

2010 Swim Australia Awards

Each year Swim Australia, the peak body for Australia's learn to swim industry, invite swim schools to nominate for their annual awards across a number of different categories. This year we submitted our 'Forbesy Short Film Festival' in the category of the 'Best Swim School Team Builder' Award.

As part of this festival each pool was asked to put together a 30 second commercial for Carlile Swimming along with a short film containing a number of key items that included Forbesy the Frog, goggles and fins. Each film and commercial was shown at our own annual awards ceremony with winners awarded in the following categories – Best Film, Best Commercial, Best Actor and Best Actress. The Festival was hotly contested amongst our pools but more importantly it was an excellent team building exercise ... so much so that we won the national award.

Dave DuBois, Carlile Swimming's Head of Learning and Development, was also honoured at the 2010 Swim Australia Awards for his contribution to the national SwimSAFER initiative.



The Swim Australia SwimSAFER team from left Ross Gage, Siria Thomas, Dave DuBois, Tracey Ayton and Cameron Speechley.

The Benefits of Winter Swimming

Consider the improvements your children have made in their swimming over Summer. Experience has shown that when children stop for a prolonged period they can experience a regression in their skills due to lack of practice.

Swimming through Winter is not only beneficial for other sports in terms of developing fitness, flexibility and aerobic capacity, it helps maintain good health and increases resilience to illness.

Our indoor heated pools, warm showers and climate controlled environment also ensure that Winter swimming is comfortable and enjoyable for you and your children. Our water is one of the cleanest environments that your child will encounter.

Enrol now and receive a FREE Sports bottle!

During the Winter school holidays Carlile Swimming will be conducting our SwimVac program, where for a reduced fee, you child can receive intensive tuition each weekday. This program produces significant results, especially for those students who are either new to the program, or who are on the verge of achieving their next certificate.



All new enrolments in our 2010 Winter SwimVac Program will receive a FREE Sports Bottle. Remember, our SwimVac programs are always very popular, so please be sure to book early through our Customer Service Team at your Carlile Swimming facility.

Diary Dates



Get a 'head start' in swimming this winter!

WINTER

School Holidays – SwimVac program running:

- NSW – July 5 to 16
- VIC – June 28 to July 9

'Kick On' and Save:

- Second discounted lesson a week.
- May 1 to August 31.

Friday Night Races:

- Great introduction to racing for medals and awards.
- Friday nights during school terms at Killarney Heights, Cherrybrook, Norwest and Altona.

Water Confidence 'Bring a friend':

- Bring a friend, get a FREE lesson credit, and go into the draw to win a months FREE lessons.
- Runs until August 31.



Goggles and their use in lessons

by Dave DuBois, Head of Learning & Development – Carlile Swimming

Goggles are eye wear made for the aquatic environment designed to help swimmers see more clearly and also prevent irritation which can occur from long exposures to the water. Goggles are not a necessity, but they can make a swimmer's experience more comfortable, more enjoyable and help them navigate the pool area more successfully.

An interesting historical note; Forbes Carlile was the first in Australia to have his swimmers use goggles in practice and competition, another one of his world leading innovations.

We find goggles to be a useful teaching tool and we encourage students to wear them once they are in the Learn-to-Swim levels, such as Tadpole, Starfish and above.

While we find goggles to be beneficial during the swim lesson, our teachers are asked to have students try at least a few swims without the goggles on each lesson. This will often be done at the beginning of the class or during the game time at the end and is done to ensure they know they can still swim without their goggles. It's not uncommon for a swimmer who uses goggles all the time to have problems when asked to swim without

their goggles on. Our goal is that students know they can swim with or without the goggles and that they are just used to make them more comfortable.

Our teachers are encouraged to show students how to clean and put goggles on by themselves. If goggle adjustments take too much time during the class, a teacher may choose to leave the goggles off. Parents can help by getting their child's goggles adjusted before class starts and showing them how to put them on.

When buying goggles, look for a brand name like Zogg's, Speedo, TYR, or Arena and try not to spend more than \$20. You can find a very good pair of goggles within this price range and your customer service representatives may be able to help you pick out a pair. Goggles that have fish and animal shapes are cute but complicate making adjustments, and straps that can be easily adjusted are desirable.

