



2023
Brochure



Turning Water Lovers Into Champs

Lizette Botha (Co-owner and Head Coach) has a degree in Human Movement Science (UP). She also equipped herself further on the terrain of water safety for babies (6-24 months) through Les Bébés Amphibies (Switzerland) and completed Swimming South Africa's "Learn-to-Swim" programmes for swimmers from ages 2-10 years. She served as Swimming South Africa's Liaison Officer in Mpumalanga and is a Project Manager for the Princess Charlene of Monaco Foundation and Board Member and Project Manager for the African Children Aquatic Foundation. She taught the Princess's baby twins (Prince Jacques and Princess Gabriella) and many other stars and celebrities' children to be water safe and to swim.

Lizette has already taught more than 10 500 babies to be water safe and 22 000 young children and adults to swim since her career started in 1989. She is South Africa's top Baby Floating Specialist with accolades from M-Net's Carte Blanche, Supersport and Kwêla and SABC's Top Billing and Pasella doing programmes on her and her unique method. She also does regular public talks and seminars on water safety and water awareness for infants and toddlers.

Both her daughters were regularly included in South Africa's National Junior Squads when still at school and were awarded swim scholarships in the USA.



BACKGROUND

Kiddies Aqua Swimming Academy™ was established in 2011 by the current owners Lizette and Arrie Botha. They previously owned Aqua Kid Swim School in Nelspruit for more than 17 years before Lizette became the Head Coach at Ryk Neethling's swim school in Pretoria for three years. She is celebrating her 34th anniversary as swimming teacher this year. Lizette and Jean Fouace (Switzerland) are the founder members of Amphibies Babies Africa™. Jean is the pioneer and original developer of the Self-Rescue Water Safety Method for Babies in the world since 1967.

Kiddies Aqua Swimming Academy™ remains the largest swimming academy in South Africa with more than 4 000x swimmers in total and eight branches across South Africa. All six of our franchisees, Rhoné Reynders (Alberton), Maresa Scholtz (Cape Town), Nandi Smit (Centurion) and Mariëtte Herbst (Roodepoort), Elaine Jansen van Rensburg and Cheryl Botha (Namibia) completed a 400-hour training course through Lizette to qualify as Baby Floating Instructors.

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 approved by Swimming South Africa



**GUARANTEED
★
PROGRESS
MONEY BACK!**

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 seventeen highly skilled and qualified instructors - mostly in the fields of Human Movement Science, Childhood Psychology, Teaching, Early Childhood Development, 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 indoor heated facilities in Moreleta Park and Hatfield (University of Pretoria – Indoor Sports Centre). The academy is in partnership with Tuks Swimming, the African Children Aquatic Foundation, and the Princess Charlene of Monaco Foundation. We also have franchised outlets in Alberton, Cape Town, Centurion, Roodepoort, Montana, 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)	R580 p.m.	R855 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: 072 186 6660

1230 Esser Streets, Moreleta Park, Pretoria

Pretoria: 076 392 4958

1 South Street, University of Pretoria Sports Campus, Hatfield, 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: 076 749 4964

837 Baccara Street, Montana, 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: info@kiddiesaqua.co.za

