

AUSTRALIAN
swim
SCHOOLS ASSOCIATION

ANNUAL REPORT
2021

LEADERSHIP THROUGH
INSPIRATION, ADVOCACY & SERVICE

Offering leadership through...



ASSA is uniquely and solely focused on Swim Schools and the businesses that support them.

Everything from governance, legal support, industry knowhow, retail products and many other services.



President report



At this time last year, this report reflected on the personal and business impacts of Coronavirus. At that time, we looked with hope to a recovery by Christmas. Little did we know, following yet another wave, that many of us would be looking with similar hope to a recovery by this Christmas. Our journey into a world living with COVID is now very real.

I remain heartened that through these tough times, we continue to see the best in people trying to support one another. I am very proud of our ASSA leadership as they have given generously of their time to establish and participate in state aquatic industry advisory groups (mainly in Queensland, New South Wales and Victoria) and national committees such as the National Aquatic Industry Committee (NAIC).

Through these challenging times, I am also proud of what we have been able to achieve across the last 12 months and our vision for the future.

We continue to go from strength to strength with a conference that many believe is a world leader in our industry. The year's "Re-Connect, Re-Position, Re-purpose" required a quick pivot from plans to be an eagerly awaited live event, to be delivered virtually. Once again it had global appeal attracting almost 450 registrations, and around 600 participants from more than 20 countries, offering world class presentations from within and outside the industry. I extend specific acknowledgment and thanks to Emily McNeill for the wonderful (and tireless) work she provided in creating such a successful event.

During the conference we revealed exciting growth in our Professional Development offering that includes programs across all disciplines required

to run a successful learn to swim business. The 9Ps program has the feel and content of a Swim School MBA. And includes a soon to be announced exciting development in the Swim Teacher accreditation space!!

ASSA has also been the key driver of the International Swim Schools Association (ISSA). With a Board of Advisors and group of Ambassadors comprised of more than 40 representatives from every continent (except Antarctica!) the membership of ISSA is steadily growing. It has developed and delivered a range of Position Statements and Webinars that will provide world-wide influence in increased safety awareness around water. An issue so important that this year, the United Nations passed its first ever resolution on drowning prevention stating: "Drowning is a major cause of global mortality, accounting for a greater loss of life annually than to maternal mortality or malnutrition." Consequently, the UN General Assembly passed resolution that World Drowning Prevention Day is held annually on 25 July.

We look with great enthusiasm to the future delivery of another International Swim Schools Spectacular in partnership between ASSA and ISSA.

ASSA's services continue to expand. We have key partnerships with Mazars (formerly Providence HR), Revolution Communications and Katrina McCarter (world renown for her expertise in Marketing to Mum's and Business Partnerships).

I thank our Board, Committees, Advisors, General Manager and staff for the work done to ensure the growth of our Association while ensuring we remain on a sound financial footing. We proudly remain: OF Swim Schools, BY Swim Schools and FOR Swim Schools.

General Manager report

As we head towards the end of 2021, who would have thought that the industry would still be experiencing business closures and lockdowns.



A highlight of this year was our National Conference which was again held virtually. With over 400 registrations from 23 different countries, it was great to provide Swim Schools across the globe the opportunity to RE:CONNECT with their industry peers online. The event saw leading presenters in their fields share some valuable insights and information on a range of topics such as Leadership, Business Sustainability and Strategy. It was great to gather the Swim School community together and share some outstanding presentations, and we dared look to the future.

Last month, ASSA's very own Mentorship program launched, which came to fruition thanks to the work of our Mentorship and Development committee. This program is designed to help shape the future of our industry by

providing a support program for Mentors and Mentees to succeed. We are excited to roll out such an important initiative that our members and the wider industry will benefit.

We were lucky enough to run a face-to-face Swim School event in WA in June. This event saw a keen group of swim school owners and managers gather to learn and network. We hope 2022 sees more of these in-person events coming back as we understand how important they are for the industry. A date you can lock in your calendar is next year's National Conference scheduled for 21st – 23rd June at the Gold Coast Convention and Exhibition Centre. So secure your flights and accommodation as we will be back in person with a BANG!

Advocacy efforts have continued throughout the last 12 months on a

We proudly remain

Of swim schools
By swim schools
For swim schools

National Basis, which enabled connection at all levels of government. This has helped relationships across the industry and will undoubtedly continue to guide a more united aquatics industry into the future.

