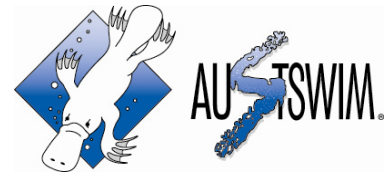


MEDIA RELEASE

FOR IMMEDIATE RELEASE

Tuesday, 10 July 2012



AUSTSWIM AND LAURIE LAWRENCE TEAM UP FOR WORLD WIDE LESSONS

Laurie 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.

Lawrence is the master advocate for all things teaching and water safety to ensure Australia's kids are in the best possible hands around water.

So it comes as no surprise with today's world wide launch to help improve the standard of teaching across Australia that Laurie Lawrence is up to his neck in it.

In an exciting world first, **AUSTSWIM** - Australia's national organisation for the teaching of swimming and water safety™- have teamed up with **Laurie Lawrence's World Wide Swim School** to improve the skill sets of Australia's learn to swim and water safety teachers.

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**.

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

AUSTSWIM Licenced 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 a secure interactive platform called *dita* 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.

Proudly supported by



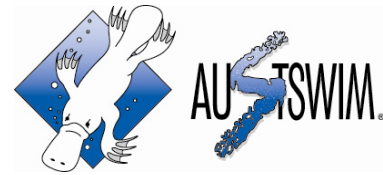
Australian Government

THE AUSTRALASIAN COUNCIL FOR THE
TEACHING OF SWIMMING & WATER SAFETY
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AUSTSWIM CEO Gordon Mallett said: "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.

"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 Laurie Lawrence's World Wide Swim School to deliver this program to our teachers."

Other 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

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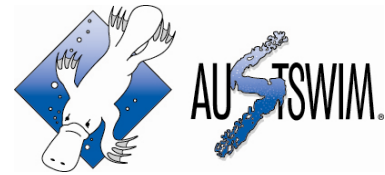
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The World Wide Swim School is an educational, innovative and interactive website where parents and swimming teachers alike can gain knowledge and information on how to teach swimming to children and adults of all ages.

The World Wide Web has given Laurie Lawrence, Australia's water safety guru, baby teaching expert and gold medal Olympic swim coach an opportunity to:

Share 40 years of successful swimming teaching techniques that have taken swimmers from raw beginners to Olympians and Olympic Medallists

Educate parents on successful swimming teaching techniques used to teach babies and children to swim

Provide a quality resource for swimming teachers

Contribute to improving the quality of swimming teaching around the world

AUSTSWIM

There are currently over 25,000 AUSTSWIM Teachers™ in Australia and internationally with over 10,000 licensed in teaching specific programs such as infants, people with a disability and adults. We work closely with aquatic facilities, education departments, peak industry organisations and partners to achieve the AUSTSWIM philosophy that all Australians should have appropriate and relevant swimming and water safety skills and understand the principles and practices of water safety.

For further information please contact:

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