WATCH AROUND WATER

Promotional Toolkit



ROYAL LIFE SAVING WESTERN AUSTRALIA

LIWA LEISURE INSTITUTE OF WESTERN AUSTRALIA AQUATICS

WATCH AROUND WATER

Watch Around Water is a leading water safety and supervision program designed to protect children at public swimming pools across Western Australia. Launched in 2004, the program was created to raise awareness and improve supervision standards at aquatic facilities.

By encouraging parents, guardians, and pool staff to actively supervise children – especially those under 10 years old – Watch Around Water helps reduce drowning risks and aquatic injuries. The program is based on national and international best practice and has been successfully implemented in many metropolitan and regional pools throughout WA.

Why it exists

Watch Around Water was introduced in response to a high number of children drowning at public pools. The need for the program was recognised by the aquatic industry and recommended by the State Coroner. Since Watch Around Water was introduced, there have been no drowning deaths involving children at public swimming pools in WA and the rate of aquatic injuries has decreased significantly. The Watch Around Water program has assisted in making our public swimming pools safer for the community to use.

While the program has been effective, it is essential to ensure that the messages are continually promoted to ensure its continued success. Supervision is critical; a child can drown in less than 20 seconds – it happens quickly and silently, and often in the short time when supervision is absent as a result of parents and caregivers being distracted.

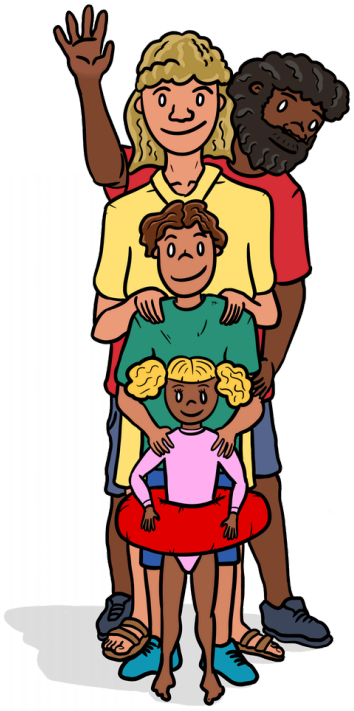
Focus on children under 10

Supervision policies are an essential part of the Watch Around Water program. These policies have been developed based on national and international best practice standards.

Children under 5 years old (aged 0-4 years) must be accompanied into the aquatic centre by a responsible adult (aged 16 and above) and supervised within arm's reach at all times. This means that if the child is in the water, the parent/guardian must be in the water too.

Children under 10 (aged 5-9 years) must be accompanied into the aquatic center by a responsible adult (aged 16 and above) and supervised within line of sight at all times. This means the parent/guardian must have clear, constant and direct access to the child at all times.

These policies are a minimum standard, and many pools choose to operate with a higher level of supervision.



Partnership

Delivered in partnership by Royal Life Saving WA and LIWA.

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Key Messages

YOUR CHILD.
YOUR FOCUS.

PARENTS SUPERVISE.
LIFEGUARDS SAVE LIVES.

How pools play a role

1. Reinforcing supervision expectations
2. Using consistent messaging on-site and across all communication channels



How to promote Watch Around Water at your facility

On-site promotion

- Posters at entry points, pools, change rooms and cafés
- Wristbands for children to wear, also helps as a conversation starter with parents
- Signage in car parks and high-traffic areas in the centre
- Social media promotion of age policies and supervision messages

Patron engagement

- Utilise resources to promote supervision messages
- Friendly reminders rather than enforcement-only messaging
- Acknowledge patrons who are correctly supervising children

Staff engagement

- Watch Around Water isn't just the responsibility of lifeguards, it is a whole centre program
- Reception staff promote supervision messages on entry to pool, duty managers assist lifeguards to enforce messages, managers run training
- Empower staff to confidently reinforce supervision rules by providing them with support when needed

Seasonal focus

- Host Watch Around Water week at the start of summer and other key dates (such as season opening, school holiday and public holidays) and promote Watch Around Water messaging at these events
- Increased attendance over summer = increased supervision risk
- Summer is the perfect time to amplify Watch Around Water messages





Available resources

Wristbands

- Single-use wristbands
- Reusable silicone wristbands
- Purpose: easily identifies children who need to be supervised within arm reach/line of sight to lifeguards and acts as a reminder of Watch Around Water guidelines for parents.

Printed Resources

Posters

- A4 age policy posters
- A3 age policy posters
- A3 “Watch me, not your phone”

Resources for Culturally and Linguistically Diverse families

- A4 and A3 posters
- Digital information flyers available in a variety of languages

Resources for Aboriginal families

- A4 and A3 posters
- Lifeguard cards

DL information brochures

Lifeguard cards

Stickers

- Registered centre stickers
- Logo stickers

Signage

- Wind wave (with posters)
- Metal car park sign
- Backstroke flags



Order printed resources here

Events and digital promotion

Digital signage

- General Watch Around Water messaging for display on digital signage throughout centre
- Supervision-specific reminders

Download digital signage here

Social media promotion

Social media tiles are available to download that focus on WAW policies and supervision messages.

Tag @RoyalLifeSavingWA/@LifeSavingWA and @LiwaAquatics in your posts and use the hashtag #watchharoundwater.

Download social media tiles here



Examples of social media promotion

Use these suggested posts on your pool's social media pages!
Remember to adapt the message to suit your facility's age guidelines.

Welcome to a Watch Around Water Pool



Pool days are for family fun — splashing, giggles, snacks and tired kids on the drive home.

We're a Watch Around Water pool, which means we work with families to keep children safe while they enjoy the water. Our lifeguards are here to help in an emergency, but the biggest difference comes from parents staying close, watching actively and supervising their children at all times.

Remember – parents supervise, lifeguards save lives.

Your child, your focus



Between sunscreen, hats, towels and snacks, pool days can feel busy.

Watch Around Water keeps it simple: your child, your focus. Staying close and keeping eyes on kids under 10 helps prevent accidents and means everyone can enjoy the day with confidence.

A quick, family-friendly reminder



Before the splashing starts, here's a quick Watch Around Water refresher for families as you head to the pool:

👶 Children under 6 need an adult within arm's reach.
👦 Children under 10 need to be kept in sight at all times.

These guidelines are designed to keep kids safe while they build skills, confidence and a love of the water.

Remember – parents supervise, lifeguards save lives.

Examples of social media promotion

Use these suggested posts on your pool's social media pages!
Remember to adapt the message to suit your facility's age guidelines.

"I'll just pop to the cafe..."



We know how it goes — one child needs the toilet, another wants a snack.

Watch Around Water reminds families that children should never be left alone in the pool, even for a moment. Take them with you, tag another adult, or swap supervision duties — a quick plan helps keep pool days happy and stress-free.

Remember – your child, your focus.

Even confident swimmers...



Seeing kids grow confident in the water is a great feeling.

Watch Around Water reminds families that even strong swimmers still need supervision. Tiredness, slips or unexpected moments can happen quickly, and having an adult close by helps keep small issues from becoming big ones.

Watch Around Water – Your Child, Your Focus

Siblings and supervision



Older kids love feeling grown-up, but Watch Around Water asks families to remember that supervision is an adult's job.

Older siblings shouldn't be responsible for keeping younger children safe in the pool — that way, everyone gets to enjoy their swim without worry.

For more information

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