



Swordy's News

SWORDY'S EARLY BIRD PRIZE DRAW

On Wednesday 21 September 2011 Swordy's Term 4 Early Bird Prize was presented to the CLARKE family at our Rowville pool.

Karen and Daniel Clarke, who enjoy swimming in our program with their daughter Kaitlyn on Wednesday mornings, had the choice of either \$4000 cash or five years of swimming lessons. The Clarke's chose to take the \$4000 cash!

The Rowville team was there to help celebrate and the cheque for \$4000 was presented on pool deck, which was very exciting.

On behalf of all those involved with Paul Sadler Swimland, we would like to offer the Clarke family our heartfelt congratulations and wish them 'happy spending'.

Here at our Essendon pool, the CIAVARELLA family, who attend with Keesha on a Thursday afternoon, were excited to receive Swordy's End of Term Prize of one year of free swimming! We wish you happy swimming!

EARLY BIRD PRIZES – TERM 1, 2012

Paul Sadler Swimland is proud to be offering another set of exciting prizes for our clients who are returning in Term 1, 2012.

SWORDY'S EARLY BIRD PRIZE

All clients who pay their Term 1 fees by Sunday 11 December will go into the draw to win some very exciting prizes!

- 1st Prize – \$2500 cash**
- 2nd Prize – \$1000 cash**
- 3rd Prize – \$500 cash**

You will also be entered into Swordy's End of Term Draw.

SWORDY'S END OF TERM DRAW

One lucky swimmer from each Paul Sadler Swimland site will win **A YEAR OF SWIMMING LESSONS PLUS A VIP CARPARK FOR A TERM!**

Term 1 enrolments are due by Thursday 22 December. On receipt of your Term 1 fees, your child's position will be confirmed and you will be entered into the End of Term Draw. Please speak to one of our friendly Receptionists if you require any further information. Good luck to all of our clients!



The Clarke family: Swordy's Early Bird winners

RE-ENROLMENT FOR TERM 1, 2012

A friendly reminder that re-enrolment by way of term fee payment must be finalised by Thursday 22 December to guarantee your place for Term 1. Please see Reception to re-enrol and confirm your place.

If you have any concerns regarding term fees or your enrolment for Term 4 please don't hesitate to speak to a Deck Supervisor prior to the end of term. If your term fees are not paid by Thursday 22 December, your place in the program will be made available to other confirmed swimmers.



SUMMER HOLIDAY PROGRAM

Paul Sadler Swimland Essendon is conducting two **Swim and Survive** Holiday Programs in January 2012. The first program takes place from **Monday 16 January to Friday 20 January**; the second is a four-day program from **Monday 23 January to Friday 27 January**, excluding the Australia Day Public Holiday on Thursday 26 January. Classes for the Holiday Program are offered at a discounted rate.

Holiday Programs provide intensive swimming instruction and practise, with a view to accelerating the development of swim and survival skills. We believe this program provides excellent development opportunities while providing a fun way for the kids to enjoy their school holidays. Booking in for five classes equates to half a term of swimming. Imagine the improvement you could see over five consecutive days of swimming!

The program provides structure and fun to children's school holidays, and morning classes allow families to still enjoy the rest of their day.

Classes are running for the Learn to Swim program and Squad, and for the first time we will also be running classes for our Swordy Tot families. Places for our holiday programs are filled on a first come, first served basis and, with their growing popularity and demand, spots are filling fast! Please see Reception for further information or to make a booking today.

INTRODUCING...BUTTERFLY!

We are very excited to introduce Swordy's new friend, Butterfly, or Fly as she is sometimes known. All of the kids can get to know Fly by reading the latest Swimland book, ***Give It a Try and You'll Fly***.

Join in the fun as we introduce Butterfly to all of our Swimland friends.

In the book you'll read how Butterfly wants to be able to fly more than anything else. Come along on her journey as she tries hard, has small successes and some of her proudest moments. She just needs to give it a try and she'll fly!

To accompany our latest story book, we have also released our second colouring book, ***Colouring Fun with Swordy and Friends***. Have fun colouring all of Swordy's friends, including his new friend Butterfly.

SUMMER MERCHANDISE SPECIALS

NOVEMBER SALE

Get ready for summer with our Floaties and Belt Pack. For just \$26.00, you will be ready for all your summer fun!

Splash Kidz Arm Bands are available in 3 sizes and provide children with support under the arms where they need it most and allows children to develop confidence by keeping their head above water. **RAV Swim Belts** are made from quality EVA foam and are a great tool to help children with floatation. Combine belt and arm bands to encourage good body position and support for beginner swimmers.

DECEMBER SALE

Keep your eyes peeled for some extra special stocking stuffers, featuring Swordy and his friends!



