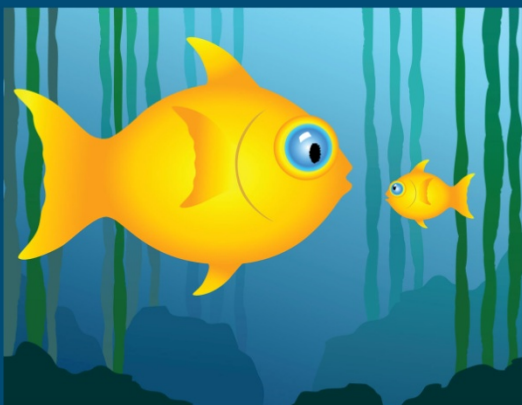
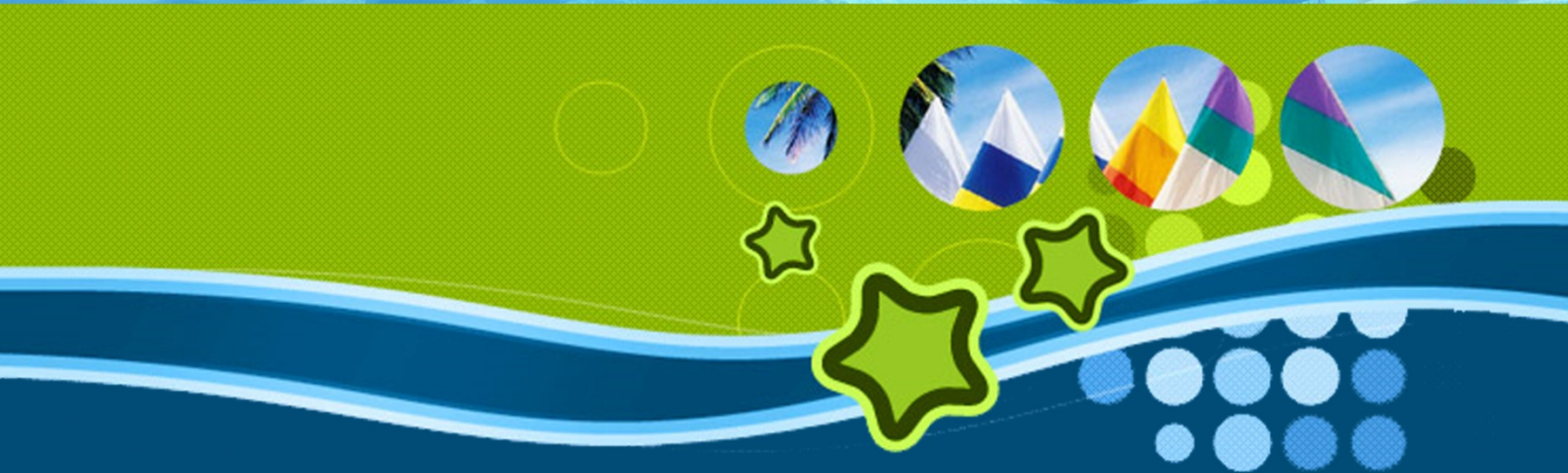


BIG FISH LITTLE FISH

Swim School



Proposal for
Special Needs Program



Welcome to Big Fish Little Fish

Big Fish Little Fish Swim School (BFLF) is proud to announce the launch of our Special Needs Swim Program.

Since our swim school began in 2008, directors Kylie Lehman and Paula Olsson have strived to create swimming and water safety programs at affordable rates for families. The programs are fully inclusive - available to everyone, regardless of age, negative experiences with water, and most importantly, regardless of physical or mental impairments, which other swim schools often exclude.

Achieving this goal has not been an easy feat, but as attested to by our many satisfied parents and participants, our approach of creating a supportive and engaging environment along with our commitment to smaller class sizes, gives each participant access to personalised development and direct attention from our aquatics teachers.

