

November 2011 - Issue No:4

SSA Newsletter



403 Dowling St, Ballarat. 3350 ph (03) 5339 9911 www.ssacademy.com.au

Don't forget we recommence swimming lessons on Monday January 30th , 2012.

Do you have any questions about your child's swimming lessons?

On every shift at SSA there are experienced and helpful Shift Supervisors on pool deck who are there to help you. If you have any questions about your child's swimming lesson or if you would like assistance with any issues, no matter how small, please approach your shift supervisors so they can help you out. The Shift Supervisors are there on every shift to communicate with the parents.

Why not get to know your Shift Supervisor today!

Would you like term 2 fees free??

By pre-paying your term 1 2012 fees by Saturday 17th December 2011, you will go into the raffle to **WIN TERM 2 2012 FOR FREE.**

The draw will take place on Monday 19th December and the winner will be notified by phone.

Good luck!!!

You have to be in it to win it!!

***Please note that the pre-pay discount rate offer also ends with the raffle on Saturday 17th December**

SSA 2012 Calendars

When you book in for Term 1, 2012, please accept our SSA 2012 calendar as a gift.

The calendar is a valuable tool to have on your fridge at home. It has all the important dates for 2012. It has the term start/finish dates, theme weeks, all the squad events and the closure dates for the prepaid term fees.

Good News Stories

We would love to hear from you if you have a good news story about SSA that you would like to share. Please email the story to info@ssacademy.com.au

Does SSA have your email address?

SSA sends important information out to our customers via email.

If you have received this newsletter via email, then we have your address and we will continue to send only important information to you.

We are trying to avoid the overuse of paper to reduce greenhouse waste and to improve the environment.

SWIM & SURVIVAL ACADEMY
The Learn to Swim and Survival Professionals



Coming up at SSA

NATIONAL WATER SAFETY WEEK

National Water Safety Week will be held from
28th November– 3rd December 2011.

The aim of this week is to promote safety both in and around the water,
with all children learning and experiencing-

- Swim safe rules.
- Swimming clothed.
- Wearing PFD's.
- Awareness of rescues.
- Life saving strokes

Dash will be here to see the fun.

Please make sure your children bring along
a spare pair of clothes to swim in.



CHRISTMAS WEEK

The best way to celebrate and finish off a busy year is with a special
visit from the 'jolly old man in the bright red suit,' during Christmas
theme week.

Santa will be here from the 17th December–23rd December 2011.
(the last week of term).



At SSA we have
our fantastic
make up les-
sons for life
policy. You can
get unlimited
make-up les-
sons (based on

absences) without time restrictions.
The only thing we need is enough no-
tice when you are going to be absent
so other parents are able to use their
make-up's in your vacant position.
This policy helps to ensure you receive
greater value for money.

Please see the friendly reception team
for more information or ask for a flyer
that has details of the conditions.

Water Aerobics

Are you looking for a way to keep you
fit and healthy?

We have the answer for you.

Water Aerobics is on

Tuesday and Thursday mornings

at 9.00am,

Monday and Wednesday evenings

from 7.40pm.

Prices are \$9.00 pp,

\$7.50 pp for seniors card holders.

Anyone can come along and get fit-
no need to book, just turn up with
your bathers and towel.

Intensive Holiday Program

Have you tried our SSA intensive Holiday program?

The benefits include-

1. Reduced price.
2. Consecutive lessons.
3. Half a term worth of swimming in one week.
4. Quieter shift - more time to focus on each child.
5. Great opportunity to maintain/enhance skills over holiday break.

