

2026

SWIM SCHOOL SUPPORT KIT



**LEARNING
TO SWIM
SAVES LIVES!**

kidsalive.com.au

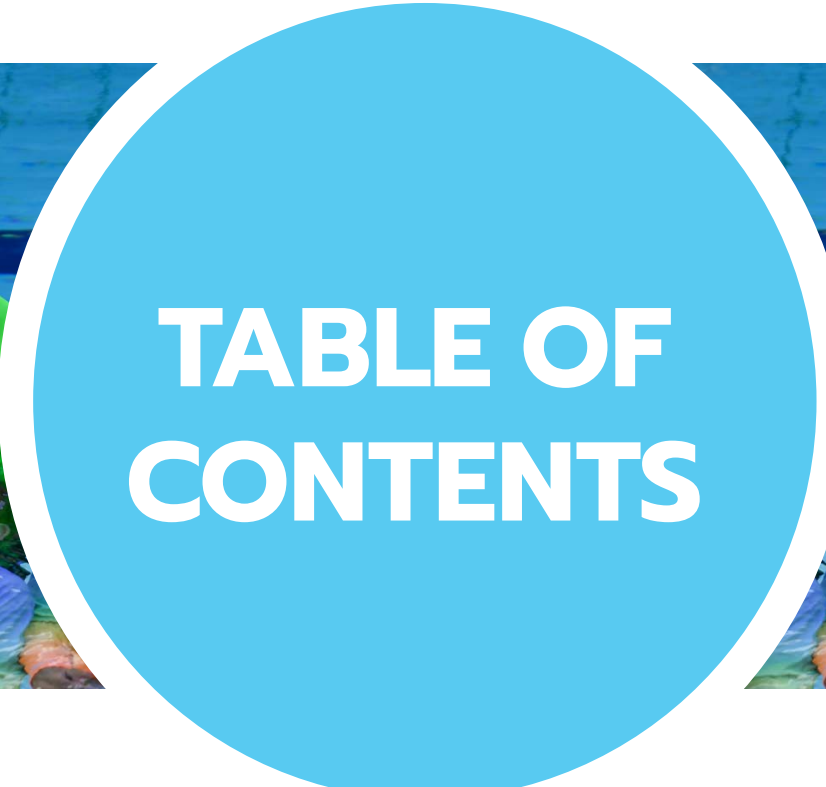


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MANAGING DIRECTOR'S WELCOME

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

September 28 – October 2, 2026

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 28 – October 2, 2026) 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 ARTICLE / EVENT PAGE

Swim Into Summer with Kids Alive – Join Us!

[Swim School Name] is proud to be part of Swim Into Summer with Kids Alive, a nationwide water safety initiative running from Monday 28 September to Friday 2 October 2026.

Swim Into Summer encourages families with young children to make swimming and water safety a priority as we head towards summer.

The campaign gives families access to five [FREE online lessons](#) covering the fundamentals of learning to swim. These simple, practical resources can be used at home to support your child's formal swimming lessons and help build their confidence and skills in the water.

At [Swim School Name] we'll also be [\[insert offer: e.g. offering one free lesson, running a five-day intensive program, or hosting a parent information session\]](#) as part of Swim Into Summer 2026.

Why It Matters

Drowning remains a serious risk for young children in Australia. Learning to swim from an early age, combined with active adult supervision and good water safety practices, can help give children the skills and confidence they need around water.

Swim Into Summer brings together professional swimming instruction and free online learning to help more families start building these essential skills before summer.

The five online lessons focus on:

Water Familiarisation • Breath Control • Submersion • Floating • Propulsion

Join us for Swim Into Summer, 28 September – 2 October 2026, and help give your child a safer, more confident start to summer.

Find the free lessons and more water safety resources at www.kidsalive.com.au.



NEWSLETTER ARTICLE

Build their skills. Boost their confidence for summer!

We're excited to invite you and your family to join us for Swim Into Summer with Kids Alive, running Monday 28 September to Friday 2 October 2026!

Swim Into Summer is all about helping children under 5 build and strengthen their swimming and water safety skills before summer — and every family can get involved with five FREE online lessons.

The short, easy-to-follow lessons cover five fundamentals of learning to swim and are designed to complement your child's regular swim school experience.

The Five Fundamentals of Learning to Swim

1. Water Familiarisation

Before children can learn to swim, they need to feel safe and comfortable in the water. Water familiarisation is about play, exploration and building confidence. Games in shallow water and gentle encouragement can help children relax and make being in the water a positive and enjoyable experience.

