

# The Coutts Family Scholarship Fund

Developing Future Leaders of the  
Swim School Industry

*Finland, 2018*

**AUSTRALIAN**  
**Swim**  
SCHOOLS ASSOCIATION



## About the Fund

The Coutts Family Scholarship Fund provides an unprecedented opportunity for talented, committed and passionate individuals within the Australian Swim Schools Association (ASSA) and United States Swim Schools Association (USSSA) Member Swim Schools; to learn, be inspired and share. It is a perfect opportunity for those who are bursting with innovation and energy, and would love to experience what others are doing ... and to explore what can possibly be ... and, of course, travel!

The Coutts family, led by John and Sally, has a long, rich and successful history with the Swim School Industry. Whilst this was primarily through their affiliation with Carlile Swimming, it extends around Australia and throughout much of the swimming world. In late 2016, John and Sally started to conceptualise an on-going formal contribution to their beloved Swim School Industry and its future pathways. The result is the Coutts Family Scholarship Fund: a ten-year commitment, with a minimum contribution of \$25,000 per year – to the development of future leaders of the Swim School Industry.

With the strong bond already in place with between ASSA and USSSA, these two groups of industry friends became the logical Partners. A 'give back' philosophy is a core element of the program – and in keeping with that, Scholarship recipients are required to 'present' the outcomes from their experiences in a manner that will reach and benefit all the Member Swim Schools of ASSA and the USSSA will benefit from. Scholarship applications for the inaugural 2018 Project will open in May 2017.



*The Australian Swim Schools Association is delighted to have the opportunity to team up with the Coutts Family Trust to bring this ground-breaking Scholarship program to ASSA Member Swim Schools. Further partnering with the USSSA, given the strong bond between the Associations and the shared relationship with the Coutts family, makes the program complete.*

Ross Gage, CEO, ASSA

*The U.S. Swim School Association is incredibly excited about the Coutts Family Scholarship Fund. The Coutts family have been long time members, supporters and friends of the USSSA and our members are honored to be included in this exciting program. The Coutts Family Scholarship embraces and promotes the best of what our associations represent: friendship, education, innovation, experience and networking. The opportunity to gather swim school leaders in a home like setting offers an unparalleled opportunity to learn and share. The tour set up by John and Sally exudes their personal charm and generosity as – pure to Coutts' form - it offers recipients the chance to travel to far off places; seek adventure; learn about new cultures; make new friends; and be inspired about how amazing and special our work in the learn-to-swim world is and the importance of the roles we play in our communities. The Coutts Family Scholarship program will provide a vital and lasting legacy – and will serve our members and our industry in immeasurable ways for years to come.*



Lynn Ledford, President, USSSA

# IT'S A LIFE CHANGING EXPERIENCE

The inaugural Coutts Family Scholarship Fund provides a pathway for six individuals – three from Australia and three from the USA - to access the world's best practices, expanding their knowledge and network with other Swim School members. This collaboration and experience will benefit the individual scholarship recipients and will serve to advance both Associations – and the families and communities we collectively served.

The Australians and Americans will travel to the Coutt's residence in Finland and will convene there from January 27<sup>th</sup> to the February 5<sup>th</sup>. Led by John and Sally, and international leading Swim School architect – Geoff Ward of New Zealand, and armed with a wealth of data from Carlile Swimming, the group will design an achievable, sustainable, futuristic Swim School. Working within set parameters, they will factor in the likes of inclusion, facilities, equipment, curriculum, customer experience, staff and management. The group will present their outcomes – particularly the deliberations in arriving at same – at their respective Association's annual Conference later in 2018.

Please note: John and Sally's hospitality will extend to experiences beyond the property. Successful applicants will enjoy Nordic adventures to savor for a lifetime.



