



2023
Brochure



Turning Water Lovers Into Champs

BACKGROUND

Owners Marius Potgieter and Lizette Botha joined forces at Kiddies Aqua Montana Park in August 2020. Marius has a B. Com Law degree (NWU - 2022) and Lizette has a degree in Human Movement Science (UP - 1989). Lizette also equipped herself further on the terrain of water safety for babies (6-24 months) through Les Bébés Amphibies (Switzerland) and completed various swimming programmes through Swimming South Africa. She is a Board Member and Project Manager for the African Children Aquatic Foundation also a Project Manager for the Princess Charlene of Monaco Foundation. She taught the Princess's baby twins (Prince Jacques and Princess Gabriella) and many other sports stars and celebrities' children to be water safe and to swim. She is the co-owner of the Kiddies Aqua branches in Moreleta Park and in Hatfield (University of Pretoria).

Lizette already taught more than 10 500x babies to be water safe and 21 500x young children and adults to swim since her career started in 1989. She is one of the world's leading Baby Floating Specialists with accolades from M-Net's Carte Blanche, Supersport, Kwêla, Top Billing and Pasella doing programmes on her and her unique teaching method. She also does regular public talks and seminars on water safety and water awareness for infants and toddlers. Both Lizette's daughters were regularly included in South Africa's National Junior Squads when still at school and recently completed their 4-year-swim and study scholarships in the USA.

Jackie de Sousa is our Head Coach at our Montana-branch. She has a degree in Human Movement Science and a post-graduate Certificate in Education. She is also a qualified Sports Massage Therapist through HFPA. Jackie taught Physical Education and Life Orientation at Pretoria High School for Girls for ten years and has been the Head of the Sports Department at the Deutsche International Schule (Pretoria) for the past eight years. She has First Aid Level 1 and CPR-certificates and has been coaching at Kiddies Aqua (Moreleta Park) since January 2021.

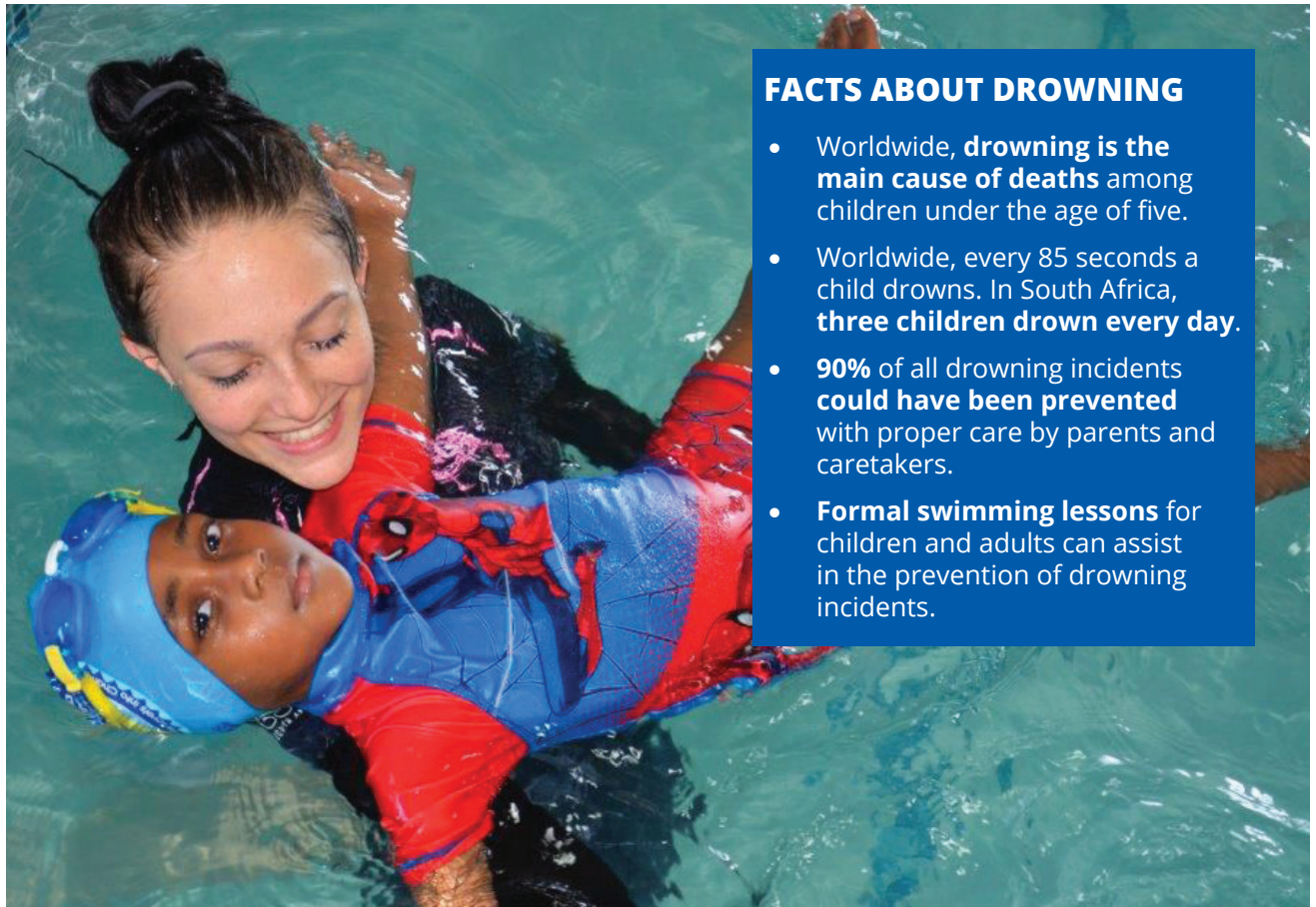


FRANCHISOR

Kiddies Aqua Swimming Academy™ (Franchisor) was established in 2011 by Lizette and Arrie Botha. They previously owned Aqua Kid Swim School in Nelspruit for more than 17 years. Lizette (who has been a swimming teacher since 1989) and Jean Fouace (Switzerland) are the founder members of Amphibies Babies Africa™. Jean has been the pioneer and original developer of the Self-Rescue Water Safety Method for Babies in the world since 1967.

