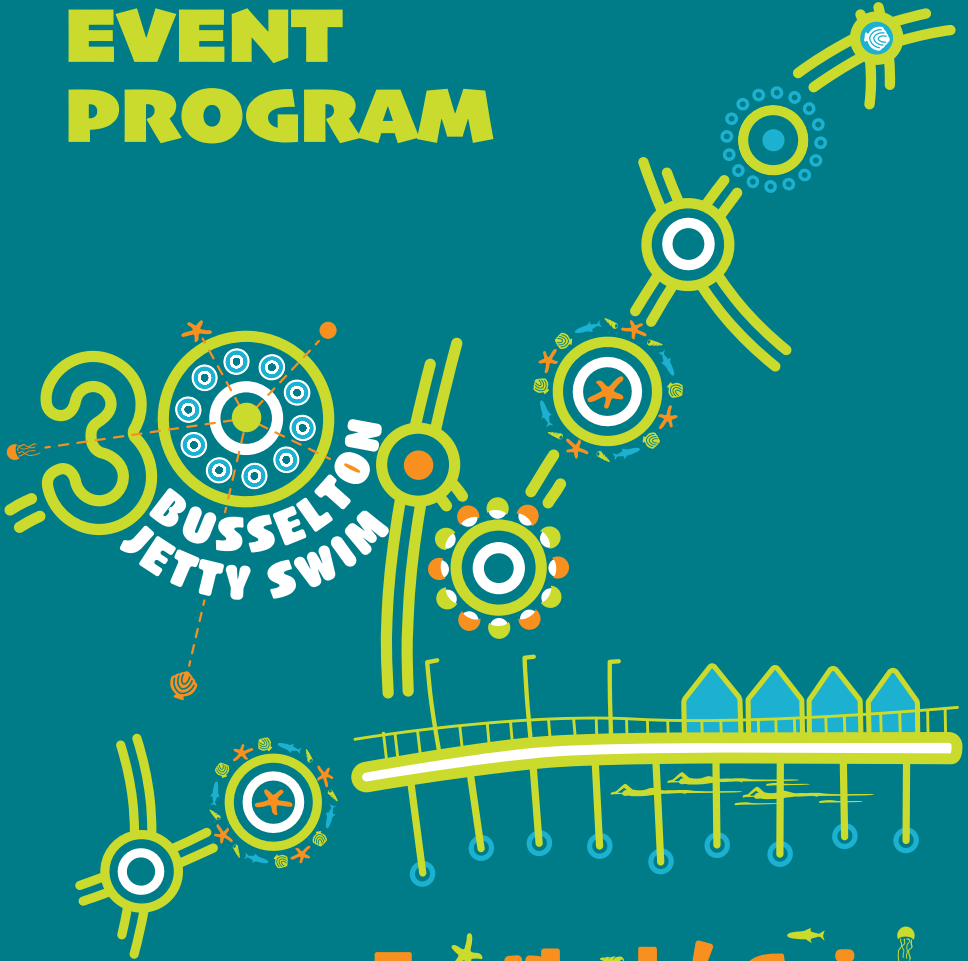
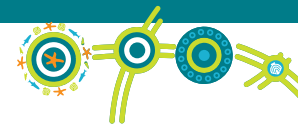


EVENT PROGRAM



Everybody's Swim
2025

WELCOME



The Western Australian Government is a proud sponsor of the Busselton Jetty Swim through Tourism Western Australia's Regional Events Scheme (RES).

RES was established to support event holders across the state with the development of events to drive tourism to regional Western Australia. The scheme plays an important role in positioning the State's five tourism regions as exciting destinations by showcasing and promoting the host region's unique and diverse attractions.

A total of 73 regional events across Western Australia have been funded through the 2024-25 RES, which also includes a \$250,000 funding pool for the Regional Aboriginal Events Scheme, which exclusively allocates funding to events delivering Aboriginal activities and experiences.

The Western Australian Government is proud to sponsor all these regional events, which help bring vibrancy to local communities and drive visitor spend, injecting millions into regional economies.

Tourism is a key part of the Western Australian Government's plan to diversify the economy, create jobs and develop business opportunities, especially in regional Western Australia. Events play an important role in this plan and also contribute to the vision for Perth and Western Australia to be the fastest growing events destination in the South East Asian region.

The Western Australian Government sponsors a range of sporting, cultural, arts and culinary events across the state, to attract visitors and encourage them to stay longer, disperse further and spend more while they are here.