A tip to fitting the goggles is to make whatever adjustments you think are necessary until the goggles rest comfortably on the eyes when held up to your child's face. You can test how well goggles fit by pressing them lightly



against the face and seeing if they stick for a few seconds without the strap being applied. If they do, the strap will just help hold them in place.

Avoid making the strap too tight as this will be uncomfortable and can actually cause the goggles to leak. Make them tight enough so that you can still slip your finger in under the strap and feel slight tension.

Please avoid having your children wear their goggles outside the pool. The goggles obstruct their vision and can cause injury if your child falls and the goggles shatter.

To care for your goggles, just rinse them in fresh water after each class, dry them and keep them in a dry place. Write your child's name on the goggle strap with a waterproof marker so we can return them if they are left behind.

Enjoy your classes, and your goggles!



Happy Birthday Forbes!



On June 3rd Forbes Carlile celebrated his 89th Birthday. As a small boy in the 1920s, Forbes was at first an unwilling student at Balmoral rock pool. Today, he heads up one of the largest and oldest aquatic education organisations in Australia. After a lifetime of commitment to swimming, in his 89th year, Forbes is still getting the maximum enjoyment and satisfaction from his involvement with Carlile Swimming. In particular, he says, he and Ursula are thrilled to see 2010 heralding a new era in competitive swimming with some fantastic wins by our young swimmers.

Help us to Help You!

Our swim schools currently employ over 500 staff that serve the needs of many thousands of families every week. In an effort to maintain our reputation for quality, consistency and innovation, we constantly look for ways to better understand our customers and enhance our customers' experience.

Listening to the feedback and opinions of our customers is critical in understanding how well we are achieving these goals and importantly, what we might do to improve our facilities or services.

At Carlile Swimming, we strive to provide a consistent and market leading service to our customers and in doing so, will continue our annual customer research program this Winter.

Our research program will once again be conducted online and will take approximately 5 minutes to complete at a time that suits you ... so no clipboards and no interruptions at the pool!

You could Win a Fantastic Prize...

To thank you for your time, consideration and feedback, each customer who completes our online questionnaire will automatically go in to the draw to win a fantastic prize. Should you wish to provide feedback directly to our management team you can of course email us at anytime at feedback@carlile.com.au.

You could WIN a fantastic prize!



Friday Night Races heat up at Altona

Ben Thomas is the PM Coordinator at Carlile Swimming in Altona, Victoria. He has been integral to the establishment of Altona's Friday Night Races, which are rapidly growing in popularity.

We asked Ben a few questions about Altona's Friday Night Races.

How do the Friday Night Races work?

Friday Night Races are open to all kids who train with us during the week. We run the race nights once a fortnight, beginning at 6.15pm and finishing by approximately 7pm.

The races present opportunities for young swimmers to challenge themselves, experience a racing environment and be recognised for their achievements.

Swimmers aged from 8 through to about 16 come along each Friday night to compete in multiple events.

We have a structured recognition program aimed at recognising achievement and encouraging ongoing participation. Every time a swimmer is placed first, second or third, or achieves a personal best, he or she receives an award card.

Once 15 award cards have been collected, the swimmer receives a bronze medal. After



Above: Dipika Gole, Special Programs Coordinator; Tom Edmonds – first Bronze Medal Winner at Altona's Friday Night Races; and Ben Thomas, PM Coordinator.

collecting 25 award cards, they are awarded a silver medal. Once they've achieved 50 award cards, they are presented with a gold medal. A swimmer who achieves 100 award cards is presented with a trophy.

How long does it take to achieve a medal?

It all depends on individual performance. A swimmer can receive several award cards in one night by being placed in several events and achieving personal bests.

Your first bronze and silver medals were awarded to the same swimmer within weeks of each other. How did that happen?

Tom Edmonds is ten years old and he is a great young swimmer. Over six months, he has successfully competed in multiple events at our race nights and achieved several

personal bests. We awarded Tom his bronze medal about eight weeks ago and six weeks later, we recognised him with a silver medal. Given that race nights are fortnightly events, Tom's achievements are very impressive.

