

www.uswim.com

"Free online swim lessons"



What is uSwim.com ?

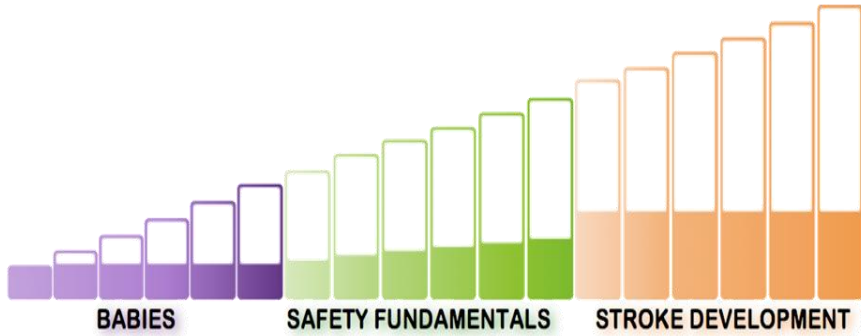


- Online learn to swim program to teach kids
- Completely FREE resource
- Step by step instructional videos

Developed by Ben Douglas & Nick Folley
Adaptation Aquatic Achievers solo-1 program



3 levels, step by step approach



Babies from 4 months



BABIES

Children over 3 years



SAFETY FUNDAMENTALS

Over 3 years & completed level 2



STROKE DEVELOPMENT

Why was uSwim made?



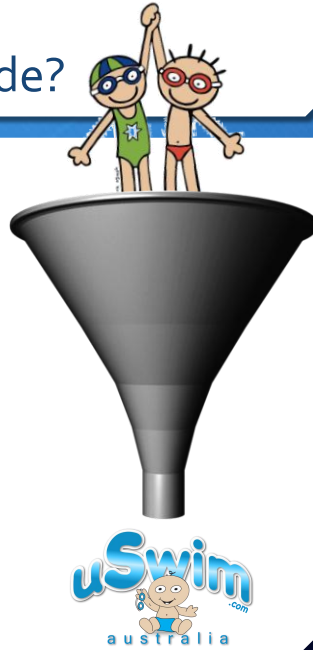
- + We see benefits daily
- + Assist Parents who cannot afford lessons
- + More swimming, less drowning
- + Geographical limitations of swim schools
- + Share Australian knowhow with the world.

Testimonial

- + "ok thanks i understand only wish that would be a possibility... i will work on perfecting my skill with your online videos for now since the possibility of flying to aussie is rather vague.... thank you very much for your time.. and for the wonderful videos.. cherio."
- + Charity Nturibi, Namibia

How was uswim.com made?

- In 2007 began filming and writing
- 3 years of trial and error process
- Focus groups – ordinary mums and dads
- Broke solo-1 into progressive steps



Credentials of methods



Queensland's largest swim lesson provider



- Teaching over **400,000** lessons per year.



5 state-of-the-art swim schools



Why uSwim's different



+ FREE

+ ACCESSABLE

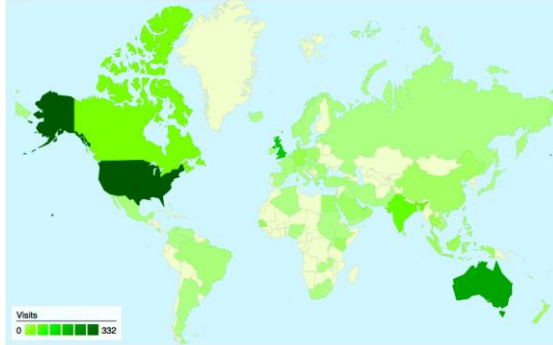


Google Analytics



www.uswim.com.au
Map Overlay

Apr 25, 2011 - May 1, 2011
Comparing to: Apr 18, 2011 - Apr 24, 2011



1,149 visits came from 84 countries/territories

Uses of uswim.com



- + Parents
- + School Teachers
- + Community leaders
- + Governments
- + Swim schools

uSwim is for parents who:



