



SWIMMING CANADA

FACILITY

SERIES #4

September 29, 2020



# OBJECTIVES FOR TODAY



- Introductions
- Background and Key Research Insights
- Global Overview
- Round Table
- Questions & Discussion



# INTRODUCTIONS



- Ahmed El-Awadi, CEO Swimming Canada
- Dan Thompson, CEO and President, Myrtha Pools Canada
- Trevor Tiffany, Chairman of the Board, Myrtha Pools USA and Canada
- Stu Isaac, Aquatic Facility, Program, and Management Consultant:  
The Isaac Sports Group



# BACKGROUND SWIMMING CANADA



Swimming Canada is the Governing Body of the sport of Competitive Swimming in Canada and the #1 ranked Olympic Summer sport. In addition, our coalition with the Canadian Red Cross, Lifesaving Society Canada and the YMCA Canada position us as the leader of the activity of swimming in Canada.

Our membership reach is large, and when combined with the lesson market, we offer an unparalleled audience.

- 50,000 competitive swimmers.
- 2 Million swimming lesson participants per year.
- 100,000 officials
- 4,000 coaches
- 20,000 Masters swimmers.
- Professional infrastructure for distribution.
- Access to lifeguards at outdoor pools

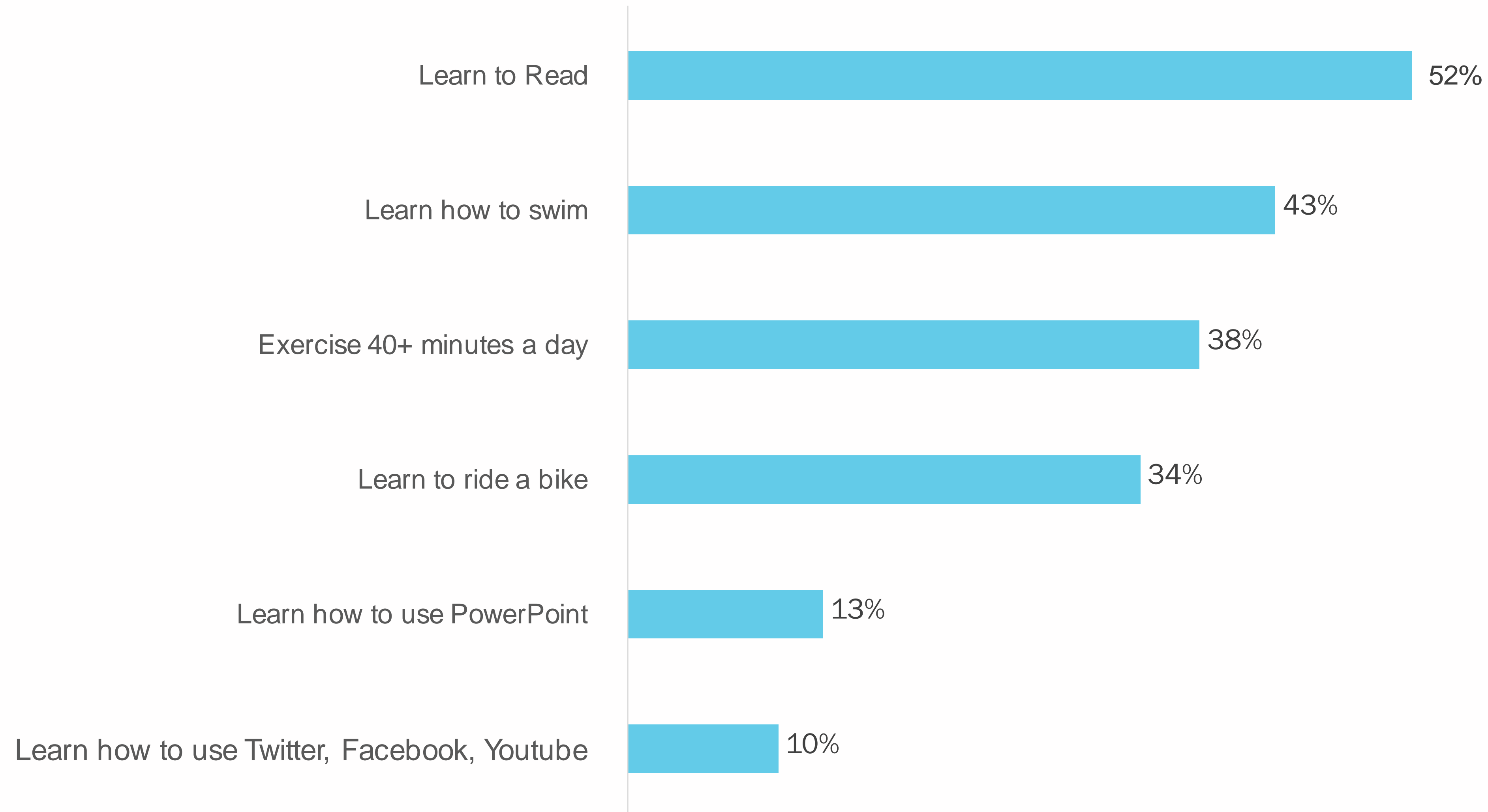




# SWIMMING CANADA STRATEGIC PLAN



# I THINK IT IS ESSENTIAL FOR CHILDREN TO:



# GLOBAL OVERVIEW: HOW SWIM SCHOOLS & SWIM CLUBS WORK TOGETHER

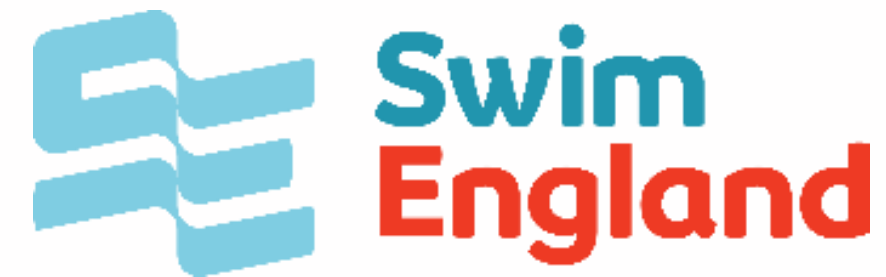


PRESENTED BY:

TREVOR TIFFANY

CHAIRMAN OF THE BOARD, MYRTHA POOLS USA &  
CANADA









Swim  
England







# Swim England Awards File

For...



**TYR**

 **Swim  
England**









CAPTAIN WEBB'S GREAT SWIM—THE ARRIVAL AT CALAIS.





AUSTRALIAN  
**SWIM**  
SCHOOLS ASSOCIATION







BONDI ICEBERGS, AUSTRALIA













**CNAB**  
**CLUB NATACIÓ**  
**ATLÈTIC-BARCELONETA**























Gustavo Borges 200+ 3 Academies







L E A R N TO S W I M





- **OUR MISSION IS SIMPLE**

When done well, swim schools become an integral element in local communities and are beloved by families. Therefore, our mission is simple; we strive to make a lasting, positive impact by providing the industry's most consistent, premium, learn to swim program and most technologically advanced competitive swim instruction program. Together our programs offer unparalleled breadth of premium instruction in the industry's most advanced facilities.





SWIMLABS sixteen locations most with 2-3 pools







GOLDFISH have over 90





BRITISH SWIM SCHOOLS have over 215