We hope everyone enjoys this event and takes the time to explore the South West region.



HON RITA SAFFIOTI MLA
DEPUTY PREMIER;
MINISTER FOR TOURISM



HON DON PUNCH MLA
MINISTER FOR REGIONAL
DEVELOPMENT



Welcome to the 2025 Busselton Jetty Swim. The City of Busselton is proud to be a long term sponsor and supporter of this fabulous home grown event - one of the largest open water swims in Western Australia!

The Busselton Jetty Swim is a true success story and it is wonderful to see the event this year celebrate its 30th anniversary. We congratulate everyone who has been part of this event over the years. Be sure to check out the 30th Anniversary Exhibition at the Old Courthouse Complex from 30 January to 17 February 2025.

The swim has evolved into an iconic Western Australian event which has continued to entice both top-class competitors, seasoned entrants and an army of novice ocean swimmers.

Participants are put to the test and while the pristine waters of Geographe Bay generally provide beautiful swimming conditions, Mother Nature can sometimes offer up a few challenges on the day! Fingers crossed for smooth waters and fast times!

This year will again be a two-day program with the Team Swim moved from Sunday to Saturday to accommodate more teams, plus more swimmers on Sunday. Simon's 500m Shortcut Swim which caters for all abilities, being held on the Saturday afternoon, followed by the family favourite, Jetty Kids Swim.

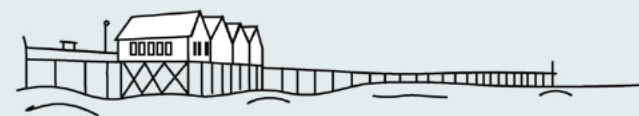
The ever popular One Mile Swim to Shore event and the iconic Jetty Swim will both happen on the Sunday to round out the weekend.

The Busselton Jetty Swim incorporates a range of free, family friendly entertainment and fun activities across the weekend. Be entertained by local artists on the foreshore stage, along with the ever popular classic beach games and free foreshore activities. I am particularly excited to once again see the inclusion of the City of Busselton 'Battle of the Bands' finals in the line-up of entertainment on Saturday evening.

The City of Busselton wishes a safe and rewarding swim to the record field of 5500 participants and hope that they and their support team enjoy a wonderful weekend in this beautiful part of the world.



MAYOR PHILL CRONIN
CITY OF BUSSELTON



Thank you

City of Busselton - Proud sponsors of the Busselton Jetty Swim

Thank you to the many local volunteer groups and individuals who make this home grown event the success that it is!



The annual Busselton Jetty Swim is an eagerly awaited event marked on calendars throughout Western Australia, and indeed around the world.

This year we celebrate the 30th anniversary of the swim, which has grown from an original 82 participants in 1996 to more than 5,000!

What I love about this event is that it continues to evolve to encourage people of all ages and abilities, whether that means taking part in the full 3.6-kilometre swim, Simon's 500-metre Shortcut Swim or the new virtual challenge. There is something for everyone willing to give it a go!

This is what sport and recreation is all about—giving it a go—and it is why the WA Government is a proud partner of the 2025 Busselton Jetty Swim, contributing almost \$100,000 through the

Department of Local Government, Sport and Cultural Industries, Lotterywest and Tourism WA.

The WA Government is committed to making sport and recreation events more accessible throughout our state. We know that regional events bring vibrancy to local communities, help motivate people to be active and healthy, and drive visitor spend, injecting millions into regional economies. Best of all, they give us a chance to showcase what WA has to offer to Australia and the rest of the world.

On behalf of the WA Government, a huge congratulations to event organisers Busselton Allsports Inc, and good luck to all of this year's participants.



HON DAVID TEMPLEMAN MLA
MINISTER FOR SPORT AND
RECREATION



KidSport program increased to \$500!
Check eligibility and apply for your voucher today.



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KS KIDSPORT

PRESIDENT'S WELCOME

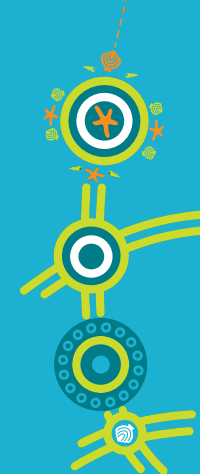
Welcome to Busselton Jetty Swim 2025! Thirty years ago, founder Max Higgins proposed swimming a simple lap around the Jetty, and the group enjoyed it so much they decided to do it again the following year. This enthusiasm transformed the swim into WA's largest open water swim and a bucket list event for swimmers worldwide.

