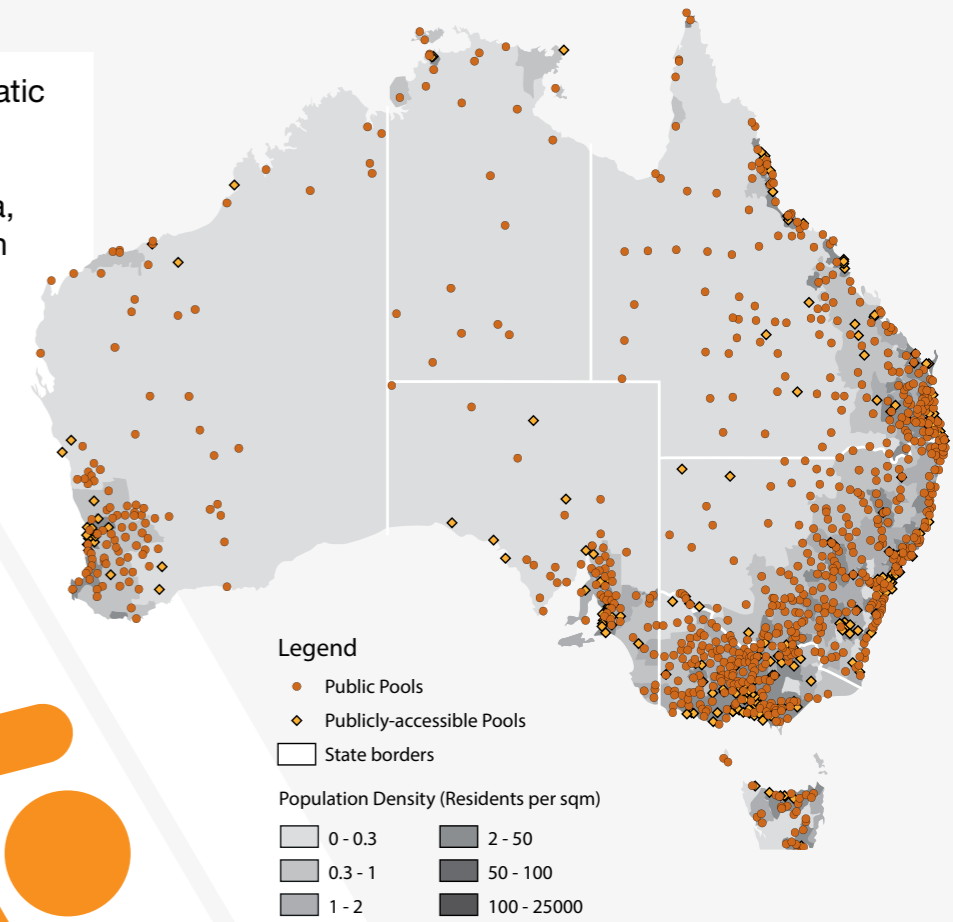


Highlights

July 2021

The importance of the aquatic industry is not limited by location. Aquatic facilities are spread across Australia, delivering economic, health and social benefits to metropolitan, regional and remote communities.



Total annual benefit of the aquatic industry

\$9.1 billion annually in economic, health and social benefits

Economic

The aquatic industry supports \$2.8 billion of economic activity

\$2.8bn

Annually to gross domestic product

Health

The aquatic industry benefits the Health and Wellbeing of Australians

\$2.5bn

Annually in reduced burden of disease in Australia

Social

The aquatic industry is a key driver of social benefit for Australians

\$3.8bn

Annually in benefits from increased individual and community surplus

The Australian Aquatic Industry

The Australian aquatic industry has been defined for the purposes of this report as the following places and groups:

- public-owned pools
- public-access privately owned pools (commercial gyms)
- commercial learn to swim public-access pools
- sport of swimming.



89% of Australians live within **20 minutes drive** of one of Australia's **2,113** aquatic facilities.

The aquatic industry supports **33,600** full time equivalent roles across Australia

333 mn visits to Australian public and publicly-accessible pools per year

7,479 Disability Adjusted Life years saved each year

\$174 mn saved annually from avoided child drownings

Social return on investment of **\$4.87** for every \$1 spend on aquatic facility operations in capital cities

Social return on investment of **\$2.18** for every \$1 spend on aquatic facility operations in regional Australia

58% of all aquatic facilities are located in regional Australia

\$40 bn total value created for homes located within 1.6km of a council-owned pool.