What are the real benefits of Friday Race Nights?

Most children only ever get to compete at their annual school swimming carnivals. It's understandable that they get nervous when they're on the diving block and make mistakes in the pool. Friday race nights give kids a chance to conquer fears associated with racing and to learn about the competitive side of swimming.

Our racers receive training tips from the coaches who watch them compete and they get to know people other than those they train with during the week.

Importantly, race nights give kids a reason to work hard during their lessons.

How have race nights benefited the performance of the Carlile Swimming Club?

A few of our students who attend race nights are now competing at state level. Some of them have only been swimming with us for 12 months, but the combination of training and racing has helped them improve significantly.

One of our youngest competitive swimmers, nine year old Christophe Covelli, has gone through to State competition.



Carlile Swimming Club Races to Success



Justin Rothwell is the Head Coach of the Carlile Swimming Club. In addition, he has just been selected as Head Coach of Swimming Australia's Trans Tasman Series Green Team.

In July Justin will take 20 swimmers from across Australia to New Zealand where they will compete against Australia's Trans Tasman Series Gold team and the best young swimmers in New Zealand. Three Assistant Coaches, two Managers, a Masseuse, and a team of Sports Scientists will accompany Justin and his swimming team.

We asked Justin about his role as Head Coach and the recent successes of the Carlile Swimming Club.

How did you get into coaching?

I have been a swimming coach for 19 years now and prior to that I was an accountant. I really enjoy my role with the Carlile Swimming Club. It's great to get to know our swimmers and to help them make a real difference to their lives. I enjoy watching them set and achieve personal goals.

What have you found challenging?

I must admit, I never wanted to do the early mornings, but its part of my life now. I am here at 4.30am four days a week and on Saturdays, at 6.30am.

You've had some great success with the Carlile Swimming Club lately. What are some of the highlights?

Last year we achieved 44th position in the Australian Aged Championships and Forbes Carlile set us the goal to be placed within the top ten clubs within two years. This year, 12 months ahead of our plan, we surpassed all expectations and finished 8th overall. Furthermore, while we were unable to win any medals last year, this year, we won 11. Two of our swimmers, Ami Matsuo, 13yrs, and Alicia Caldwell, 14yrs, were picked to go through to the Trans Tasman Series, which was a real coup. And, to top it off, Forbes Carlile told us that our success has made this one of his happiest times in 70 years of swimming.

We've had some other fabulous results in recent months. In February, our swimmer Ally Lee, who is just 16, won her age division in the Five Kilometre Open Water Championships. In March at the Open Australian Championships, Shane Cross, who is 21, made it through to the final 200m backstroke event.

Nicole Cooper, aged 14, was ranked in the top 16 swimmers in Australia in the Open 50m breaststroke.

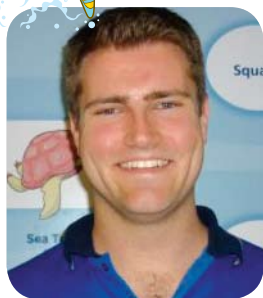
The Carlile Swimming Club recently won the Swimming Australia Junior Excellence Award. Each year Swimming Australia gives two awards for swimmers' performances in the 8 to 13yrs age division. The first award is for the most swimmers who qualify for the JX standard and the second award is for the most Gold qualifying times. This year, the Carlile Swimming Club won both categories from over 2000 swimming clubs from around Australia – an extraordinary result!

So what has made the difference?

We've got a really focused team of swimmers this year and we're giving them exceptional support – in fact it's the level of support most swimmers would only receive if they were training in the Australian Institute of Sport. We've had Sydney Academy of Sport's sports scientists working with us, our team trains regularly in the gym and commits to recovery work. As a result, they are stronger and much faster than previous teams. I must also say that the quality of our learn to swim program definitely contributes to the success of our squads program. Our future is looking very promising.



Meet one of our Team...



Scott Longworth – Operations Manager, Hurstville

Scott Longworth joined Carlile Swimming at Castle Cove as a Casual Teacher. A rising star within our ranks, he is now the Operations Manager at our new Hurstville location.