# SWIMMING CANADA FACILITY SERIES



## SWIM SCHOOLS & SWIM CLUBS

WORKING TOGETHER FOR MUTUAL BENEFIT





# PANELISTS



- Sharron Crowley, CEO “Chief Experience Officer, Aquaventures Swim Centre



- Karim Zayed, Business Development Director, K & K Swim School



# PANELISTS



- Kim Inglis-Clarke, Operations Manager, COBRA Swim Club



- George Heidinger, Owner, Coach, Pike's Peak Athletics



# BUSINESS PERSPECTIVE



Tell us a little bite about your business and how you have attempted to work with Swim Clubs or vice versa Swim Schools in the past?

Any Lesson Learned?





# START-UP GO FORWARD STRATEGIES



Given this unprecedented time we are in now dealing with Covid-19 what do you think the future will bring?

Does Covid create any opportunities for public and private facility owners to work with Swim Schools and vice versa?

Could Covid fast forward the outsourcing of swim lessons at the municipal level?





# DEVELOPING PROMOTIONS & AWARENESS



Talk to us about how you are currently promoting your programs & partner relationships?

How do you or in conjunction with program partners facilitate progression from swim lessons to stroke instruction to pre-teen to swim team?

Is it informal or are you extending program options?





# BARRIERS



What do you see as the barriers to forming partnerships?

Are you concerned about Municipalities feeling swim clubs and swim schools are trying to encroach on their core business?

For the Swim schools do you see swim club pre-competitive programs as a barrier?

If so, how would we best position these different programs ie your services?

Again, any lessons learned?





# RECRUITMENT OF INSTRUCTORS



It seems like swim clubs are a great source of instructors for swim schools.

Do you have any formal or informal strategy to recruit new instructors?

Can you think of any formal or informal ways to make this connection?

Again, any lessons learned?







# QUESTIONS AND DISCUSSION





# RESOURCES



Swimming Canada      Ahmed El-Awadi

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ISG      Stu Isaac

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Myrtha Pools      Dan Thompson

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Pike's Peak Athletics      George Heidinger

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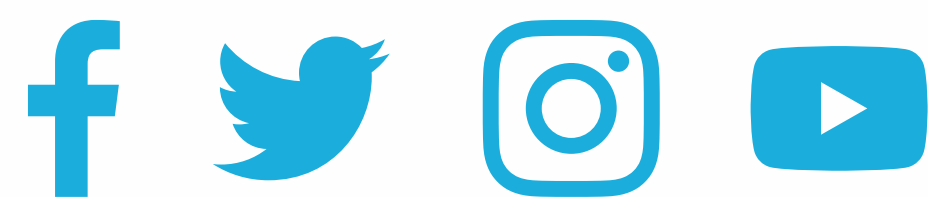




**THANK YOU!**

**FOLLOW**

**@swimmingcanada**



**FOR THE NEXT WEBINAR DATE & TOPIC!**







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