ASSA's services continue to expand and evolve. Over the past 12 months, we have continued to provide a range of webinars on topics currently at the forefront of business owners' minds. These have also seen increased engagement by our members due to the relevance to the operation of their business. The last year has also seen our membership base has grown 5%. We continue to explore new offerings and assistance to ensure you get the most out of your ASSA membership.

This year has also seen a new team evolving. Zara Pitman and Chaundra Manorome joined in a Membership Engagement capacity and have since

moved on to other opportunities. Sally Teiniker also joined us as the Corporate Partnerships Manager to help acquire new sponsors to drive the Association forward and better serve our current partners. The Association and Industry continue to change and evolve, and so does our team.

We look forward to continually providing the support required to drive the Association forward.

I thank the ASSA Board, Committees, Advisors, and staff for the work done to ensure the Association continues to grow and evolve. A massive thank you to our incredible partners and sponsors. Without their continued support, we could not continue providing the vital service we do for swim schools. A special thank you to ASSA President Wayne Pollock, who continues to play a crucial role in the weekly operation of the Association.



Hall of Fame



Kids Alive
Humanitarian



Reece Rackley
Outstanding Contribution

National Excellence Award Recipients

Inclusive Swimming
Mt Annan LTS Centre

Safer Swimming
Little Pearls Swim School

Outstanding Growth
Rackley Swimming

Community Service
Blue Fit, Port Macquarie

Emerging Talent
Amanda Stromberg &
Jacqueline Fahey

Board of Directors



Wayne Pollock – President

Wayne has been ASSA President since 2017, is also Chairman and foundation Board member of the International Swim Schools Association (ISSA). A former CEO and Chairman of Paul Sadler Swimland (PSS), which has locations in Australia, Vietnam and Canada, he is now a Franchisee of several Swimland locations.

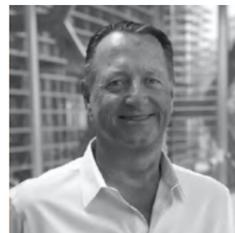
Wayne has enjoyed a range of business experiences throughout his career, in addition to 20 years in the Learn to Swim industry, including: Engineering (his first job out of college), Education (as a high school teacher and department head), within the retail industry (as a human resources manager and education manager) and as a sports administrator (as manager of Victorian Basketball Association).



Reece Rackley – Vice President

Reece has a Graduate Certificate in Business Administration from Griffith University to augment his industry knowledge with formal education. He has spent time on the board of Australian Leisure Facilities Association and has recently

been appointed as the Vice President and Director of the Australian Swim Schools Association (the peak body for swim schools in Australia). Reece’s experience in operating aquatic based leisure facilities spans 20 years.



John Coutts – Director

John is a Director/Owner of Carlile Swimming, Australia’s first Commercial Swimming School. With more than 40 years in aquatics, John has been the driving force behind the innovation and systemisation of Learn to Swim within Carlile

Swimming. He has presented and consulted locally and internationally for nearly 30 years. For the last 30 years John has been a leader in developing Carlile Swimming facilities to be known as the global benchmark for swim school operators in terms of volume, efficiency and quality.



Penny Soper – Director

Penny is currently the Co founder and Director of Little Pearls Swim School and the Managing Director of Swim Logic. Competing nationally across various sports as a junior athlete she found her passion in the Swimming Industry after leaving university. Her aim was to provide opportunities to people in regional areas with the highest quality standards, not letting area code limit the possibilities for anyone. Penny has a Bachelor of Applied Science Degree in Human Movement Studies (Exercise Management) from the University of Queensland in Brisbane. She has participated in National Swimming conferences annually for the past 22 years and has had the

pleasure of presenting at the National ASCTA and ASSA Conferences 3 times during this time. Penny took the Council leased Atherton Swimming Pool facility from a seasonal 50m pool, employing limited staff, to an all year round facility building an indoor heated 25m pool. This then supported employment of up to 20 people continually, providing quality and leading edge programs. Establishing and growing Swim Logic and the Little Pearls Swim School involved using best practice throughout all areas of the business, driving the facility to be the thriving community hub for all. Business and leadership has become her passion. She now owns her own facility from which the Little Pearls Swim School is situated.



Sue Mayo – Director

Sue Mayo is a learn to swim consultant and facilitator with over 40 years’ experience in aquatic education, recently completing a Bachelor of Psychological Science Degree focusing on developmental psychology. Her background in business and teaching is extensive, commencing in 1979 in England, coaching and teaching in Fiji, New Zealand and Australia. She built her own purpose

built 25m indoor heated pool in Hamilton NZ in 2001. Sue served on New Zealand Swim Coaches and Teachers Association Board for 10 years, receiving the Master Teacher Award in 2008 and was on the Board of Water Safety NZ for two years and is currently a Trainer and Assessor for AUSTSWIM. Sue’s personal learning philosophy is that “The best teachers are the continual students”, and that “Your mind is a parachute. It only works when it is open”.



