

“Don’t Duck Out. Make it SAFE.”

National Pool Safety Campaign

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australian consumer law 

 **ROYAL LIFE SAVING**
AUSTRALIA



“Don’t Duck Out. Make it SAFE.” – National Pool Safety Campaign

Case Study

www.key2creative.com.au/case-studies/dont-duck-out

Don’t duck out. Make your portable pool SAFE.

On average one child dies from a portable pool-related drowning every year in Australia.

While others need hospital treatment and may be left with severe brain injuries.

These statistics prompted Australian Consumer Law, Product Safety Regulators and Royal Life Saving Society Australia to join forces with Key2 and develop an integrated communications campaign, to remind parents and carers to make portable pools SAFE.

The How

Our team developed a national campaign that highlighted the risks associated with portable pools, and created accompanying materials that informed and educated people on how to make their portable pools safe.

The campaign involved

Initial campaign concept idea, messaging, scripting, storyboarding and art direction of a number of video’s sharing the campaign message, including real experiences from those that have been impacted by drowning. Development of a micro-site, custom digital design, creation of campaign and point of sale materials.

The Message

“Don’t duck out. Make your portable pool SAFE.”

A portable pool comes with certain responsibilities – and potential legal obligations – for parents and carers.

So don’t duck out.

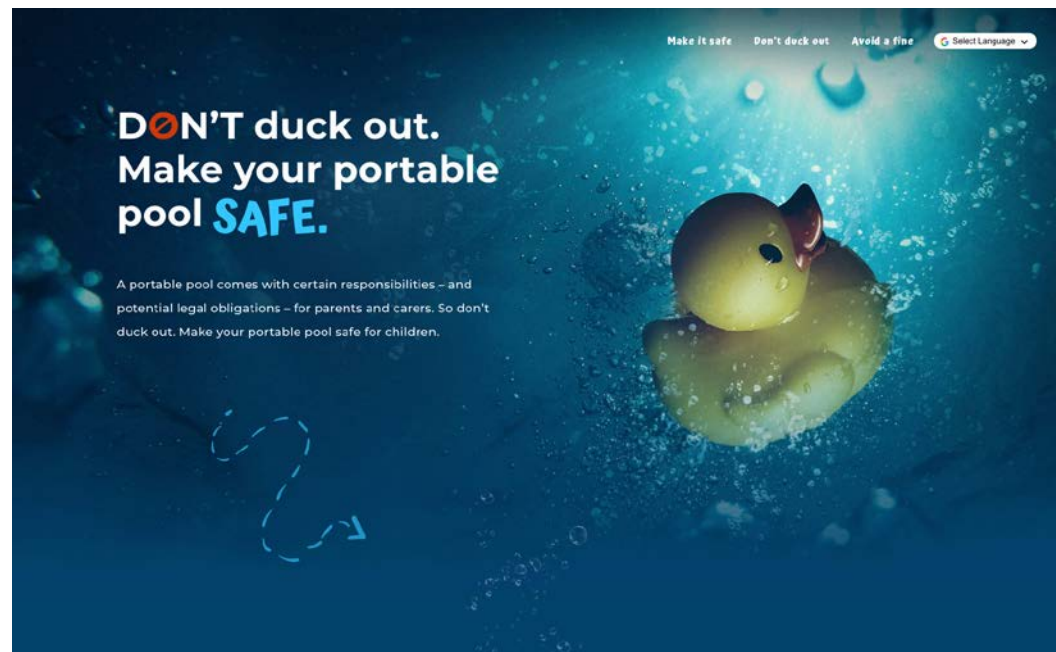
Make your portable pool safe.

Supervise. Within arm’s reach.

Act. Learn CPR and be emergency-ready.

Fence. Pools deeper than 30cm.

Empty. And store safely.



Don't Duck Out. Make It SAFE. – Campaign Website
<https://www.dmirs.wa.gov.au/makeitsafe/>

With Australian Consumer Law, Product Safety Regulators, and Royal Life Saving Society Australia the campaign was promoted across the country with launch events in each state with extensive news, media & social coverage and a measurable impact on drowning statistics this year.

Don't Duck Out. Make It SAFE. – Campaign Video
<https://youtu.be/ymDOKGW0zHA>



Don't Duck Out. Make It SAFE. – Parent Support Video
<https://youtu.be/v3uCvrubbV4>



