



NATIONAL AQUATIC INDUSTRY WORKFORCE PROFILE 2019

Data collected and collated from the
National Aquatic Industry Workforce Survey.



ROYAL LIFE SAVING
AUSTRALIA

SUPPORTED BY



Australian Government



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Royal Life Saving is focused on reducing drowning and promoting healthy, active and skilled communities through innovative, reliable, evidence based advocacy; strong and effective partnerships; quality programs, products and services; underpinned by a cohesive and sustainable national organisation.

Royal Life Saving is a public benevolent institution (PBI) dedicated to reducing drowning and turning everyday people into everyday community lifesavers. We achieve this through: advocacy, education, training, health promotion, aquatic risk management, community development, research, sport, leadership and participation and international networks.

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EXECUTIVE SUMMARY

This National Aquatic Industry Workforce Profile is based on data collected and collated from the National Aquatic Industry Workforce Survey. It captures a current snapshot of the aquatic industry across Australia and presents demographic information on the key roles and make-up of the workforce that supports that industry.

'Aquatic industry' is defined as all workers who work for, or provides aquatic-related services to, an organisation/body that is involved in the facilitation of water-based activities and programs in aquatic facilities. This also includes self-employed workers. The Survey and Profile focuses on paid workers only.

Overall, Royal Life Saving estimates that the Aquatic Industry workforce comprises approximately 67,000 workers. The process undertaken and the range of data sources used to estimate this figure is described in the Methods section of this document.

This Profile forms one component of the National Aquatic Industry Workforce Development Project which is being managed by Royal Life Saving on behalf of the National Aquatic Industry Safety Committee (NAISC).

The key objectives of the Project are to:

- Achieve and share a greater insight and understanding of the aquatic industry workforce
- Build the capacity and capability of the aquatic industry workforce
- Support the development of a strong, sustainable and responsive aquatic industry

The next stage of the Project involves analysing data from the second half of the survey, which focussed on worker's experiences, attitudes and judgements on key work-related items such as on-boarding and off-boarding, skills requirements, training and professional development, change, and workplace culture and values.

This data, alongside information gathered from focus group sessions and one-on-one interviews with industry representatives, will inform the design of a Workforce Development Plan.

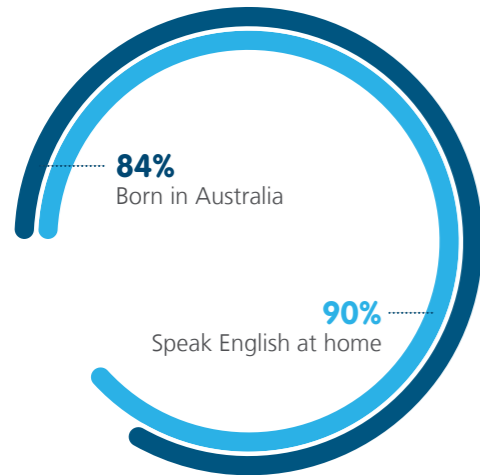
KEY SURVEY FINDINGS

- It is an overwhelmingly female workforce
- Almost half the workforce work casually
- Most workers work throughout the year but in a part-time capacity
- Many workers have a second job at least some of the time
- Almost half the workforce live within 15 minutes of their workplace
- 2 in every 5 workers think they will stay in their role for 6 or more years
- Most workers place a high value on working in a team and knowing their work has a positive impact on people's lives
- There are differing key trends across the range of aquatic industry roles



ALL WORKFORCE

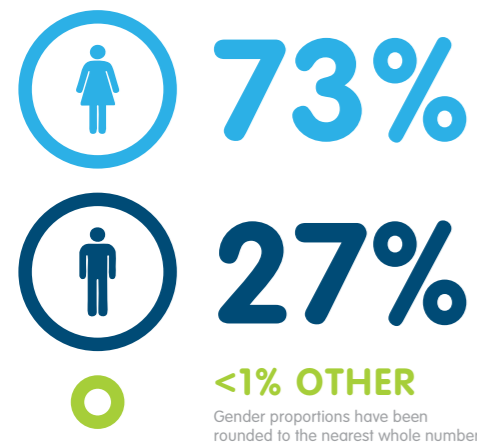
Most workers were born in Australia and speak English at home



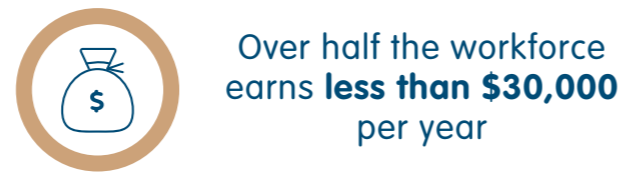
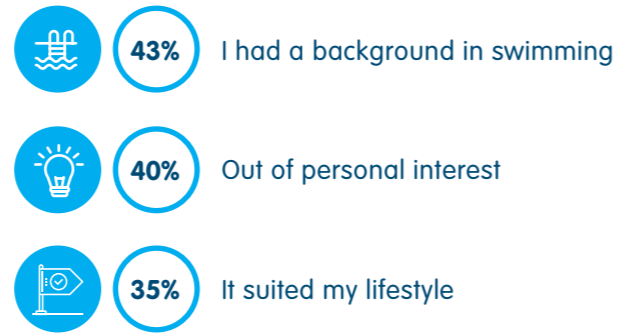
One in every 50 workers are Indigenous



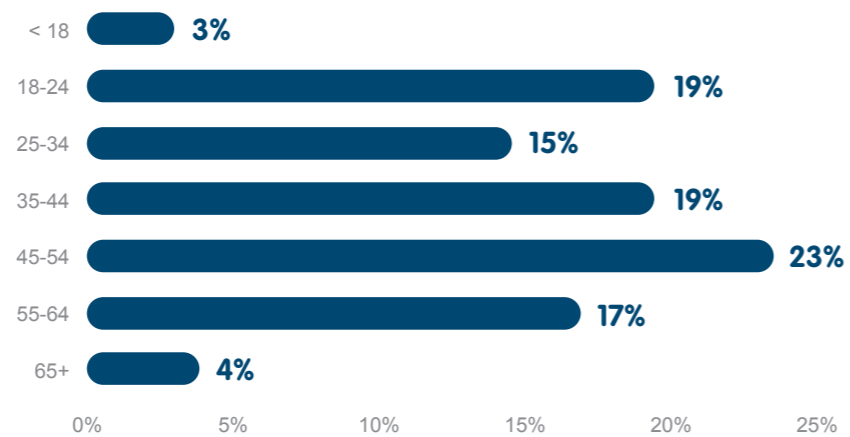
The industry is overwhelmingly female



Workers joined the industry from a background in aquatics



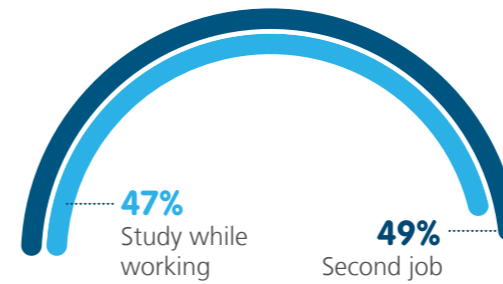
The industry has a broad age spectrum



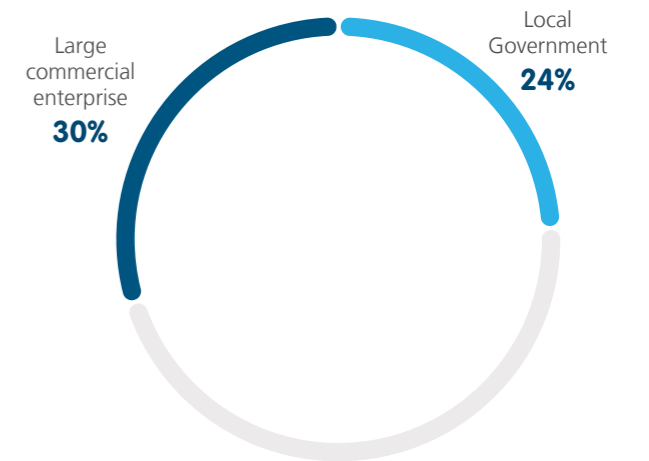
The workforce is largely casual



About half the workforce are studying or have a second job



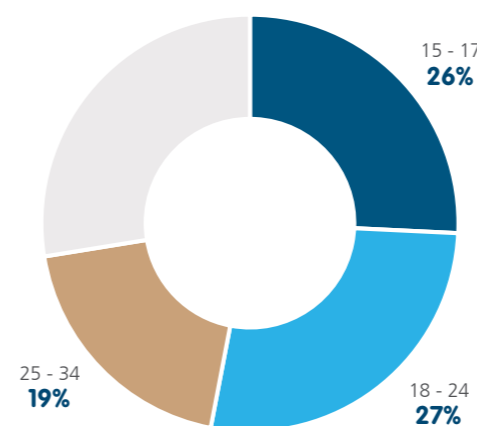
Most workers are employed by large businesses or local government



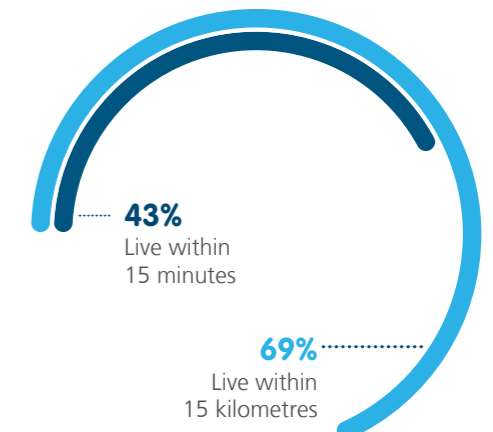
Workers place a high value on having a positive impact and working as a team



