JUMP! Swim Schools
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MEDIA FACT SHEET FEBRUARY 2017

- JUMP! Swim Schools was started in Grafton, NSW, in 2009 by Ian Campbell
- The first JUMP! Swim Schools franchise site opened on the Gold Coast in mid-2014
- There are currently 42 JUMP! sites operating across Australia
- JUMP! is now a multinational company after JUMP! Swim Schools Singapore opened in October 2016
- Franchise sites have been signed in New Zealand, Brazil and the Philippines
- Every JUMP! Swim School that has been trading for 12 months or more has over 350 students
- JUMP! is teaching the fun life skill to 16,000 children and babies across Australia
- JUMP!'s qualified instructors are expert in teaching babies from three months of age
- JUMP! runs just two classes simultaneously
- Numbers are capped at just four per class for independent swimmers, and six per class for babies
- JUMP! has crafted the nation's only learn-to-swim competency-based education program
- The JUMP! curriculum is a breakthrough in teaching babies the basic elements of swimming
- The JUMP! program focuses on the core elements of conditioning, buoyancy, breath control and mobility
- JUMP!'s unique, custom-designed facilities have been tailored exclusively for children's learn to swim and water safety
- JUMP! pools are indoors and heated to 32 degrees all year round

- JUMP! is on the top of its game with cleanliness and hygiene — pools are serviced every day
- JUMP! complies with the highest standards of swim safety with teachers qualified to, or above, Australian National Industry Standards
- JUMP! Swim Schools is a multi-award winning company with titles including the Franchise Council of Australia's Emerging Franchisor of the Year 2016.