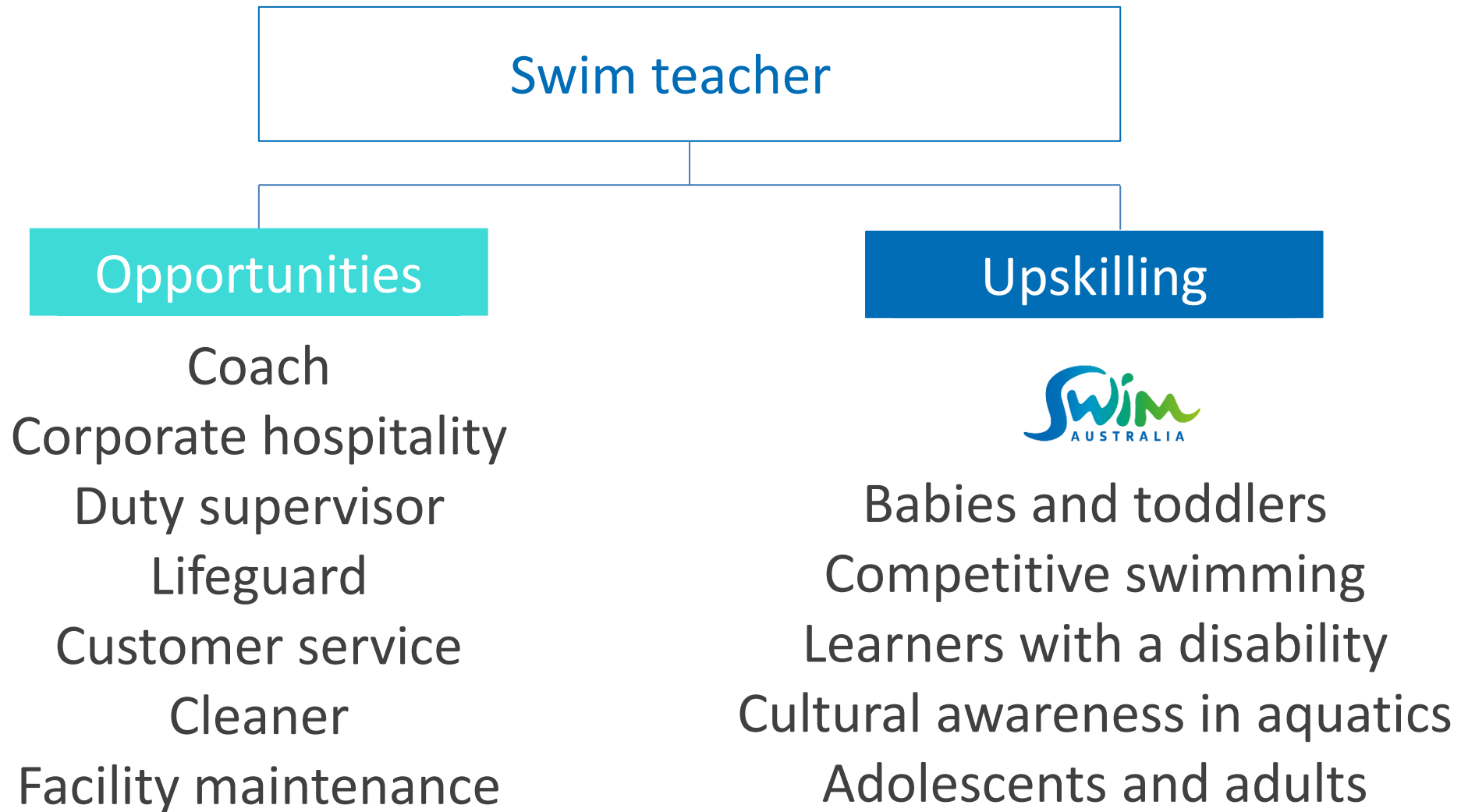


Who is this opportunity for?



Let's Revitalise the Victorian Learn to Swim Industry - be part of the solution to save more lives

Career pathways in the aquatic industry



Visit swimjobs.org