



Swim Into Summer with Kids Alive - Making Waves for Water

Safety!

As the sun begins to shine brighter and the weather warms up, we at [Your Swim School Name] are excited to dive into a fantastic new initiative that's all about making a splash while ensuring water safety for our little ones. It's time to get ready to "Swim Into Summer with Kids Alive!" This national initiative involves swim schools across the country hosting free lessons and water safety education events during the school holidays from September 25 – 29.

Why Water Safety Matters

Recent drowning statistics highlight positive trends in reducing drowning incidents among children under five. This year represented a decrease of 6% from the previous year and an impressive 33% decrease from the 10-year average. While these statistics bring hope, it's crucial to emphasise the ongoing importance of teaching children to swim from an early age. Drowning rates have shown improvement, but we must remain steadfast in our commitment to water safety education.

At our swim school, we believe that water familiarisation skills are the foundation for a child's safety in and around water. Learning to swim in a proper facility with trained professionals provides the essential building blocks for a lifetime of water safety. By participating in "Swim Into Summer with Kids Alive," we aim to be part of the solution and work towards a future with zero drownings in the under-five category. Let's celebrate the arrival of spring, prioritise water safety, and ensure our children are well-prepared for a safe and enjoyable summer in the water. For free water safety resources visit Kidsalive.com.au