

ALFA QLD AQUATIC LEARNING SESSION
ASSA – ROLE AND COLLABORATION

2ND AUGUST 2018



AUSTRALIAN
Swim
SCHOOLS ASSOCIATION



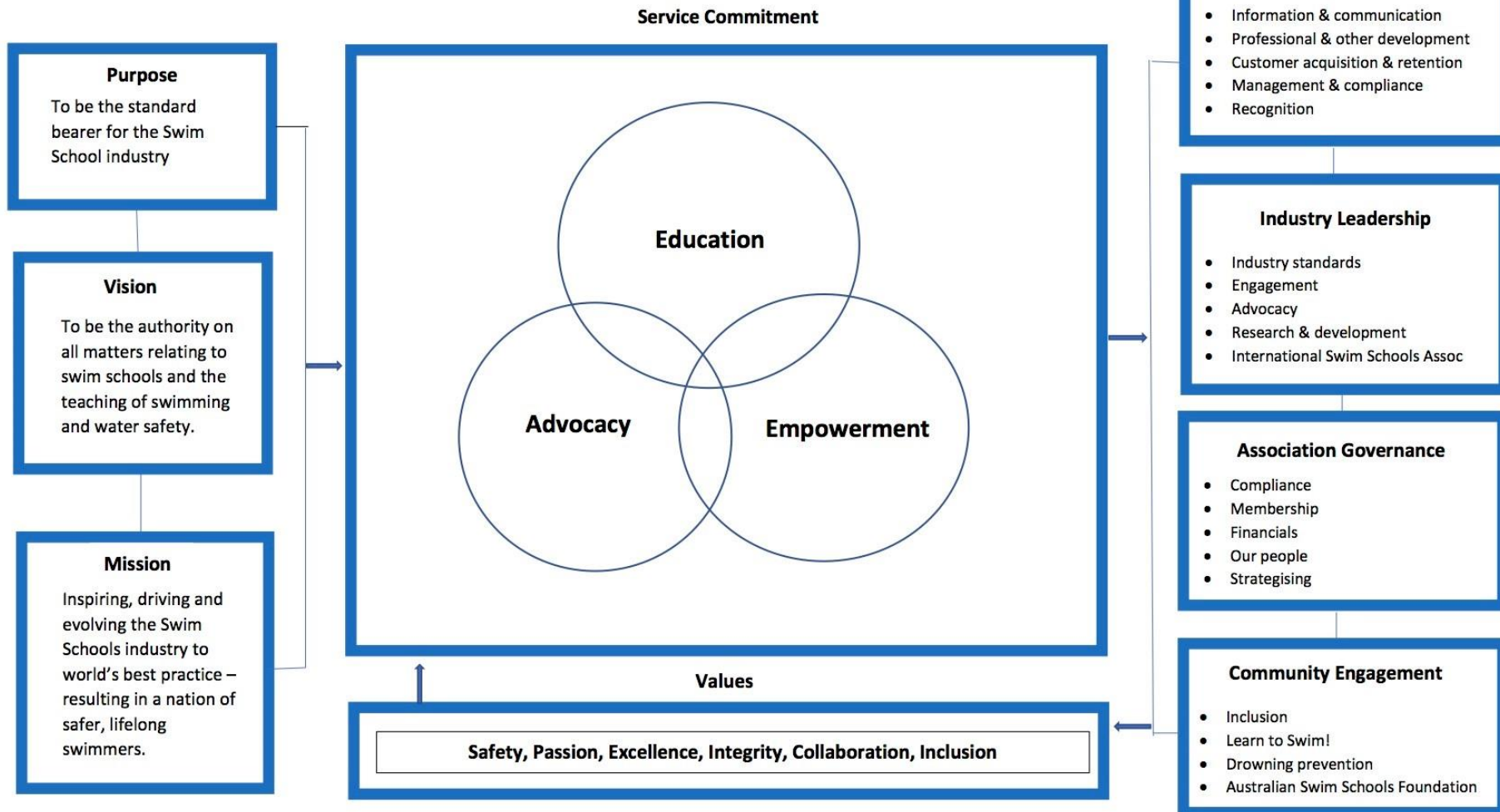


Background

- Evolution
- Own destiny
- Focus
- Year 2 +
- Forward thinking



Leadership through education, advocacy and empowerment





Vision

- Draft Stat. Plan
- Member Survey
- Forum
- Tim Ford

• SwimSchoolers
UPDATES

Vision

- Mission
- Goals
 - 2020: Undisputed leaders
 - 2030: World's best practice in everything we do
- Education/Health
- Grow the Pie
- More than LtoS Schools



DON'T LET YOUR KIDS' SWIMMING SKILLS DROWN DURING WINTER

It might be winter, and you might be rugged up ... but facts are, it's warmer in the water than out of it!!