Most workers joined the industry as a young adult



Workers are local community members



A TYPICAL POOL LIFEGUARD...



is under 24 years old

works 2 shifts a week

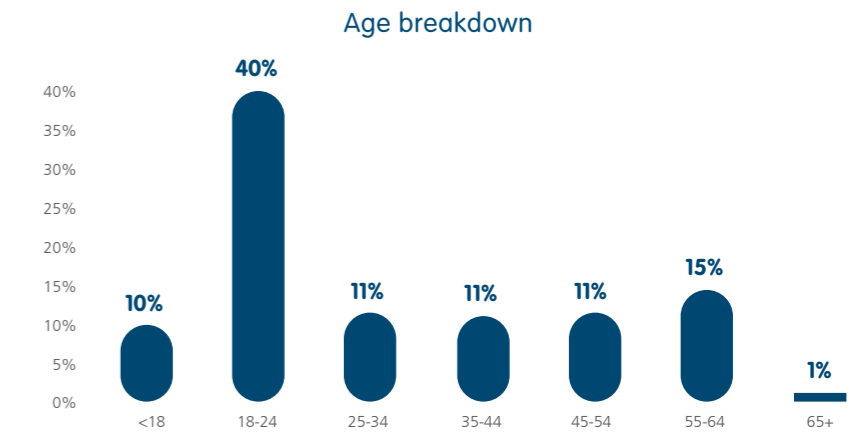
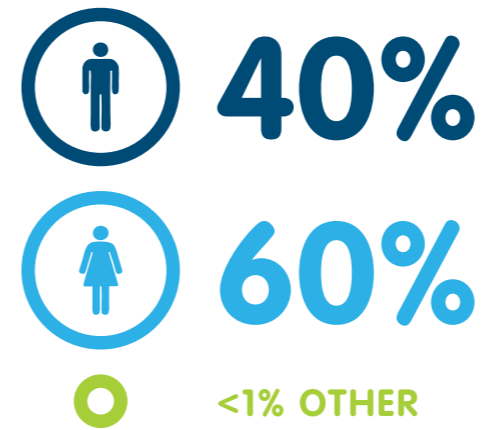
is employed casually