Shawn Read – Director

Shawn started teaching swimming in 1986 and opened his own swim school, Shawn’s Swim School in Hoppers Crossing, Victoria, in 1994 and is a graduate from Melbourne University with a Bachelor of Commerce. As of April 2021 Shawn’s Swim School take 2000 students per week and have 40 staff. He has attended many conferences, both in Australia and overseas, including the WABC conferences in Oaxaca, Mexico, Wellington

, New Zealand, and Vancouver, Canada. Also, the USSSA conferences in Las Vegas and Hawaii, and the International Swim School Conferences in Fiji, Thailand and Vietnam. Shawn has been a speaker at WABC conference in Vancouver as well as several conferences around Australia both at national and State Levels. He has been on the board of Directors of ASSA since it’s inception. Shawn’s Swim School has won several awards of Excellence as well as the VAIC swim school of the year and the city of Wyndham business of the year.



Theresa Stewart – Director

Theresa is the Operations Manager of Heathways’ Recreation and Aquatic Centres in Melbourne. With a Bachelor of Business, where she graduated with a dux of her class, she started her career in corporate management, finance and marketing roles overseas. After working throughout her high school and university years as a senior gymnastics coach, her focus naturally became the swim school side of the business, and she quickly grew the business and a second aquatic centre was opened. Always looking for opportunities and innovations to expand business operations, she has overseen

Heathways’ growth to two swim school locations, launched a highly successful government approved Children’s Education and Care service at the centre, launched highly successful collaborations with an onsite Karate Club and an onsite Dance School, oversees a fully equipped health and fitness suite of services (gym, group exercise classes, personal training), and collaborates the management of Australia’s longest running Ten Pin Bowling Alley at the centre. Most recently, she has been involved in the complete construction redevelopment of Heathways’ Mont Albert North centre, due for completion in 2021, and is currently studying her Diploma in Early Education and Care.

**It is with great thanks we farewell our outgoing members:
Julia Ham and Lesley Rudd**

Our people, your people.

Management Team	Emily McNeill Sally Teiniker	General Manager Commercial Partnerships
Specialist Advisors	Marco Blanco Cheryl-Anne Laird	Child Safeguard Mazars HR – IR Lawyers
Water Safety Committee	Siria Thomas Tracey Ayton Dave DuBois Mel Rickwood Ross Gage	Northern Stars Swim School Little Heroes Swim Academy Carlile Swimming Aquatics Downunder Aussie Aquatics
Inclusion Committee	Tracey Ayton Nikki Grazulis Chris Liu Andrew Zancanaro	Little Heroes Swim Academy Rackley Swimming Little Heroes Swim Academy Hills Swimming
Early Aquatics Committee	Sue Mayo	Hampton SwimSchool

	Julie Zancanaro	Hills Swimming
Learn to Swim Committee	Mark Cecil Dave DuBois Cameron Speechley Sue Mayo	Paul Sadler Swimland Carlile Swimming Rackley Swimming Consultant
Mentoring and Development Committee	Amanda Crawford Jay Clarke Chris Bannister Richard Burchfield Emily McNeill	Leadership Shapers City Venue Management Paul Sadler Swimland Carlile Swimming ASSA
Member Engagement Committee	Erin McMullan Nicki Johnson	Swim Experts Advantage Aquatics
Membership Committee	Penny Soper Lesley Rudd Shawn Read	Little Pearls Swim School Blue Dolphin Swim Centre Shawn's Swim School
Business Committee	Debbie Sarri Lesley Rudd Deny Zancanaro Stephanie Etcell	Aquatots Blue Dolphin Swim Centre Hills Swimming BlueFit Swimming
Workplace Committee	Phil Kong Jen Sadler Theresa Stewart	Surrey Park Swimming Hampton Swim School Healthways Swim School

