

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Tuesday, May 03, 2011



PARTNERSHIP OPENS THE DOOR FOR SUBSTANTIAL BENEFITS TO AUSTSWIM RECOGNISED SWIM CENTRES

AUSTSWIM are very pleased to announce the formation of a partnership with Smart Moves, a New Zealand based company specialising in the development and delivery of high-quality, aquatic-based knowledge and resource systems.

This partnership will provide AUSTSWIM recognised swim centres access to the SMART PLANNER - a web based lesson planning, creation, and sharing tool.

“This will make a real difference to recognised swim centres,” AUSTSWIM C.E.O. Gordon Mallett said, “with significant benefits including essential time and cost savings for your business, improved quality and consistency across your organization, and one-click customisability to meet your specific needs.”

With the SMART PLANNER, swim centres will have the ability to upload their own activities and create and share lessons with their whole team, across single or multiple centres. Swim centres will also gain access to over 500 pool-tested, teaching activities for under 5 year olds, developed by experienced and qualified swim teachers in consultation with early childhood development experts from Smart Moves.

Smart Moves Managing Director Mike Fitzgerald, explained, “The SMART PLANNER is an innovative tool designed by swim teachers for swim teachers to optimize learning time in the pool.”

SMART PLANNER features include:

- **Improve quality and consistency** – all staff teach the same high quality lessons developed and shared by the senior teachers
- **Add variety and variation to lessons** - members can incorporate the 500 ready to teach activities with their own activities
- **Reduce new staff training time and costs** – direct supervision is reduced as teachers can view and learn the activities on line via the smart planner
- **Reduce lesson planning time and cost** – lesson planning is fast and easy via the point and click lesson planning wizard, senior teachers can create and share lessons with the whole team, reducing individual planning time
- **Save time and money** by eliminating the need to maintain paper based curriculums

SMART PLANNER is being introduced within a new AUSTSWIM swim centre recognition level – Tier One. As well as incorporating the Smart Planner, the AUSTSWIM Tier One level of recognition will also include higher profile website listings, and discounts off AUSTSWIM conference events. **Tier One will be available by mid May 2011 and will include a payment option plan.**

The current AUSTSWIM swim centre recognition scheme will be renamed to Tier Two and will continue to include all of the current features.

To become an AUSTSWIM recognised swim centre or sign up for Tier One, simply download the application at www.austswim.com.au contact the AUSTSWIM Head Office on 1300 885 529 or +61 3 9562 7900. For More information on the Smart Planner and Smart Moves visit www.smartmovesinwater.com

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