is female

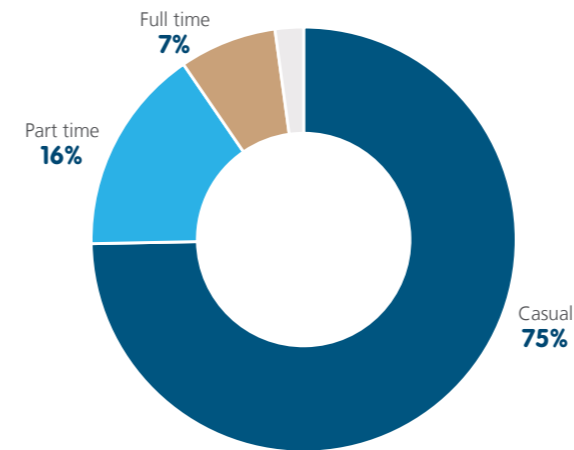
has a second job and is studying

thinks they will not stay longer than 5 years in the role

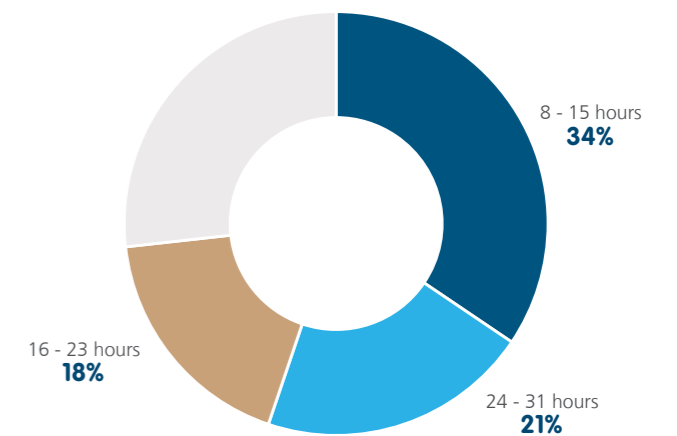
most enjoys being part of a team



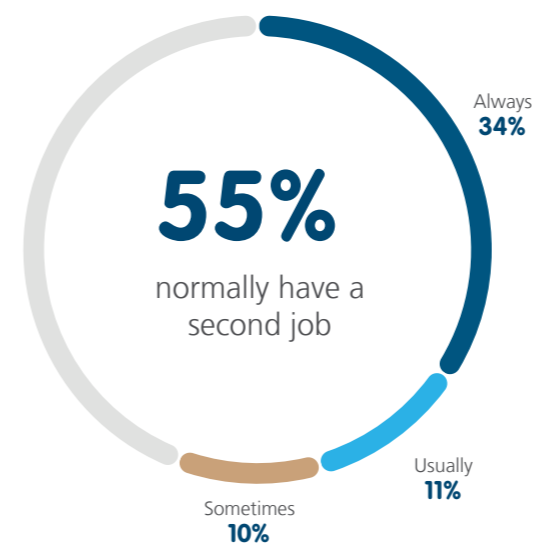
Employment status



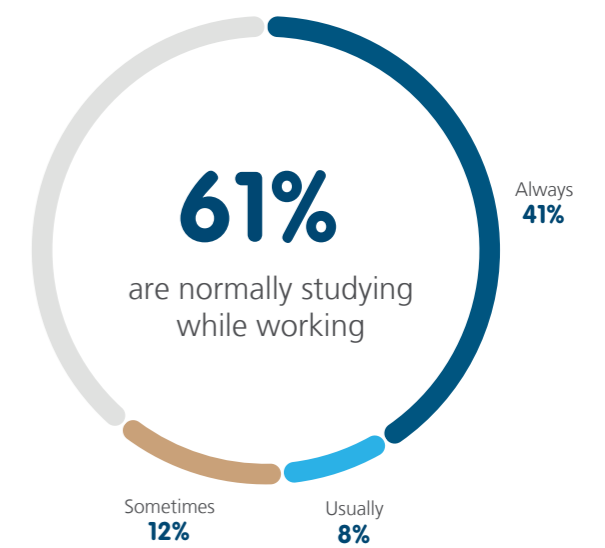
Hours worked per week



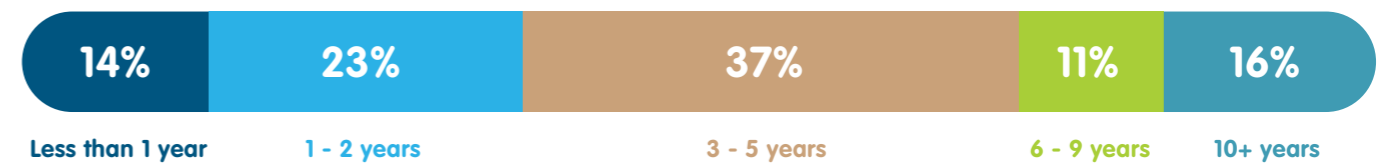
Second job



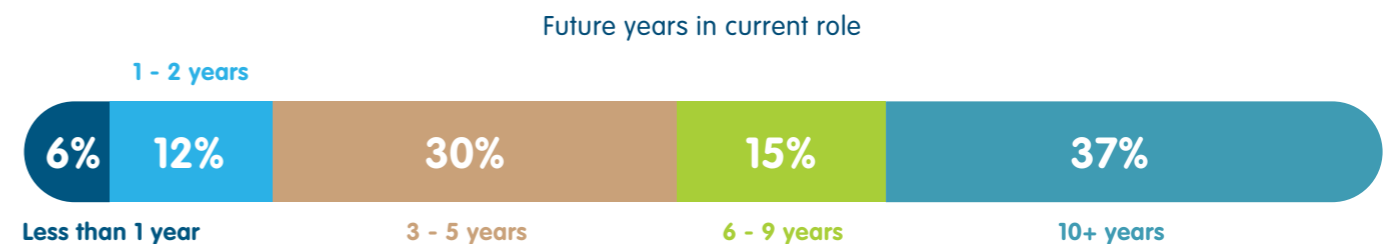
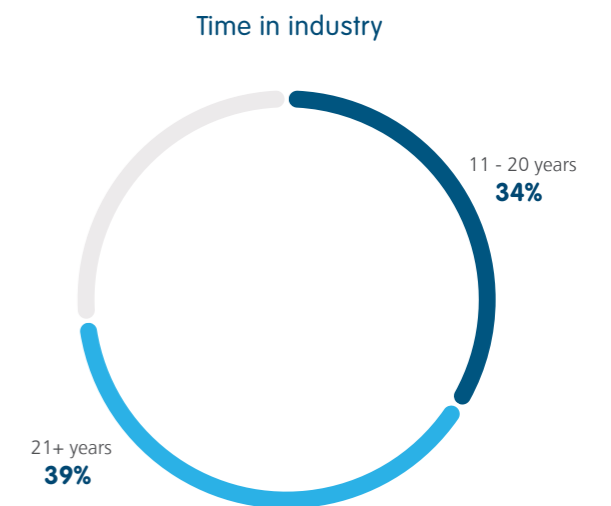
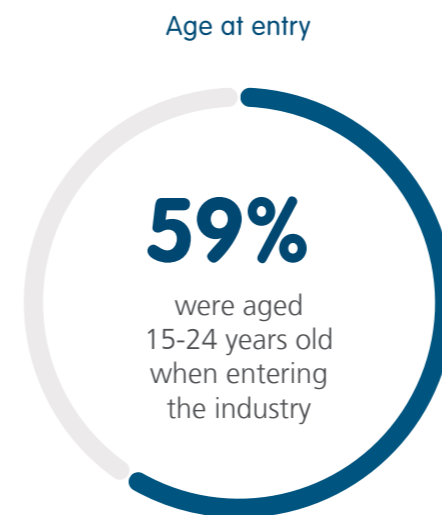
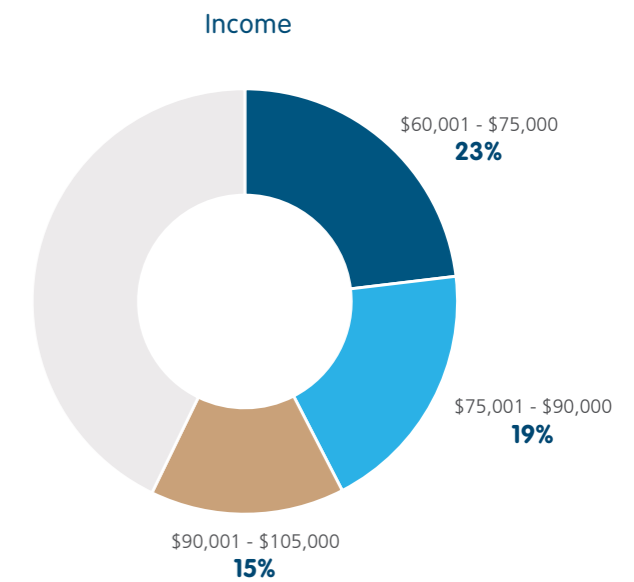
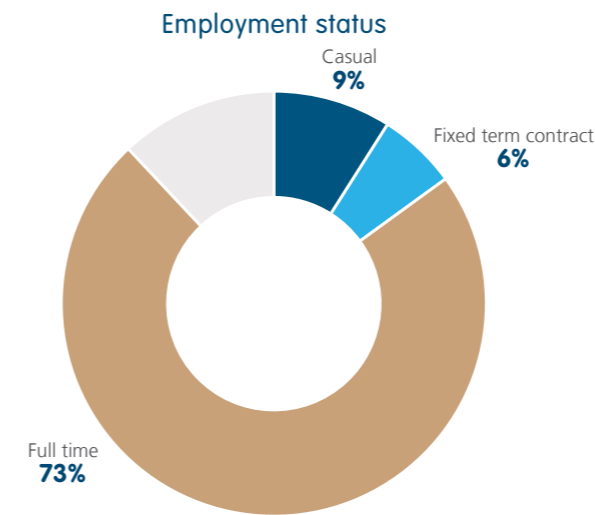
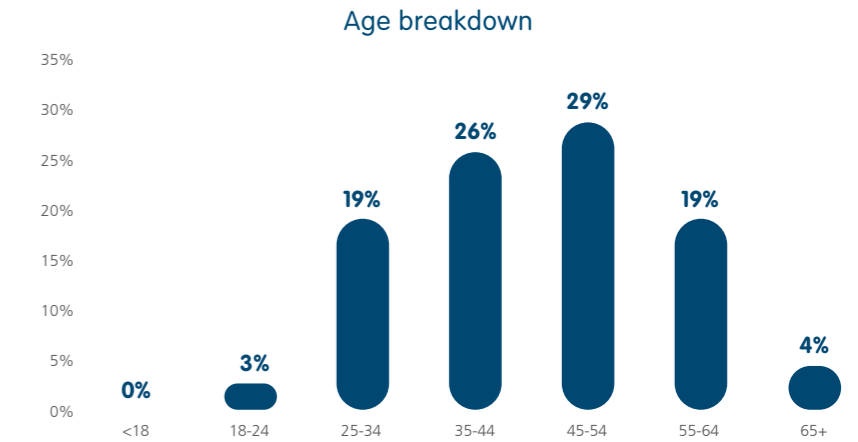
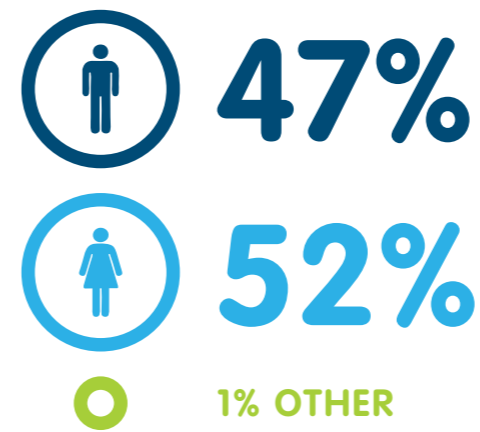
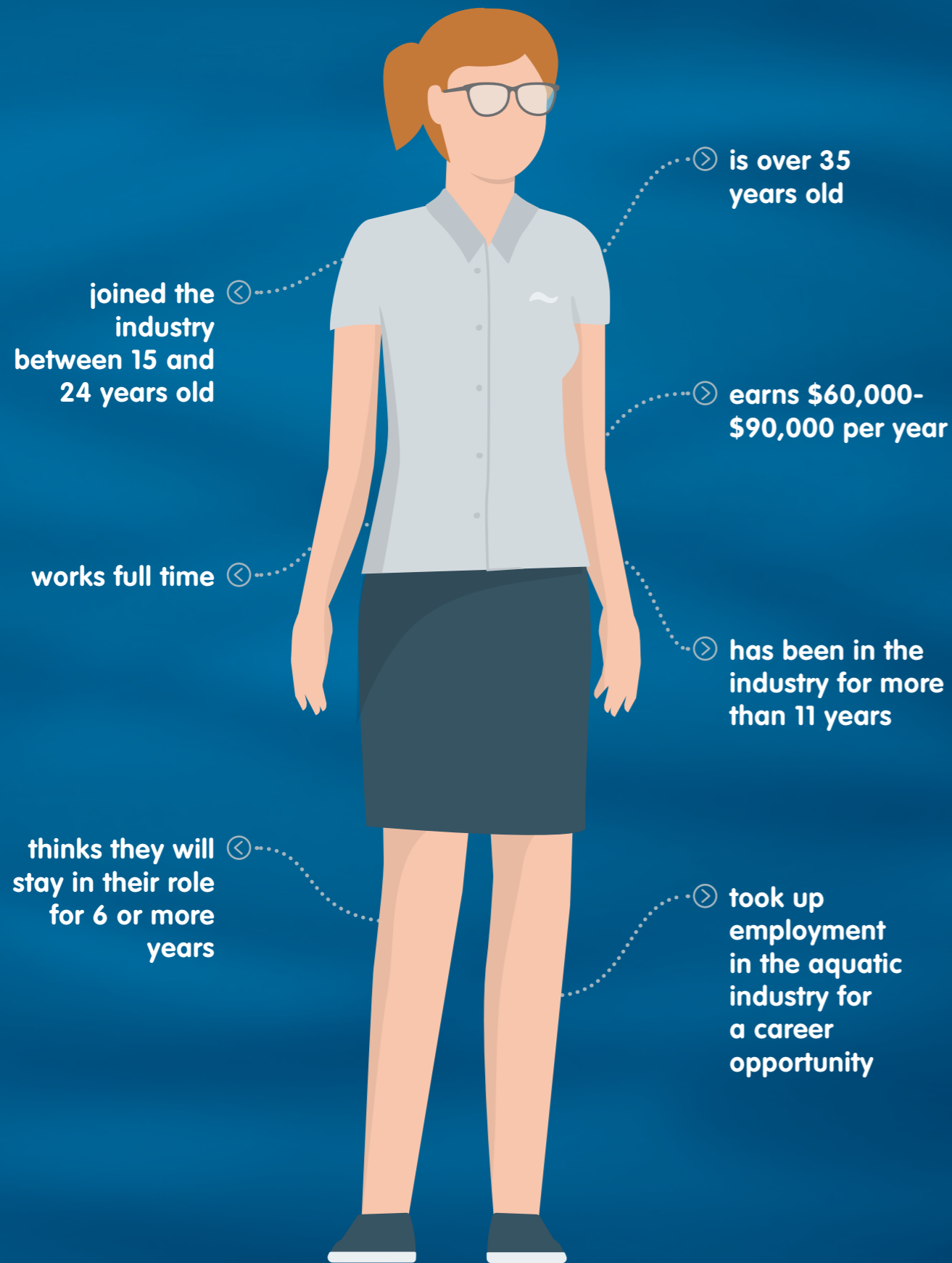
Studying



