

A cartoon girl with a red and blue cap and a cartoon owl with a snorkel are positioned on either side of the main title.

SWIM

INTO **SUMMER**

with
KIDS ALIVE™

SWIM SCHOOL SUPPORT KIT

A close-up photograph of a child's face underwater, smiling with eyes closed and bubbles around them.

LEARNING TO SWIM
SAVES LIVES!

WWW.KIDSALIVE.COM.AU



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MANAGING DIRECTOR'S WELCOME

Let's get ready to swim into a safer summer!

September 29 – October 3, 2025

Calling all swim schools! Kids Alive invites you to join Swim Into Summer - a nationwide campaign promoting water safety and encouraging families to make learning to swim part of their summer routine.

How You Can Get Involved

Share the Free Online Lessons:

The easiest way to get involved is to share the Kids Alive 5 free online lessons in the community. We've created five short videos covering the fundamentals of learning to swim - water familiarisation, breath control, submersion, floating, and propulsion. By sharing this with your clients, you'll offer further value, enhance their experience at your swim school and give children a head start in the water.

Other Ways to Support

- Offer a free introductory lesson to welcome new families or re-engage previous ones.
- Host an information session for parents explaining the principles of learning to swim - helping families understand the process and get more from lessons.
- Offer a holiday intensive program of 5 free lessons (this is what Laurie Lawrence Swim Schools provide).
- Share the water safety messages with the ready-to-go marketing and social media materials.





MANAGING DIRECTOR'S WELCOME

Why Join?

- **Community engagement:** Enhance your position as a local leader in water safety and connect with families in your area.
- **Boost your reputation:** Align with Kids Alive, Australia's trusted voice in drowning prevention.
- **Increase enrolments:** Families are more likely to sign up for lessons ahead of summer with an incentive like free lessons or value add with the 5 free online lessons.

Added Benefits

- **Campaign support resources:** Access marketing collateral to support your program.
- **Media exposure:** Be part of a national campaign that attracts media attention, increasing visibility for your swim school.

Your Support Matters

We've prepared a support guide with tools and resources to help you make the most out of participating in Swim Into Summer. The more you put into the campaign, the more successful it will be in generating new clients for your swim school and encouraging families to prioritise learning to swim as a vital life skill.

Together, we can create a future with zero drownings in children under five.

Thank you for your commitment to water safety.

Sincerely,
Emma Lawrence





ACTION PLAN

Swim Into Summer with Kids Alive (September 29 – October 3, 2025) is more than a campaign - it's a call to action. This summer, swim schools have the chance to lead their communities in promoting water safety awareness and better understanding the process of learning to swim.

The action plan outlines the key steps to driving this campaign in your local area.

Action Plan Checklist



Share Online Lessons (Top Priority)

- 5 free online lessons (water familiarisation, breath control, submersion, floating, propulsion).
- Share the links with current families and prospects.
- Encourage parents to use them alongside lessons to bolster their child's skills.



Offer Lessons & Events

- Free introductory lesson or family event.
- 5-day intensive program (holiday lessons).
- Parent information session explaining learn-to-swim principles.



Local Marketing

- Display campaign posters in your centre.
- Utilise the campaign social media plan and creative.
- Add the campaign logo to your website.
- Publish articles on your website.
- Send email/newsletter updates to your database.
- Share press releases with local media.

Quick Tip: The more your swim school gets involved, the more impact you'll have - on community safety, enrolments, and awareness.



WEBSITE / BLOG ARTICLE

Swim Into Summer with Kids Alive – Join Us!

[Swim School Name] is proud to be part of the nationwide water safety initiative Swim Into Summer with Kids Alive, running from September 29 – October 3, 2025.

This initiative encourages families to make swimming lessons a priority — starting with five free online lessons that you can access at home and utilise to enhance your child's safety and confidence in the water

At [Swim School Name] we will also be [insert offer: e.g. one free lesson, a 5-day intensive program, or a parent information session].