Here's what one of the parents had to say about our last
program-

We are so happy with everyone at SSA. All the staff are
happy and cheerful. Our kids have always been very
timid of water, but not anymore. In five days they have
come so far, it's amazing. Katherine and Dionne made
learning to swim fun and the kids have had a ball. They
had no confidence around water before coming to SSA,
now they can't wait to get in the pool. They have raved
about learning to swim, and we will now have our kids
in swimming programs at SSA from now on. A relative is
thinking of moving to the Ballarat area, and asked me
about swim schools in the area for his kids. I recom-
mended SSA to him straight away, and I would recom-
mend SSA to anyone. Our kids enjoy coming to SSA and
that makes us happy. Our kids love it at SSA, and we
couldn't ask for more than that.

Narelle and Darin Sheahan

BOOK EARLY as positions fill fast!



Keating family at footy theme week 2011

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Introduce a friend to receive

\$20 off your term fees



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We would like to reward our loyal customers. All you have to do is tell a friend/family member about how great your SSA experience is. When they are introduced to SSA and they book and pay for a term of lessons, you will receive \$20.00 off your term fees for every child that books in from your recommendation.

For example 4 new bookings equals \$80.00 off term fees. All you need to do is fill this form out and give it to your friend/family member to bring in when they book and pay for their lessons. The money will then be credited to your account.

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Conditions:

- New Clients only - Recommending family must be written on the form
- Form needs to be handed in on payment of fees
- Term fees must be paid in full - Not applicable for part term payments
- Not to be used in conjunction with any other offer - Not redeemable for cash

Name of current SSA recommending client: _____

Name of new introduced client: _____

Number of new swimmers introduced to SSA: _____

10 reasons to take to the water

Want to know the benefits of teaching your baby to swim?
Here are just a few of the advantages...

1 Swimming provides babies with lots of skin-to-skin contact with their parents. Psychologists say this may deepen the bond between parent and child.

2 The fear of water increases as a child ages. The longer they are kept away from water, the more likely they'll develop aquaphobia.

3 Babies can exercise more muscles in the water, and they're less restricted by gravity or their ability to sit or stand. This increased strength often manifests itself in early acquisition of other skills, such as walking.

4 A baby's natural 'gag' or Laryngeal reflex, which prevents water entering their lungs or stomach, can last anywhere from birth to six-18 months of age. By exposing children to swimming early, this natural reflex can become a learned reflex.

5 Early mastery of moving through water gives children a head start in learning basic swimming and survival skills.

6 Swimming helps improve coordination and balance on land by forcing babies to move bilaterally in the water to maintain their equilibrium.

7 Warm water combined with gentle exercise relaxes and stimulates a baby's appetite. They usually eat and sleep better on swimming days.

8 Babies flourish in the focused attention their parents lavish on them during swimming.

9 As babies learn how to manoeuvre in the water unaided, their independence and self-confidence blossom.

10 Learning to swim is a safety measure against drowning. For each drowning, many more children are left with permanent brain damage.

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* Parent magazine - off Swim Australia website www.swimaustralia.org.au



SSA Squads

We have had a wonderful year in the squad program. Our fabulous squad swimmers are currently trying their hardest to get to the top of the Quick Dash boards and to earn valuable points for their squad teams. Please keep an eye on the team points to see how you and your squad team is performing. We will be finishing off 2011 with a HUGE pool party on Saturday the 17th of December, from 2pm. It won't be all fun (well yes it will), as there will be games and competitions to help decide who the Quick Dash Team Champions will be for 2011. The term champion team will be decided on the day and their badges will be awarded at a presentation at the end of the fun session. Be in it to win it!!



Charity and Fundraising

Relay for Life is an opportunity to get together with your community to celebrate cancer survivors, remember loved ones lost and fight back cancer.

During Hot Dog Week in Term 1 the families at SSA helped to raise a total of \$2292 to donate to Relay For Life.

We further supported Relay for Life, by entering at relay team in the overnight walk at Bray Raceway. Even Dash came along.

Thank you to everyone who helped us to support such a great cause.

