

THE SWIM LOGAN PROJECT

The Swim Logan project was delivered from July 2020 to December 2022 through the Australian Government Department of Health's Driving Social Inclusion through Sport and Physical Activity grant opportunity.

Location/Demographics

The City of Logan in Queensland is home to:

- > more than **350,000** people
- > **234** unique cultural backgrounds
- > more than **50** languages
- > **83,000** residents who were born overseas
- > **9,821** people who identify as Aboriginal and Torres Strait Islander



Aims and objectives

Swim Logan aimed to improve swimming skills and reduce the incidence of drownings among newly arrived migrants, refugees and Aboriginal and Torres Strait Islander people aged 16 years and over. It also aimed to increase social inclusion and feelings of welcomeness at our public pools.

The project was delivered by Logan City Council in partnership with 3 organisations:

- > Aqualogan
- > The Aqua English Project
- > Ethnic Communities Council of Queensland



Bilingual educators and identified Aboriginal and Torres Strait Islander instructors delivered:

- > one-hour water safety awareness sessions for newly arrived migrants and refugees (**Swim Logan**)
- > 8-hour learn to swim programs for newly arrived migrants and refugees (**Swim Logan**)
- > 8-hour swim programs for Aboriginal and Torres Strait Islander people (**Nyerroolahle Logan**).



DID YOU KNOW?

NYERROOLAHLE is the Yugambeh word for **SWIM**

© Casey Coolwell, the Artist

NEWS

Logan Council funds adult swimming program to combat high rate of migrant drownings

By Holly Richardson

Posted Sat 5 Dec 2020 at 8:17am



Nearly 800 culturally and linguistically diverse members of Australia's population drowned between 2008 and 2018. (ABC News: Holly Richardson)

The ABC News featured *Swim Logan's* launch on the 7 pm news on 5 December 2020

This program was funded by the Australian Government Department of Health.



SNAPSHOT OF OUTCOMES

Outcomes:

Swim Logan enhanced community wellbeing and fostered a sense of connection, acceptance and belonging at local pools. It created social links and increased community pride. Both quantitative and qualitative data was collected throughout the project by means of pre- and post-evaluation surveys, good news stories and testimonials.

1,979 newly arrived migrants, refugees and Aboriginal and Torres Strait Islander participants



95 water safety awareness sessions



54 swim programs (432 individual lessons)



9,046 activity attendances (the target was 4,000)



There was a significant increase in participant's knowledge of water safety, swimming ability and feelings of welcomeness by the end of the project.



- > **93%** of participants stated that they felt confident or very confident around water safety
- > **86%** of participants felt that they were either an average or very good swimmer
- > **87%** of participants indicated that they felt very welcome at a public pool in Logan



Nyerroolahle Logan Come and Swim

- > **89%** of participants felt that they were either an average or very good swimmer
- > **94%** of participants indicated that they felt very welcome at a public pool in Logan



Gould Adams Aquatic Centre



Logan North Aquatic Centre



Beenleigh Aquatic Centre

SNAPSHOT OF OUTCOMES

The project addressed common barriers to attendance through providing the following for free:

- **1,200** welcome bags including goggles, a swim cap and welcome card in language
- **459** participants accessed transport
- **154** participants provided with culturally appropriate swimwear, nappies and incontinence pads
- **20** Islamic swimwear sets permanently available at Gould Adams, Beenleigh and Logan North Aquatic Centres for community to borrow for free upon request
- **150** shirts designed by a local Aboriginal and Torres Strait Islander artist
- **475** participants accessed childcare during lesson times
- **85** high-needs participants accessed an extra 4 hours of swimming lessons
- **100** participants completed first aid and CPR awareness training
- **30** staff members and **15** participants undertook Cultural Awareness in Aquatics (CAIA) training
- **30** Aboriginal and Torres Strait Islander community members attended the first Logan *NAIDOC at the Pools* event
- **4** key water safety messages were translated into 5 different languages with signage now displayed in our aquatic centres.

1,200 welcome bags provided



100 participants completed CPR awareness training



Employment pathways

- **9** newly arrived migrants and refugees received training and gained employment as Bicultural Aquatic Assistants and now teach others to swim. Most participants came from non-swimming backgrounds, and this was their first employment opportunity in Australia.
- **4** Aboriginal and Torres Strait Islander young people were upskilled as lifeguards.

9 participants now teaching others to swim



4 Aboriginal & Torres Strait Islander life guards




Translated water safety signage is available in all Council aquatic centres. The signage is also being used by pools in Toowoomba, Townsville and even Sydney.

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CITY OF LOGAN

Zarin, one of Swim Logan's Bicultural Aquatic Assistants, told the story of her escape from the Taliban to learning to swim within just 3 months of arriving in Australia at a celebration event in December 2022. Zarin is now employed as a swim instructor and teaches others. Zarin's story was featured in Our Logan magazine in April 2023.

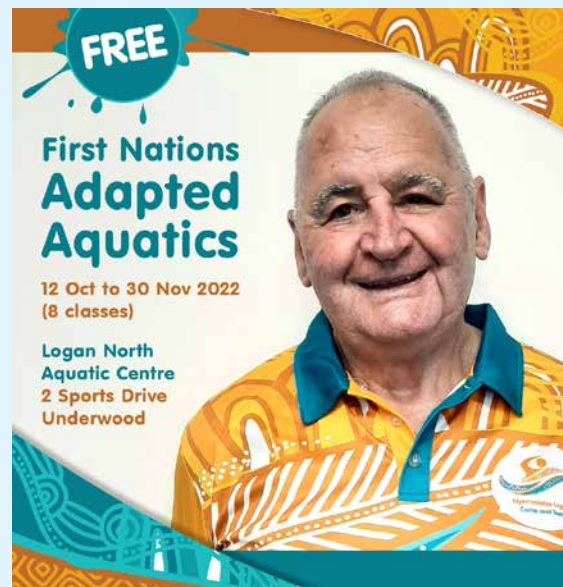
GOOD NEWS STORIES

Swim Logan received a range of media attention and testimonials highlighting the significance and reach that the program had on its participants.

The **Now I can swim...** campaign was launched in November 2022 to encourage multicultural adults to learn to swim. Campaign elements included translated posters and Council's first multilingual video featuring 7 different languages. A digital campaign was hugely successful in reaching a multicultural audience with a unique engagement rate of 108.85%. This is significant considering that 5% is the target result and confirms that translated content greatly improves levels of engagement. This has encouraged other departments in Council to translate their materials.

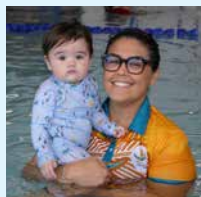


Evelyn from Burma (a bilingual educator from ECCQ) made a consistent effort to encourage the Burmese community to learn how to swim. Evelyn recruited approximately 60 Burmese participants in Logan to learn how to swim. This demonstrates the power of having cultural leaders share the program within their communities.



One Aboriginal and Torres Strait Islander participant barely spoke at the beginning of an Adapted Aquatics swim program. He attended with a walker for the first few lessons. An occupational therapist was hired to assist and, by the end of the program, he was the most social person in the group and was able to move more independently.

Nyerroolahle Logan's parents and babies program was well-received. Parents exchanged phone numbers and there was a great sense of community spirit and support.



This program was funded by the Australian Government Department of Health.

