

Kirby Swim is becoming Carlile Swim



Why are we becoming Carlile Swim?

This marks an exciting step forward for us. We chose to join our partners at Carlile because it brings us together with one of the most respected names in Australian and world swimming. It means we can give even stronger support to our program, which leads to better lessons for the children and families we care for.

Carlile has led the way in swimming education for **80 years**. They developed many of the teaching methods now used around the country, especially for babies and toddlers, and their approach has helped produce many Olympic champions and world record holders.

We've already introduced the Carlile Swim program, which has a long history of helping children become confident and capable swimmers. The Carlile Swim Team is the **number one junior club** in Australia. Our swim schools were **both started by passionate families** who believed in helping children learn to love the water. By coming together, we build on that shared spirit and become even stronger.

What makes Carlile stand out?

Carlile's legacy is truly unparalleled, their swimmers have competed at every Olympic trials since 1948, a record unmatched by any other club team in the world. Forbes Carlile was Australia's first Olympic Swimming coach, and the only person to coach at an Olympics before competing. He invented the pace clock now seen on pool decks throughout the world and his teaching methods have been copied worldwide. Carlile's "from babies to Olympians approach" has produced **8 world record holders** and more than **50 Australian representatives**.



*The world's first pace clock, 1946 Palm beach rockpool.
(Front row right, future Olympic Medalist John Davies)*

Forbes Carlile pioneered sports science and techniques like circle swimming, lane ropes, goggles and the concept of tapering before events. He and wife Ursula pioneered baby swimming and built the first specialist indoor teaching pool. Together they revolutionised the swimming world and started the industry we are now all in, winning a battle with the International Olympic Committee to do it.

Ursula was a trailblazer for women everywhere. The first female to coach Australia at the Olympics and to this day, the only woman to have been the head coach of the Australian Swimming Team. Forbes and Ursula Carlile are the only husband and wife coaching team in the International Swimming Hall of Fame. They are also in the Hall of Fame at both the US and Australian Swim Schools Associations.

This is just part of the story! We will share more over the next month about the rich history of Carlile with you.

What does this mean for me?

The teachers you know and love will remain, they will just enjoy more support than ever before. The partnership between Kirby Swim and Carlile represents a powerful step forward for both swimmers and families, combining more than 150 years of expertise in swim education to create an even stronger foundation for learning and growth.

For you as parents, this means access to a broader network of trusted coaches, proven programs, and enhanced support systems—all designed to deliver consistent, high-quality experiences across every stage of a child's swimming journey.

For our swimmers, it opens up new opportunities to progress confidently, with refined techniques, new facilities, and a shared commitment to safety and skill development. Together, Kirby Swim and Carlile are making swimming more enjoyable, innovative and effective—truly better together.

What does the new Carlile logo look like?

As we step towards a new future together you'll see more of our new logo in Centre! We think it's pretty cool and represents our modern and professional group who are dedicated to being the World's Leader in Aquatic Education.



When are we making these brand changes?

From April you will start to see some changes in centre. In fact, you may have already noticed some changes with our new new Carlile swim program introduced last year. We are really proud to have created this new program in conjunction with highly respected and world-leading swimming professionals from our wider group including Swim School Hall of Famers as well as our own team of legendary teachers and coaches, including Bill Kirby OAM. Truly the best of the best came together to create this exceptional teaching program.

Our same awesome team will continue to teach, coach and help, as well as talk swimming and progress - and from May 12 you'll see them wearing a new (but very similar!) uniform.

Will there be any change to the way we book, use the app or our terms?

Not at this point! We will continue to use the same booking system and app as before, so you can manage your swimming, skills and feedback easily from there. Our website and emails will change to Carlile but you will still find the same people answering your calls and at the pool to teach and help your swimmer learn and grow.

What are the plans to grow Carlile Swim?

We will continue to grow in QLD and NSW with new pools opening this year. Our newest WA pool at Kingsway will open in January 2027.

Will we be trying to produce more competitive swimmers?

The success of the Carlile Swim Team is huge! If you didn't hear - the Carlile Swim Team won the **Australian Age Group champion team in 2025**, beating the likes of the dominant St Peters Western Team! We will continue to identify talented swimmers and try to encourage them to join our Westside Club in WA - an A Grade premiership club, with strong links to the Carlile Swim Team, with a vision to extend that into QLD as well.

However, our core focus is to help children be safe in and around water and to then help them learn to swim well and discover the joys of swimming. Great swimming technique is a safety skill, but it also allows children to say yes to so many more of life's opportunities. As Forbes Carlile said *"To swim well is an asset for life"*

If I have any questions relating to the new brand where do I go for help?

Your manager and team will be happy to chat! Please reach out or chat to us in centre!

Bill and Saskia Kirby are both are proud of how Kirby Swim has grown into a trusted name in WA. They are excited to begin this next chapter for swimming in our state by joining a brand with an unparalleled history of innovation, high standards and a shared belief in helping every swimmer be the best they can be, by providing an atmosphere conducive to enabling their own personal best, whatever that may be.



"Our aim is not to produce a champion but to produce an atmosphere where champions are inevitable... However, swimming is a means to an end... to build self-confidence. Self discipline integrity and courage for life"