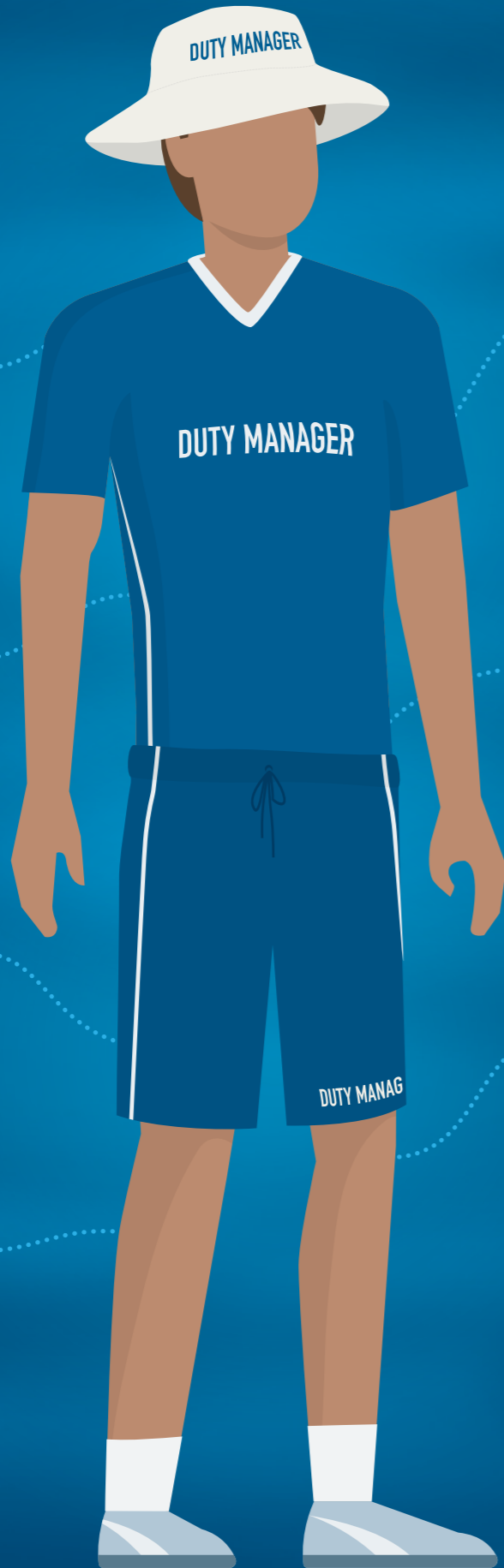
Future years in current role



A TYPICAL CENTRE MANAGER...



A TYPICAL LIFEGUARD DUTY MANAGER...



earns \$30,000-\$60,000 per year

is male

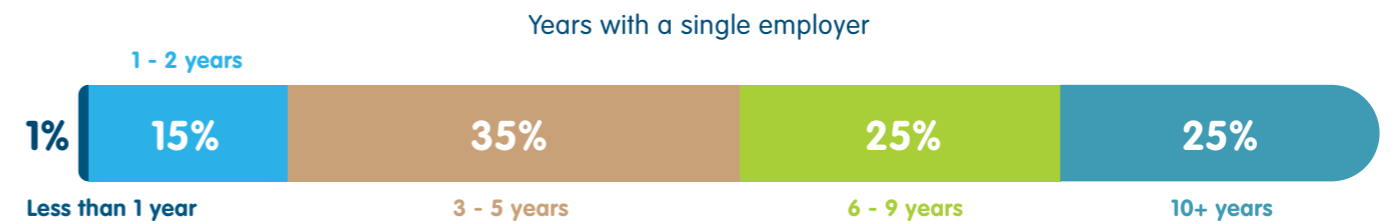
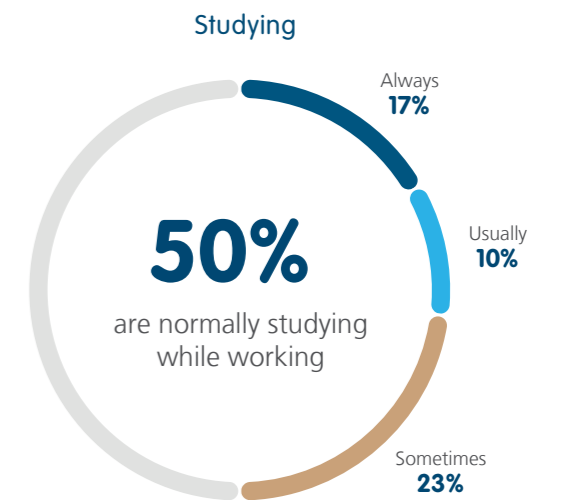
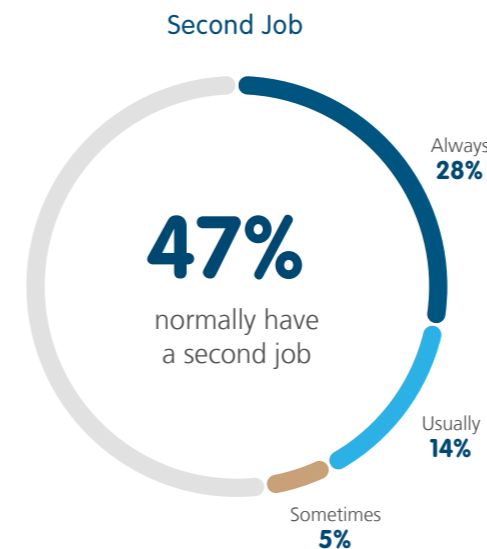
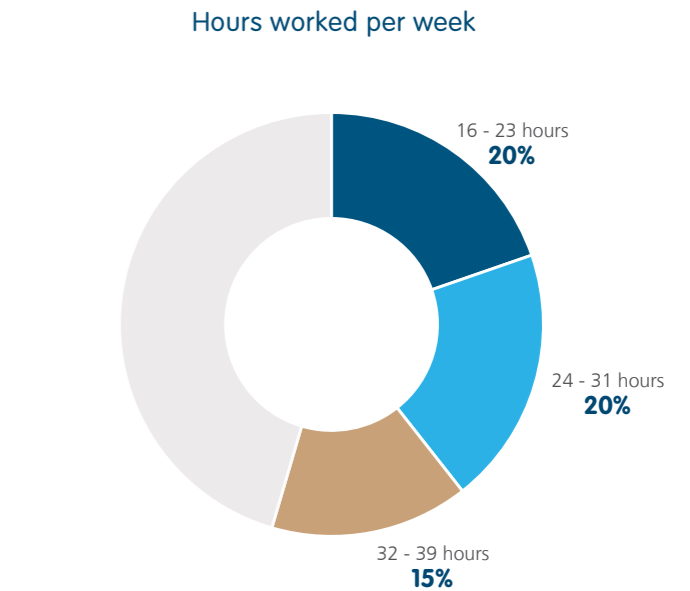
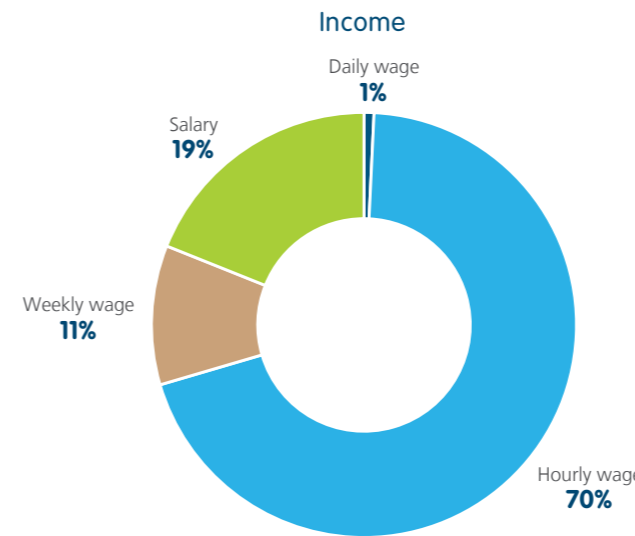
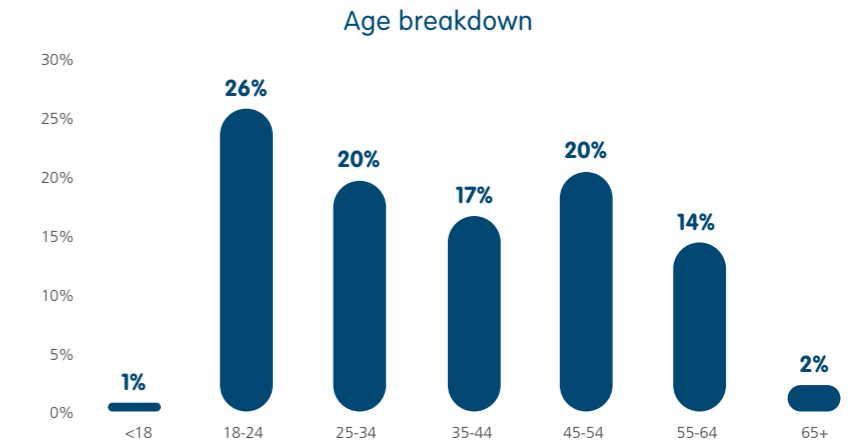
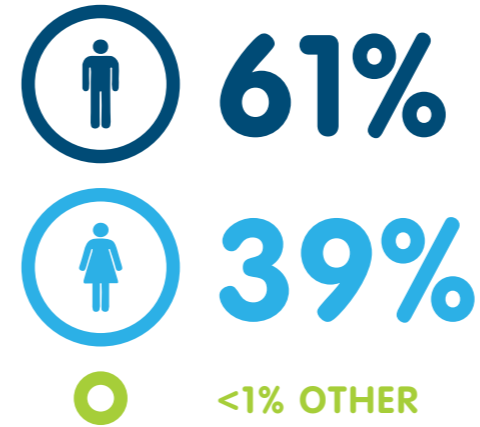
works 16 to 31 hours per week