Over the past two years, BFLF has steadily built our customer base including a number of special needs students. Our experience working with these wonderful children facing a range of special needs, through one on one classes and seeing the impact it is having on them, their parents and families, has been the greatest motivation to take this program to the next level.

We have been developing specific programs and teaching styles for people with special needs and we are now seeking to partner with organisations and education facilities introduce water safety and swimming programs to families.

We trust that this proposal outlines BFLF's capability and experience to deliver programs tailored to the needs of people with special needs, and anticipate talking with you further about how we can, together, help the families you support.

With regards

Kylie Lehman



Big Fish
Paula Olsson
Little Fish
Swim School



The BFLF Story

Big Fish Little Fish (BFLF) was founded by Kylie Lehman and Paula Olsson who together envisioned a swim school that offered affordable aquatic education to anyone in the community.

Having worked in the aquatics industry together for the past decade, in both large and small aquatics centres, Kylie and Paula developed a close working relationship with complementary teaching and management styles, along with a shared passion for delivering personal service to each student and their family.

Frustrated with how many other schools were being run – overcrowding in classes, limited interaction with parents, and mixing students of different capabilities – Kylie and Paula took it upon themselves to create a school with a personal touch. Offering classes to students of all ages, infants to adults, with focuses on water safety and awareness, BFLF began.

In just over two short years, BFLF has built a reputation among our clients as a provider of quality aquatics programs which are tailored to suit the individual through a supportive and nurturing environment. Our program has also expanded to include schools programs, both junior and adult squad teams, and specialist one-on-one classes for people with special needs.

As we move forward, BFLF intends to continue to expand our operations to offer more programs and offer services to wider groups within the community; all the while maintaining the quality of services we have become known for.

In the immediate future we are seeking to extend our special needs programs to reach a wider client base and form strategic partnerships with community groups to offer programs to their clients, and to help us support the parents and families of our participants.



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BFLF Swim Team

Kylie Lehman – Director

After losing a family member in a drowning, Kylie left her career of 10 years in the banking sector to actively raise awareness of water safety.

In the past decade Kylie has been a driving force in water safety and awareness having written a children's book "Shelly the Shrimp and Her AquaSafe Friends" which promotes water safety to children and their family. Dedicated to the memory of her brother in law Justin Lehman, the book has sold over 40,000 copies, with proceeds going to Foundation Y – (to provide Aquatic Education classes to disadvantaged children). As a result, Kylie was recognised with the 2006 Life Saving Victoria Award for Excellence in the Promotion of Water Safety.

As an aquatic educator, Kylie has had the pleasure of teaching many students of all ages and abilities, and extensive experience managing both small and large programs. Her qualifications include:

- AUSTSWIM Teacher of Swimming and Water Safety;
- AUSTSWIM Teacher of Infant and Preschool Aquatics;
- CPR;
- Level 2 First Aid and a current Working with Children Check.

As Director of BFLF, Kylie maintains an active role on pool deck and in the water. Still actively teaching as many classes as possible, Kylie leads by example, building relationships with parents and families, observing staff, and ensuring the smooth running of each program.



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Paula Olsson – Director

Paula has been an aquatic educator for a decade and actually trained Kylie when she first underwent her qualifications.

Having spent ten years as a registered nurse, Paula moved into the aquatics and fitness industry to pursue her passion. Prior to working as an aquatic educator, Paula spent three years in management roles in the fitness industry which has been useful in developing and managing teams at BFLF.



Working in a number of swim schools over the years, Paula has been exposed to a number of programs and teaching styles which has allowed her to develop her own proven style which is often praised by parents and teachers alike.

Paula's qualification include:

- AUSTSWIM Teacher of Swimming and Water Safety;
- AUSTSWIM Teacher of Infant and Preschool Aquatics;
- CPR;
- Current Working with Children Check; and
- Certificate III in Fitness.

As Director of BFLF, Paula balances developing and managing programs with time swim teaching. Between her duties operating the business, Paula manages to run as many classes herself given that she is in high demand from parents.

