

Newsletter – Term 4, 2011

Welcome to Term 4, 2011 at McKeon's Swim School. As warmer weather approaches it's a great time to enjoy the many aquatic activities available in the Wollongong area. As you do, please keep in mind the Swim Australia SwimSAFER "Layers of Protection" to help keep your family safer around the water this summer:

1. Barriers: Check pool fences and gates to make sure access is restricted to backyard swimming pools. Be aware that pools aren't the only danger around the home and care should be taken to ensure that access is restricted to all potential water hazards
2. Supervision: Children should be actively supervised by a competent, sober adult at all times around water. It's important to be clear who is assuming this role if several adults are around.
3. Learn to Swim: Year-round swimming lessons are a great way to learn swimming and water safety skills.
4. Learn CPR: All parents and carers should learn CPR. Should the need arise CPR is a vital life-saving skill.

Also, keep an eye out for our Annual Fundraiser and Children's Christmas Party in a few weeks time – see below for more details!

Thank you for choosing McKeon's Swim School for your swimming and water safety lessons. Please let us know if there's anything we can do to make your experience with us more enjoyable,

McKeon's Swim School

If you're having trouble viewing this newsletter, it can be viewed online by copying and pasting the following link into your internet browser:

<http://www.mckeonswimming.com.au/swim-school/newsletter-term-4-2011.html>

Contents

1. Annual Fundraiser and Children's Christmas Party

Attend our Children's Christmas Party and you'll be helping raise money for a great cause

2. Staff Development a Priority

We recently ran our Annual Staff Conference; a whole-day development day for our team

3. McKeon's Competitive Program Wrap Up

The latest news from our competitive program

4. SwimSAFER Week

All swimmers aged 2 years and over will have important safety skills reinforced during Week 10 of Term 4

5. Customer Satisfaction Survey

Results and feedback summary

6. Try our Aqua Aerobics Classes!

Aqua is a great activity for people of all ages

7. Illawarra Business Awards

McKeon's Swim School has been selected as a finalist for an Illawarra Business Award

8. Diary Dates

Important dates to remember – put them in your diary!

Annual Fundraiser and Children's Christmas Party

McKeon's Swim School has a long history of supporting community organisations, charities and events. Each November the Swim School dedicates a week to fundraising for a specific charity. Over the past four years almost \$12,000 has been raised in aid of various good causes.

This year we are on supporting the Wollongong Branch of the Make-A-Wish Foundation. This organisation aims to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Find out more at <http://www.makeawish.org.au>

During the week of Monday 14th November – Saturday 19th November we ask you to support our efforts. During that period there will be a sausage sizzle each afternoon and on Saturday morning at Unanderra, while at Towradgi there will be a cake stall. In addition, there will be tins for your spare change at the front counter at each pool. Please dig deep and buy the kids a yummy treat after their lesson with the knowledge that you are helping us support a great cause!

The grand finale of our fundraising is our Children's Christmas Party:

- Saturday 26 November 2011
- 12:30pm - 3:00pm
- McKeon's Swim Centre, Unanderra
- Entry by donation to fundraiser
- Free swimming fun!
- Santa appearance!
- Please note: Parents must be in attendance and actively supervising their children. Additionally, children under 5 years of age and beginner swimmers must be accompanied by a parent or carer in the water

Staff Development a Priority

Here at McKeon's Swim School we pride ourselves on the quality of our team members! We place a high priority on the ongoing development and training of all our employees. The biggest single event on our staff training calendar is a whole-day training session held each spring school holidays – we're one of only a handful of swim schools across Australia who runs an event of this magnitude for their staff.

This year our Annual McKeon's Swim School Staff Conference was held at Seacliff Function Centre located right on North Wollongong Beach. As well as workshops from staff members Michelle Greer, James Greathead and Rachel Riedel, we welcomed professional presenters Wayne Goldsmith and Justin Coulson.

Wayne Goldsmith has an extensive background in sport management, change management and swimming. He is one of the most passionate, experienced and enthusiastic sports professionals in the world. His coaching, teaching and thinking have influenced and inspired some of the world's leading athletes, teams and coaches. We were privileged to have Wayne travel down from the Gold Coast to discuss the power of change and innovative thinking.

Justin Coulson is a father to five daughters who have all been enrolled in swimming classes at McKeon's Swim School. He is based at the University of Wollongong where he has just completed his PhD investigating positive psychology and parenting. He lectures, teaches and commentates in the media on the psychology of positive parenting. Justin facilitated a fantastic session regarding positive teaching, working with children and setting limits.

Competitive Program Update

1. World University Games

Freestyler David McKeon and Head Coach Ron McKeon were members of the Australian "Uniroos" which competed at the 2011 Summer Universiade, also known as World University Games, in Shenzhen, China during August. David won gold in the 400m freestyle and was also in the bronze medal-winning 4 x 200m freestyle relay team.

2. Commonwealth Youth Games

Jarrod Poort represented Australia at the Commonwealth Youth Games on the Isle of Man in September. Jarrod excelled in his first international meet, winning gold in the 1500m freestyle, silver in the 400m freestyle and bronze in the 200m freestyle.

