



Name of presenter: Cory Gambardella
Designation: Deputy Director / SwimSafer
Organization: Singapore Sports Council
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Background of SwimSafer

SwimSafer Inception



- 2008 a review by NWSC, with consultants RLSS-WA & SLSS
- Program combining the merits of learn to swim & National Survival Swimming Award (NASSA)
- SwimSafer is an improvement of the two programs

Launched July 2010

ensures that students learn basic swimming, survival and rescue skills concurrently.



National Water Safety Council



NWSC serves as the national coordinating body to drive and sustain initiatives overseeing all aspects of Water Safety in Singapore

NWSC Key Tasks:



Promote a water safety culture among all Singaporeans

Initiate & coordinate public education efforts on water safety in swimming pools & open water (e.g. the sea)

Increase participation in water survival & swimming programs

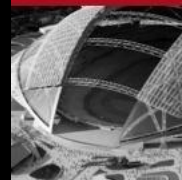
SwimSafer Program Content



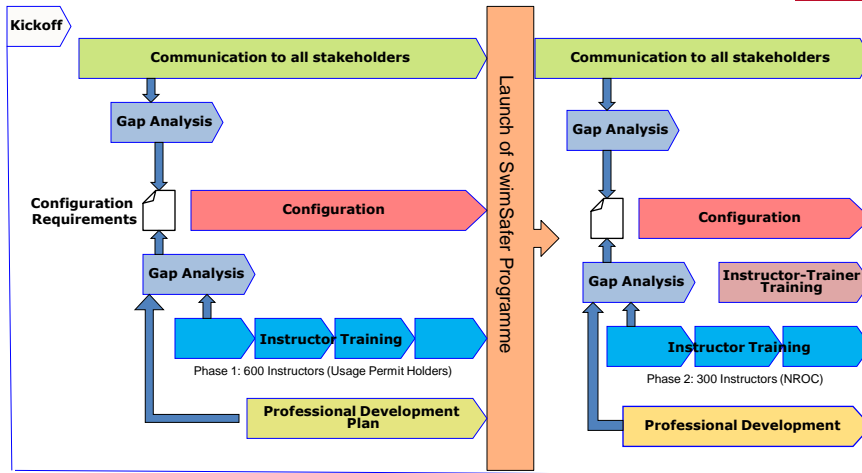
- **6 Stage progressive water safety & swimming skills program**
Instruct the child not the stage
- **Children learn at their own pace through a positive, fun learning experience**
- **Class ratio of 1:10**



