



Paul Sadler Swimland



PAUL SADLER SWIMLAND ESSENDON NEWSLETTER - EDITION 12: TERM 3 2010 -



TERM 3 EARLY BIRD WINNERS

**CONGRATULATIONS TO THE COMINOTTO FAMILY,
WHO WON THE FREE TERM OF SWIMMING
LESSONS AND V.I.P. CAR PARK WITH OUR TERM
2 EARLY BIRD ENROLMENT INCENTIVE.**

**CONGRATULATIONS TO THE MISKIMMIN FAMILY, WHO
WON THE FAMILY PORTRAIT SESSION AND A FREE
PRINT FROM “*icandy photograhpy*”**



TERM 4 EARLY BIRD SPECIAL!!!

All families who re-enrol by Sunday 5th September, the end of Week 8, will go into the draw for free term of swimming for the family, a V.I.P carpark at the centre's entrance and a family photo session (including 1 print).

RE-ENROLMENT DATES FOR T4, 2010

A friendly reminder that re-enrolment by way of your term fee must be finalised by Sunday 19th September to guarantee your spots for Term 4, 2010. 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 Sunday 19th September, this will result in your place in the program being made available for other confirmed swimmers.

COMMONWEALTH GAMES WEEK

Throughout Week 10 (Monday, 13th – Sunday, 19th September) we will be celebrating the Commonwealth Games in all its glory!

Swimmers will have a great time taking part in some Commonwealth Games themed activities and receiving their very own gold medal for participation on the Paul Sadler Swimland dais. Swordy will be here to join in the action, flying the Aussie flag and encouraging our Swimland 'athletes' along the way.

Swimmers, dress up in your green and gold to help celebrate! Parents and Guardians, don't forget your cameras for this very special week! GO FOR GOLD!



PH : 9337 0444 / 41a ROSEHILL ROAD / ESSENDON
www.paulsadlerswimland.com

HAVE YOU VISITED PAUL SADLER SWIMLAND'S WEBSITE?

We are proud to announce that Paul Sadler Swimland has won a National Excellence Award in the category of 'Best Swim School Website' at the recent Swim Australia 2010 Awards night held in Queensland. The award, received for the second consecutive year, was judged by an independent specialist company.



A fantastic information resource, our website allows you to access all the latest Swimland news, information on our program and locations as well as opportunities to join the PSS team. Also accessible are the events calendars for every month, and a catalogue of previous newsletters. You can visit our F.A.Q page, a helpful tool for such questions as "Why does my child need to wear floatation aids like floaties and back bubbles?" or "What should I bring to swimming lessons?". You are also able to apply for an assessment and email feedback directly

to PSS Essendon through the site's own page. If you have any questions regarding the website, please speak to our friendly Customer Service team.

www.paulsadlerswimland.com

\$15,000

CHARITY AND FUNDRAISING NEWS

SAUSAGE SIZZLE WEEK - WEEK 6: 16th Aug – 22nd Aug

After the success of our Sausage Sizzle in Term 1 and Underwater Photos in Term 2, we will be having another Sausage Sizzle Week during Week 6 of term. What a perfect way to warm you up during winter! Staff will be volunteering their time to sell our Sausages in bread, with proceeds from the sausage sizzle sales being donated to the Royal Children's Hospital. Currently all Paul Sadler Swimland sites participate

in fundraising events for our given charity (RCH). We thank all of our customers for their ongoing support in our fundraising events. Sausages will be sold for \$2.00 (50c extra for onion).

FATHERS DAY RAFFLE - WEEK 8: 30th Aug – 5th September

Spoil Dad! Tickets will be \$1 and sold throughout the week. A great hamper is up for grabs, including a GPS. The raffle will be drawn on Sunday, 5th September, with the winner notified by phone on the Monday. Currently our running total raised for the RCH is **\$8,849.64**, well on the way to our \$15,000 target for the year!

SWIMLAND SWIM CLUB

On Saturday June 5th we had the first registration day for SSC here at Essendon. The Meet was opened by Hon. Justin Madden, who gave the athletes a very inspirational speech.