And good news, ASSA member Swim Schools are located around the country, heating learn-to-swim pools to a nice, warm, and comfortable temperature!

But sadly, winter swimming is often less popular.

However, for those passionate parents, keen to keep the kids kicking during this period, there are some big benefits:

1. Not only will your child be safer in and around water through your persistence, but the consistency will strengthen their skills, ability and confidence; and
 2. Every swimming lesson dollar you spend, has even greater value! Why? In some places, due to the cooler season drop-off ...
- Attending kids may be offered more personalised time with their teacher;

- As a result, children may progress more quickly due to the increased teacher attention; and

- Winter swimming kids will most likely maintain their touch of the water, preparing them for spring and summer.



Rain, hail, sleet, snow or just a chilly day – now there's never a reason to skip a swimming session this Winter!

Ross Gage - CEO
Australian Swim
Schools Association
(ASSA)



Real Stories > Speedy recovery – sink or swim!

Zac has been an avid quad-biker since he was two. He's been learning to swim since he was a new born. Zac is now four years of age, but a couple of months ago, Zac faced an extremely scary, aquatic accident while learning to ride his two-wheeled motorbike on his family's farm.



Although he was successfully riding, he suddenly lost control and flew off a three-metre embankment, and into a deep dam. While his mother was supervising, she was metres away so although ran immediately to his aide, but was terrified of what she'd find by the time she reached him.

However, when she looked over the

splashing about, four-metres from the edge. He was wearing a full face mask, helmet, boots and other protective gear.

Zac's mum jumped straight into the water and pulled off his helmet and goggles; they'd been full of water. Zac immediately responded, "I couldn't



As Zac's Mum has since said: "Even though I jumped in, he saved himself that day. We didn't teach him to swim to be the next Olympian, but to save his own life if he ever needed to; our lessons have paid off 100% Thank you to our Swim School - you've been a huge part of this process!"

Take advantage of:

- 3 Facebooks
- Cracker Swim Schools
- Ripples
- Bulletin
- eBulletins
- Partners



Workplace Relations

- RG-MT
- ASSA
- Union

Insurance



Conference 2017

AUSTRALIAN
Swim
SCHOOLS
ASSOCIATION

Conference 2017
Darwin

New time - new place
August 21st - 23rd, 2017



Meeting the Challenges

The Swim School EVENT of the year



Bringing the Swim Schools World Together



ISSS 2018

461 Participants

18 Countries

22 Overseas Presenters

7 Functions

3 Cities



Conference 2019

SAVE THE DATE!

Shangri-La
The Marina
CAIRNS

July 29th-31st

HOW TO MARKET TO MUMS



KATRINA MCCARTER
MARKETING TO MUMS

BRAND WITH
Hustle
PODCAST

Marketing to MUMS Seminar

November 8th
'The Glasshouse'
Melbourne

ASSA – USSSA Disability Video Library

VIDEO

Year 3 +

- ASSA-USSSA
Coutts Family
Scholarship
Program
- 10 x \$25k min.
- New project each
year
- “Give back”

The Coutts Family Scholarship Fund

Developing Future Leaders of the
Swim School Industry

Finland, 2018

AUSTRALIAN
Swim
SCHOOLS ASSOCIATION



The Coutts Family Scholarship Program

Year 2



AUSTRALIAN
Swim
SCHOOLS ASSOCIATION





Year 2 +

- **International Swim Schools Association**
- Expand your network
- More direct access to new ideas
- Extra special rate for ASSA Member Swim Schools

AUSTRALIAN **Swim** SCHOOLS ACADEMY

Year 3 +

**Australian
Swim Schools
Academy**

Australian Swim
Schools Leadership

Short Courses

Specialist Seminars



Look for an
ASSA Member
Swim School

Flotation aids are not a substitute for constant adult supervision



Look for an
ASSA Member
Swim School

Learning breaststroke has many benefits; including water safety



Year 3 +

- Customer acquisition & retention





Year 3 +

Help with ...

- **Child protection**
- **Workplace – IR**
- **Insurance**
- Financials
- Pool-Air quality
- Training
- Equipment
- Software – IT
- Structures
- **GSPO**

GST

Goods &
Services
Tax



Year 3 +

A priority to be
addressed with:

Experience
Expertise
Connections
Passion &
Commitment



**Little
Heroes**
Swim Academy

Market

- Age

- Pre/Post Natal
- Babies & Toddlers
- Pre-schoolers
- Primary School Aged
- Teens
- Adults – Seniors

- Special Populations

- Indigenous
- New Australians & CALD
- People with Disability
- Low Impact/Rehab/Elderly
- Low socio-economic
- Overseas Students



By 2030

Leadership

Driving

.....

Helping with

.....

Advocating
Educating
Empowering



Celebrate!

- Board
- Committees
- Honorary Chairs
- Specialist Advisors
- Partners
- Staff
- MEMBERS

*Onwards &
Upwards!*