Lizette is one of the world's top Baby Floating Specialists with more than 10 500x babies and 21 500x toddlers that she has taught to swim and to be water safe. She trained Maresa to become a Baby Floating Instructor.

Kiddies Aqua Swimming Academy™ remains the largest swimming academy for infants and toddlers in South Africa with 4 000x swimmers and eight branches in total across South Africa.



FACTS ABOUT DROWNING

- Worldwide, **drowning is the main cause of deaths** among children under the age of five.
- Worldwide, every 85 seconds a child drowns. In South Africa, **three children drown every day.**
- **90%** of all drowning incidents **could have been prevented** with proper care by parents and caretakers.
- **Formal swimming lessons** for children and adults can assist in the prevention of drowning incidents.

OUR SERVICE OFFERING

- Affordable, focused and quality swimming lessons for infants (6-24 months), toddlers (2-6 years), older children (7-12 years) and adults (18-years and older)
- Personal attention
- Individual one-on-one lessons for babies, adults, and Special Needs Kids,
- Value for money
- NO administration or joining fee
- Only three swimmers per lesson (20-min) per instructor
- Beautiful-, modern-, heated indoor facilities with ample parking
- Highly qualified and experienced instructors (graduates with various sports- and educational backgrounds)
- FREE branded Kiddies Aqua swim bag and cap at all branches when joining us
- Month-to-Month Membership Agreement
- All branches are Covid-19 compliant and



PROGRAMMES

We offer the following programmes:

- Self-Rescue Water Safety Courses for babies (ages 6-24 months),
- Learn-to-Swim- and swim readiness lessons for toddlers & older children (ages 2-12-yrs),
- Stroke correction lessons for young gala swimmers (any age),
- Swimming- and stroke correction lessons for adults (18-years and older),
- Swimming lessons for Special Needs Kids (any age).

Through all these various programmes and phases, we still maintain a strong emphasis on water safety and self-rescue. We make sure each child is highly competent in a specific phase/ programme before moving him/her onto the next phase. We follow a programme with a purpose and allow each child to progress and develop according to his/her own ability.

AFFILIATIONS AND OUR PEOPLE

The academy, its affiliates and staff are members of Swimming South Africa, Amphibies Babies Africa™ and Les Bébés Amphibies (Switzerland). We strive to offer swimming lessons of the highest quality with our three highly skilled and qualified instructors - mostly in the fields of Human Movement Science, Childhood Psychology, Teaching, Early Childhood Development, Nursing, Sports Management and Sports Science. These instructors also have various national- and international certificates in teaching swimming to infants, toddlers, competitive swimmers, and adults and are registered with Swimming South Africa. These swimming lessons are presented at our very modern- indoor heated facility at 837 Baccara Street, Montana, Pretoria. The academy is in partnership with Tuks Swimming, the African Children Aquatic Foundation, and the Princess Charlene of Monaco Foundation. Other franchised outlets are based in Moreleta Park (Pta), Hatfield (Pta), Alberton, Roodepoort, Cape Town, Centurion, and Namibia.



MONTHLY FEES

	PRODUCT/SERVICE	1x PER WEEK (4x lessons per month)	2x PER WEEK (8x lessons per month)
1	Self-Rescue Water Safety Programme for Babies (Baby Floating) (6-24 months)	R795 p.m.	R1 350 p.m.
2	Learn-to-Swim and Style Correction for Toddlers and Young Kids (2-14 years)	R550 p.m.	R800 p.m.
3	Special Needs Kids (any age)	R815 p.m.	R1 120 p.m.
4	Adult Swimming and Style Correction (any age)	R665 p.m.	R935 p.m.

NOTE: Discount fees are on offer for families with three or more members



CONTACT DETAILS

For more information you can contact anyone of our Client Care Coordinators at:

Pretoria: 076 749 4964

837 Baccara Street, Montana, Pretoria

Cape Town: 074 222 7235

34 Avonmouth Avenue, Parklands, Cape Town

Centurion: 079 534 1545

256 Chris Hougaard Street, Wierdapark, Centurion

Alberton: 079 938 1455

52 Douglas Harris Drive, Meyersdal, Alberton

Pretoria: 072 186 6660

1230 Esser Streets, Moreleta Park, Pretoria

Pretoria: 076 392 4958

1 South Street, University of Pretoria Sports Campus, Hatfield, Pretoria

Roodepoort: 064 757 5050

15 Speldekussing Avenue, Roodekrans, Roodepoort

Namibia: +264 813 079 810

1403 Omeg Street, Otjiwarongo, Namibia

FREE demonstration lessons can be arranged at anyone of our above branches.

WEB & SOCIAL MEDIA

Website: www.kiddiesaqua.co.za
Instagram: @kiddiesaquaswim
Facebook: KiddiesAquaSwim
E-mail: montana@kiddiesaqua.co.za



**African
Children
AQUATIC
FOUNDATION**



**PRINCESS
CHARLENE
OF MONACO
FOUNDATION
SOUTH AFRICA**