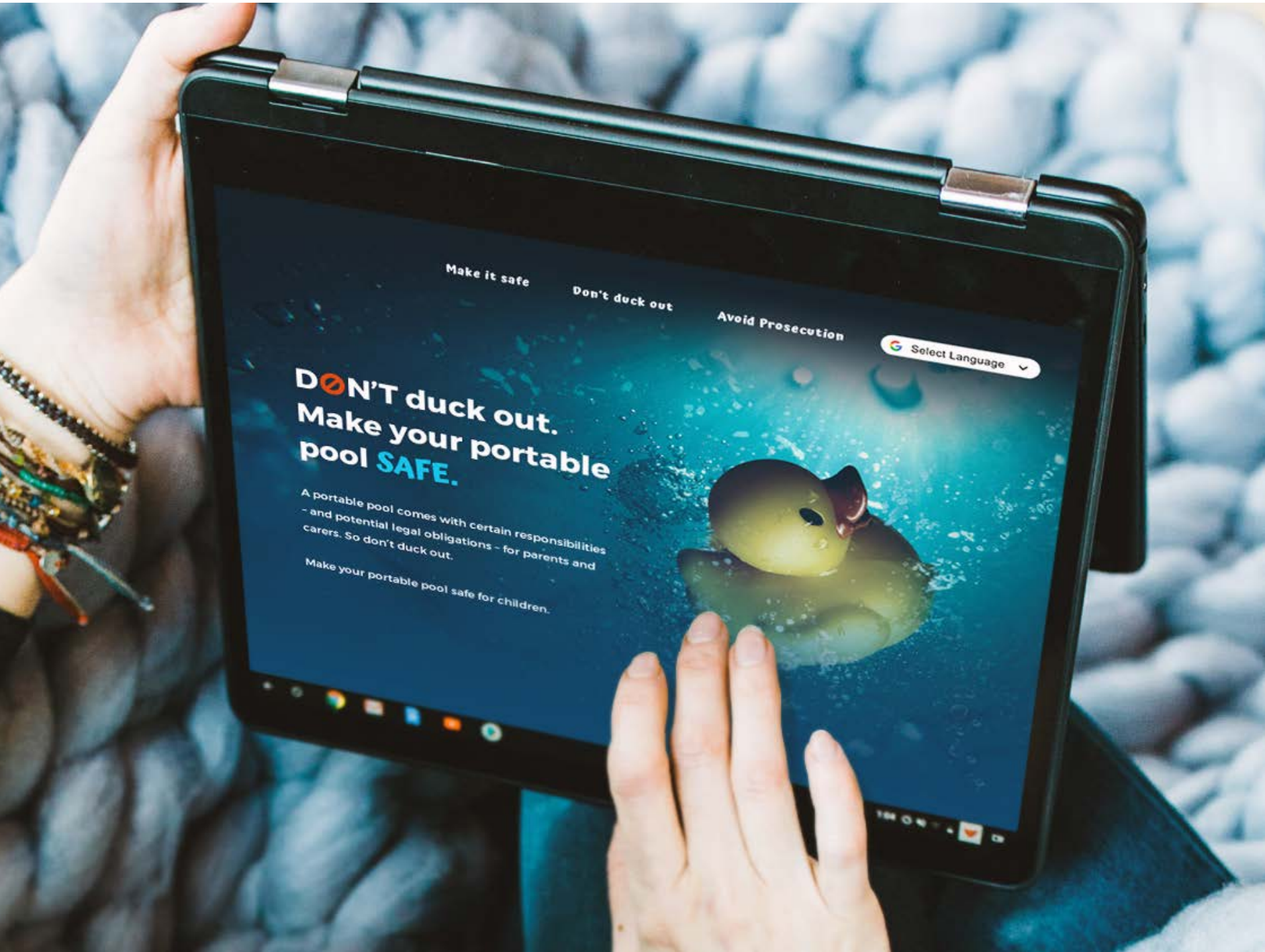
Testimonial

“From the initial concepts for Don't Duck Out Make It SAFE through to the final product, the team at Key2 were focused on building a campaign that was fresh and innovative, while appreciating the need for consistency with existing portable pool safety messages.

Key2 worked creatively to develop branding and campaign materials which would meet the needs of the partnering organisations and were appropriate for the various settings in which the campaign was delivered.

A particular highlight of their work was the development of videos featuring parents who had been touched by childhood drowning. The stories of these parents were treated with respect and sensitivity and this is reflected in the emotional impact that the videos deliver.”


Rachel Murray
 Keep Watch Coordinator



What do you need to do?


Make it **safe**

Supervise. Within arm's reach.
Act. Learn CPR and be emergency-ready.
Fence. Pools deeper than 30cm.
Empty. And store safely.



Real life Stories


"I love you really bad Mum"



Phillipa Wirangi's world was turned upside down in 2015. "They'd set up one of those wading pools for summer and I don't think they knew portable pools needed to be fenced. From what I've been told Eli was outside, the person watching him was on the phone inside, and he must've pulled a plastic chair to the edge of the pool. Next thing he was found floating in the water."

[Read story](#)

"Daddy, Mia is sleeping in the pool"



Natasha Hadley is still haunted by the day her daughter Mia nearly drowned in 30 centimetres of water. The children's father, Glen, was sitting by the portable pool while his two kids were playing. Glen was momentarily distracted on the phone when Patrick (who was four at the time) came up to him and said "Daddy, Mia is sleeping in the pool."

[Read story](#)



shelf wobbler



sticker



fridge magnet & rubber duck

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productsafety.gov.au/makeitsafe
#DontDuckOut #MakeltSafe

A5 flyer

DON'T duck out. Make it SAFE.