For more information on Relay for Life go to www.relayforlife.org.au



Tommi Knight, is one of our clients. He was diagnosed with an illness called Tay-Sachs. This disease is predicted to take his sight and hearing, and cause him to have seizures, lose all muscle control, and even the ability to swallow and smile. Tommi is not expected to live past his fifth birthday. Tommi's only hope is to see a doctor in Peru who is conducting experimental treatments on patients with Tay-Sachs.



Through our hot dog week in Term 2, we were able to make a donation of \$3500 to the Hope4Tommi fund. Thank you again, to everyone who helped us to support such a great cause and we wish Tommi all the best. For more information go to www.hope4tommi.com.au

Every day, more than 5,000 Australian children are injured in accidents and of those injured, more than 100 require hospital attention. Preventable accidents remain the single largest cause of childhood death. The Kids Foundation work to not only create awareness to prevent injuries but also to assist in injury recovery.

At SSA we are proud to be able to support the KIDS foundation, by donating money raised through our "hot dog" weeks.

For term 3 2011 we raised \$2196.

Thank you to everyone who helped us to support such a great cause.

For more information follow the links on our website. www.kidsfoundation.org.au



During Hot Dog Week in term 4, we will be raising funds for the Leukaemia Foundation. One of our staff members has had someone close to them fight this awful disease and as a family they have greatly appreciated the support of the Leukaemia Foundation.

We look forward to your wonderful support for another great cause.

For more information go to www.leukemia.org.au



Is Your Child Off To School in 2012?

The end of the year is fast approaching and many of our preschoolers will be off to school next year. If your child currently has classes in the morning during the week, we would encourage you to move them into an afternoon timeslot in the coming weeks. There are two main reasons for you to make the move now:

- * By changing their lesson time before the end of this year, you will be helping them adjust to after school sessions and in most cases to a new instructor. This will be one less change for them to cope with in the new year.
- * We are heavily booked in the after school sessions and prefer to accommodate our current clients as a priority.

To ensure this transition is as smooth as possible, please speak to your shift supervisor or a receptionist regarding after school vacancies.

Colouring Competition!!

On the following page is a copy of our Christmas colouring competition or you can go to our website www.ssacademy.com.au for a copy. Please print this off, colour it in (with your best colouring) and return it to reception.

The competition closes on **Saturday 17th December** and the winner will be announced on **Wednesday 21st December**. Please keep an eye on Dash TV, facebook and our website for the winner.

Christmas Presents

Imagine their delight Christmas morning when they wake up to find Dash in their stocking...
Or new bathers with the Dash logo...
Or brand new goggles to enjoy over summer...

See reception today to purchase any of these products. Dash soft toys are available for only \$19. SSA Bathers are quality chlorine resistant swimwear by Zoggs. They are the brand of bathers our instructors choose to wear.

Our goggles are also by Zoggs and we have added a couple of new lines to our current range to give you more options.

Employment Opportunities

If you have a passion for working with children and you would love a fun and exciting career, then working at the Swim and Survival Academy could be perfect for you. If you are interested in becoming a swimming instructor then please forward your resumes to us via email - info@ssacademy.com.au

See us on the web

Don't forget to visit us on the web at www.ssacademy.com.au for all the up to date information and news