Rollout Strategy of SwimSafer Programme in Singapore



Rollout Strategy: Overview

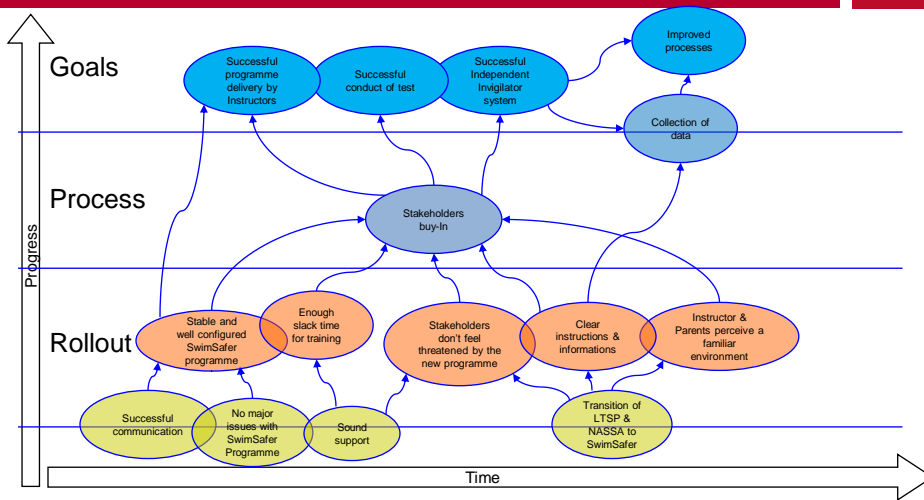


Rollout Strategy: Implementation Steps

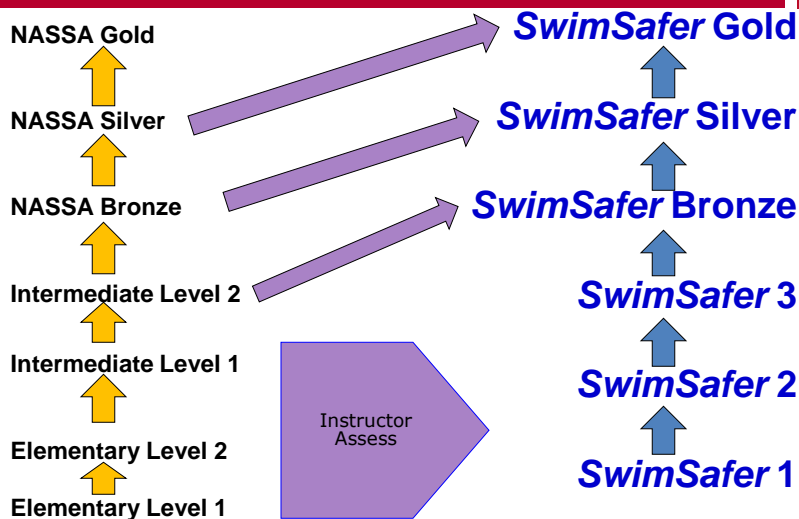


Communication	Stakeholders	Configuration	Training	Launch	Professional Development
Press Conference	NWSC	SAF Army School of Physical Training	Instructor	Appraisal	
Email	MOE	SAF Navy	Invigilator	Content Delivery	Workshop
Letter	SAF	Home Team Police	Instructor-Trainer	Testing	Seminars
Hotline	NSA	Testing procedure		Invigilation	Online
Website	Public	Invigilation		NASSA Gradual Phase Out	Sharing sessions
Banners Posters Flyers	NROC	Instructor's Feedbacks			Dialogue
Seminar	Swimming Instructor	Parent's Feedbacks			
Dialogue	Parent	Public's Feedbacks			
Briefing	Swim School & Clubs				
	Swimming Pool Licensees				
	Media				

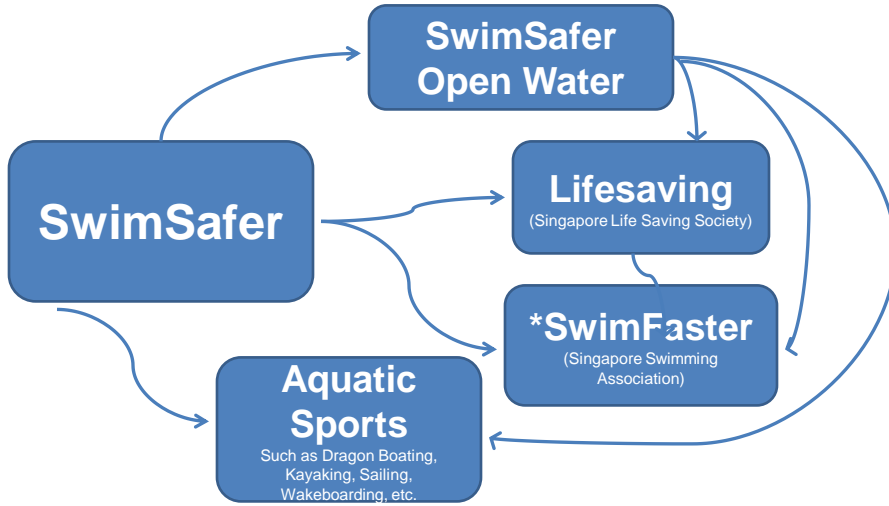
Rollout Strategy: Objectives



Rollout Strategy: Transition

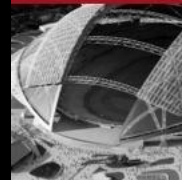


Rollout Strategy: Integration



*SwimFaster being develop by SSA.

Engagement Plan of SwimSafer Programme in Singapore



Engagement Plan:Introduction



Targeted at stakeholders of SwimSafer who were directly/indirectly affected

Main group targeted: Swimming instructors

Ability to influence (ie: colleagues)

Other groups:

Ministry of Education (Primary Schools)

Participant's Parents

Asst Directors, Center Mgrs, & Asst Center Mgrs, Iguards

Owners of private swimming pools (Condos, clubs etc)

Engagement Processes



Identifies the strategies to be used for engaging stakeholders

Including the provision of information about the project & the opportunity for stakeholders to express their views.