Australian breakdowns



Lessons
17,600,000



Families
300,000

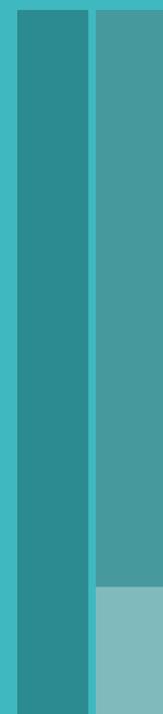


Staff
6500

Members

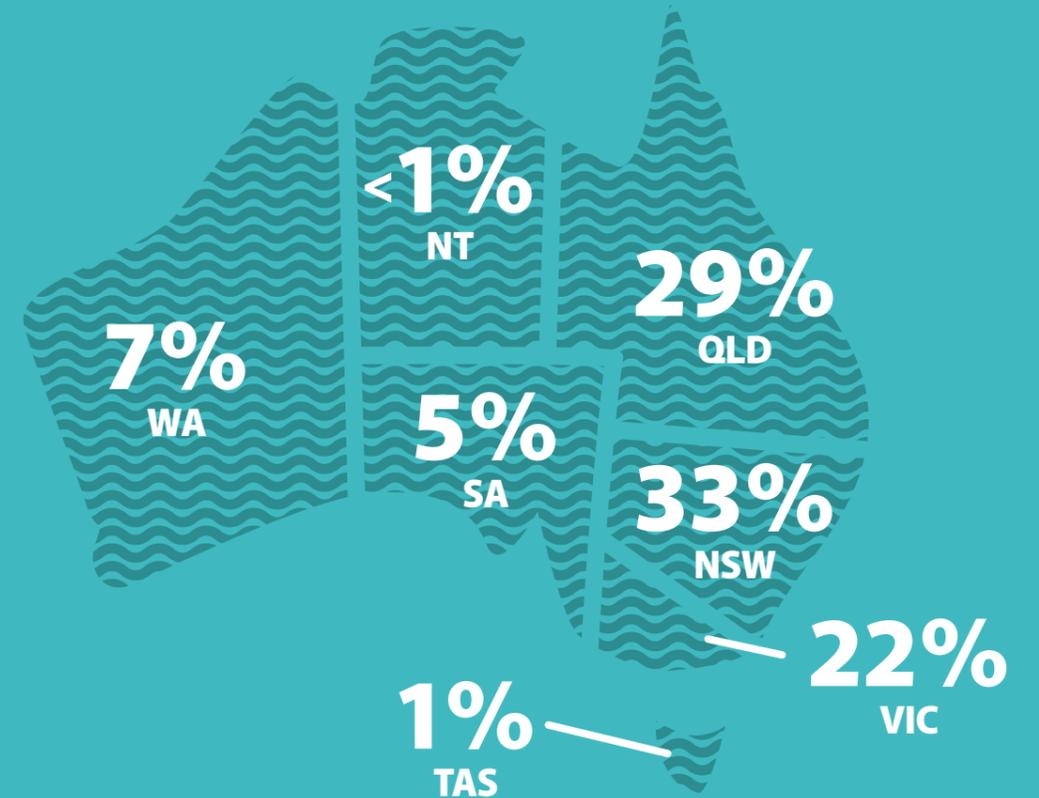


432
Globally



352
Australian

80
International



The financials

Despite the difficult ongoing economic conditions, income from membership increased by 32.5% year on year to just shy of \$140,000.

The National Conference being delivered online there was a significant drop of 80% compared to the prior year's conference income, along with a drop of around 56% in sponsorship revenue for the year, however there is an additional \$70,000 of income from registrations that will be recognised when the conference goes ahead face to face in June 2021.

In line with the drop in income, expenses dropped by 62%. The largest contributors to this were the expenses related to the national conference, due again to the conference being delivered online, and reduced staffing/management costs supported partly by Jobkeeper received throughout the year.

2021 FINANCIAL REVIEW

Statement of Financial Position as of 30 June 2021.

ASSETS	\$'000
Current assets	2021
Cash and cash equivalents	280
Trade and other receivables	32
Financial assets	2
Other	-
Total current assets	315
Non-current assets	2021
Fixed assets	61
Total non-current assets	61
Total assets	376
LIABILITIES	\$'000
Current liabilities	2021
Trade and other payables	88
Lease liabilities	14
Total current liabilities	102
Non-current liabilities	2021
Lease liabilities	47
Total non-current liabilities	47
Total liabilities	149
NET ASSETS	227



**AUSTRALIAN
Swim**
SCHOOLS ASSOCIATION

*Promoting learn to swim
on a national basis, with
an emphasis on the
life-long health, safety,
fun and fitness benefits
of swimming.*

..... **Official partners**



..... **Media partners**



Save the dates!

Join the **ASSA National Conference 2022, June 21–23.**
Gold Coast Convention & Exhibition Centre.

More info coming soon...

