



# Multicultural Swimming and Water Safety Engagement Strategy



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA

**Swim  
and  
SURVIVE**  
Access and Equity



## The Results We Seek

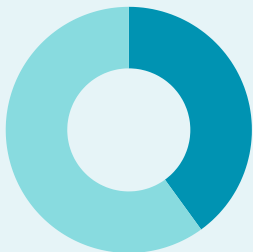
- All Western Australians have swimming and water safety skills - that no one misses out.
- Train lifesavers and first responders in every community - to be on-hand when help is needed.
- Eliminate toddler drowning - to protect the most vulnerable in our community.
- Create safe aquatic places and spaces.
- Promote safe participation and behaviours.
- An adaptable, cohesive and connected organisation.

# Swimming and Water Safety Skills for all Western Australians

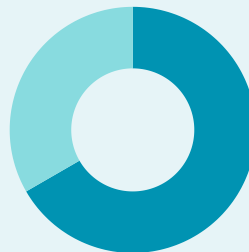
Teaching children swimming and water safety skills is the most important investment the community can make to reduce drowning. In the past year we had a combined 311,841 people in WA participate in our swimming and water safety programs ranging from Infant Aquatics through to Bronze Medallion.

This achievement would not have been possible without our state-wide network of 443 local aquatic trainers, 118 endorsed swim schools, 53 Junior Lifeguard and 17 affiliated Pool Lifesaving clubs and the involvement of 935 schools. The challenge we face is to ensure every new generation acquires water safety skills and that no one misses out.

Royal Life Saving Society WA faces the contemporary challenge that Culturally and Linguistically Diverse (CALD) communities are overrepresented in drowning statistics with many new arrivals to Western Australia having non-existent or poor swimming and water safety skills. Sadly, 40% of drowning deaths recorded in our state involve people who were born overseas. Of these, two thirds were from non-English speaking backgrounds.



**40%**  
of drowning  
deaths in WA were  
born overseas



**2/3**  
from non-English  
speaking backgrounds



# Royal Life Saving WA Multicultural Steering Committee

To address the drowning statistics within multicultural communities, Royal Life Saving formed a Multicultural Steering Committee which brings together representatives from the government, aquatic industry, settlement service providers, not-for-profits, and most importantly, representatives from multicultural communities.

## THE KEY ROLE OF THE ROYAL LIFE SAVING WA MULTICULTURAL STEERING COMMITTEE IS TO:

- 1 Support Multicultural Groups and key stakeholders to ensure all West Australians have swimming and water safety skills - so no one misses out.
- 2 Consult and collaborate to ensure programs are customised to suit the needs of multicultural communities.
- 3 Support and strengthen relationships between key aquatic facilities and multicultural groups



ROYAL LIFE SAVING



# Community Outreach

## Recognise role models and ambassadors

We recognise role models and ambassadors who advocate and promote the importance of swimming and water safety education.



- Amos Kiprop**
- Mark Folkard, MLA**
- Yaz Mubarakai, MLA**
- Peter Pau Pian Thang**
- Dr Jags Krishnan, MLA**
- The Honourable Reece Whitby, MLA**



## Community Events

We actively participate in culturally significant community events to promote vital drowning prevention and water safety messages. These gatherings not only allow us to share important information but also provide a valuable opportunity for our team to connect with and learn from the rich diversity within our community.

**Perth Chinese New Year • Vietnamese Tet Festival • Diwali Mela and Holi • Jambo Africa  
*and more***



# Swimming Lessons

## Children's

We deliver heavily subsidised children's swimming lessons at various locations across the state. Additionally, schools and groups are encouraged to engage children in our Water Safety Talks, a 45-minute classroom-based session which equips participants with the knowledge on how to stay safe in, on and around the water.

To support children on their swimming and water safety journey, each participant in our programs receives a Swim and Survive pack. This pack includes a drawstring bag, goggles, a water bottle, and a towel—everything they need to start building confidence and skills in the water!



Subsidised  
lessons at only  
\$30/term



Water Safety Talks

free

Swim & Survive  
pack



# Swimming Lessons

## Adults - Men's Only and Women's Only

We believe it's never too late to learn how to swim, which is why we offer dedicated swimming lessons for adults, with separate programs for men and women.