Engagement Processes

Stakeholder's interests



Swimming Instructors	<ul style="list-style-type: none"> Income and other economic opportunities/benefits Progression tracks after SwimSafer Expiry fate & fees involved for SwimSafer, Usage Permit & NROC
Ministry of Education (Primary Schools)	<ul style="list-style-type: none"> Minimization of risks The students benefits from the programme <p>Primary 1 Students – Stage 1</p>
Participant's Parents	<ul style="list-style-type: none"> The child's benefits from the programme Minimization of risks Cost of programme
AD's, CMs, ACMs	<ul style="list-style-type: none"> Contribution to pool entrance revenue Minimizations of risks Pool usage policies Public responses
Lifeguards	<ul style="list-style-type: none"> Minimizations of risks Public responses
Owners of private swimming pools	<ul style="list-style-type: none"> Minimizations of risks Pool usage policies Members/Residents response

Engagement Processes

Mechanisms and frequencies



Engagement Mechanisms

- Telephone, mail, e-mail inquiries
- Focus Groups
- Meeting at SRCs
- Posters & flyers
- Surveys & interviews
- Briefings & meetings with Senior Lifeguards
- Meetings with unions

Frequency

As required Weekly Monthly Quarterly

Engagement Processes



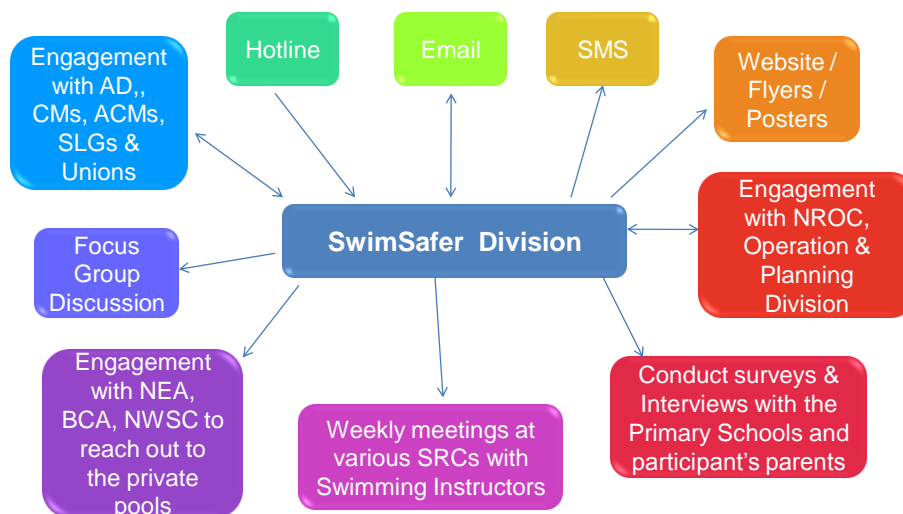
Assessment & Action plans

- **Stakeholders**
- **Assessment**
 - Key issues, concerns, perspectives?
 - How supportive?
 - How affected?
 - How influential?
- **Action Plan**
 - How will we engage them?
 - When will we engage them?
 - Who is responsible?

Example:

Stakeholder	Assessment				Action Plan		
	Key issues, concerns, perspectives	How supportive?	How affected?	How influential?	How will we engage them?	When will we engage them?	Who is responsible?
Ministry of Education (Primary Schools)	Safety of the class	Highly supportive	May be affected by the costs of the programme	Medium	Conduct surveys & interviews	Monthly	SSD

Engagement Processes



Engagement Processes

Assessment Action Plan



Engagement Processes

Instructor Engagement Spectrum



Inform	Consult	Involve	Collaborate
To provide information on SwimSafer programme	To obtain feedback	To work directly with the Swimming Instructors throughout the process to ensure that their concerns are consistently understood and considered	To partner with the Swimming Instructors in each aspect of the decision, including the development of alternatives and the identification of preferred solution.
Engagement	Engagement	Engagement	Engagement
<ul style="list-style-type: none"> SwimSafer Instructor Course Professional Development 	<ul style="list-style-type: none"> Meetings Focus Group Discussion Surveys 	<ul style="list-style-type: none"> Workshops Meetings Focus Group Discussion Email 	<ul style="list-style-type: none"> Advisory committees Consensus-building Participatory

Successes 2010 - 2011



- **MOE (Ministry of Education) classes have instructed over 30,000 students in swimming, survival skills and water knowledge**
 - Primary 1 students take up Stage 1
- **Private Swim Lesson classes have instructed over 20,000 students in swimming, survival skills and water knowledge**
- **SwimSafer has accredited over 800 Singapore swimming instructors**



Future Projects



SwimSafer Open Water

- Implementation in July 2011

SwimSafer Preschool Program

- Development of program to begin Fall 2011

SwimSafer Program

- Recognize the need for 2 additional stages
Implemented 2011- 2012



THE END

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