A guide for portable pool buyers

Buying a portable pool may not seem like a big decision and often they don't cost much. But portable pools are a drowning hazard for young children and come with responsibilities for parents and carers that you shouldn't duck out of. This fact sheet explains the things you need to consider before, and after, you buy a portable pool, in order to make it safe.

What is a portable pool?

A portable pool can be for paddling, wading or swimming and sits above ground. You might call it another name such as "inflatable pool", "kiddie pool" or "splash pool". Portable pools might be filled with air (blow-up) or they can be made from flexible plastic or canvas that is attached to a frame. Portable pools vary in depth, from less than 15cm (the size of a small ruler) to more than one metre high.

Why are portable pools dangerous?

Many adults do not realise that young children can drown in a small amount of water and that it only takes a few seconds. For this reason adults may NOT keep constant watch when toddlers are playing in or around small portable pools AND they may not empty the pool after each use.

Some Australians are not aware that in most states and territories you need to fence pools containing water deeper than 30cm (the size of a regular ruler) and don't buy a safety barrier when they purchase a portable pool. Breaking the law by not having a compliant safety barrier leaves you open to being fined or prosecuted by the relevant authority. What would be worse than any legal action or financial penalty would be the loss of a child through lack of pool fencing.

In recent years, large portable pools and inflatable spas have become cheaper and more readily available and may even come with a filter, resulting in them being left filled up for extended amounts of time. Fencing may seem expensive but failing to put up a safety barrier is illegal and puts children at risk of drowning.

In Australia, on average one child dies every year from drowning in a portable pool.

Who is most at risk?

Statistics from Royal Life Saving Society - Australia show that children under five-years-old are the most likely age group to drown in a portable pool. Young kids are usually fascinated by water, unaware of the danger and can be very quick to toddle off on an adventure, or look for things to climb. Under-fives also tend to topple over more easily, for example when sitting in water, leaning over to look at water or reaching for an object. They can also be prone to escaping supervision because they need to be watched constantly and a parent or carer might become momentarily distracted.

A4 information fact sheet

Mythbusting

What we think will happen when a child drowns, versus what actually happens, are two different things.

MYTH	REALITY
You can hear drowning.	In the movies a child will splash, splutter or cry out for help when drowning but in reality children drown quickly and quietly.
Children only drown in deep water.	Many adults believe water needs to be deep for a child to drown but the truth is kids can drown in as little as three centimetres of water. Enough water to cover a child's nose and mouth is all that is needed for a child to drown.
Drowning takes minutes.	Parents and carers may think they have time to answer the phone, check on cooking or go to the toilet quickly and that drowning will not happen in such a short amount of time. But the drowning process can start in seconds!

Case study

You might be wondering how much of an issue portable pools are when it comes to children drowning in Australia. There are many true stories about portable pool deaths. In fact, in Australia, on average there is one portable pool related fatality a year. In addition to that, estimates indicate that for every fatal child drowning in a portable pool, there are a further eight children hospitalised due to a non-fatal drowning in a portable pool. Some of those hospitalised may be left with neurological injuries, which means they require ongoing care and are at risk of premature death.

- In 2015 a toddler was left with brain damage after a drowning incident in an unfenced portable pool at his grandparents' home in Perth. Eli passed away two years later.

Read his mum Phillipa's full story at www.productsafety.gov.au/makeitsafe

Tips for portable pool buyers

At the shops

- Check the depth of the pool. If it's more than 30cm speak with your local council or government agency about safety barrier requirements - in most states and territories you'll need to buy fencing.
- Look for the warning label and read it carefully. If you spot a portable pool without a warning label, report that to your local consumer affairs agency. Find their contact details at www.consumerlaw.gov.au

At home

Before you set up and fill your portable pool, go through the Make it SAFE checklist.

Supervise. Once the pool has water in, you'll need to actively watch any child, within arm's reach at all times, so you can prevent anything from going wrong. It's too much responsibility to leave older children in charge of younger kids and they may not recognise the signs of a drowning.

Act. Learn what to do in the event of a child drowning incident. You'll need to know how to carry out CPR and it's important to start compressions and breaths right away when a child is pulled from the water, and to call Triple Zero (000) so help is on the way. If possible shout for someone to call Triple Zero (000) while you continue CPR.

Fence. In most parts of Australia, if a pool has more than 30cm of water in it, there's a legal requirement for it to be fenced. You need to check with your local council or government agency for safety barrier rules.

Empty and store away portable pools. Pour out the water, deflate the portable pool and keep it safely out of reach of children when not in use. Never leave an empty pool in a place where it can refill with rain or sprinkler water.

Know your responsibilities and don't duck out of doing any of these things.

DON'T duck out. Make it SAFE.
www.productsafety.gov.au/makeitsafe

Under the Australian Consumer Law, portable pools and their packaging are required to have labels drawing attention to drowning hazards and local fencing laws. The Australian Competition and Consumer Commission (ACCC) and State and Territory consumer protection or fair trading regulators enforce product safety labelling laws by carrying out inspections of portable pools at retailers.

Disclaimer: Every reasonable effort has been made to provide current and accurate information. This fact sheet is intended only as a general guide and not as legal advice.