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BFLF Aquatic Educators

BFLF is operated by two experienced aquatic educators who understand the importance of high quality teaching staff.

Each staff member is hand picked by Kylie and Paula based on their experience, areas of expertise, and approach to interacting with participants, and their parents and families.

As a minimum each of our Aquatic Educators hold the following qualifications:

- AUSTSWIM qualified;
- Working with Children Check;
- Updated CPR qualification; and
- Are committed to keeping their knowledge of the Aquatics industry up to date.

The team has been developed featuring specialists for the different programs BFLF runs.

Special Needs Team Leader

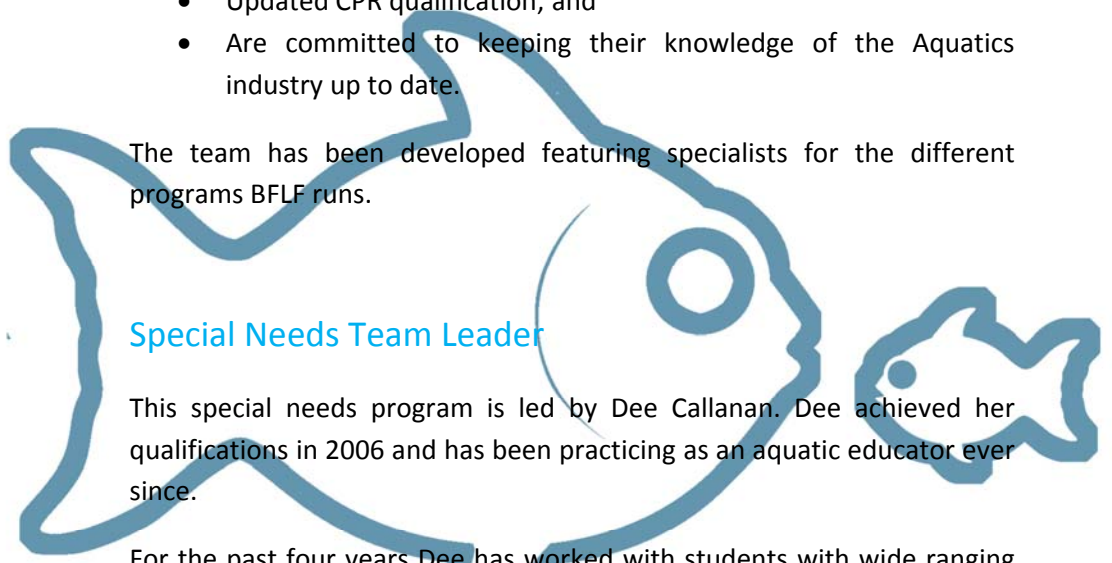
This special needs program is led by Dee Callanan. Dee achieved her qualifications in 2006 and has been practicing as an aquatic educator ever since.

For the past four years Dee has worked with students with wide ranging disabilities including Autism, Asberger's Syndrome, Fragile X, Cerebral Palsy, Muscular Dystrophy, Acquired Brain Injury, Down Syndrome, Hearing Deficit Disorder, and Cystic Fibrosis

Outside of the pool environment Dee also works with special needs children as the inclusion support staff member in Out of School Hours care and Holiday Programs.

While not a requirement, Dee is currently renewing her AUSTSWIM People with a Disability qualification to enhance her ability in this field.

