

ASSA ROLLS OUT 'NO DROWN TOWN' INITIATIVE



October 26, 2016

ALM Magazine

The Australian Swim Schools Association (ASSA) is to softly introduce its new water safety initiative – No Drown Town – via a piloted National 'No Drown Town' Week from 28th November to 4th December.

With participating ASSA Member Swim Schools and their activities to be presented as the focus of the inaugural Week, ASSA is planning to issue a range of news and information promoting the initiative from the beginning of December – coinciding with the start of the peak summer periods.

Introducing National 'No Drown Town' Week, ASSA Chief Executive Ross Gage stated "the 'No Drown Town' concept is built around the idea of encouraging individuals and families to make their homes a 'No Drown Town', using the Safer Swimming 'layers of protection' message to take care of those closest to them.

"This is about taking responsibility and is seen as the highest priority, associating it with the colour red".

Gage added "the concept goes well beyond what each family does at home in their No Drown Town, their efforts can extend to the local community, their neighborhood, school, and even council. This is connected with the colour blue, representing water in its various forms throughout the community, which is the focal point of the risk.

"Those collective efforts will then have the best chance of changing things nationally and help families across the country."

The 'No Drown Town' logo represents the symbolic three layers of the community being connected and working together toward a No Drown Town ideal.

