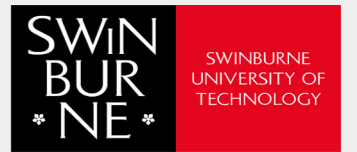


THE SOCIAL IMPACT OF THE NATIONAL AQUATIC INDUSTRY



Prepared as a Collaboration between Swinburne University of Technology, and Royal Life Saving Society - Australia, this research focuses specifically on the social value created by and social impact of aquatic facilities with and for the Australian community. The research project included a detailed survey of over 80 aquatic and recreation facilities and 28 interviews with owners, managers and users representing over 100 aquatic facilities.



SOCIAL IMPACTS

Five major categories of social impact were identified:



Health and Wellbeing

Improvements to users including mental, physical, and functional health.



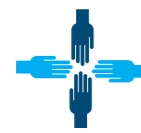
Social Connection

Reducing feeling of loneliness and social isolation, organised clubs and groups, families.



Safety and Education

Water safety, reductions in drownings, learn to swim, a safe space for the local community to play or in times of crisis.



Social Cohesion

Diverse multicultural communities, learning about difference, opportunities to meet other community members.



Employment

Access and inclusion, supporting local economy, developing youth, and flexibility for parents and carers.

INFRASTRUCTURE FOR SOCIAL IMPACTS OF AQUATIC FACILITIES

A framework identified key components of the infrastructure that contributes to social impact:



People

People refers to staff and volunteers as well users and stakeholders. A person-centred approach to design, delivery, programming and policy creates greater social impact.

Programs

Programs refers to the different types of activities or events that are organised and delivered by the aquatic facilities. The programming should reflect the make-up and needs of the local community.

Policy

Policy refers to the mechanisms to set standards, processes and ensure quality training and delivery for all staff and activities in aquatic facilities. Policy and procedures can both encourage and inhibit social impact.

Places

Places refers to the physical infrastructure of the facilities. Although a high-quality facility is desirable, much of the social impact created by aquatic facilities is "facility agnostic".

ENABLING SOCIAL IMPACTS

For social value to be maintained and enhanced, owners and operators need to focus on managing aquatic facilities in a way that privileges the community, and focuses on the 4-Ps of place, programs, policy and people.

Significant social impact is created by aquatic facilities in Australia, stemming from the creation of unique opportunities for community members to interact and develop social bonds and relationships. Unlike many other types of social infrastructure, a swimming pool, in all of its various forms, provides a safe social space - a gathering place - for all different members of the community to participate in a way that best meets their needs.

We have developed a framework for social impacts for each of Place, Programs, People and Policy that articulates how aquatic facilities and swim schools can work to achieve the greatest social value and social impacts. This framework outlines expected, targeted and excellence in social impact for aquatic facilities.

	Expected	Targeted	Excellent
Place			
Programs			
Policy			
People			



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