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Teaching Approach

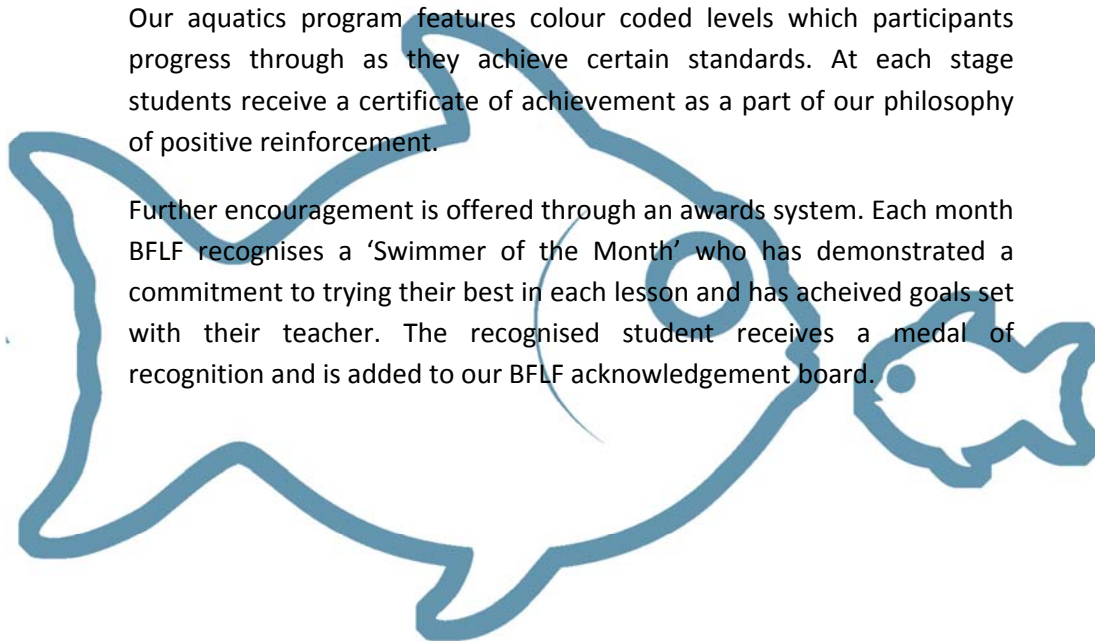
Big Fish Little Fish Swim School (BFLF) strives every day to achieve its mission statement of:

Providing affordable, high quality Swimming & Water Safety Classes and aquatic program for community members of all ages, in an effort to teach these valuable life skills to as many people as we can.

To achieve this, BFLF has created a program structure which is based on AUSTSWIM approved teaching methods and offers participants a supportive and fun learning environment where they can set challenges and progress toward their goals. BFLF's teaching methods offer challenges to students in a non-threatening manner, encouraging them to take small steps out of their comfort zone to try new things but without ever pushing students to do something against their will.

Our aquatics program features colour coded levels which participants progress through as they achieve certain standards. At each stage students receive a certificate of achievement as a part of our philosophy of positive reinforcement.

Further encouragement is offered through an awards system. Each month BFLF recognises a 'Swimmer of the Month' who has demonstrated a commitment to trying their best in each lesson and has achieved goals set with their teacher. The recognised student receives a medal of recognition and is added to our BFLF acknowledgement board.



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Special Needs Program

Since BFLF Swim School began operations in 2008, we have opened our doors to anyone. As our reputation has grown through the local community we have rapidly built our client base including a number of participants with special needs.

The families of these students have come to BFLF as independent clients who have often been seeking swim lessons for some time, and in many cases have tried other providers in the area but have been unhappy with their ability to tailor classes to their children's needs. Within a few lessons, BFLF are able to develop trust with the student and develop techniques which keep them engaged and focused on the lessons; parents and families of these students remark at the progress their children are making.

Tailored approach for People with Special Needs

The key methodology BFLF uses in our teaching approach is to recognise the uniqueness of each student. While this approach is used in all of our teaching, it is never more important than when working with people with special needs.

BFLF's Special Needs Team Leader takes the time to talk with each family and the student to better understand their abilities, comprehension, communication styles, perception of the water, and past experience with water. With this knowledge a tailored program is developed based on the levels offered through BFLF's general aquatics program.

While programs for our special needs students roughly follow the stages offered through our general program, we often find that it is necessary to change the order of the program and delivery style to suit each student. Changing between strokes or techniques often aids with maintaining student focus and interest. It may also be necessary to alter the program to accommodate physical limitations of students with a special needs.