HOLIDAY SWIMMING WITH YOUR SWORDY TOT

Summer is nearly here and no doubt you will spend some time swimming with the family. This is a great time to reinforce the idea that swimming is about having fun and enjoying being in the water.

As teachers, we see the benefits of lots of summer swimming when the children come back and they have gained confidence and often a good degree of skill, but there are some important considerations to think about during your water time.

- Use appropriate floatation. Consider purchasing the same floatation that your child uses in class for use at home. Speak to your instructor about the most suitable floatation before you purchase anything, in case the next level floatation would be more appropriate. The child will continue to develop their skills using familiar floatation. We will have a sale of these aides during the term, so keep an eye out.
- Always use appropriate cues, as used in lessons.
 - 'Show me a safe entry, twist and slide.' Insist on this safe entry every time they are getting into the pool. It stops random running and jumping into the pool before you are ready, and ultimately could save their life.
 - If you wish to do jumps then insist on 'Ready, 1, 2, 3,' using visual cues with fingers as well as counting.
 - If submerging, use the techniques we use and make sure you cue them, 'Are you ready, 1,2, 3,' so they can prepare themselves with breath regulation (closed mouth).
- Remember that summer swimming often means longer periods in the water, so make sure they are aided as they will get tired. Speak to your instructor about whether a belt would be a worthwhile purchase for your child (consider a belt that we use with three or four floats) as it alters their body position in the water and brings their bottom up. However, they must be ready for this transition.

Most of all, enjoy swimming with your child. This should be a fun time, so don't try to teach them as it can be tricky.

WATER SAFETY WEEK

Paul Sadler Swimland Essendon is holding a **Water Safety Week** from **Monday 28 November to Sunday 4 December 2011**. Water Safety Week is a key initiative of the Victorian Government's 'Play it Safe by the Water' campaign.

With summer just around the corner we will soon be enjoying Christmas holidays! Will your family be going on holidays to the beach, or near a river or lake? Do you have a pool at home or friends with a pool?

Throughout Water Safety Week we will be delivering water safety activities to increase people's awareness of water safety issues, develop their water safety skills and encourage everyone to 'Play it Safe by the Water'.

During this week your child will need to bring some clothes to swim in: old pyjamas, loose t-shirts and shorts are best. This is to experience part of their lesson in clothes.



GOLD SWIMS 2011 AND 3^{KD} PSS 1KM SWIM DAY

We are very proud to announce some fantastic successes in our Squad Program this term.

On Sunday 13 November we had over 100 swimmers complete their Swordy 1 km Gold Swim here at Paul Sadler Swimland Essendon.

We were joined by other Paul Sadler Swimland sites, Hoppers Crossing and Bacchus Marsh, but were very proud to have 75 of the swimmers from our Essendon site achieve their Swordy 1 km Gold Medal and become swimming literate.

We are also very excited to have 38 Paul Sadler Swimland Essendon swimmers taking it to the next level and attempting their 3 km, 5 km, and 7 km Gold Swims on Sunday 20 November.

From all of us at Paul Sadler Swimland Essendon, we wish all these swimmers the best of luck!



CHRISTMAS WEEK

Christmas holidays are fast approaching, so from **Thursday 16 December to Wednesday 22 December** Paul Sadler Swimland Essendon will be finishing the year on a high with 20 minutes of fun and games to get into the Christmas spirit.

Santa Claus will be visiting the centre, and chocolate Santas will be given to all swimmers. We hope you enjoy the Christmas spirit and sing along to the festive Christmas Carols.

From everyone at Paul Sadler Swimland, we wish you and your family a Merry Christmas and a safe and happy New Year!

CHARITY FUNDRAISING 2011

Paul Sadler Swimland continues its commitment to raise funds for our annual contribution to the Royal Children's Hospital Good Friday Appeal. These contributions are made possible by the gracious donations of our clients, the local business community and PSS staff who volunteer their time to ensure that our fundraising events can take place. So far during the course of 2011 we have had a delicious Easter raffle, had our photos taken with Swordy and enjoyed a yummy sausage sizzle!

\$16,000



Christmas Raffle

During the last few weeks of Term 4, we will be selling tickets for our Christmas Raffle! Tickets are \$2.00; please see your friendly Certificate Writer on pool deck, or Reception team at the desk to purchase a ticket during Weeks 8 – 10. Some fantastic prizes are up for grabs!

Sausage Sizzle

After the success of our sausage sizzle earlier this year, we will be having another Sausage Sizzle Week during Week 9 of term. What a perfect way to refuel after your best swimming! Staff will be volunteering their time to sell our freshly barbequed sausages in bread. Sausages will be sold for \$2.00 (50c extra for onion). Please continue to help us reach our goal of \$16,000!

Thank you to all swimmers and families who supported our fundraising efforts this year. Keep an eye out at the Good Friday Appeal to see Paul and Swordy present these funds to such a worthy cause!

