

2020 Swim Australia Awards

Nominations are called for the following Awards, to be presented at the **ASCTA Awards on Saturday 22 May 2021**.

The Swim Australia Awards are all about community engagement, best practices and innovation. Award winners will be at the discretion of the Selection Committee based on deserving applicants who meet the criteria.

Swim Australia strongly encourages all applicants to attend the virtual awards night. Applicant nominations may be used in presentations, Swim Files, ASCTACON and other opportunities to promote Swim Australia.

The Selection Committee is

- Gary Toner, Executive Officer Swim Australia
- Debby Tattoli, Swim Australia Advisory Member
- Nancy Shaw, Swim Australia Advisory Member
- Hannah Watkins, Swim Australia ACE member

Three Levels of Recognition / Nomination

A: Small Swim Schools - 500 and under swim lessons per week

B: Medium Swim Schools - 501 to 1500 swim lessons per week

C: Large Swim Schools over 1500 swim lessons per week

Please indicate on Nomination Form which level of Small, Medium or Large Swim School

Categories

1. Outstanding Community Service – Outreach programs

2. Best Swim School:

a. Marketing and or Promotion and or Customer Service

Would usually involve one or more of the following:

- Printed material(s) for eg. newsletter, advertisements, photos, e-communications, website, radio, TV, social media etc.
- Could relate to an event or campaign.

b. Innovation.

- New Initiatives
- Team building exercises, training and accreditation programs within the Swim Schools. NB: can include training outside of Swim Schools
- We are open to anything (well, almost)

3. Award for:

- a. SwimSAFER (for criteria see 2019 SwimSAFER Promotion Award criteria)

4. To Nominate:

- Each nomination to be on a separate nomination document please (electronic submission only) via a USB drive or email or Dropbox can contain multiple nominations.
- Ensure any photos submitted have permission from parents must be JPEG high quality resolution
- Nominations CLOSE Friday 23 April 2021
- YES ... you can nominate YOUR Swim School
- A Nomination Form is available from the Swim Australia website.

The 2020 SwimSAFER Award (National Swim School Excellence Awards section) will be presented at the Annual ASCTA/Swim Australia Virtual Awards Night on 22 May 2021. The award is designed to highlight the importance that Swim Australia places on the swim safety message, and acknowledges the outstanding work being done in the water safety arena by many swim schools. Categories are broken into 3 Swim School levels.

A: Small Swim Schools - 500 and under swim lessons per week

B: Medium Swim Schools - 501 to 1500 swim lessons per week

C: Large Swim Schools over 1500 swim lessons per week

Swim schools who wish to nominate for this award, must provide evidence and commentary on the following criteria:

- How your swim school is implementing SwimSAFER Week and water safety skills into its program. Items may include the likes of:
 1. Photographic evidence of your swim school conducting a SwimSAFER Week. Photos may include:
 - Children being instructed in water safety techniques
 - Parents being involved in activities, for example, learning CPR or receiving the SwimSAFER Week parent handouts.
 2. Testimonials from clients. These may include:
 - how swimming lessons, or skills taught during a SwimSAFER Week have potentially saved a child's life, for example, a child falling into a pool and getting themselves back to the side of the pool and climbing out and/or
 - positive feedback from families regarding your swim school's SwimSAFER Week
 3. Examples of lesson plans developed by your swim school specific to your SwimSAFER Week. Lesson plans should take into consideration:
 - your pool limitations, for example, shallow water, where it may be difficult to teach treading water
 - include elements specific to your swim school's physical location, for example, if located in country areas, be educating children about dam safety etc.

4. How your swim school is exposing children to aquatic environments local to your swim school. For example, if located near the beach, taking the children to learn about beach conditions during lesson time. If located in country areas, exposing children to local waterways etc.
- How your swim school is utilising web based and social media sites to further enhance the SwimSAFER message. This may include:
 - ✓ Links to SwimSAFER relevant information on facebook, twitter feeds etc
 - ✓ Links to media items that uphold and enhance the SwimSAFER message
 - ✓ Use of SwimSAFER language and items of interest on swim school website
 - How your swim school is using CPR to help develop awareness with parents and children. This may include showing how they are being utilized in-house during SwimSAFER Weeks, or externally during community activities etc.
 - Provide swim school collateral or in-house publications that demonstrate your swim school's commitment to distributing the SwimSAFER message through your swim school network. This can be colouring-in pictures for children, swim school specific booklets, newsletters etc.
 - Provide evidence of spreading the SwimSAFER message to the wider community. This may include the likes of:
 - ✓ community visits encompassing the SwimSAFER message to local kindergartens, schools etc
 - ✓ engaging in community events such as school fetes, open days etc

Submitting your Nomination:

- Please mark your submission clearly with your swim school name and category.
- Photographs – please provide one full set in digital format, on a USB Drive.
- Digital files can be forwarded via USB in jpeg or PDF format or similar.
- Please ensure all participants in the photos – children, instructors, parents etc have signed a release form to have their images used. Photographs may be used by Swim Australia to help promote the SwimSAFER message

2020 Awards Nominations to be presented May 2021

(ONLY one nomination per form – please copy more if necessary)

Award Category: *Please select*

- Outstanding Community Service
- Best Swim School
 - Marketing and Promotion/Customer Service
 - Innovation/Team/Staff Development
- SwimSAFER

Level of Recognition: *Please select*

- Small Swim Schools - 500 and under swim lessons per week
- Medium Swim Schools - 501 to 1500 swim lessons per week
- Large Swim Schools over 1500 swim lessons per week

Nominee:

Reason:

Please attach and/or enclose any other supporting documentation

Nominated by: _____

Swim School: _____

Contact Ph.: (____) _____

Email: _____

Please forward this Cover Page with any additional supporting material to email
swimaustralia@ascta.com

Nominations CLOSE on Friday 23 April 2021