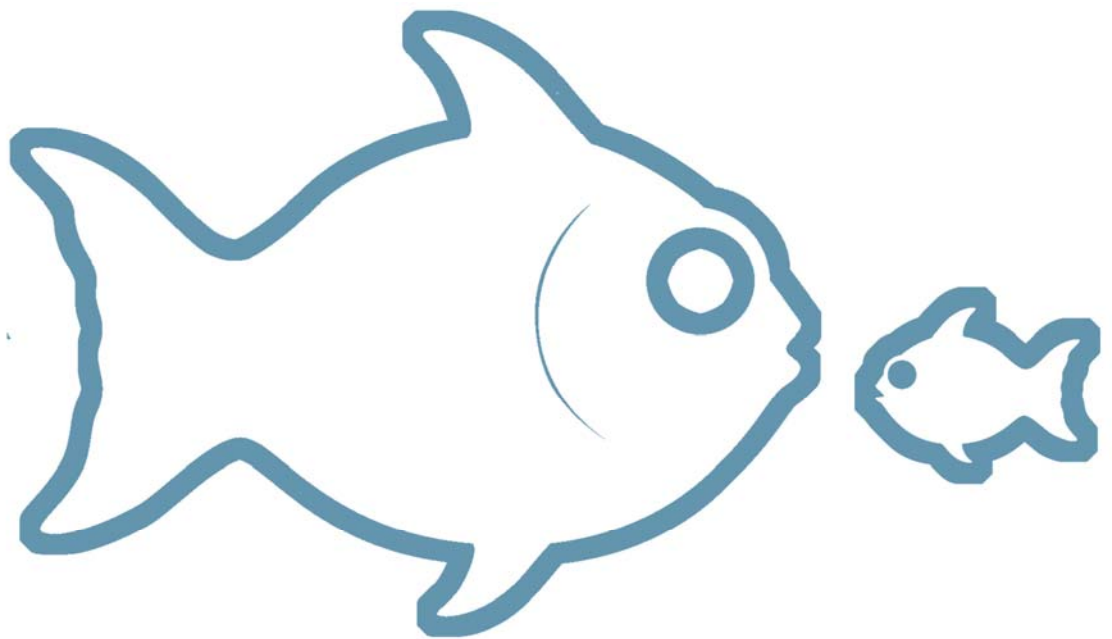
Each of our special needs students is managed by our Special Needs Team Leader so that we can tailor each student's lesson plan to suit their communication style, physical limitations, and progress.



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The techniques and characteristics applied by BFLF in working with these students include:

- Patience – understanding that progress may be slower than usual and standard techniques will not always be effective;
- Flexibility and innovation – continually developing new ways to communicate ideas to students, and willingness to try different approaches to achieve outcomes. A wide variety of activities and devices are used to engage the children and maintain interest, particularly with students who have limited attention spans or different learning and comprehension styles;
- Fun and supportive – providing positive reinforcement throughout the lesson to give the student encouragement and keep them focussed;
- Interaction with family – speaking with the family both before and after each lesson, finding out how they have been in the past week, and giving feedback about their progress in the lesson.



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Case Study 1 – William

Ten year old William is a recent newcomer to BFLF. Referred by a friend, William's mother approached BFLF to see if we could help her son. For a long time, she had searched for a swim school willing to work with William.

William has Fragile X, a development condition caused by a deformed X chromosome which affects physical, emotional, and intellectual development. William has strong signs of developmental delay – speech and comprehension levels of a three year old, limited attention span, anxiety attacks, and an overexerted fixation on anything that attracts his attention.

One of the reasons other schools had been unable to work with William is that he is distracted so easily, and loud noises or bustling activity could cause anxiety attacks. This was evidenced during our first lesson with William – conducted in an adjacent pool lane to other young children in a class, William quickly became distracted and anxious by the splashing and shouting from the children. In consultation with William's mother, BFLF developed a solution – an additional class was created on a Saturday morning beginning before any other students arrived to allow William to have his lesson without distraction.