In and around the workshop space of the Coutts residence, Finland

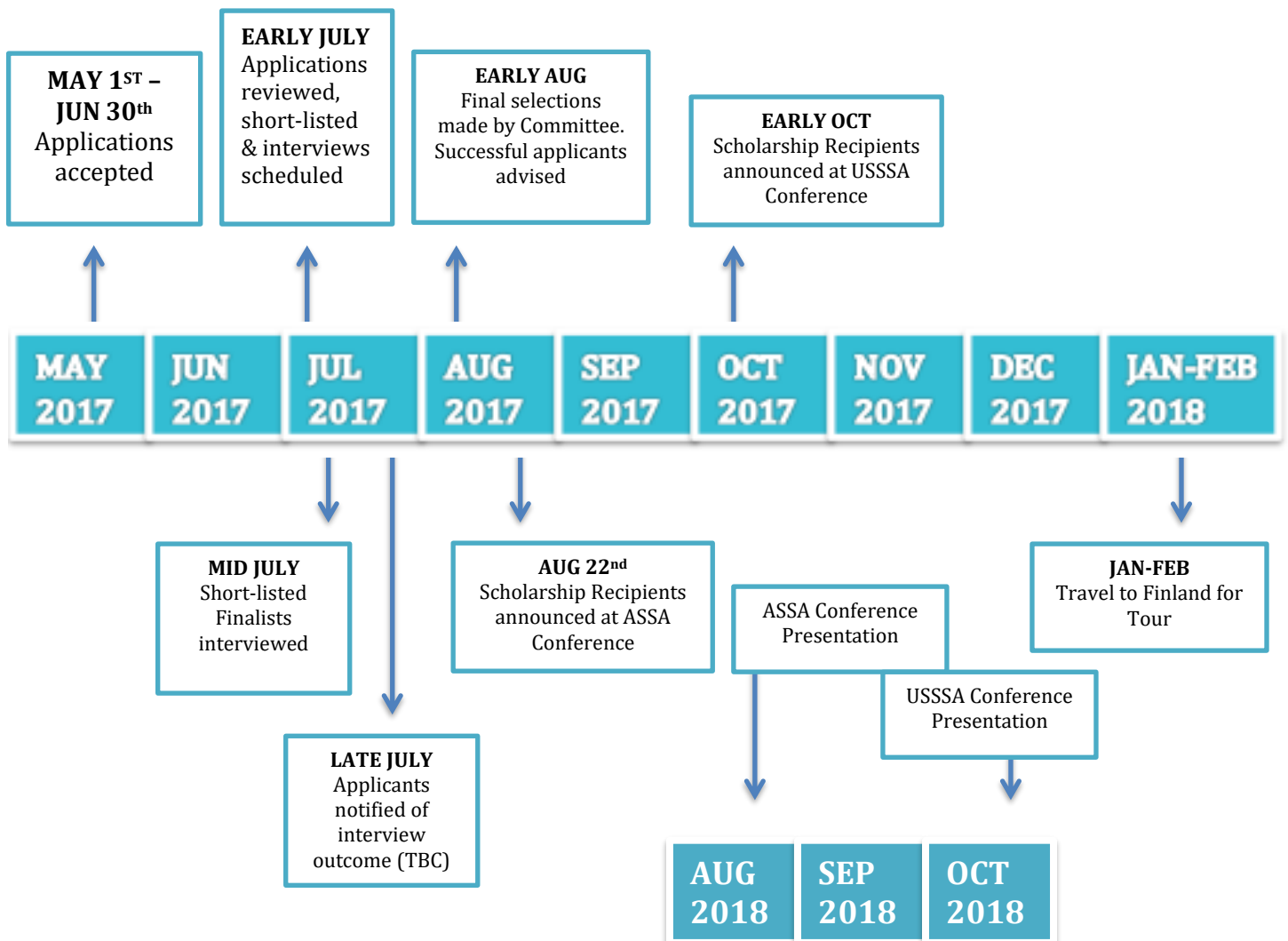
## Application Guidelines and Conditions

1. **RESIDENTS:** The Coutts Family Scholarship is offered to Residents of Australia and the United States of America and who are directly associated with an ASSA or USSSA Member Swim School (not International Member Swim Schools of these Associations).
2. **AGE:** Scholarships are granted to applicants whom are 18 years and older.
3. **NATURE OF THE PROJECT:** The Coutts Family Scholarship will be an annual event, with a different focus each year.
4. **SUBMISSION OF APPLICATION:** The application must be lodged with ASSA, regardless of ASSA or USSSA Membership. ASSA will distribute the applications to the Selection Committee, and provide copies to both Associations.
5. **SELECTION OF FINALISTS:** The Selection Committee will short-list a number of 'Finalists' for the interview stage.
6. **INTERVIEWS:** Finalists will participate in an interview with the Selection Committee via the internet.
7. **JOINT APPLICATIONS:** Scholarships will not be awarded to more than one recipient from any one Swim School.
8. **AMOUNT OF SCHOLARSHIP:** The Coutts Family Scholarship is not a cash value. It is designed to cover the costs of the individual's flights, accommodation, designated activities and catering for the week. Individual spending money is not included (see below in the allowance section for more information). The recipient's expenses incurred to present the outcomes of the experience at his or her respective national Conference are also not included.
9. **DURATION:** The on-site duration of the tour will be 10 days, and does not include the time required to get to Finland and return home.
10. **SELECTION:** The Selection Committee is comprised of one representative from each of the following: Coutts Family Trust; ASSA; and USSSA.
11. **FURTHER APPLICATION:** The awarding of the Coutts Family Scholarship Fund is a competitive process. Applicants who are not selected are highly encouraged to re-apply in future rounds.