is paid an hourly wage

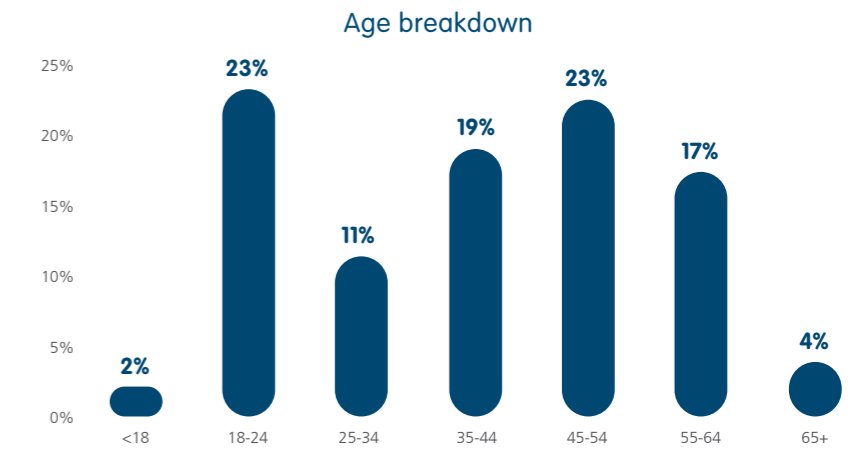
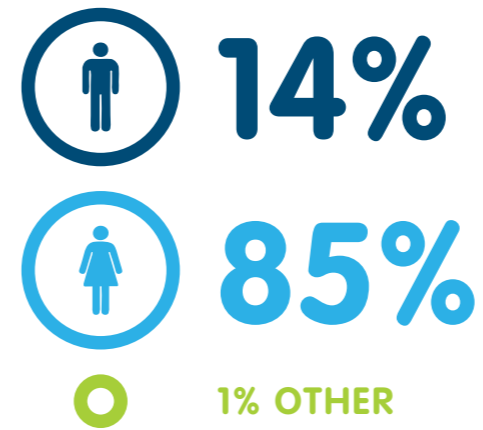
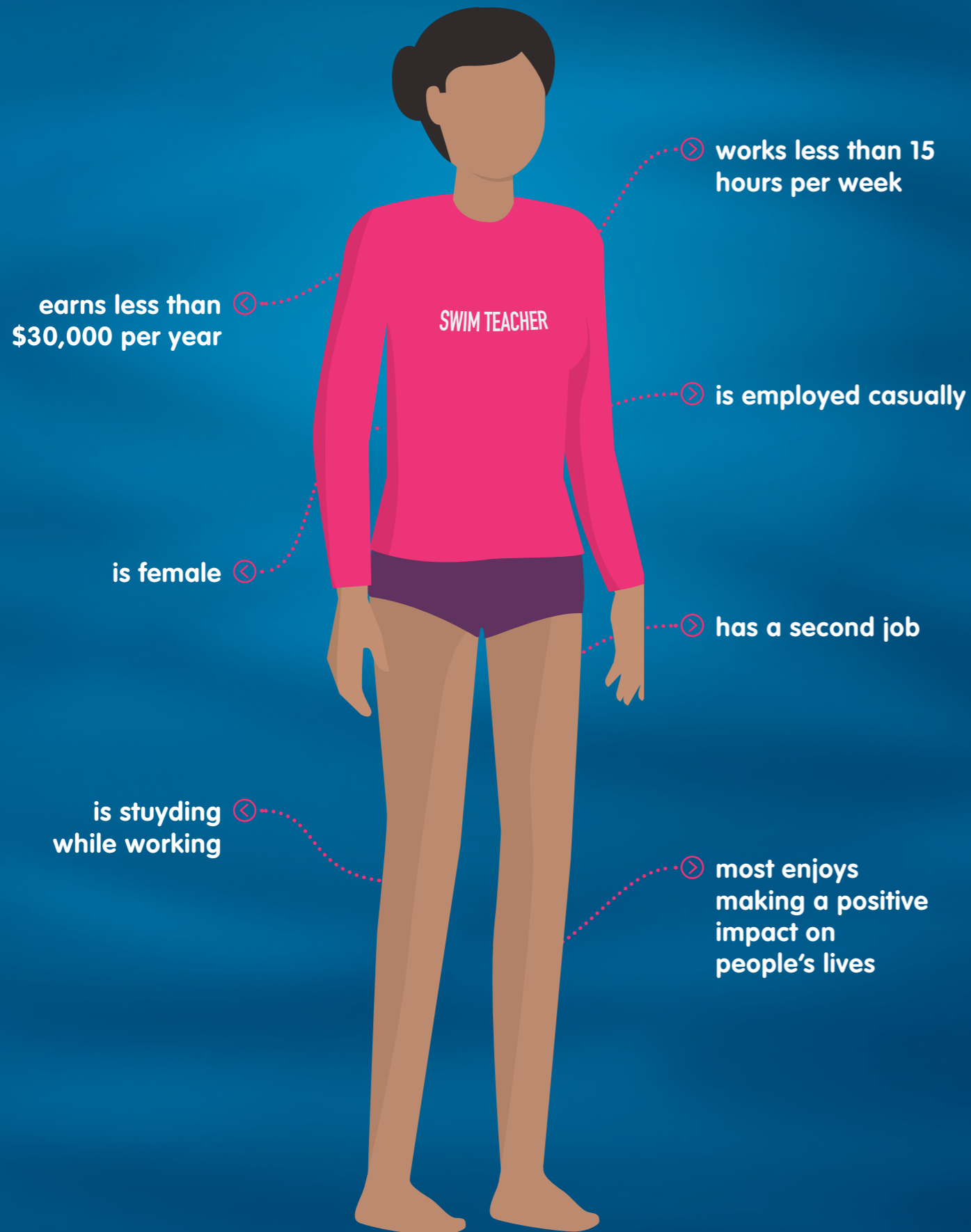
has been with 1 employer for 6 or more years

took up employment in the aquatic industry because it suited their lifestyle

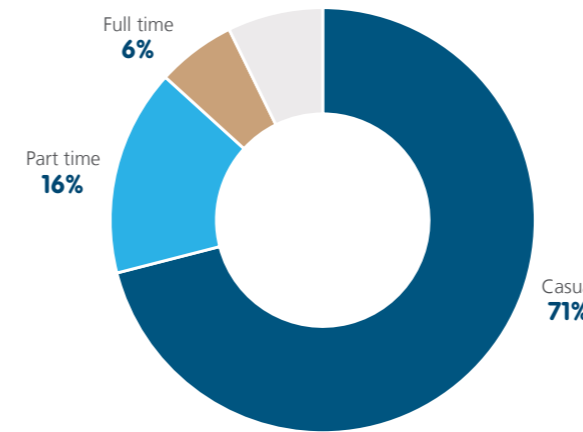
is studying while working



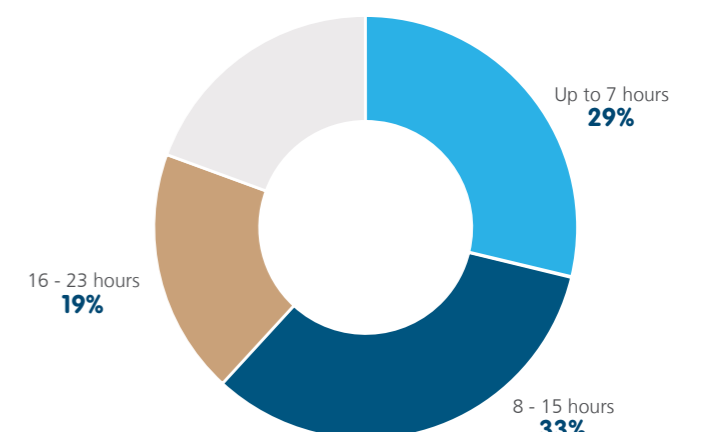
A TYPICAL SWIMMING & WATER SAFETY TEACHER...



