

SCHOLARSHIPS TO DEVELOP FUTURE
SWIM SCHOOL INDUSTRY LEADERS

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The Australian Swim Schools Association (ASSA) have partnered with the United States Swim Schools Association (USSSA) and the Coutts Family Trust to develop a scholarship program to enhance the development of future leaders in the Swim Schools industry.

For John and Sally Coutts, co-owners of Carlile Swimming, this is an opportunity to give back to an industry that has been a large part of their life.

The new Coutts Family Scholarship Fund will provide a minimum of \$25,000 per year over the next 10 years to the program.

ASSA and the USSSA will work with the Coutts family to determine the 'project' for each, and select the recipients of the scholarships – to be spread evenly between ASSA and USSSA Member Swim Schools.

Praising the generosity and commitment of the Coutts family, ASSA Chief Executive Ross Gage stated "the Scholarship Fund provides another practical program to work on exclusively with the USSSA, building on our Strategic Alliance with the organisation." The first project, which will commence in 2018, will involve two teams of three swim schoolers from Australia and the USA. Their challenge will be to design a cutting-edge swim school which meets certain parameters – including financial viability.

John and Sally Coutts will facilitate the exercise, supported by leading New Zealand swim school architect Geoff Ward and backed by data from Carlile Swimming. The Coutts' will host this at their property in Finland. A significant part of the Scholarship program is the 'give back' culture.

The recipients will be required to present at their respective national Conferences later in 2018. There they will detail the curriculum, customer service, staffing and other matters considered in determining their swim school design. Gage added that "this will ensure that all ASSA and USSSA Member Swim Schools will benefit."