### CONDITIONS

1. **CONTRACT:** A Scholarship is awarded subject to the condition that the recipient agrees to be bound by the terms and conditions set forth in a Contract document executed by the Individual.
2. **TRAVEL:** The Coutts Family Scholarship Fund will cover the Scholarship Recipient's round trip economy class airfares, as well as ground travel to and from the venue and planned activities whilst in Finland.
3. **FLIGHTS:** a) USA flights to New York and then onto Helsinki, and return.  
b) Australia: flights from home town to Helsinki.
4. **INSURANCE:** Applicants are required to take out their own personal travel insurance, to include medical coverage, etc.
5. **CATERING:** All food and beverage costs will be covered, excepting personal times.
6. **ALLOWANCE:** There will be no allowances (eg per diems) provided to recipients, however, all non-personal costs of the tour will be covered by the Fund.
7. **PRESENTATION:** Scholarship Recipients will be required, at their own cost, to present at their respective National Conference.
  - a. ASSA: August 2018, Gold Coast
  - b. USSSA: October 2018, Las Vegas
8. **REFEREES:** All applicants are required to obtain two (2) References as part of the application process. Name and contact details are required of the Referees – who must have already have agreed to be same.
9. **APPLICATION ARCHIVE:** All documentation forming any part of the Coutts Family Scholarship Fund application becomes the property of the Fund and will be electronically archived.

## Scholarship Process



## Assessment Process

1. Applications properly completed, on the Form provided, must be received by ASSA - to [Emily.McNeill@australianswimschools.org.au](mailto:Emily.McNeill@australianswimschools.org.au) - by 5:00pm AEST June 30<sup>th</sup>.
2. The Selection Committee will review the Applications and determine Finalists from ASSA Member Swim Schools and Finalists from USSSA Member Swim Schools.
3. All applicants not selected to advance will be notified.
4. The Selection Committee will schedule mutually convenient video-conference interviews with each finalist.
5. Following the completion of the interview period, the Selection Committee will meet to finalise the successful applicants.
6. Applicants who were not awarded a Scholarship will be notified.
7. Those successful will be notified and offered a Scholarship. They will only formally become a Scholarship Recipient upon proper completion of the Contract.

## **FAQ**

### **What is the Coutts Family Scholarship Fund?**

This is a benevolent Fund established by the Coutts Family Trust, headed by John and Sally Coutts – long time Swim School Industry leaders. It's objective is to enhance the development of future leaders of the Swim Schools Industry; whilst ensuring Scholarship Recipients 'give back' in such a manner that ASSA and USSSA Member Swim Schools all benefit.

### **How many Scholarships are available?**

Up to six (6) Scholarships are available for award in 2017, for the 2018 Project. It is envisaged that three (3) will be awarded to individuals who are associated with ASSA Member Swim Schools and three (3) to individuals who are associated with USSSA Member Swim Schools.

### **Who can apply?**

Any individual who is associated directly with an ASSA Member Swim School (Tier 1 or 2) or USSSA Member Swim School; and is over the age of 18.

### **When I apply and when do applications close?**

Applications are open from May 1<sup>st</sup> 2017 and close at 5:00pm AEST\* June 30<sup>th</sup> 2017. Applications must be on the official form.

### **I am not a part of ASSA or USSSA; can I apply for a Scholarship?**

No. The Coutts Family Scholarship Fund is exclusively for individuals directly associated (staff, management, owners) with ASSA and USSSA Member Swim Schools.

### **What if I can't make the designated interview time?**

The Selection Committee will ensure that a suitable time is organised that factors in your schedule. If you fail to make your interview without reasonable reason (as determined by the Selection Committee), then you will forfeit the opportunity to proceed further this year. You will be eligible to apply next year.

### **Will you pay my salary while I am away?**

No. The Coutts Family Scholarship Fund, ASSA or the USSSA, will not cover any income lost due to the tour and presentation at the national Conference.

### **Are late applications accepted?**

No. Applications must be received by 5:00pm AEST\* June 30<sup>th</sup> 2017.

\* AEST: Australian Eastern Standard Time

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**Keep in touch** by following us on our social media platforms;

**ASSA:** [www.facebook.com/AustralianSwimSchoolsAssociation/](http://www.facebook.com/AustralianSwimSchoolsAssociation/)

**USSSA:** [www.facebook.com/USswim/](http://www.facebook.com/USswim/)

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### **Contact US:**

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