

Media Release
September 2014



Keeping Kids Safe this Summer

Many public swimming centres are gearing up this month for the commencement of the 14/15 swimming season.

The arrival of spring and the resulting warmer weather means many parents and children are thinking about jumping back into the pool and Recreation SA reminds the public that keeping children safe this swimming season is a shared responsibility.

Recreation SA promotes the Watch Around Water initiative throughout South Australian public pools.

Watch Around Water serves as a reminder that parents and carers play an active role with the support of life guards in keeping children safe with 2 simple messages that pool users must adhere to when visiting accredited Watch Around Water public pools –

Children under 5 years old: must be accompanied and supervised from within arms reach. If they are in the pool, their parent/guardian should also be swimming with them.

Children under 10 years old: must be accompanied and supervised by maintaining visual contact with the child at all times.

The 2013 Royal Life Saving Society – Australia National Drowning Report demonstrates a concerning increase within the 0-4yo demographic that Watch Around Water actively serves to combat -

- 31 children aged 0-4 years drowned in 2012/13
- 48% increase on last year
- swimming pools account for 61% of all drowning deaths in children under 5
- Children under 5 account for 44% of all swimming pool drowning deaths in the 2012/13 financial year
- **An absence of supervision was identified in 94% of cases**

The report also shows that swimming pools account for over half of all drowning deaths of children 5-14 years.

For all media enquiries please contact DJPR –
Donna-Jayne Sullivan
0407 774 795
donnajayne@djpr.com.au