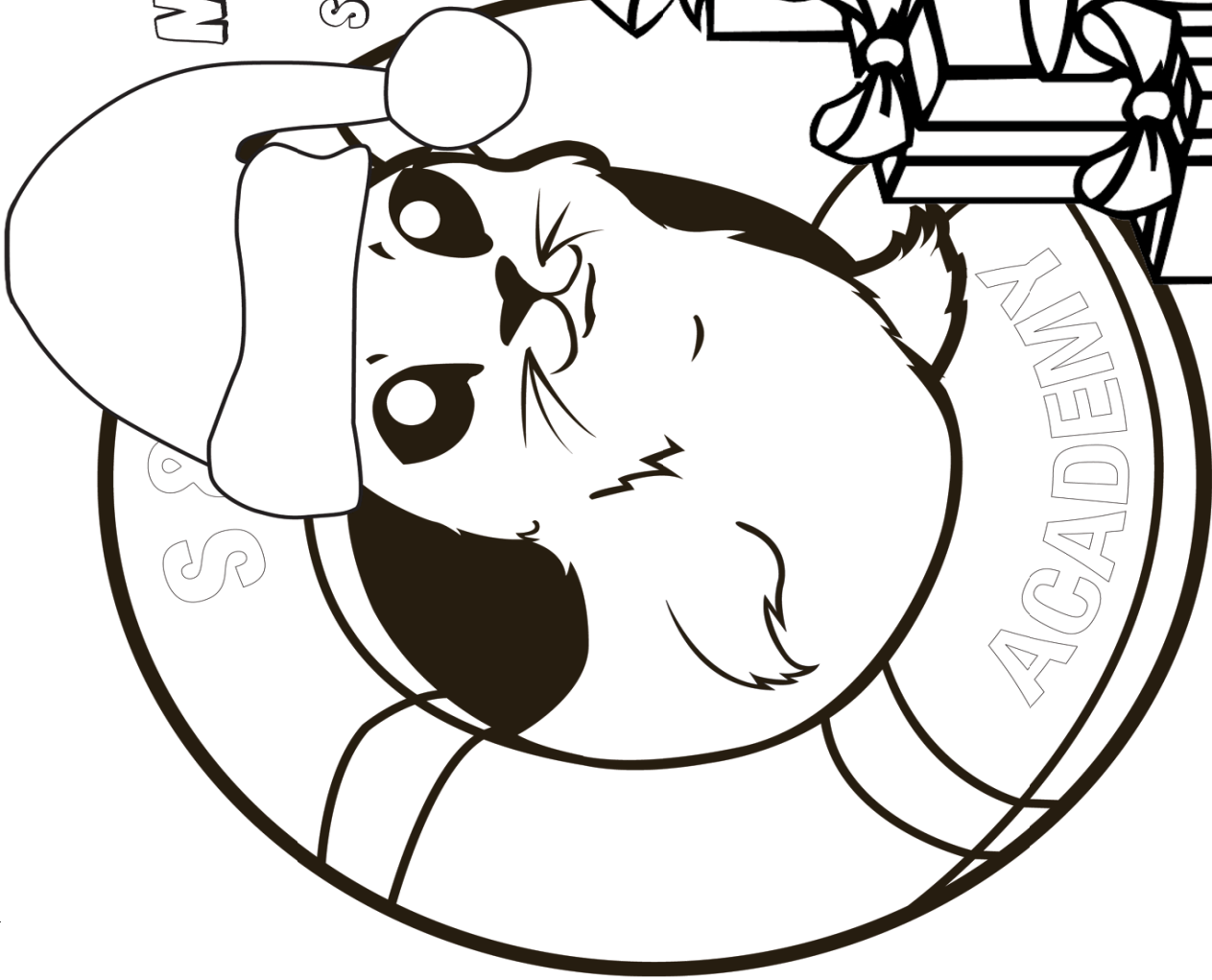
Some top models showing off their SSA bathers.



MERRY CHRISTMAS

FROM

SWIM & SURVIVAL ACADEMY



Name: _____

Age: _____ Swim Time: _____ Swim Day: _____

Swimming lessons, an investment for life

Call NOW to book your FREE assessment on 5339 9911

2 Free Lessons*

Why not try SSA for FREE

Simply present this ad to receive 2 free introductory swimming lessons*



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Teach your baby to love water for a lifetime

FREE Information Session for parents with babies aged 0-12 months

Information session includes:

- Benefits of teaching baby to swim
- How to teach baby at home
- What to look for when considering swimming lessons
- FREE take home DVD
- FREE afternoon tea

Call to book now

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*New clients only, Not to be used in conjunction with any other offer, Applicable to regular term lesson's