2. Breath Control

Breath control helps children learn how to manage their breathing around water. For babies, this can begin with gentle conditioning and consistent trigger words. As children develop, they can progress to age-appropriate breath-control activities that prepare them for safe submersion and further swimming skills.

3. Submersion

Once children are comfortable and ready, they can begin learning to voluntarily go under the water. Submersion helps build confidence and familiarity below the surface. It should always be introduced gradually, at the child's pace, using positive and enjoyable activities.

4. Floating

Floating is an essential foundation for both swimming and water safety. Learning to float helps children understand buoyancy, balance and relaxation in the water. Developing strong floating skills also prepares children for independent movement and learning swimming strokes.

5. Propulsion

Propulsion is where children begin turning their foundational skills into movement through the water. They learn to kick, paddle and propel themselves, gradually developing the coordination and confidence needed for independent swimming.

Together, these five fundamentals create an important foundation for a lifetime of safer swimming.

You can access all five FREE Swim Into Summer online lessons at [Kidsalive.com.au](https://kidsalive.com.au) and use them alongside your child's regular swimming lessons.

At [\[Swim School Name\]](#), we'll also be [\[insert Swim Into Summer offer/event details\]](#) during the week - Join us from 28 September – 2 October 2026 and help your child head into summer with greater



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 swimming and water safety a priority before summer.

From Monday 28 September to Friday 2 October 2026, families can access five FREE online lessons covering the fundamentals of learning to swim:

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

These short, practical lessons are designed to build your child's confidence in the water and complement the skills they are developing through formal swimming lessons.

At **[Swim School Name]**, we'll also be **[insert your offer/event details – e.g. offering a free introductory lesson, running a holiday intensive program, or hosting a parent information session]** as part of Swim Into Summer 2026.

Event details:

Date: **[Date]**

Time: **[Time]**

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

RSVP: **[details]**

Join us and help your child head into summer with greater confidence, stronger swimming skills and a better understanding of water safety.

You can also access the five free online lessons and more water safety resources at kidsalive.com.au.



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.

Let's Swim Into Summer with Kids Alive!

From Monday 28 September to Friday 2 October 2026, we are proud to take part in this nationwide campaign helping families make swimming and water safety a priority before summer.

Families can access 5 FREE online lessons covering the fundamentals of learning to swim:

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

They're a great way to build your child's confidence and reinforce the skills they're learning with us in lessons.

#SwimIntoSummer
#KidsAlive #WaterSafety
#LearnToSwim

Keep the learning going between swim lessons.

As part of Swim Into Summer with Kids Alive, we're encouraging parents to watch the 5 FREE online lessons with their children and use them to reinforce the skills being developed in the pool.

The videos cover key learn-to-swim fundamentals and are a simple way to support your child's confidence and progress between lessons.

Take part in Swim Into Summer and watch the free Kids Alive lessons at kidsalive.com.au.

#SwimIntoSummer
#KidsAlive
#WaterSafety
#LearnToSwim
#SwimmingSkills

What could 10 minutes at home do for your child's swimming?

More than you might think.

This Swim Into Summer, we're supporting Kids Alive and encouraging our families to take the learning beyond the pool.

Kids Alive has created 5 FREE online lessons that show parents how to reinforce important learn-to-swim skills at home — helping children practise, build confidence and get even more from their lessons with us.

Watch them together. Try the activities. Then tell us what your little swimmer has mastered!

Start with the free lessons at kidsalive.com.au

#SwimIntoSummer
#KidsAlive #LearnToSwim
#WaterSafety
#SwimmingSkills



SKILLS SOCIAL POSTS

Aim to post one a day.

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

Facebook & Instagram

From floating to moving — this is where swimming really starts to come together.

Propulsion is the ability to move through the water using skills such as kicking and paddling.

As children learn to combine movement with their floating, breathing and submersion skills, they begin taking those exciting first steps towards independent swimming.

Explore the FREE Propulsion lesson at kidsalive.com.au.

#SwimIntoSummer #KidsAlive #WaterSafety #LearnToSwim #SwimmingSkills

Sometimes learning to swim starts with learning to do... nothing.

Floating teaches children how their body behaves in the water and helps develop balance, buoyancy and relaxation.

Once children become comfortable floating, they have a much stronger foundation for kicking, paddling and moving independently through the water.

Watch the FREE Floating lesson at kidsalive.com.au.

#SwimIntoSummer #KidsAlive #LearnToSwim #WaterSafety #SwimmingSkills

Going under can be a big moment for a little swimmer.

Learning to submerge comfortably helps children become more confident below the surface and prepares them for the next stages of learning to swim.

The key is allowing children to progress at their own pace and keeping the experience positive.

