JUMP! Swim Schools
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MEDIA STATEMENTS AND QUOTES

JUMP! Swim Schools started in Grafton and is now a Queensland-based company that has garnered a reputation for delivering tailored early years swim instruction in a highly personalised, safe and calm environment to foster confidence in children.

JUMP! instructors are expert in teaching babies from three months of age and just two classes are run simultaneously, numbers are capped at four per class and the competency-based program focuses on the joy of participation and parental engagement in a fun and hygienic environment.

"The JUMP! Swim Schools curriculum is a breakthrough in teaching babies the basic elements of swimming at a young age," said managing director Ian Campbell.

"We use the best practices from learn-to-swim programs across the world and focus on the core elements of conditioning, buoyancy, breath control and mobility.

"Our family-friendly approach fosters close relationships with owners, teachers, children and parents making for a familiar and safe environment, perfect for boosting the confidence in young swimmers."

BABY SWIM MESSAGING

JUMP! Managing Director Ian Campbell said demand was strong and growing for specialist early years swim instruction for babies from three months of age.

"Over 50 per cent of students are aged under two years and that is testament to our understanding of how capable babies are and our abilities to teach babies as young as three months of age.

"Babies are capable of amazing things and at JUMP! we have put specialised education back into learn-to-swim by crafting a tailored, competency-based program that is backed by the latest child care and teaching research."

BUSINESS STATEMENTS

JUMP! Swim Schools is rapidly expanding across Australia through its proven franchise model with 42 sites operational and another 50 scheduled to open in the coming 12 months.

JUMP! operates eight corporate sites, has grown to include 28 full-time staff at its head office on the Gold Coast and satellite office in Melbourne, and is on track to reach its goal of 150 franchise units next year.

JUMP!'s boutique swimming facilities, custom curriculum and fun, safe and calm environment that is dedicated purely to early-years learn to swim lessons is behind JUMP!'s model of excellence and rapid business growth.

FRANCHISE MODEL

JUMP!'s strength as a franchise model is proven by over 70% of new franchise sites opening with enough numbers to open above break-even.

What makes JUMP! unique appeals to exactly what every parent is looking for coupled with a business model that is financially viable, simple and secure — over 20% of franchise owners have gone on to purchase a second franchise in their first year of swim school operation.

JUMP! is also a family-friendly business, providing the flexibility to work as little or much as you like in a fun and active job where you provide a desperately needed service to the community. About 86% of franchise owners were attracted to the work-life balance.

DROWNING AND WATER SAFETY MESSAGING

JUMP! Swim Schools managing director Ian Campbell has reinforced the need for swimming to be taught early as a life skill for all Australians.

"The more children we have learning the life skill of swimming, the more chance we will see drowning statistics decline," he said.

"Children under five are a high priority for drowning prevention initiatives and the statistics reinforce the importance of all children to develop water confidence and swimming skills by the time they are primary school age.

"We are committed to ensuring every child has the opportunity to learn swimming as a life skill and are doing this by opening sites in rural areas and regional communities lacking a public swimming pool as well as high growth regions without adequate pool facilities. "

AWARDS

JUMP! has been acknowledged for excellence for its service and business model, recently being named as Emerging Franchisor of the Year by the Franchise Council of Australia, winner of the Gold Coast Business Excellence Award for Health and Wellbeing, winner of the Australian Swim Schools Association's Inclusive Swimming Award for services for children with special needs, and the Silver Stevie Winner in two categories at the world's premier business awards, the 2016 Asia-Pacific Stevie Awards.

"Being named Australian Emerging Franchisor of the Year is without doubt the greatest achievement so far for our brand, and was only achieved through the amazing results seen by parents in each of our JUMP! franchises," said JUMP! Swim Schools managing director Ian Campbell.

"I am so proud of our franchisee network and thrilled for the financial success that is possible from building such important relationships with our children so that they can learn the basics of swimming with confidence and trust.

"It is this increase in participation levels, water skills, confidence and enjoyment of our water lifestyle that is the measure of our success."