3. Australian Championships for Multi Class Swimmers

Aaron Cannon (Age Development Squad) and Matthew Hearne (Shark) recently competed at the Australian Age Championships for Multi Class swimmers at the AIS in Canberra. Aaron finished with 3rd place in the 400m Freestyle and a total of 6 PB's from his 7 races, while Matthew recorded PB's in all 5 of his swims! Congratulations!

West's Illawarra Aquatic Swim Club

Friday Night Pointscore commences at Western Suburbs Pool, Unanderra on Friday 28 October.

For more information on Wests Illawarra Aquatic Swim Club, visit their website.

<http://westsillawarraaquatic.wordpress.com/>

SwimSAFER Week

A key component of our swimming program is to teach children to be safer around the water. While we teach water safety on a regular and ongoing basis, at times it is necessary to provide a more intensive water safety lesson.

That being the case, Week 10 of this Term is designated a SwimSAFER Week where we place a particular emphasis on water safety skills and drills in a significant portion of regular swimming lessons. Our water safety program is nationally accredited by Swim Australia and consists of practical experiences designed to help your children react more predictably in an aquatic emergency.

All swimmers from Angelfish (Infants 2 years – 3 years) to Shark Squad will automatically take part in this vital lesson. We ask that swimmers in these levels arrive at their lesson with old clothes over their swimwear so that clothed survival sequences can be practiced. This is really a great skill to practice as emergencies don't only occur with children wearing swimming costumes and goggles. Remember to bring a plastic bag to put the wet clothes in after the lessons!

Customer Satisfaction Survey

Thank you to all who completed our Customer Satisfaction Survey last term. Feedback from parents is vital to the ongoing operations of our business.

Respondents were asked to rate our performance across a number of different areas.

We're pleased to present the following summary:

Teachers:

- Level of engagement – 72% rated as Above Average or Excellent
- Technical knowledge – 87% rated as Above Average or Excellent.

Supervisors

- Quality of feedback – 41% rated as Above Average or Excellent

Customer Service

- Speed of service – 78% rated as Above Average or Excellent
- Quality of service – 74% rated as Above Average or Excellent

Overall Experience

- Overall experience – 73% rated as Above Average or Excellent

We received lots of individual comments in each section. We were particularly pleased to see so many positive comments regarding our teachers. The most constructive feedback related to feedback on your children's progress. As a result, our Supervisors have received an increased level of training to assist them in providing you with quality feedback on a more regular basis.

Try Our Aqua Aerobics Classes!

Here at McKeon's Swim School we believe that swimming is a great activity for everyone – including parents! Our Adult Swimming Program offers a range of options designed to help you achieve your goals, whatever they may be.

Aqua Aerobics (Unanderra)

- Casual or multi visit pass
- 60 minute session
- Concession available for aged and disability pension
- AM and PM sessions available Monday to Thursday
- A great low impact way to improve your overall health and fitness

For more information on any of our Adult Swimming Programs, call our Customer Service Team on:

Unanderra	4272 7272
Towradgi	4285 1666

Illawarra Business Awards

We're proud to announce that McKeon's Swim School has been selected as a finalist in the Retail and Personal Services category of the Illawarra Business Awards. This is the third year in a row that we have been nominated for this prestigious award, which we won last year.

Connect With Us

Did you know that we're on Facebook and Twitter? Facebook and Twitter are a great way for you to connect with us. You can leave us feedback at any time and we will keep you updated with all the latest swimming news.

You can connect with us at www.facebook.com/mckeonswimming and www.twitter.com/mckeonswimming

Diary Dates

Annual Fundraiser Monday 14 November - Saturday 19 November

Help raise money for the Make-a-Wish Foundation

Children's Christmas Party Saturday 26 November

Come join the fun at McKeon's Swim Centre, Unanderra!

Reenrolment Week Monday 5 December - Saturday 10 December

Reenrol this week to confirm your place for Term 1, 2012

SwimSAFER Week Monday 12 December – Saturday 17 December

Be sure to attend lessons this week as there will be a specific water safety focus. Children should wear old clothes that can get wet over their swimming costumes to their lesson

Changes Week Tuesday 13 December - Saturday 17 December

Reenrol this week if you wish to change your lesson time for Term 1, 2012

Last Day of Term 4 Saturday 17 December

Last day of Swim School for 2011!

First day of Term 1 (Unanderra) Tuesday 3 January

Lessons recommence at Unanderra only

Summer Holiday Program

Week 1 Tuesday 3 January - Friday 6 January *Week 2* Monday 9 January - Friday 13 January *Week 3* Monday 16 January - Friday 20 January

Learn to Swim, Mini Squads and Max Velocity Diving and Race Clinic available

Australia Day Public Holiday Tuesday 26 January

McKeon's Swim School closed for the Australia Day Public Holiday

First day of Term 1 (Towradgi) Monday 30 January

Lessons recommence at Towradgi

Web link: <http://www.mckeonswimming.com.au/swim-school/newsletter-term-4-2011.html>