From this we saw many new members create their Personal Best Goals to chase and for the renewing members we saw the first of many swims to continue their journey to the next level. We finished the night with pizza and a group photo. See SSC photo board for information and photos.

With the season just commencing, consider a free trial session and come join our competitive swimmers in the morning or afternoon. SSC currently has training sessions on Monday and Wednesday off site at VUT Footscray, from 4:15 to 5:30pm and here at Paul Sadler Swimland on Tuesday and Thursday, from 6:15 to 7:30am and Saturday 6:30 to 7:45am.

SSC will be holding the second aggregate meet for this season on **Saturday August 28th**, so look out for that flyer from your squad coach.

This Meet is open to all SSC members and those squad members interested in competitive swimming. For details regarding SSC please log onto our website www.paulsadlerswimland.com or alternatively contact the Coordinator via email at www.veronica.phelps@paulsadlerswimland.com



DON'T GIVE UP – A STORY OF PERSISTENCE



My recent experience was with my 3 year old son who over a year ago didn't take too well to Swordy Tots. We weakened and pulled him out, but to our credit returned 1 year later in the next class. He said that he was 'ready to go!' He didn't take too well at first constantly crying and trying to get out. I didn't want to take him out and encouraged him to stay in there and stop the crying. The whole first lesson was 'wasted' and my son was told that we would return next week.

Mark (Manager) advised that this was not the first time that a child had acted this way; in fact he advised that he had on many occasions had to chase kids outside! I told him that I didn't think we could do this as my kid is very headstrong. He said that we will get through this in about 4-5 weeks.

The following session the same thing happened. Between Mark (Manager), Sophie (Deck Supervisor) and Alex (Teacher), I was advised that we would get through this but you have to be strong! Mark and Sophie said to my son that Dad would not be watching you if you continue to scream. He didn't stop and it was very loud. Mark told me to go out into the foyer which I did. I was there until the end of the lesson. It didn't work, but a message was sent to my son that we want you to stay in the pool and learn to swim, we are not going home. The next lesson was exactly the same, where I went outside for most of the lesson. Towards the end of the lesson, he began to quieten and even though he didn't cry/scream he just stood in the pool.

During the following lesson, to my amazement, my young man had decided that he wanted me there and he wanted to participate! He had a few moments but Alex (Teacher) was aware and made him do the things that he could to get some confidence.

We are now 3 months later and my son looks forward to every lesson and participates with all his might! I learned a valuable life lesson that we are the parents and we need to be stronger and not give in. I would like to once again thank Mark and his team for not letting me fold as so many parents have done in the past. He proved that their system works and that perseverance is the key.

Now, both my son and myself enjoy going swimming together!! *Bill, Niddrie*

SPRING HOLIDAY PROGRAM

A wonderful addition to term swimming lessons is the 'Swim and Survive' Intensive Holiday Program, at the discounted rate of \$70.



For all swimmers, the holiday program can be a great boost of confidence and skills going into the new term. Attending for 5 consecutive lessons is beneficial for improving bad habits, reinforcing good ones

and eliminating the 'forget factor'. The holiday program can also be a helpful transition into our lessons for new swimmers.

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

The Spring Holiday Program is now open for bookings: please see reception for available classes and times. **Monday 27th September – Friday 1st October**, during the second of the school holidays, classes operating from 7:30am – 11:30am. There are limited places available for all levels so book early to secure your position.

HAVE YOU SEEN OUR NEW SWORDY MERCHANDISE?

Did you arrive at swimming and realise your swim bag was a little light?

Looking for a fun way to celebrate a swimming milestone?

Do you love seeing our mascot, Swordy when he comes to visit?

Introducing Our Swordy Towel and Swordy Toy!

Now, you can dry off in style when you purchase our new

Swordy Towel for only **\$25**.

You can also snuggle in with your very own mini Swordy, our

Swordy Soft Toy for only **\$10**.

What a great way to keep swimming with Swordy all year round!



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