Other techniques being used to work with William include using a range of aids and toys in his lesson. The inclusion of these devices allows Dee to focus his attention on something tangible so that he will follow instruction.

While only having been with BFLF for a short period of time, William is already showing positive signs of improvement. He is building trust with Dee, and we are able to capture his attention for longer periods; he is also gradually overcoming his nervousness of water.

Case Study 2 – Georgia

Georgia joined BFLF in the last term of 2009. She has been diagnosed with Autism/Aspergers Syndrome. The condition presents many challenges, typically Georgia is very strong-willed, easily distracted, and can become distraught at any unexpeted change in circumstance.

In working with Georgia, Dee has introduced a number of measures to aid with focussing Georgia's attention, preparing her for future tasks, communicating with Georgia, and getting her to engage in each activity.

Presenting new ideas and concepts to Georgia is one of the most difficult aspects of teaching her to swim. A common trait of the Aspergers Syndrome is that their comprehension is often based on a different logic pattern, and so grasps ideas differently to most children. So to explain new concepts, Dee combines instruction with visual demonstration, and integrating other visual aids.



Over the past three months, Georgia has made extensive progress. She has advanced three levels in our program, is focussing on her lessons, and is showing continued improvement in her technique. As a result she was awarded our 'Swimmer of the Month' award for March 2010.

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Our Clients

The following testimonials are from parents and participants, and they reflect the comments we hear from our clients each day:


Dear Kylie & Paula - What a great read that was! I really look forward to your newsletters. I'd just like to thank you both on creating this fabulous Swim School, each lesson our girls attend we are reassured we made the right decision changing Swim Schools. Not only do you teach the techniques brilliantly and easy for the kids to understand, you also give the kids the support and praise which keeps them trying and striving to do all they can and more. The certificates you give are great and now you have Swimmer of the Month, how brilliant! I'm so happy you are both teaching in the one place. You both know how to get the kids going, I don't know how else to explain it, you are both fabulous!

Janelle, Narre Warren

Four of my children have been swimming with Paula and Ky since they were beginners, and the way they have all have progressed during this time has been astounding. My daughter had a near drowning experience when she was 3 and was very scared about getting back into the water, but after only 2 lessons, she felt comfortable and she has been coming on in leaps and bounds ever since! Ky and Paula's professional, fun and progressive classes have benefited all of my kids, and every week I see them improving more and more. It's such a relief to see them all enjoying the water and developing these valuable swimming skills while also learning how to be safe in and around water.

Charmaine, Narre Warren

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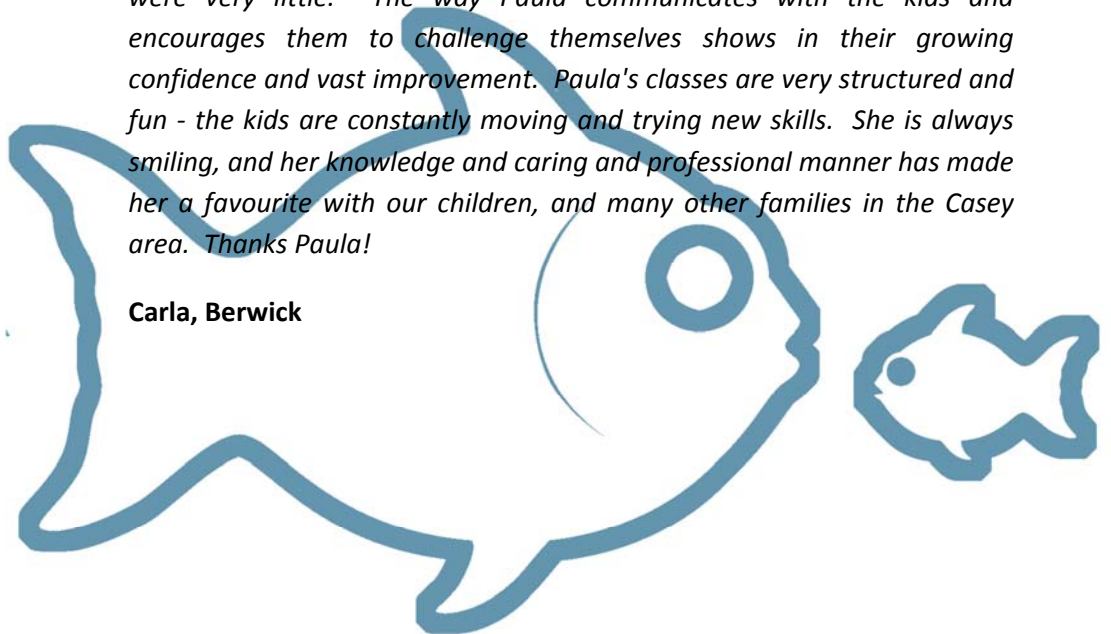