The inaugural event in 1996 had just 82 swimmers and was far simpler to organise. Without the internet, registration and timing were manual, plus crab nets were used to mark the course, and the finish line was made from star pickets and ribbons. Today, we accommodate over 5,500 swimmers across two days, showcasing significant advancements in technology and infrastructure.

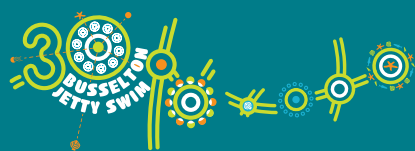
Our commitment to inclusivity sets us apart. We welcome swimmers of all abilities, from novices to elite competitors, fostering camaraderie and connection among participants, spectators, and supporters. We strive to provide a supportive and encouraging environment where everyone can achieve their goals and enjoy a sense of accomplishment.

What truly distinguishes the Busselton Jetty Swim is its deep connection with the local community. Run by a dedicated group of 23 volunteers, this event emphasises community spirit, safety, and enjoyment for all participants. It has become a cherished tradition that strengthens ties within Busselton and boosts its identity. Busselton Jetty Swim is truly a swim for everyone—everybody's swim!

On behalf of all of us at Busselton Allsports Inc., we wish you a wonderful Busselton Jetty Swim 2025!



KAT RAFFERTY
PRESIDENT
BUSSELTON ALLSPORTS INC.
VOLUNTEER ORGANISING
COMMITTEE










Everybody's Swim
2025

EVENT MAP



1. Check-in Tent
2. Swimmer Recovery Zone
3. First Aid Hub
4. Surf Life Saving
5. Finish Line Announcer
6. Time Keeper
7. Bag Drop
8. Merchandise
9. Triple M
10. Beach Games
11. Information & Lost Property
12. Announcer
13. Muster Point
14. Swimmer Start Chutes
15. Presentations
16. Team Change Over
17. Waste Warriors & Conservation Station

-  Inflatable Arch
-  Jetty
-  Exhibitors
-  Bike Rack
-  Food Vendors
-  First Aid
-  Busselton Jetty Swim is a Smokefree event
-  Water



PROGRAM

30th January - 16th February

TIME	ACTIVITY	LOCATION
10:00am – 4:00pm	30th Year History Exhibition	Art Geo Complex, Busselton

Saturday 8th February

5:00am - 12:00pm	BRC Bay Run by Busselton Runners Club	Busselton Foreshore
9:00am - 1:00pm	Water Polo Presented by Busselton Waterpolo Association	At the U-Shaped jetty
9:00am - 12:00pm	Beach games, sports and activities by Gecko Sports	Beach west of Busselton Jetty
9:00am - 1:00pm	Busselton Jetty Swim SWIMMER CHECK-IN Team Swim, 500m Swim and Kids Swim	Check-in marquee at Signal Park
9:00am - 5:00pm	Busselton Jetty Swim SWIMMER CHECK-IN 3.6km Solo Swim and One Mile Swim to Shore	Check-in marquee at Signal Park
1:30pm	Kids Swim	Start line on the beach
2:00pm	Simon's 500m Shortcut Swim	East side of the main Jetty
2:00pm	Team Swim starts	East side of the main Jetty
From 5:00pm	Carbo Loading Dinner supplied by Sandbox	Sandbox and foreshore
5:30pm – 8:00pm	Busselton Jetty Swim Free Sunset Concert Battle of the Bands finals (presented by City of Busselton Youth & Community SHIFT Crew)	Busselton Foreshore Amphitheatre Precinct
	Jebediah	

Sunday 9th February

TIME	ACTIVITY	LOCATION
6:00am - 7:00am	Busselton Jetty Swim Swimmer Check-in	Check-in marquee at Signal Park
8:00am - 12:00pm	Free family activities at the foreshore including games by Gecko Sports	Foreshore
7:15am	Swimmer Briefing	East of the jetty
7:30am	Swimmers proceed to start	East of the jetty
7:45am	Official welcome to the event	Beach end of Jetty
8:00am	Main Swim Commences	Beach/rolling starts from 8:01am
9:00am	One Mile Swimmers start walking to start area (30 minute walk)	Underwater Observatory ramp at far end of Busselton Jetty
9:30am	One Mile Swim to Shore commences	Underwater Observatory Ramp, west side of Busselton Jetty
Throughout morning	Swimmer category awards presented. Listen for announcements.	On beach near finish area
12:00pm	Event concludes	

Busselton Jetty is closed to the public from 5:00 pm Saturday until 6:30 am Sunday

Please note changes to the programme may occur after printing.

