# Lifesaving education holiday programs 2024Shell media releases (Delete this page prior to sending to Media outlet)

|  |  |  |
| --- | --- | --- |
| **Program** | **Dates** | **Media outlet** |
| Region and venue TBC |  Dates TBC | TBC |
|  |  |  |
|  |  |  |

**MEDIA** **RELEASE /** [Choose date]
**[INSERT NEWSPAPER HERE]**

# [Town] children enjoy lifesaving education program these holidays

Life Saving Victoria’s (LSV’s) lifesaving education holiday program is returning to [town/region] this summer, expanding the iconic beach nippers program to open waterways and pools.

Thanks to LSV, in partnership with [insert partner here], children from [insert town here] aged XX to XX will have the opportunity to learn valuable water safety and lifesaving skills at [program location].

The [town] program is one of XX LSV is delivering with its regional partners across the state, as part of its purpose to save lives and empower communities to safely enjoy water.

Participants will learn emergency response (DRSABCD), survival strategies, how to use safety equipment like lifejackets, survival swimming strokes, board paddling, and identifying coastal, pool, and inland waterway conditions and risks.

LSV manager – education programs Michelle Ling said these learnings are particularly important with a long, hot summer coming up due to an El Niño weather pattern, creating an increased risk for summer drownings.

“Our holiday education programs are a fantastic opportunity for children to develop their confidence in and around water, and learn valuable rescue techniques, which could someday help them to save a life,” Ms Ling said.

“Tragically, 46 per cent of non-fatal drowning incidents in 2022-23 involved children aged 0 to 14 years old, so upskilling children to prepare them in case the worst should happen is absolutely critical to reverse this unacceptable trend.

“The program is tailored specifically to local waterways and to the participants’ ages and abilities, and encourages teamwork and skills development to put children on pathways to become future lifesavers within their local communities, creating long-term opportunities for safer communities.

“Furthermore, the benefits of being empowered to safely enjoy waterways for children physically, emotionally, and mentally provide enjoyment and memories for families for years to come, and can put children on the path to careers in water safety.”

The lifesaving education program was developed in 2019 with the support of the Victorian Government, and first piloted as bush nippers in Ballarat, Echuca, and Shepparton in 2020.

This then evolved into the lifesaving education program, which had its biggest year ever in 2023, being delivered across six regions.

To enrol your child visit [link] before [date].