Ky taught us for 3 and a half years in a group Adult class. We started as beginners with a very limited knowledge of swimming and water safety, and now we can confidently swim laps of freestyle, backstroke, breaststroke, even butterfly! When we became an Advanced Adult Class, we had many fun sessions with Ky learning racing dives and tumble turns and the "science" of swimming. We also learned many valuable water safety skills that have proved to not only be of value to us, but also important knowledge we can pass on to our families. A wonderful, enthusiastic, knowledgeable and professional teacher and after our 3 and a half years together, a dear friend.

Your Advanced Adult Class, Narre Warren

I have a 9 year old and 20 month old who Paula has taught since they were very little. The way Paula communicates with the kids and encourages them to challenge themselves shows in their growing confidence and vast improvement. Paula's classes are very structured and fun - the kids are constantly moving and trying new skills. She is always smiling, and her knowledge and caring and professional manner has made her a favourite with our children, and many other families in the Casey area. Thanks Paula!

Carla, Berwick



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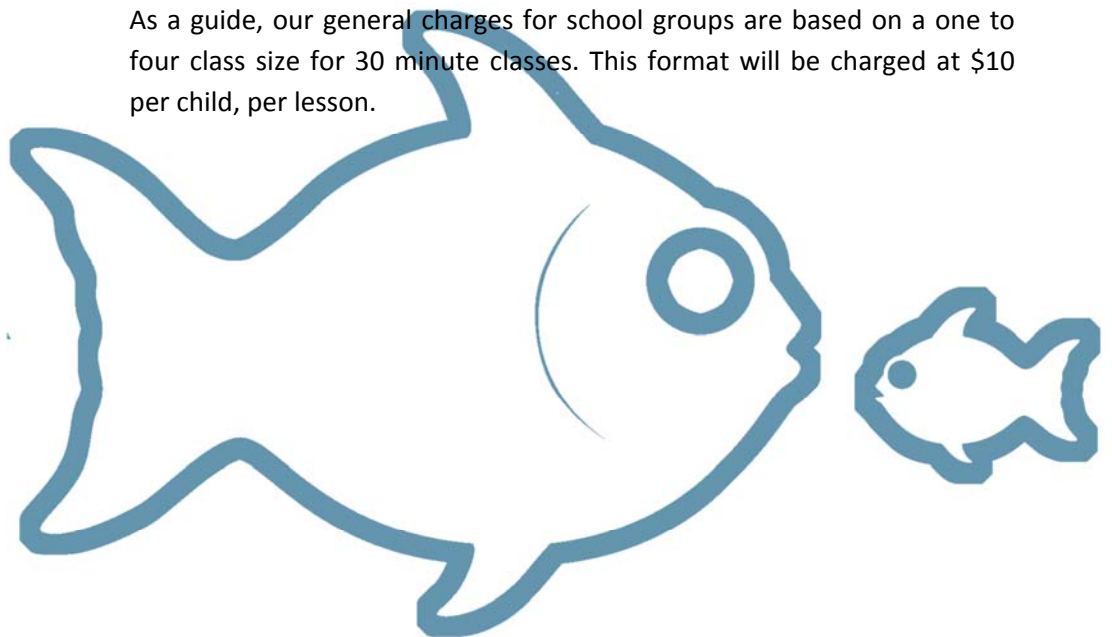
Pricing

The pricing for private lessons at BFLF is based on the number of students in a class. BFLF will assess the capability and support needs for each child to determine the suitable class size.