FOR THE LATEST EVENT DETAILS, VISIT BUSSELTONJETTYSWIM.ORG.AU OR FOLLOW US ON FACEBOOK AND INSTAGRAM

STALL HOLDER EXPO

Need some last-minute swim gear or looking for something delicious to fuel your swim on event weekend? Or maybe you have always wanted to know more about triathlon or how to prevent childhood drownings in Vietnam? We've got you covered.

Check out the great exhibitors that will be joining us on the Busselton Foreshore.

Arena Australia

Fiski

Keep Australia Beautiful

Northern Sole Archies

Nourish Health Pharmacy

Scenic Helicopters

SN Services

SportsPower Busselton

SunCream Ningaloo

Swim Vietnam

Swimwild Escape

transitionWear

Triathlon WA

Tronox

Vorgee

WA Marathon Club

We Are Feel Good Inc



AMBASSADORS

Welcome to the 30th Busselton Jetty Swim!
We're truly honoured to be Joint Ambassadors
in this special milestone year.

While this will be our first time swimming
around Busselton's iconic Jetty, the event
has been on our radar for quite some time.
Having participated in swimming events across
Australia and around the world, we know
just how well-loved the Jetty Swim is within
the open-water swimming community. We're
thrilled to finally be part of it.

As we prepare to take on the 3.6km swim
around the Jetty, we want to remind you that
there are no limits to what you can achieve, in
or out of the water! Whether you're swimming
your first 500m, part of a team, or challenging
yourself to swim the full distance, you should
be incredibly proud of yourself for stepping up
and pushing your boundaries. Enjoy your own
unique journey and remember—simply by
showing up and taking part, you are inspiring
others.
We can't wait to see you at the finish line and
celebrate your achievements with you!



Kerry-Lee & Paul Gockel
Joint Ambassadors, 2025 Busselton Jetty
Swim

*Kerry-Lee Gockel, known to her Instagram
followers as The Wingless Warrior, was
born without arms. Husband Paul Gockel
represented Australia at the 1992 and 1996
Paralympic Games, earning a silver medal
in Atlanta. The couple are passionate
open water swimmers and inspire others
with their shared journey of acceptance,
resilience, and love—choosing the big blue
over limits and expectations.*



Everybody's Swim 2025

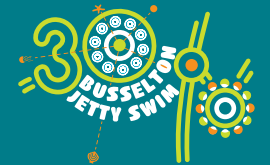
30 Years Around the Busselton Jetty Exhibition and Mini Documentary

Celebrating the history of the Busselton
Jetty Swim and its connection to our local
community

January 30 to February 17

Busselton Cultural Precinct
Old Courthouse Complex
4-9 Queen Street, Busselton

Entry is FREE



PROUD SUPPORTERS OF BUSSELTON JETTY SWIM FOR 30 YEARS

Malatesta Group is a proud supporter of
the Busselton Jetty Swim.
We are a locally based company
providing Bituminous surfacing around
the southwest.

