

AUSTRALIAN SWIM SCHOOLS ASSOCIATION LAUNCHES 'SUPER TUESDAY'



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The Australian Swim Schools Association (ASSA) has released the full program of events for the peak day of its inaugural Australian Swim Schools Conference, to be held at the Gold Coast Convention and Exhibition Centre on 15th August.

Announcing what he called 'Super Tuesday', ASSA Chief Executive Ross Gage explained that the day "has been designed to bring Swim School industry engagement to a whole new level (with) professional development sessions, networking and functions that will certainly educate, entertain and inspire."

In addition to the originally programmed presentations - highlighted by two overseas speakers - the recipients of the Safer Swimming and Swim School Growth Awards will be presenting on the contents of their nominations.

Gage explained "this is an excellent opportunity for Swim Schools to take away numerous practical tips."

An extended lunch period has been included to facilitate networking and Partner Expo interaction. During that time Borobi, the 2018 Gold Coast Commonwealth Games mascot, will be on hand for participants to have their photographs taken with - to then use for their marketing.

The 'Expo' is for ASSA Partners: Vorgee, Australian Innovative Systems, OzoneSwim, Smart Moves Swim, 3rd Level Consulting, Insurance Advisernet, HMT Consulting, Business Plaza, Wyzed and WorldWideSwimSchools.

The first poster in ASSA's series to promote swimming and water safety lessons will also be revealed. Gage added "to top off a memorable day, the inaugural Australian Swim Schools Awards Dinner will be conducted in the evening."

At this event, the three Swim School award winners will be acknowledged, with the bulk of the proceedings being the Launch of the Australian Swim Schools Hall of Fame. The first inductees will be into the categories of Pioneers - Science - Humanitarian - Outstanding Contributors - and Legends.

Presenters include international swimming stars Libby Trickett, Laurie Lawrence and John Konrads. Gage invited all from the swimming industry to attend, stating, "this is a chance to be part of history".



AUSTRALIAN SWIM SCHOOLS

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