Why It Matters

Drowning remains one of the leading causes of accidental death in young children. By combining online learning with professional lessons, we can give every child the skills and confidence to stay safe and work toward a future with zero drownings among little ones under 5.

Find free water safety resources at kidsalive.com.au





NEWSLETTER / EVENT ARTICLE

Dive In! Free Lessons & Fun with Swim Into Summer

We're excited to invite you and your family to join us for Swim Into Summer with Kids Alive, happening September 29 – October 3, 2025!

This campaign is all about building and enhancing water safety skills for under-fives — and it starts with five FREE online lessons every family can access. These short videos cover the basics of learning to swim and can help children get even more out of their time in the pool.

The Five Fundamentals of Learning to Swim - access the lessons at [Kidsalive.com.au](https://kidsalive.com.au)

1. Water Familiarisation

Before children can swim, they need to feel safe and comfortable in the water. Water familiarisation is all about play, exploration, and confidence. Games in shallow water and gentle encouragement help children relax, making the pool a positive and fun environment.

2. Breath Control

Breath control teaches children how to hold their breath and manage being in the water without swallowing or sniffing it in. For babies, this might begin with gentle conditioning using trigger words. For older children, it can include short underwater breath-holding. It's an important step that prepares kids for safe submersion.

3. Submersion

Once children are ready, they can learn to go under the water voluntarily. Submersion builds confidence and helps children feel at ease below the surface. This stage is always done gradually and at the child's pace, using games and positive reinforcement to make it enjoyable.

4. Floating

Floating is the foundation of water safety. By learning to float, children discover buoyancy, balance, and relaxation in the water. Strong floating skills also make it much easier for them to progress to strokes and independent movement.

5. Propulsion

Propulsion is where floating turns into swimming. Children learn to kick, paddle, and move themselves through the water with confidence. These propulsive skills are developed over time and lay the groundwork for efficient strokes.

Together, these skills create the foundation for a lifetime of safe swimming.

You can explore the **five free online lessons** at KidsAlive.com.au and use them alongside your child's swim school experience. Every lesson completed brings your child one step closer to becoming safer in the water.



EVENT INVITATION

Subject: Dive Into 5 Free Swim Lessons This Summer!

Dear **[Name]**,

We're excited to invite you to join us for Swim Into Summer with Kids Alive, a nationwide campaign helping families make water safety a priority.

From September 29 – October 3, 2025, your family can access 5 FREE online lessons covering the fundamentals of learning to swim:

- Water familiarisation
- Breath control
- Submersion
- Floating
- Propulsion

These videos are designed to boost your child's confidence and complement their swim school experience.

At **[Swim School Name]**, we'll also be **[insert your offer/event details – e.g. a free introductory lesson, holiday intensive program, or parent information session]**.

Event details:

Date: **[Date]**

Time: **[Time]**

Location: **[Your Swim School Address]**

RSVP: **[details]**

Together, let's give every child the skills and confidence to enjoy a safer summer in and around the water.



SOCIAL MEDIA

The following are examples of social media posts you can utilise to encourage more people to participate in Swim Into Summer. They are a guide only and can be adapted to suit your organisation and brand.

Facebook: To tag Kids Alive in any posts on Facebook refer to them as @kids.alive.do.the.five. This will hyperlink automatically in your post to the pages. Ensure you follow the Kids Alive page first. It will turn blue and simply show the brand names if the tag is successful. Using this tag will enable us to track how many people interact with this message and will allow people to find the Facebook Page easily.

Instagram: To tag Kids Alive in any posts on Instagram refer to them as @kids_alive. This will hyperlink automatically in your post to our page if you are going directly from the app.

Social tiles and images can be downloaded from the support hub.

Let's Swim Into Summer with Kids Alive!

From September 29 – October 3, [Swim School Name] is proud to be taking part in this nationwide campaign to give families the most important gift of all - water safety skills.