The FREE Kids Alive Submersion lesson gives families simple ways to reinforce what children are learning at with us.

Visit kidsalive.com.au to watch.

#SwimIntoSummer #KidsAlive #WaterSafety #LearnToSwim #SwimmingSkills

Comfort comes first.

For little swimmers, feeling happy and relaxed in the water is the first step towards learning to swim.

Water familiarisation can be as simple as splashing, playing, pouring water and exploring together. Positive experiences help children build trust and confidence before more advanced swimming skills are introduced.

Discover the FREE Water Familiarisation lesson as part of Swim Into Summer at kidsalive.com.au.

#SwimIntoSummer #KidsAlive #WaterSafety #LearnToSwim #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

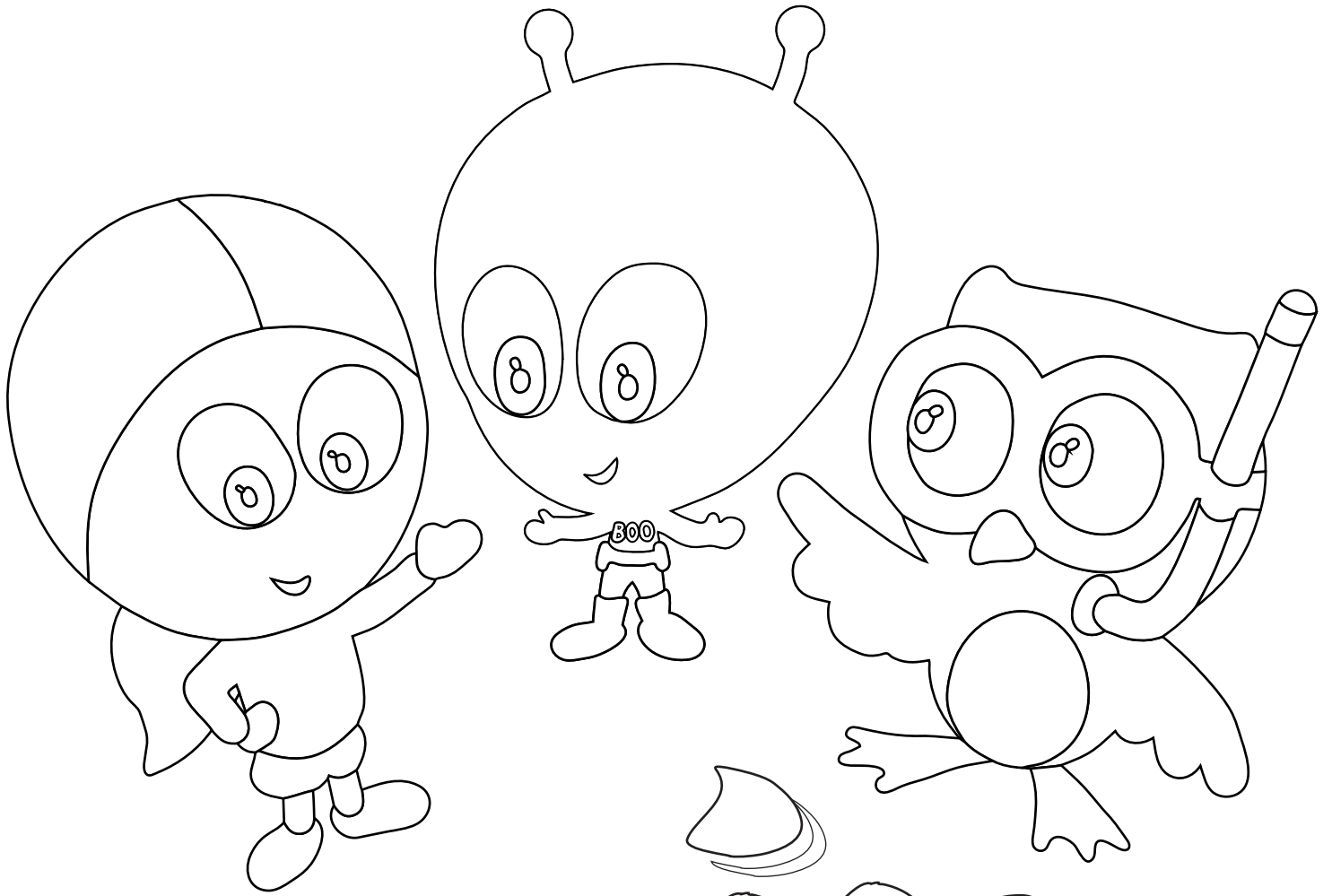


FINGER PUPPETS



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.





SWIM
INTO SUMMER

with
KIDS ALIVE™