

LAURIE LAWRENCE TEAMS WITH AUSTSWIM TO TEACH THE TEACHERS



With summer in full swing water safety and swimming lessons are again front of mind for Australian families and Laurie Lawrence, the man synonymous with water and drowning prevention, is now passing on his knowledge to our teachers.

Lawrence has already left an indelible legacy on swimming in Australia – from his Olympic gold medal coaching feats to his non-stop activities teaching and helping prevent child drownings.

The master advocate for all things teaching and water safety is always on the front foot to ensure Aussie kids are in the best possible hands around water.

Together with **AUSTSWIM** - Australia's national organisation for the teaching of swimming and water safety™. **The Laurie Lawrence World Wide Swim School** has devised a program to teach the teachers the Laurie Lawrence way.

The aim: To improve the skill sets of Australia's learn-to-swim and water safety teachers with an educational,

innovative and interactive website where parents and swimming teachers alike can gain knowledge and information on how to teach swimming to children and adults of all ages.

When it comes to water safety, there be nothing better than **The Laurie Lawrence World Wide Swim School** stamp of approval.

"It is another major step to helping the teachers and the mums and dads that there are some simple steps to help them along the way while they are teaching our kids to be water safe and also to make them competent swimmers in all strokes," says Lawrence.

"Swimming is so much fun and there is nothing better than seeing kids enjoying themselves in and around the water and just as importantly, seeing the parents relaxed and enjoying themselves knowing their kids can swim.

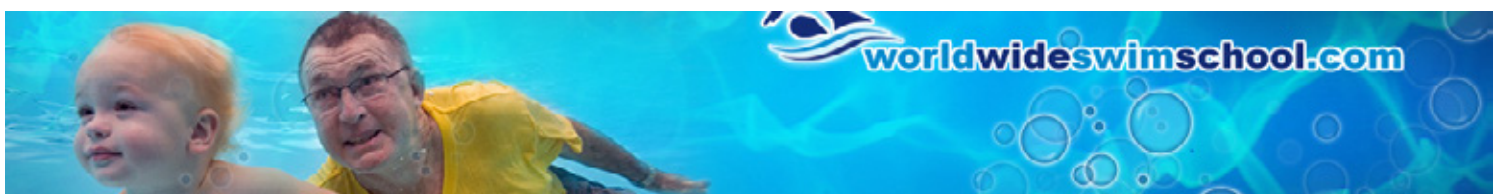
"Through **The Laurie Lawrence World Wide Swim School** we aim to give the parents and the teachers some simple, key tips to help them develop those skills along the way."

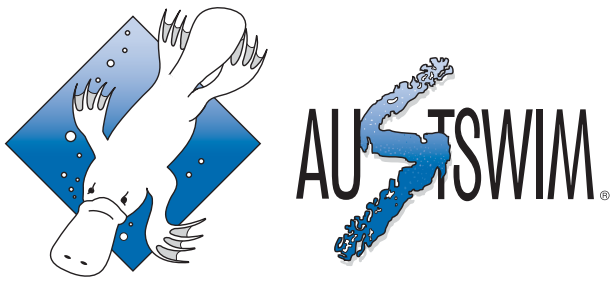
AUSTSWIM CEO Gordon Mallett is excited about the partnership with **The Laurie Lawrence World Wide Swim School** and the opportunity for his teachers to benefit from the master coach himself.

"It is a world first program and an ideal opportunity for the master coach himself Laurie Lawrence to instil his world renowned teaching methods into our teachers," said Mr Mallett.

"This program is delivered to our teachers through a secure interactive platform that will instruct them on best practices and gives them a set of teaching skills to be integrated into their classes.

"AUSTSWIM is delighted and very excited to partner with **The Laurie Lawrence World Wide Swim School** to deliver this program to our teachers."





ON LINE INTERACTIVE TRAINING PROGRAM

Jointly, AUSTSWIM and **World Wide Swim School** have created a world first promotion that will offer over 3 Million dollars worth of training to all AUSTSWIM Licensed Teachers.

AUSTSWIM Licensed Teachers will have access to an online interactive training program and videos, which will give them an insight into master coach Laurie Lawrence's teaching expertise.

This program is delivered to AUSTSWIM Licenced Teachers through an interactive e-learning platform from **dita Solutions** and will educate teachers on best practices and provide them with a set of teaching skills to be integrated into their classes.

It comes complete with an easy to use help desk to answer their questions.