Families can access 5 FREE online videos covering the fundamentals of learning to swim. These are the perfect way to boost your child's confidence and get more out of your lessons.

#SwimIntoSummer #KidsAlive #WaterSafety

Help grow your child's confidence in the water grow this summer by watching the Swim Into Summer videos from Kids Alive. They cover the 5 key steps of learning to swim.

#freeswimminglessons #SwimIntoSummer #KidsAlive #WaterSafety
#onlinelearning

Let me hear you! What do we want? A safer summer?

When do we want it? Now?

Checkout the Swim Into Summer free learn to swim support videos and take your child's skills to the next level!

#freeswimminglessons #SwimIntoSummer #KidsAlive #WaterSafety
#onlinelearning



SKILLS FOCUS POSTS

Aim to post one a day.

Link to lessons at: <https://kidsalive.com.au/swim-into-summer-parents/>

Facebook & Instagram

1. Water familiarisation

The first step to learning to swim is water familiarisation.

Helping children feel relaxed and comfortable in the water builds the foundation for a lifetime of safe swimming. Games, play, and gentle encouragement make all the difference.

Access the free online lesson at: [Kidsalive.com.au](https://kidsalive.com.au)

#SwimIntoSummer #Watersafety #KidsAlive #swimmingskills

2. Breath Control

Breath control is a lifesaving skill.

It helps children confidently put their faces in the water without swallowing it. Learning breath control is a key part of every child's swimming journey. Where is your child at with breath control?

#SwimIntoSummer #KidsAlive #LearnToSwim #swimmingskills

3. Submersion

Submersion is an exciting milestone in the learn-to-swim process.

Children learn to go underwater safely, at their own pace, building confidence step by step. Every submersion helps children feel more comfortable in the water and prepares them for swimming skills ahead. Kids Alive free online lessons help show you ways you can do this at home and enhance what they are learning with us at (swim school name).

#SwimIntoSummer #WaterSafety #KidsAlive #swimmingskills

4. Floating

Floating builds confidence and safety.

It helps children understand buoyancy, balance, and relaxation in the water. Once children have mastered floating, propulsive skills like kicking and paddling become much easier to learn.

#SwimIntoSummer #KidsAlive #LearnToSwim #swimmingskills

5. Propulsion

Propulsion is where children begin to move independently in the water.

Through kicking and paddling, children turn their floating skills into swimming skills.

#SwimIntoSummer #WaterSafety #KidsAlive #swimmingskills



ABOUT

About Kids Alive - Do the Five

Drowning is the leading cause of accidental death in children under five in Australia, with approximately one child drowning every week. To combat this alarming statistic, Laurie Lawrence created the Kids Alive – Do the Five water safety program in 1988.

The Kids Alive community service program is dedicated to educating the public about five crucial steps to reduce the risk of preschool drowning. Prime Minister John Howard helped launch the program nationally in 2000, and today it reaches communities across Australia through various channels, including the Kids Alive website, community service advertising, the 'Living with water' DVD in the Bounty Bag, the Early Childhood Program, and the Kids Alive Water Safety Show.

Every year, numerous families are affected by tragic drownings or near-drownings, leaving a lasting emotional impact. Pool owners have a significant responsibility to ensure their pools are adequately fenced and comply with local government regulations.

Children often drown in backyard pools due to factors such as inadequate fencing or a lack of fencing altogether, insecure gates, insufficient water safety skills, inadequate supervision, and a lack of knowledge about resuscitation techniques.

Kids Alive - Do the Five is committed to preventing childhood drowning and raising awareness about water safety, striving for a future with zero drownings in the under-five category.





CERTIFICATE of participation

This certificate is proudly awarded to

in recognition of their involvement in Swim Into Summer.

A handwritten signature in black ink that reads 'Laurie Lawrence'.