One on one classes (30 minutes)	\$30
Two participant classes (30 minutes)	\$19
Three participant classes (30 minutes)	\$15
Four participant classes (30 minutes)	\$12

For school programs, BFLF will provide a quote for each school depending on student needs.

As a guide, our general charges for school groups are based on a one to four class size for 30 minute classes. This format will be charged at \$10 per child, per lesson.



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Next Steps

Through this proposal, BFLF hope we have conveyed our deep passion for aquatic education and working with as many families as possible to create water safety awareness and develop water skills.

Our work with a number of families who have children with special needs, either physical or intellectual, has brought to our attention the limited opportunities and services that exist to promote these valuable life skills within this section of the community. Water Safety must be taken seriously by everyone in Australia and it is our focus to make education on this subject available to all.

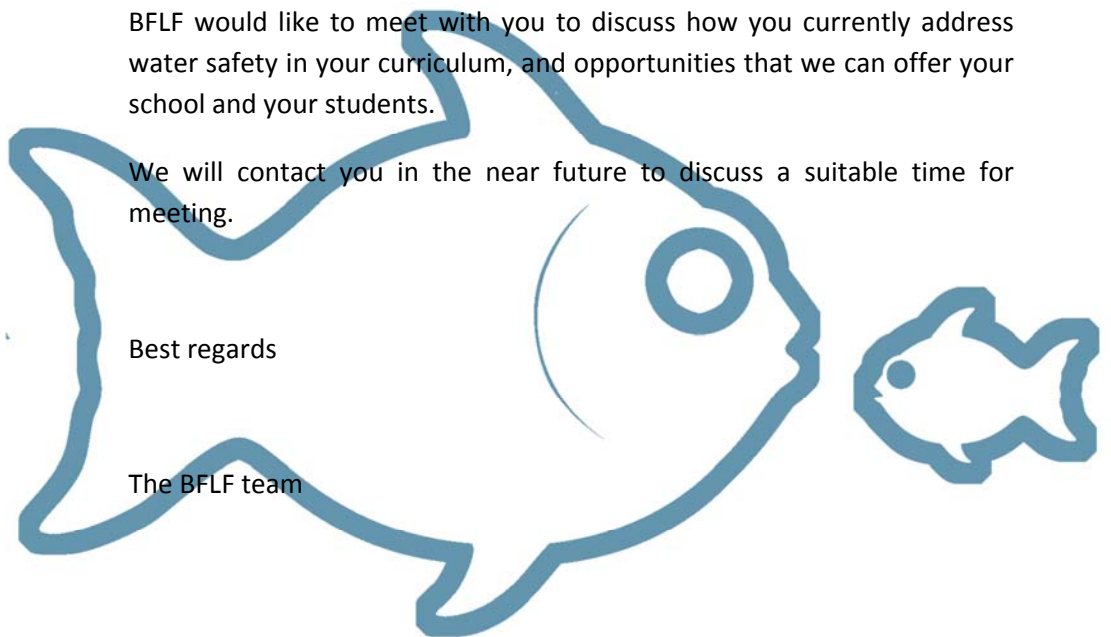
This year we are raising our focus on people with special needs and look forward to building a partnership with you to attain mutually beneficial goals.

BFLF would like to meet with you to discuss how you currently address water safety in your curriculum, and opportunities that we can offer your school and your students.

We will contact you in the near future to discuss a suitable time for meeting.

Best regards

The BFLF team



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