This Free interactive professional development training is based on children from the 2 to 2.5 year age group and teachers will be tested on their knowledge throughout the program.

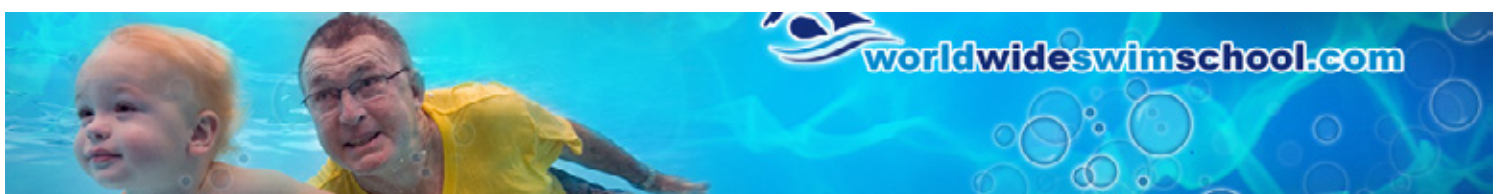
Every teacher that completes this program will receive two hours toward professional development hours towards their AUSTSWIM Teacher Licence renewal (10 professional development hours is required every 3 years) and will also be given a once off opportunity to purchase more greatly discounted training programs.

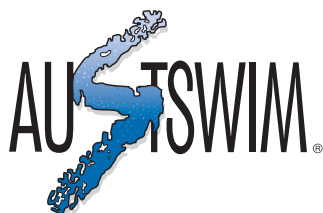
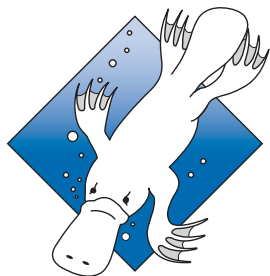
WORLD CLASS PROFESSIONAL DEVELOPMENT TOOLS

AUSTSWIM believes that it is not only important to accredit swimming and water safety teachers to create a standard of teaching but it is also essential to offer

AUSTSWIM Licensed Teachers the best ongoing, world class, professional development tools.

This standard of accreditation with AUSTSWIM is further enhanced by AUSTSWIM Licenced Teachers who reside in Australia being automatically covered for \$20 million Public Liability, \$20 million Product Liability and \$10 million Professional Indemnity Insurance. AUSTSWIM as the world leader in aquatic education through this insurance scheme is providing a **guarantee** to the children and adults entrusted in to the care of their AUSTSWIM Licenced teachers. This guarantee can be proudly promoted to all concerned - all AUSTSWIM Licenced Teachers are **accredited and insured**.





Professional Development Training Programs will also be available to AUSTSWIM teachers including:

Individual Age Groups Package

- 0 to 4 months
- 4 to 8 months
- 8 to 12 months
- 12 to 18 months
- 18 to 24 months
- 2 to 2.5 years
- 2.5 to 3 years
- 2 to 3 years Timid
- 3 to 4 years

Group Teaching Package

- 4 to 8 months Group Teaching
- 8 to 12 months Group Teaching
- 12 to 18 months Group Teaching
- 18 to 24 months Group Teaching
- 2 to 2.5 years Group Teaching
- 2.5 to 3 years Group Teaching
- 3 to 4 years Group Teaching

Strokes Package

- Freestyle
- Backstroke
- Breaststroke
- Butterfly

WHAT IS THE WORLD WIDE SWIM SCHOOL

The World Wide Swim School has been six years in the making and will remain as the legacy to a nation born and bred in the water. Created by Laurie Lawrence and designed to share 40 years of successful swimming teaching techniques with parents and swimming teachers alike.

When you log on to www.worldwideswimschool.com you will find information on:

- Baby swimming, water safety and survival skills
- Learn to swim techniques for toddlers and pre-schoolers
- Swimming stroke development for school age children
- Teaching freestyle, backstroke, breaststroke, and butterfly



“Teach the teachers because they hold the key to the future of swimming in Australia,”

Laurie Lawrence, Australia's water safety advocate, infant aquatics pioneer, learn to swim expert and gold medal Olympic swim coach - **December 2012.**



Hanson Media Group | P O Box 299 | West Burleigh Qld 4219

Phone: +61 7 5522 5556 | Mobile 0407 385 160 | Fax: +61 7 5522 5557

ian@hansonmediagroup.com.au | www.hansonmediagroup.com.au