Laurie Lawrence
– Kids Alive Do The Five Founder

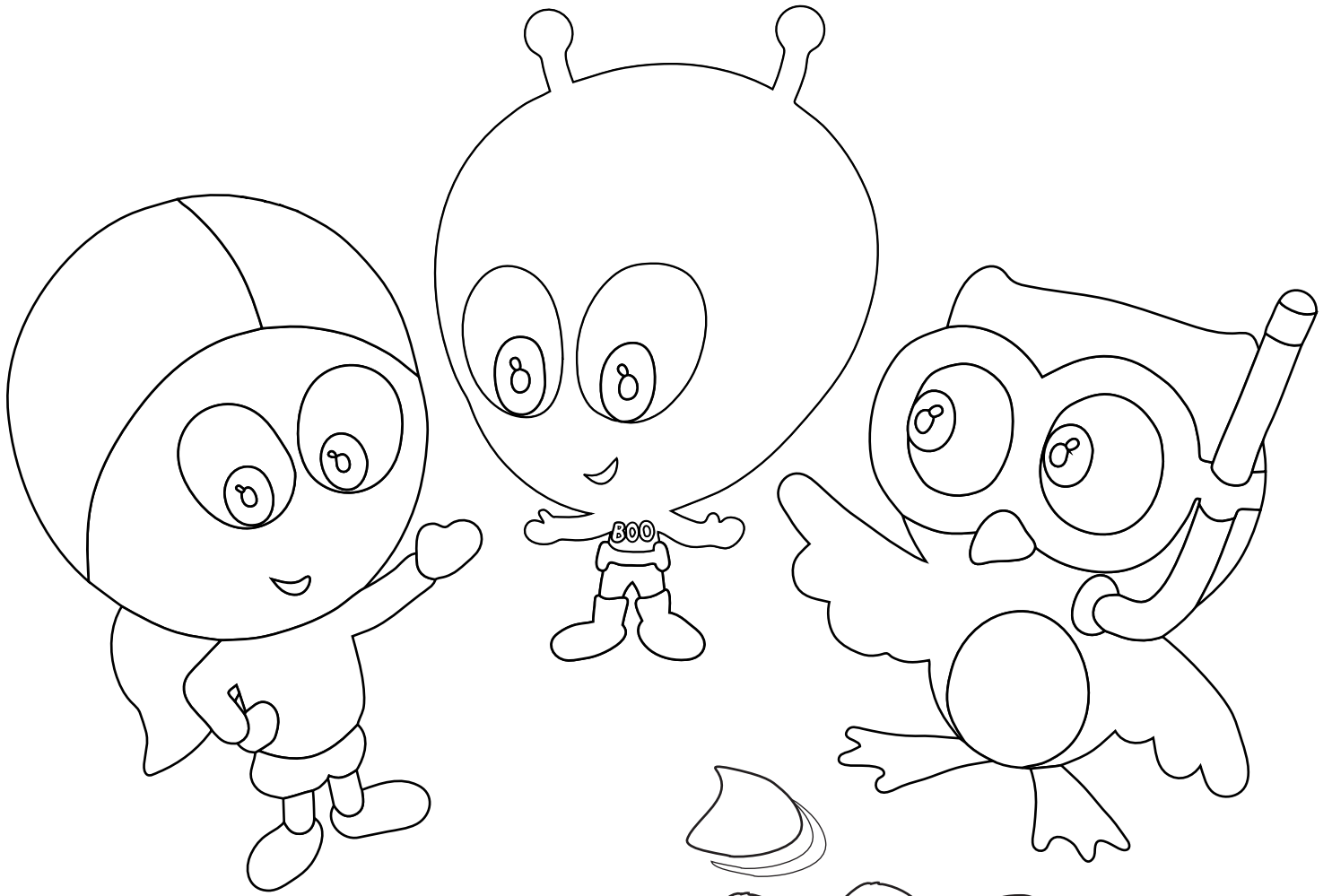


FINGER PUPPETS



1. Colour print/copy this page (use glossy photo paper for best results)
2. Cut out the characters and props.
3. Wrap the tabs around your finger, use sticky tape to hold it together.





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