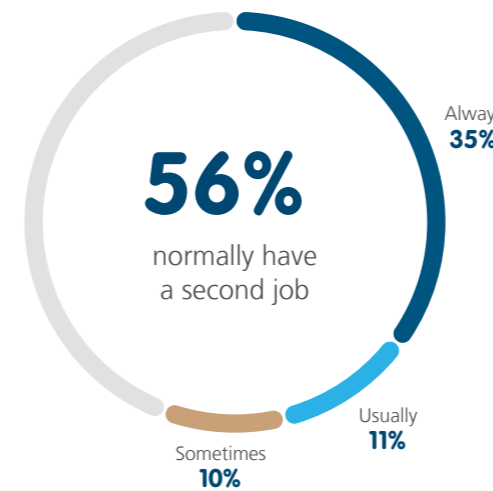
Employment status



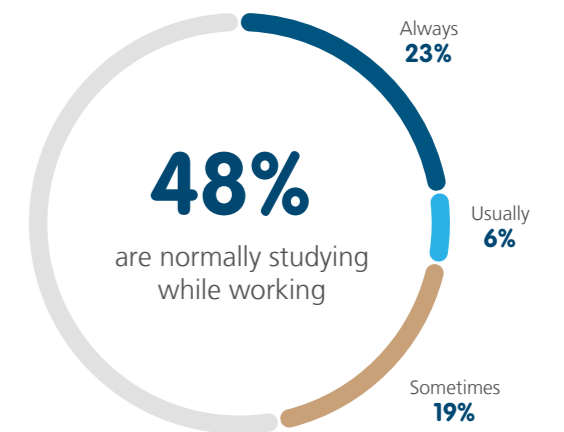
Hours worked per week



Second Job



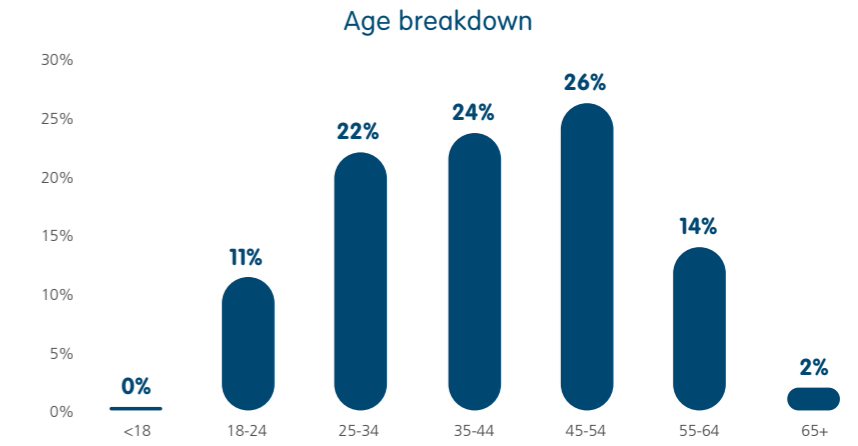
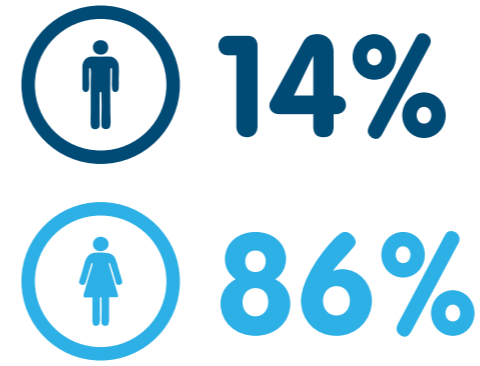
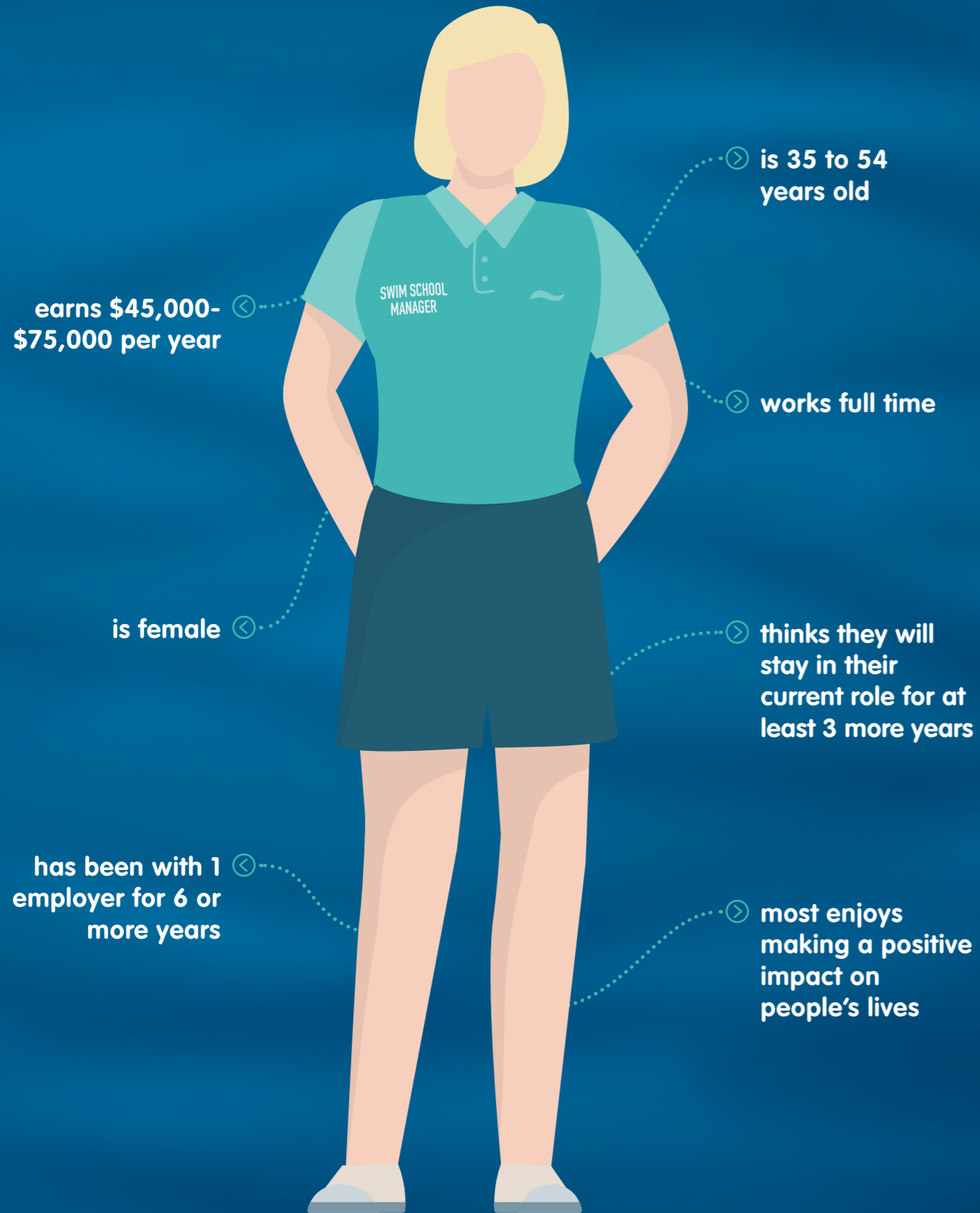
Studying



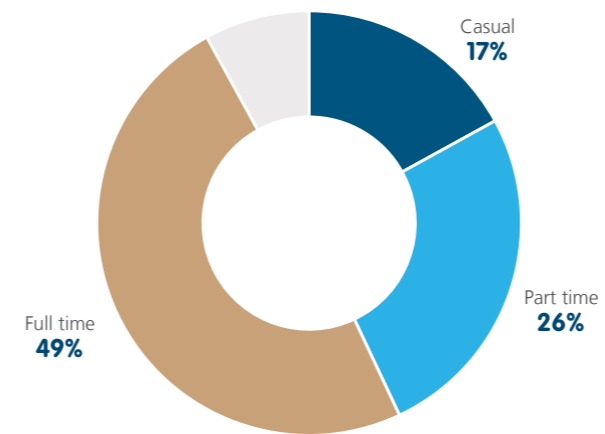
Years in industry



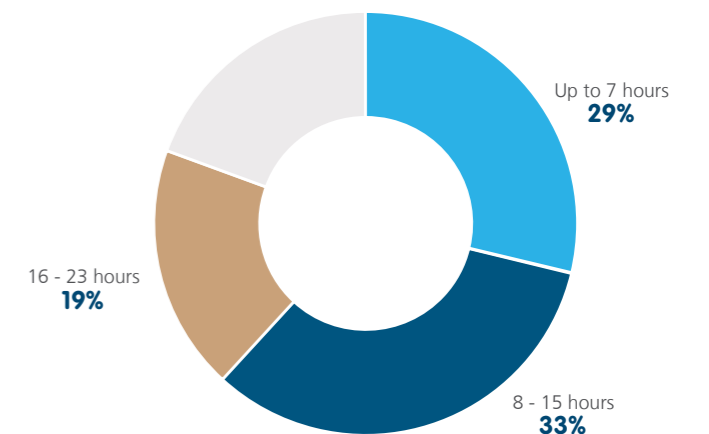
A TYPICAL SWIM SCHOOL MANAGER...