These highly subsidized lessons are thoughtfully designed to accommodate diverse cultural, religious, and personal needs, ensuring an inclusive and culturally appropriate experience for all participants.

To respect these preferences, we engage male instructors for our men's programs and female instructors for our women's programs. Additionally, we collaborate with select aquatic centers to provide private access for groups requiring a more discreet learning environment.

Subsidised lessons  
at only \$65/term

Male staff for  
men's lessons

Privacy

Female staff for  
women's lessons

Creche  
Facilities



# Resources

Royal Life Saving WA provides a variety of resources to increase swimming and water safety skills. Resources include:

- Aquatic facility orientation videos which provide a tour of key centres used in our programs to let participants know what to expect on their first visit
- Swimwear guides highlighting culturally appropriate swimwear options
- Translated resources
- Community education in the form of Water Safety Talks and Heart Beat Club sessions

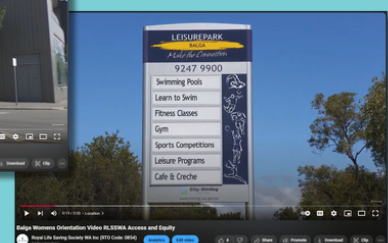
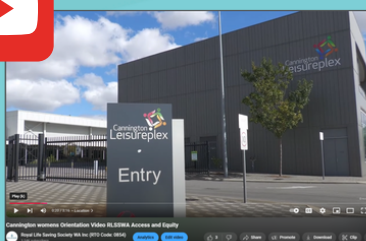
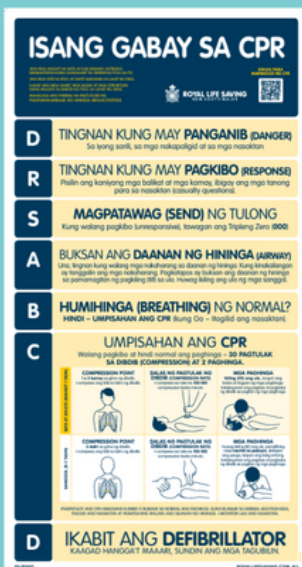
more info



Water Safety Talks equip participants with knowledge and behaviours to participate safely in and around the water.

Our Heart Beat Club (CPR and first aid skills) sessions are popular with parents and carers who benefit from learning the skills required to provide aid and save a life should they ever have to.

We rely on interpreters and translated resources when working with people who have limited to no English proficiency.





# Welcoming Centres - Community Hubs

At Royal Life Saving, we work closely with the aquatic industry to expand capacity and meet the growing and evolving needs of our diverse population.

We are committed to breaking down barriers to participation for at-risk groups by offering tailored solutions, such as access to a wider range of locations and facilities, flexible schedules, and diverse staffing options, ensuring more people have the opportunity to learn these essential lifesaving skills.

To support this effort, we provide Cultural Awareness Training to aquatic facilities delivering our programs. We also supply comprehensive resources, including instructor guides, lesson plans, and culturally appropriate signage, to help ensure the success of these initiatives.

Exceptional customer service is central to an outstanding participant experience. From enrollment in our programs to the warm welcome at reception and throughout the lessons, we remain guided by our Mission, Vision, and Values, ensuring every interaction reflects our commitment to inclusivity, quality, and community impact.





# Areas of Focus

## ROYAL LIFE SAVING WA IS COMMITTED TO:

1

Increasing reach and water safety messaging through promotion and the delivery of Water Safety Talks and Heart Beat Club (first aid skills) in the community.

2

Increasing the number of swimming programs delivered and expand to new regions.

3

Delivering targeted programs for at-risk groups, e.g., girls aged 12-17, and people with disabilities from CaLD communities.

4

Delivering an Extended Swim Instructor Course to provide employment pathways in the aquatic industry for CaLD communities.

5

Building the capacity of the aquatic industry to ensure the sustainability of programs to meet the needs of our changing population.

Specials thanks for funding support from:

PRINCIPAL COMMUNITY  
PARTNER

**BHP**



Department of  
**Local Government, Sport  
and Cultural Industries**





**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



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### FOR MORE INFORMATION

12 McGillivray Road  
Mt Claremont WA 6010

Call 08 9383 8200

Email [accessandequity@royallifesavingwa.com.au](mailto:accessandequity@royallifesavingwa.com.au)

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