



Press Release

5th February 2014, Bangalore (India)

World-class courses for swim teaching now in India

Winning Matters Consulting Private Limited has partnered with AUSTSWIM to bring world-class courses for swim teaching to India.

Winning Matters Consulting Pvt. Ltd. in 2013 conducted an extensive research project on Indian swimming across 5 major cities to understand the participation patterns. Amongst the key findings was the fact that there was a huge gap between the number of participants who attend traditional learn-to-swim courses and those who continued participating in the sport thereafter. Further analysis on this point indicated that the teachers lacked essential skills required for swim teaching and the methods used in swim teaching were unstructured, unsafe and most importantly not fun.

Research of international best practices in swim teaching pointed to Australia where swimming is almost an integral part of their culture. Australia's structured approach to swim teaching has resulted in high participation numbers at different levels along with many Olympic medals thereby making swim teaching a highly respected and rewarding full/part-time career. This has also ensured that swim clubs and swim schools are professionally managed and are lucrative economic assets. Hence, Winning Matters Consulting has partnered with AUSTSWIM – Australia's national organization for the teaching of swimming and water safety along with being the industry standard in Australia for swimming and water safety teachers: www.austswim.com.au – to improve the quality of swim teaching in India. The engagement would be handled by Swimming Matters, the sub-division headed by Olympian swimmer Hakimuddin Habibulla (Hakim).

For the initial introduction of **AUSTSWIM** and the **Australian way of swimming and water safety teaching**, Mrs. Ceri Weeks – who was awarded the 2012 National AUSTSWIM Presenter (Trainer of swim teachers) – was in India during the month of November 2013. She conducted the foundation AUSTSWIM course (Teacher of Swimming and Water Safety) for 16 candidates (the maximum limit) in Bangalore and Mumbai that included swim teachers and coaches from Dolphin Aquatics, India's top swim team, based in Bangalore. Hakim and Ceri also conducted workshops and awareness sessions to select audiences in Bangalore and Mumbai that included premium clubs, top international schools, a big IT company and select communities.

Ceri is back in India till February 15th to conduct the foundation AUSTSWIM course for the next batch of candidates and create more awareness about the Australian way of swimming and water safety teaching in Mumbai and Bangalore. The course in Mumbai was conducted at the YMCA Swimming Pool from January 20th to 29th. The course in Bangalore is currently underway at the Ramakrishna Hegde Swimming Pool.

The special course tailored for India includes:

- Three days of Theory + Practical sessions



- Five days of supervised swim teaching
- One day for CPR training and assessment

“AUSTSWIM is an internationally recognized and respected organization that has set the highest standards of swim teaching. We are sure that Indian swim teachers and Indian swimming will greatly benefit from these courses. The extremely positive feedback from the candidates and organizations that participated in the courses and awareness sessions has been encouraging.” said Mr. Varun Paliwal, co-Founder & CEO, Winning Matters Consulting Private Limited.

Mr. Gordon Mallet, CEO, AUSTSWIM Limited, had this to say “AUSTSWIM was formed over 30 years ago to train the best possible Teachers of Swimming and Water Safety. Since that time, over 180,000 Teachers have been trained and over 32,000 accredited with the AUSTSWIM Teacher License, not only in AUSTRALIA, but also in many other countries. AUSTSWIM has great pleasure in partnering with Winning Matters Consulting to train teachers of swimming and water safety and raise awareness of the importance of water safety for the community in India. The outcomes will mean that future generations of children will be safer around water and there will be a stronger basis for the development of the sport of swimming in India.”

For more information, please contact:

Varun Paliwal
Co-Founder & CEO,
Winning Matters Consulting Private Limited
Tel: +91-9886081490
Email: info@winningmatters.in

Mrs. Ceri Weeks (Presenter, AUSTSWIM)



2012 National AUSTSWIM Presenter

Left to right: AUSTSWIM Ambassador Brooke Hanson, Award Supporter Mr Mark Sheridan HyClor, Award Recipient - Ceri Weeks Senator Claire Moore and AUSTSWIM Chairman - Mr John Rigby AUSTSWIM Ambassador Mr Geoff Huegill.

Ceri Weeks is an AUSTSWIM Presenter from Tasmania, Australia. She was awarded the AUSTSWIM National Presenter of the Year 2012. Ceri has been presenting training courses for AUSTSWIM Swimming and Water Safety Teachers and associated courses for over 25 years. She is an accredited AUSTSWIM Teacher and Presenter in Teacher of Swimming & Water Safety, Teacher of Infants and Preschool Aquatics, Teacher of Towards Competitive Strokes, Teacher of Adults and Teacher of Access and Inclusion. She is also AUSTSWIM Trainer of Course Presenters and qualified AUSTSWIM Assessor.

Ceri is a member of the AUSTSWIM Council and regular presenter at National AUSTSWIM conferences.

Ceri has over 30 years of experience in the aquatics industry including Owner Operator of Launceston Swim School with over 1,200 students per week, for 14 years.

She is also a qualified Instructor and Assessor with Royal Life Saving Society of Tasmania/Australia in Bronze Medallion, Pool Lifeguard, CPR and First Aid.



AUSTSWIM Limited (www.austswim.com.au):

AUSTSWIM is Australia's national organisation for the teaching of swimming and water safety™. AUSTSWIM has developed quality aquatic education programs for those wishing to enter the aquatic industry as a teacher of swimming and water safety™.



The AUSTSWIM accreditation licence™ is the industry standard for swimming and water safety teachers™ and is delivered and recognised in each state and territory of Australia and many countries overseas.

Winning Matters Consulting Private Limited (www.winningmatters.in):

Winning Matters Consulting Private Limited (Winning Matters Consulting hereafter) is a boutique sports management consulting and strategic advisory firm headquartered in Bangalore (India). Founded by an **Olympian** and an alumnus of **IIT Delhi and IIM Bangalore**, Winning Matters Consulting brings together expertise and best practices in industry and international sporting systems to create excellence-oriented sporting ecosystems. It focuses on enabling organizations – especially the Government, Sports Associations and Industry – to make smarter decisions on their engagement with various aspects of sports.



Swimming Matters

Towards enabling Indian swimming, Winning Matters Consulting Pvt. Ltd. has created a sub-brand called Swimming Matters, headed by Olympian swimmer Hakimuddin Habibulla, to bring the best of international aquatic resources and services to India.