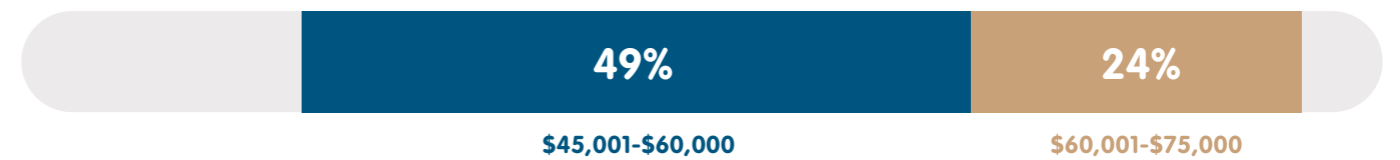
Employment status



Hours worked per week



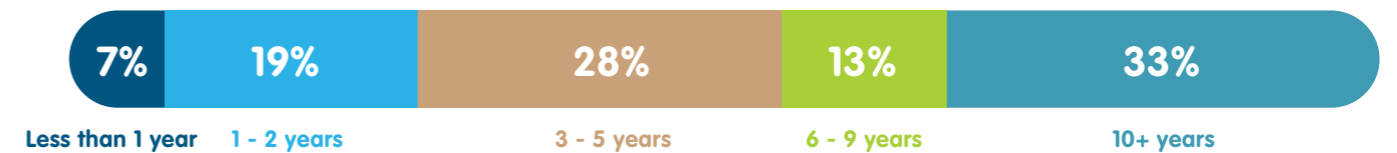
Income



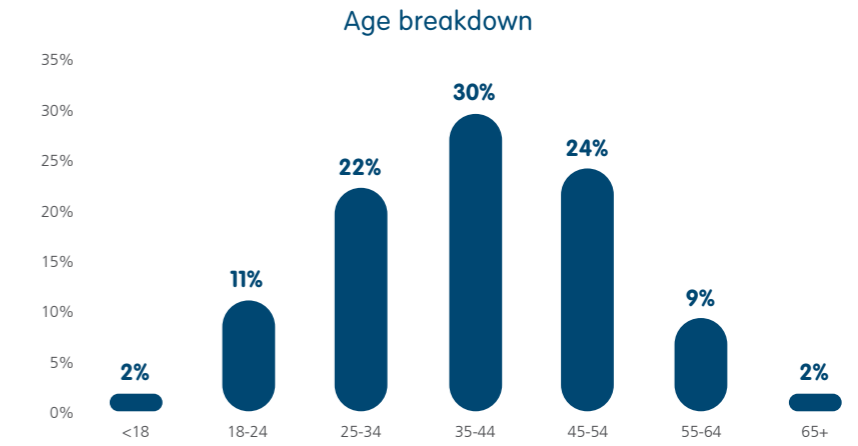
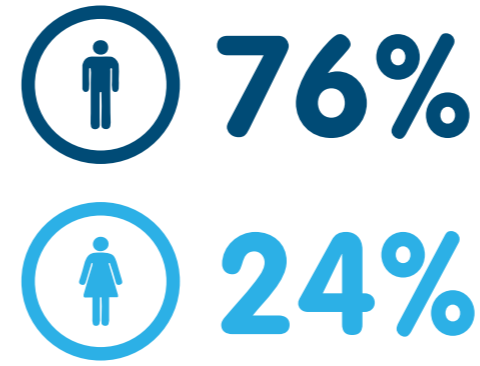
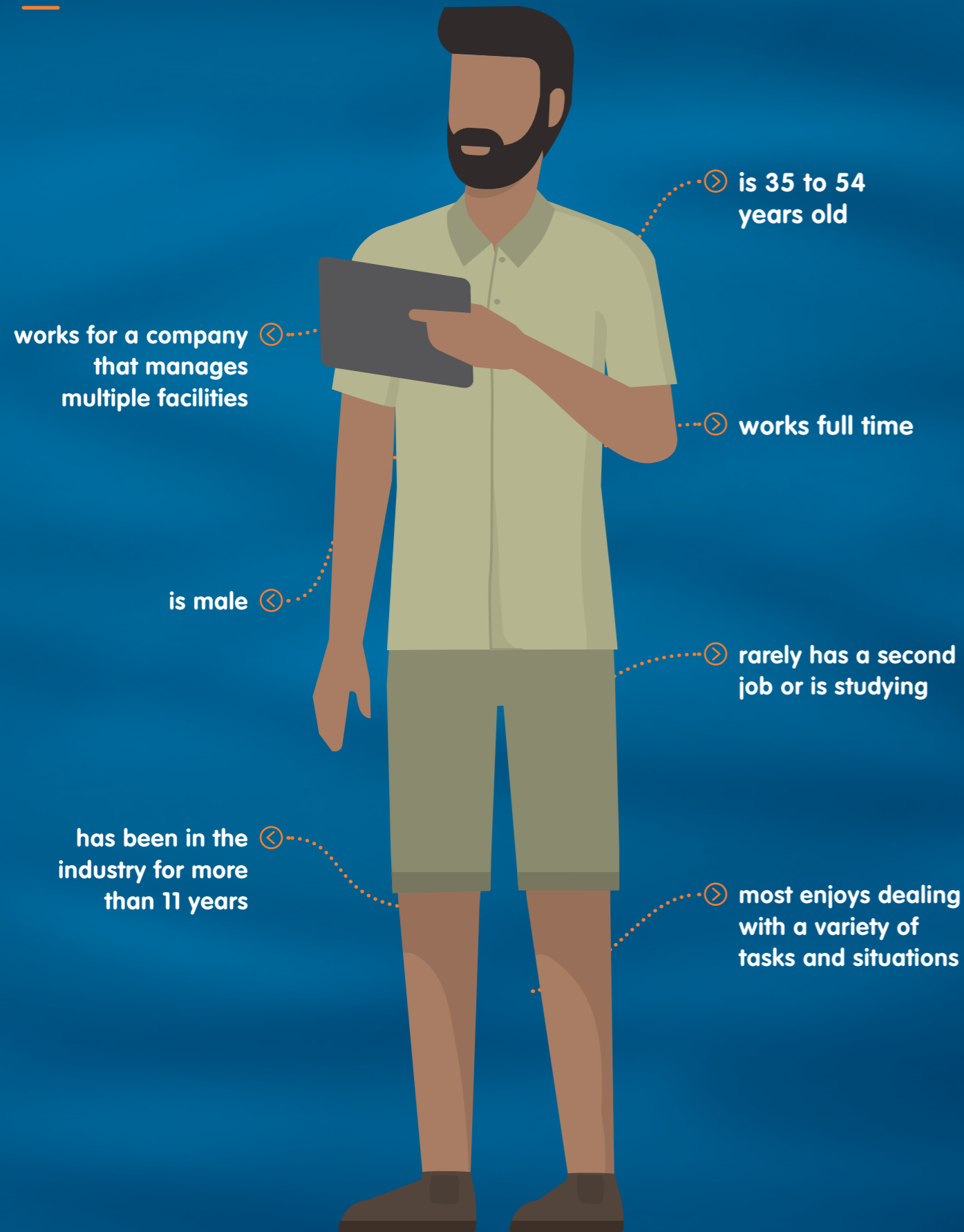
Time with single employer



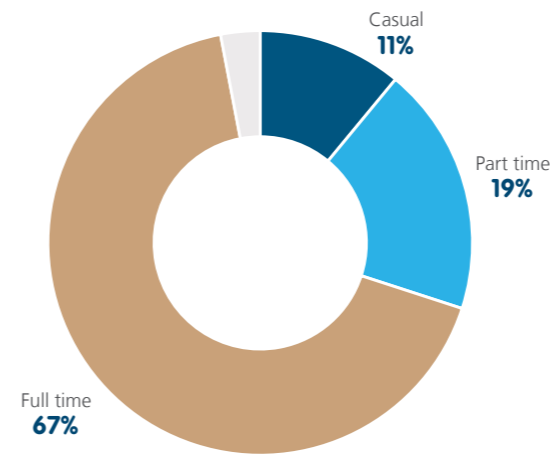
Future years in current role



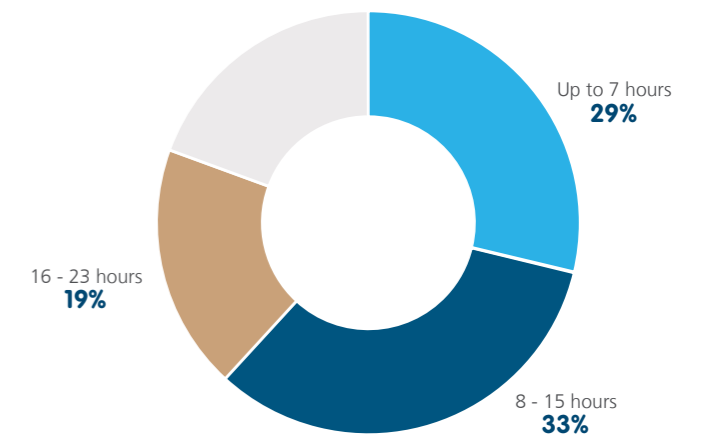
A TYPICAL AQUATIC TECHNICAL OPERATOR...



