

PRINCIPAL SPEAKERS ANNOUNCED
FOR AUSTRALIAN SWIM SCHOOLS
CONFERENCE

February 24, 2017
ALM Magazine



The Australian Swim Schools Association have announced leading speakers for their 2017 national conference, being held in Darwin from 21st to 23rd August.

The conference's keynote speaker is Glen Heidke, Divisional Director for Family and Life for Virgin Active Health Clubs. Born and bred in Australia, Heidke started his career as a swim teacher and, having been based in the UK for 15 years, has followed a career pathway with Virgin Active that has seen him rise from being the Director of Swimming in one club, to Swim Development Manager for a London region, to National Swim Manager, to European Head of Junior Programming and one to his current role.



An emerging world industry leader, Heidke has challenged conventional aquatic industry thinking, based on strategic and financial accountability, membership growth and retention, developing engaging programs and establishing partnerships.

Based on this, Virgin Active used him to enhance other ventures, such as camps, childcare facilities, fitness and wellbeing, food and beverage, and health and beauty.

Heidke describes himself as deeply motivated professional "who consistently breaks out of convention and strikes new and exciting ideas to drive impressive rises in revenue and membership. Dedicated to promoting accessibility to sport and passionate about enhancing the lives of adults and children through delivering sport products which inspire and encourage participation, Heidke has a proven track record for leading wide ranging programs, skillfully using sound knowledge and understanding to make astute commercial decisions.

Karen Clay (Kittelson) has also been confirmed as the fourth International presenter conference. Clay has owned and operated the SwimWest Swim School and Swim&Gym Summer Camp for over 26 years in Madison, Wisconsin, USA.

Initially she operated her swim school out of backyards, hotel pools, health clubs but in 1995, Karen built a 930 metre² learn-to-swim facility, expanding to her second location in 2006, with a 450 metre² leased facility.

She is constantly creating and updating her teaching and camp curriculum, Karen has served on the United States Swim School Association and Safer 3 Water Safety Foundation Boards.

Clay will be presenting on the SwimWest Story - with the many trials and tribulations, and numerous successes, addressing staff retention (from attracting the right applicants in a highly competitive market, getting them to buy into success, ongoing training and feedback), along with fun team building activities to keeping staff engaged and on the payroll.

