

Media Release
December 1, 2014



WATER SAFETY DAY TODAY – WELCOME SUMMER

Today is an exciting day for many families, it's officially summer! It's also South Australia's Water Safety Day.

The event is managed and delivered by the South Australian Water Safety Committee and supported by numerous community groups including Recreation SA, who come together in a unified effort to remind families to be vigilant during aquatic activity this summer including at the pool, beach or river.

Rundle Mall will host Water Safety Day where there will be important safety reminders and demonstrations, with Recreation SA on hand all day to remind parents to Watch Around Water.

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 –

Children under 5 years old: must be accompanied and supervised from within arm's reach. If they are swimming or near water, 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.

Watch Around Water is typically promoted throughout public swimming centres but the simple messages can be applied wherever there is children and water.

"If all families can remember these 2 simple rules, we are that much closer to achieving a reality of zero drowning deaths in the near future," explains Recreation SA Executive Officer, Rebecca Deans.

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.

Media Opportunity

Vision in Rundle Mall all day – Water Safety Day colour
Salisbury Swimming Centre are offering free swimming all day thanks to the Today show
Recreation SA is available for interview

For all media enquiries please contact DJPR –

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