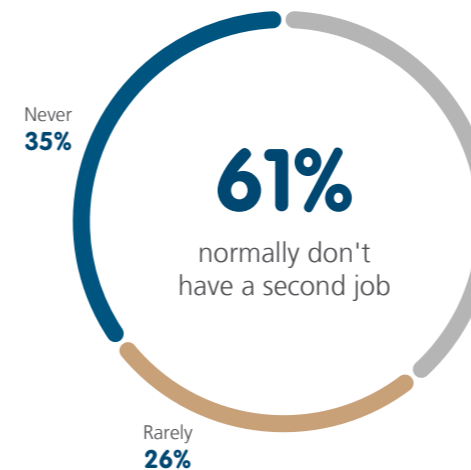
Employment status



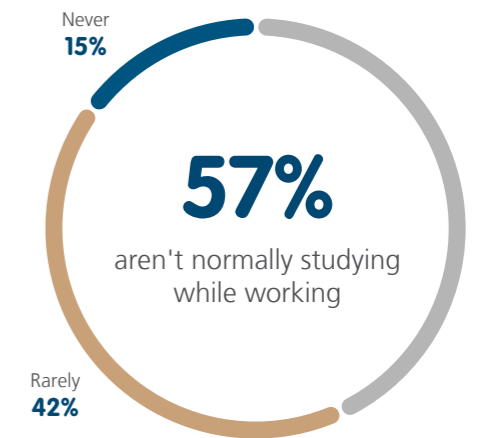
Hours worked per week



Second Job



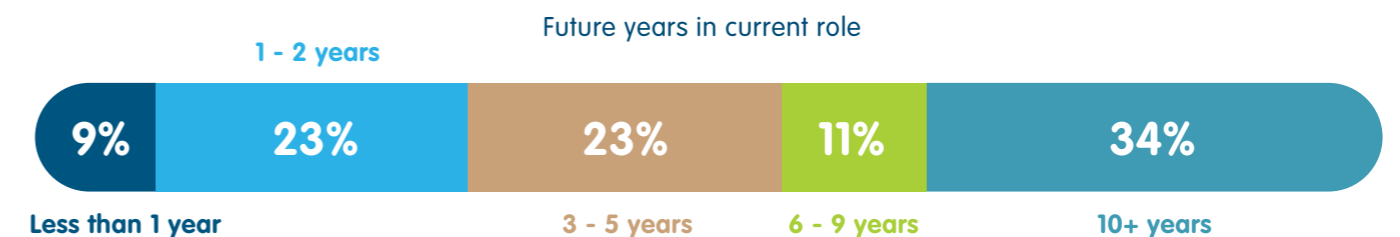
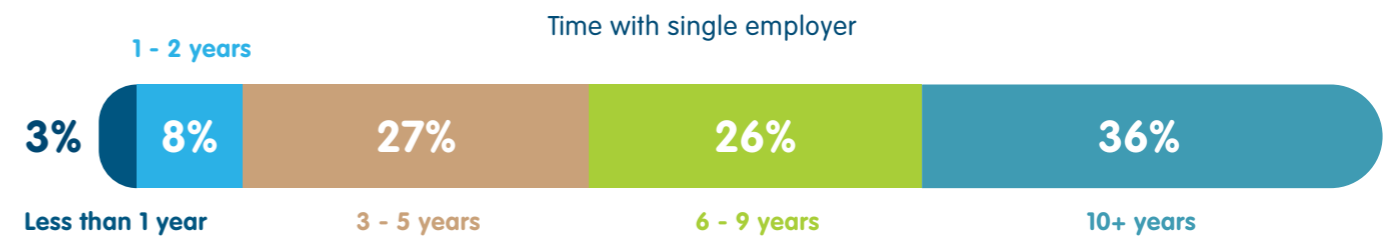
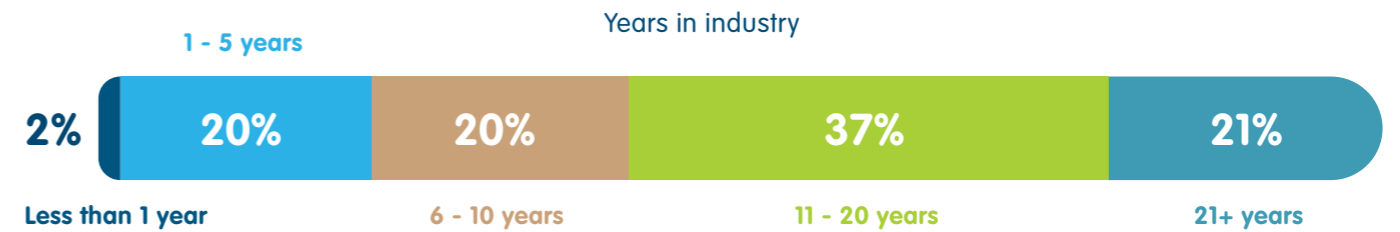
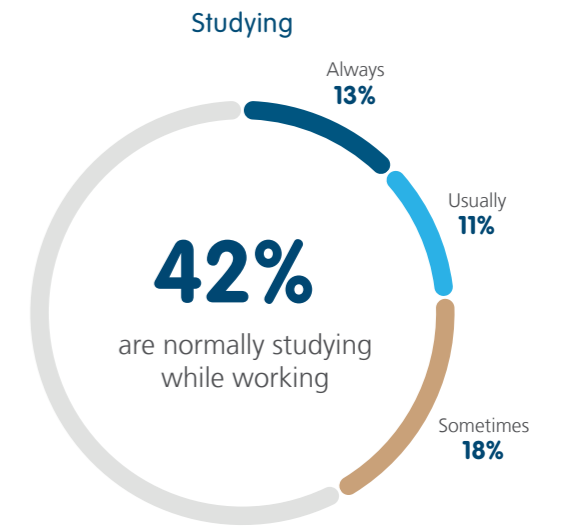
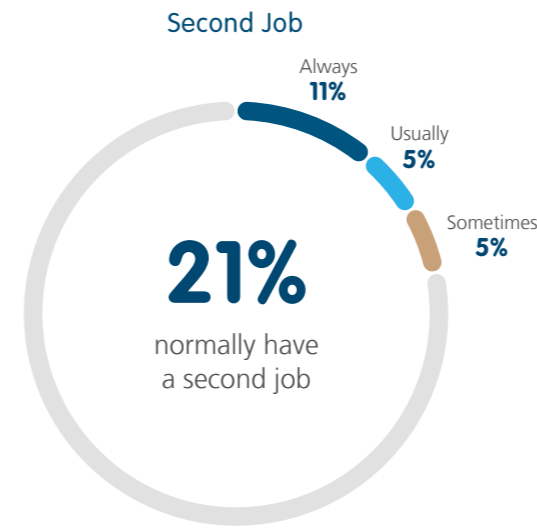
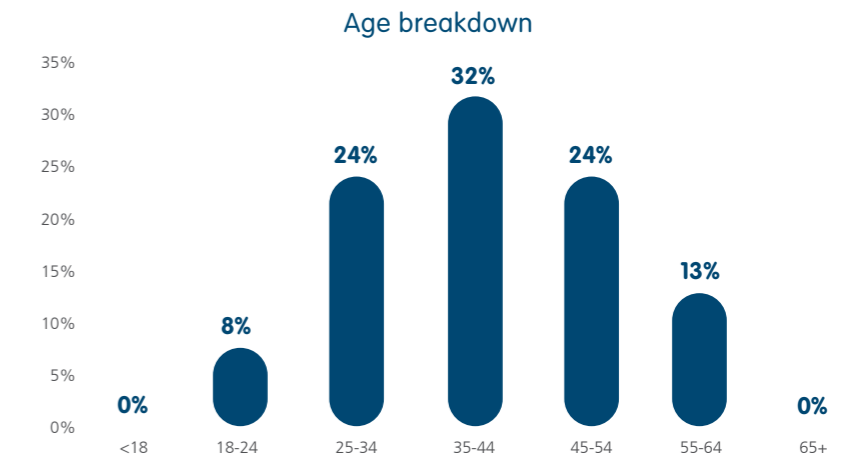
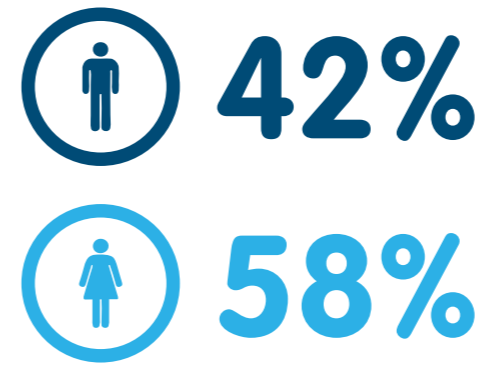
Studying



Years in industry



A TYPICAL AQUATIC INDUSTRY OFFICE WORKER...



METHODS

Survey

The survey was developed in-house at Royal Life Saving National Office using Survey Monkey and a draft survey was piloted with members of the NAISC and the RLS Training and Workforce Development Committee. This was subsequently refined based on feedback and then deployed.

THE SURVEY - QUICK FACTS



OPENED 15 April 2019

CLOSED 14 June 2019



**SURVEY DESIGN
AND DEPLOYMENT:
Survey Monkey**

PROMOTED THROUGH

National Aquatic Industry Safety Committee Member Organisations, Royal Life Saving National Office, Royal Life Saving State and Territory Member Organisations, aquatic facilities, local councils, swim schools, aquatic industry media providers, aquatic industry job site providers, and a range of other aquatic industry bodies and organisations – government and non-government.

PROMOTIONAL TOOLS USED



ORGANISATION WEBSITES



EMAIL



SOCIAL MEDIA



E-MAGAZINES



**TOTAL NUMBER
OF QUESTIONS**



**AVERAGE TIME SPENT
PER RESPONDENT**



**TOTAL
RESPONDENTS**

Industry Size

The total industry figure (67,000) was estimated through a modelling process using data from the below sources.

- Australian Bureau of Statistics
- Australian Sports Commission
 - Intergenerational Review of Australian Sport 2017
- Australian Industry and Skills Committee
 - National Industry Insights Report
- AUSTSWIM - Annual Report 2017-2018
- National Centre for Vocational Education Research - VOCSTATS
- Royal Life Saving Society Australia Databases and Reports
 - National Database of Swim Schools
 - National Database of Aquatic Facilities
 - Economic Benefits of Australia's Public Aquatic Facilities (2017)
 - National Aquatic Industry Workforce Survey (2019)
- Royal Life Saving Society WA and Leisure Institute of WA (LIWA) Reports
 - Bigger, Safer, Better Report 2017-18
 - Bigger, Safer, Better Report 2016-17
 - Bigger, Safer, Better Report 2015-16
- Service Skills Australia - Environmental Scan 2015 Sport Fitness and Recreation
- Skills IQ - Sport and Recreation Industry Reference Committee - Industry Skills Forecast 2018

This estimate is based on the following assumptions and limitations:

- For the purposes of the study, the 'aquatic industry workforce' is defined as those who are paid workers.
- Many roles are casual, part-time, seasonal and fluid in nature.
- Many aquatic industry workers are self-employed (i.e. run their own business)
- Aquatic industry workers often fulfil multiple roles but this was not a question directly asked in the Survey (e.g. an individual may be a Centre Manager, Aquatic Technical Operator, Swim School Coordinator and Lifeguard Duty Manager)

The assumptions and outputs were cross-checked against the above sources and subject to internal peer review.

Acknowledgements

Royal Life Saving Society – Australia would like to thank the following Organisations for their assistance in producing the National Aquatic Industry Workforce Survey and the National Aquatic Industry Workforce Profile 2019:

- Aquatics and Recreation Institute (ARI)
- Aquatics and Recreation Victoria (ARV)
- Australasian Council for the Teaching of Swimming and Water Safety (AUSTSWIM)
- Australian Swimming Coaches and Teachers Association (ASCTA)
- Belgravia Leisure
- Brisbane City Council – Queensland
- Leisure Institute of Western Australia (LIWA)
- Lifesaving Victoria
- Recreation South Australia
- Royal Life Saving State and Territory Member Organisations (STMOs)
- Swimming Australia
- The Y (YMCA)
- VIVA Leisure

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The aquatic industry research of the Royal Life Saving Society – Australia is supported by the Australian Government.



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