



ABC Safety awareness program

The Queensland State Government along with the Courier Mail, Hannah foundation and Shapland Swim Schools is undertaking a promotion to highlight their "New pool safety regulations" which come in to effect on the 1st of December 2009.

Shapland's are excited about being asked to help promote the new regulations and as the "biggest and most reputable swim school in Queensland", as the Sunday Mail put it, we feel very passionately about water safety.

What is particularly pleasing for me is the Government is now drawing attention to; indeed it constitutes the A of the ABC; what Shapland's have been saying since 1947 and that is "Always watch your 'kids'" in other words when you are near a body of water NEVER take your eyes off your children and always remain close enough to react immediately to an emergency. Please do not rely on the pool fence or gate, the "eyes" have it.

The **A** in this case reminds everyone to *Always* watch your children when they are in and around water.

The **B** part of the message is *Begin swimming lessons early*. Each year we receive numerous accounts from happy parents about how their child fell into a body of water and used the Personal Aquatic Survival Skills they learnt at a Shapland Swim School to get themselves out of that near death by drowning situation without any help from an adult. This is what has kept the Shapland family in the industry for over six decades. We are in an industry that makes a difference in peoples lives.

C stands for *Care of your pool safety barriers*. Obviously your first line of defense around the house to avoid a death by drowning or near death by drowning incident is to make sure you child or the neighborhood children can not get into the pool area. Make sure your pool fence complies with the code and most importantly put in place a regular inspection and maintenance schedule and make sure there are no buckets, chairs or any other device around the yard that would allow your child to stand on to open the gate. Keep in mind that one child can stand on the other child's back and gain access to the pool gate. When the pool is not in use please make sure you lock the gate.

In closing please let me stress how important it is for you to "Always watch you 'kids'" when they are around or near water. There is no substitute for this vigilance.

Chris Shapland.