How did you begin your career in swimming?

I worked with Carlile Swimming at Castle Cove while I was studying for my Bachelors Degree in Policing. I remain passionate about policing and helping the community but once I started working for Carlile Swimming, I developed a real passion for teaching.

I started as a Casual Teacher at Castle Cove and worked my way up to become a Supervisor then a Coordinator. Carlile Swimming took over the swim school at Hurstville Aquatic Leisure Centre in October 2009 and following the departure of the previous Manager I was appointed as Acting Operations Manager until the position was offered to me permanently early this year.

What do you see as the strengths of the Hurstville Pool?

Hurstville is a huge centre, we have our own training pool and a 25m lap pool. There are two slides for the kids as well as a gym, a stadium and a beautiful outdoor grassy area.

As well as having a great facility, we have a fantastic, energetic group of new employees who are willing to learn along with our more experienced Teachers who are more than happy to pass on their advice.

How has the swim school developed since it opened?

Our numbers have increased significantly since Carlile Swimming commenced operation of the swim school and this for the most part is due to customer referrals and our reputation for quality, consistency and fun.

Many of our customers have made positive comments on the renewed customer focus and a more professionally delivered program.

As the Operations Manager, what does your day entail?

During the first few months of operation, I spent a lot of time talking to parents about the changes we were implementing and training the staff in the Carlile Swimming format. Now that we have Supervisors in place, we are able to spend more time overseeing the school management and assisting the Coordinators during their training. As we are still relatively new, we spend a lot of time on training both the current and new staff over all aspects of the business.

What do you believe are Carlile Swimming's strengths?

Out of all the core values Carlile Swimming has I believe it's our consistency, which is the most important in aquatic education. Children learn through repetition so we ensure all of our Teachers teach the same way week in and week out, which not only looks good from the parents' perspective but also means that if a teacher is away, or a child moves to a different class, they will still receive the same experience and learn the same techniques. It is essential to build a solid base to work from and we are very strict in the way we get the basic skills right and then develop new skills by extending the existing ones.

Message from the CEO

As we move into Autumn and contemplate Winter, it is a good time to look back on the improvements our children have made in their swimming over Summer and to plan ahead for the coming months.

It is a popular myth that we should stop swimming during Winter. In fact, quite the opposite is true – swimming through Winter is not only beneficial for other sports in terms of developing fitness, flexibility and aerobic capacity, it also helps maintain good health and helps avoid some Winter bugs. Indeed, most of our Carlile Swimming families now swim year-round.

Whether your children are gearing up for soccer, netball or other Winter sports, I encourage you to find time in their schedule to continue swimming.

We understand that your current lesson times may conflict with training and game schedules and I recommend that to secure your preferred alternative time, please see our Customer Service staff as early as possible.

Club Success

Our clubs have had an outstanding year picking up a number of team and individual honours on the national stage. Our clubs won 3 of the top 4 places at the recent Swimming Australia Junior Excellence Awards for children aged 13 and under. Congratulations to Justin Rothwell on his appointment as Head Coach of Swimming Australia's Trans Tasman Series Green and good luck at the Trans Tasman meet in July. These results reflect the exceptional quality of our Coaches and present a wonderful opportunity for both our current and potential squad members.

2010 Swim Australia Awards

Congratulations to Dave DuBois and our pools for the acknowledgement received at the recent Swim Australia Awards. The SwimSAFER program is a world-class initiative to positively influence the swimming and water safety habits of parents, caregivers and children and one that our business has embraced. With the Forbesy Short Film Festival back on in 2010 we look forward to another outstanding year of submissions from our pools.

Have your say

We are about to embark on the second stage of our customer research and invite you to contribute to this important project. Help us understand more about the services, products and facilities that we provide, to ensure we maintain our reputation for quality, consistency and innovation.

As always, enjoy your swimming and please look out for more Carlile Swimming promotions and programs to "Kick-on" during the cooler months.

Kindest regards

Paul Matthews

For details of Carlile Swimming centres, programs, promotions, latest updates and to download newsletters visit www.carlile.com.au

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