- + Cannot afford lessons
- + Do not have access to quality lessons
- + Are time-poor and cant get to lessons



No more guessing



Testimonial

+ Comment:

As a life long swimmer and teacher, your videos are WONDERFUL Thank you,-
Amanda

+ Comment:

"I have been a swimming teacher in Australia for well over ten years and am now living in China. I was asked to take some babies from a foster home here swimming and found your site while looking on the internet for up to date information about teaching babies. Thankyou and congratulations on such an outstanding easy to understand web site. There are many expats here who are concerned that their children are missing out on learning a potentially life saving skill, I am telling all I come accross about your site. I can give some lessons, but your site will give parents the information they need to get the maximum benefit out to pool time they spend with their kids." Thankyou. - Karen Kech

+

Testimonial

+ Comment: "What a Godsend! We have moved to Brussels with our 2 and 4-year-olds and just can't find the style of swimming lessons we were used to in AU."

Robyn

"THANK YOU FOR YOUR PRICELESS GIFT. At what level in the baby/toddler lesson, so I teach the rollover from front to back float? I do not see that in any of the lesson plans." thank you,

Sarah Anderson

Teachers and community leaders



- + Poorer or rural areas no professional swim teachers
- + There for community leaders or teachers must do the job.
- + Until now they cannot access techniques or learn
- + This is where uswim can make a difference



uSwim in Mauritius – July 2011



- 97 orphans,
- 10 house mothers
- 1 uSwim representative
- 1 week of instruction

= year round swimming lessons from house mothers.



Self sustaining program!



1 uSwim trainer



10 House mothers



97 kids swimming



1000's teachers -1 resource



Imagine the benefits...

- + Teach a man to fish, show a community how to teach
- + This is how we see sustainable learn to swim and drowning prevention.



LGAQ – Queensland local Governments



COUNCILS IN ACTION

Uswim helps councils prevent child drownings

Uswim, which provides swimming lessons through the internet, is offering councils the opportunity to be active in providing free aquatic education.

Under an agreement struck with the LGAQ, Queensland councils will have the opportunity to provide the Uswim program, in an attempt to educate the state's population about learning to swim and water safety, rather than coping with more legislation.

With Uswim, parents and carers watch videos combined with instructions online, and then take that knowledge to the pool or waterway to teach their own children to swim. The website is already providing people worldwide with an understanding of the best techniques when it comes to teaching children the valuable gift of swimming.

One of the advocates of Uswim is Seoul Olympic champion, Duncan Armstrong, who has used the program with his daughter. "There are still far too many drownings each year in Australia. I have seen Uswim in action and used the baby



Council Leader JUN/JULY 2009 p22

Testimonial

- + Hi, I work for the Local Government Association of Queensland, and I had promoted the circular regarding USwim on our website, and has had tremendous response from local councils. However, one particular query was the administration fee that will be charged. Please get back to me as soon as possible. Thank you for your kind consideration. Lavinia Garcia Administration Coordinator- Advocate Local Government Association of QLD Ph: 3000 2244 or FAX: 3252 4473

The role of Swim Schools



Why we need great swim schools



- + Excellence and innovation in teaching
- + Careers and professional development
- + Elite swimmers – enhance swimming's profile
- + Increase standard and expectations within cultures

So take a look!
Tell us what you think



Testimonial

- + Comment: "Hi, I am from Brazil, I have watching your videos on youtube and I liked so much! Well, I am physiotherapist and I working with babies in the water too! Your videos were so useful to my job. On videos I saw something about certificates. May you explain more about it? Thank you for the opportunity and I'm so sorry for my poor english."
- + Pedro Azhenha

Testimonial

- + "hello i'm coach swiming for baybe in the kindergarden, i need the help four company and ther coach,s for the best coching too may child, im 10 years ago till now coching, so , i have know how to give the certificat this compani and how learn more than more as your." tank u and sorry for the bad english type . amir hossein karimi.

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