

ASSA PROMOTES NO DROWN TOWN CONCEPT ON VIDEO

December 15, 2016
ALM Magazine



Using its Ambassadors, Libby Trickett and Guy Leech, to promote its NO DROWN TOWN initiative, the Australian Swim Schools Association (ASSA) is using a series of animation-video clips of the pair to highlight the importance of swimming education and water safety awareness.

The YouTube videos can be viewed here:

There is also a version of Concept 1, where the Ambassador's messages are subtitled; thus enabling the clip to be played in on video screens and monitors in aquatic facilities and swim schools with the audio off.

Explaining the value of the videos, ASSA Chief Executive Ross Gage stated "the beauty of these is twofold.

"Firstly, they are short, sharp and catchy – what the majority of the audience is seeking in this day and age.

"Secondly, they can be readily used in a variety of medium. Swim Schools are using them on in-house monitors, on their website and in their social media channels."

The series is also set to expanded with two new ASSA – NO DROWN TOWN Ambassadors to be announced shortly.

ASSA has also just gone live with its new website, which has a modern look and feel and is easily navigated.

Importantly, it reinforces the 'authoritative' position of the Association as a Peak Industry Body. ASSA President David Urquhart explains "as the only entity in Australia where the Swim Schools are the Constitutional voting Members, the Board thought it essential that the website reflects the high standards we are seeking in the teaching of swimming and water safety."

Gage added “ASSA also places a high importance on assisting the public to find Swim Schools; hence the Swim School Locator being a prominent feature of the new site. “The website (also) compliments the ASSA App launched recently.”