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FREE FAMILY SUNSET CONCERT

FEATURING



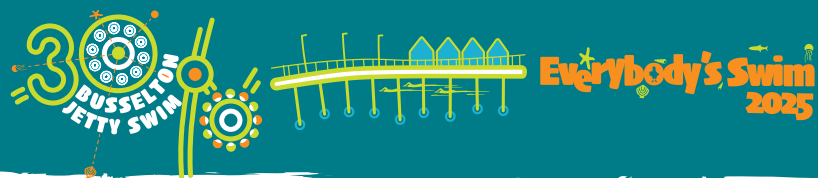
JEBEDIAH

SATURDAY 10TH FEBRUARY

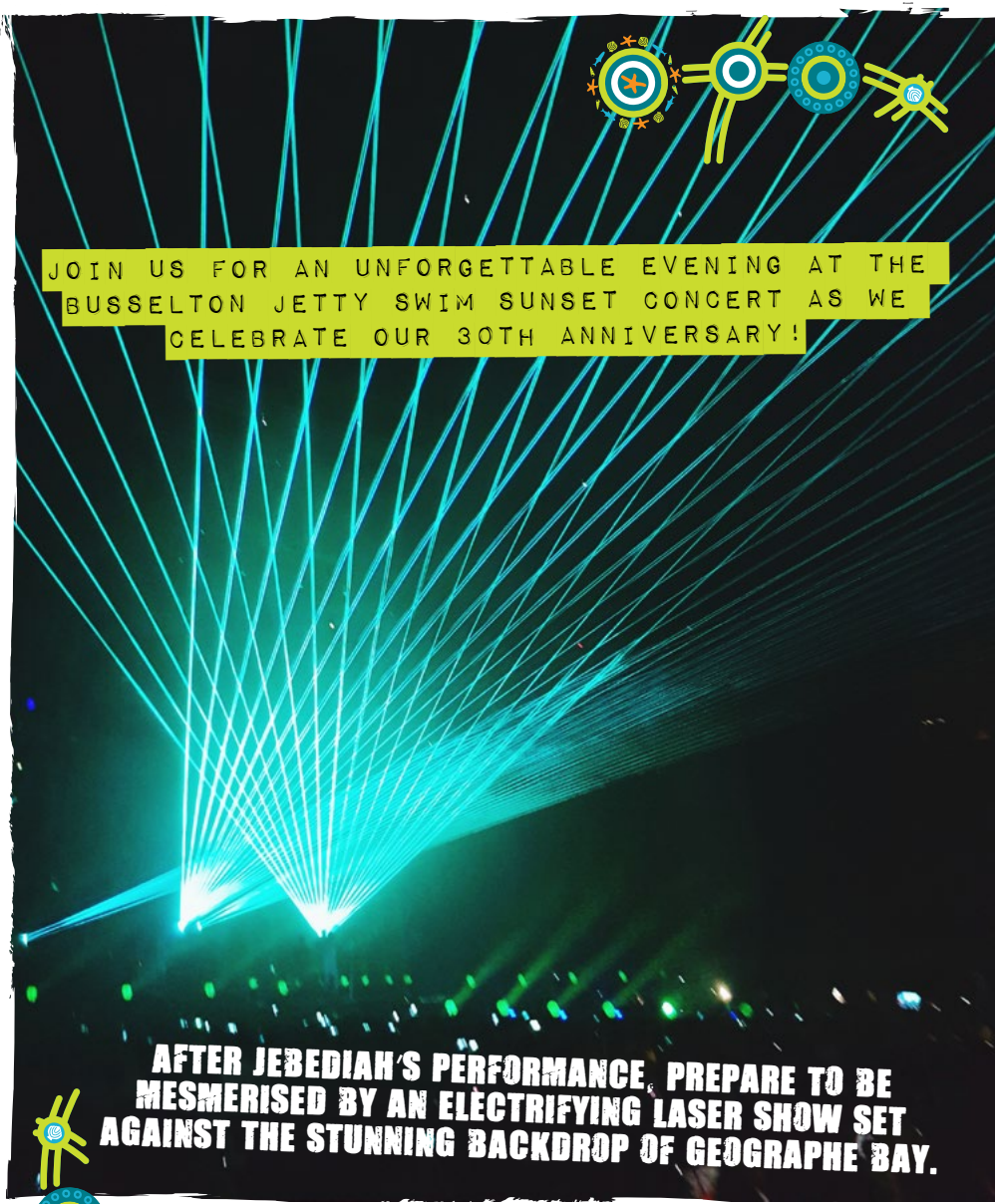
@ BUSSELTON FORESHORE AMPHITHEATRE

+
BATTLE OF THE BANDS
FINALISTS

PRESENTED BY
CITY OF BUSSELTON'S YOUTH SERVICES

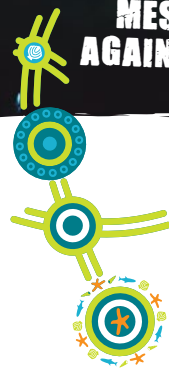


JOIN US FOR AN UNFORGETTABLE EVENING AT THE
BUSSELTON JETTY SWIM SUNSET CONCERT AS WE
CELEBRATE OUR 30TH ANNIVERSARY!



AFTER JEBEDIAH'S PERFORMANCE, PREPARE TO BE
MESMERISED BY AN ELECTRIFYING LASER SHOW SET
AGAINST THE STUNNING BACKDROP OF GEOGRAPHE BAY.

THIS DAZZLING DISPLAY OF LIGHTS WILL PULSE
TO AN EXHILARATING SOUNDTRACK UNDER THE
STARS. DON'T MISS THIS SPECTACULAR FINALE TO
A SPECIAL NIGHT OF COMMUNITY CELEBRATION!



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