



WEET-BIX and Water Safety New Zealand Address Learn to Swim Issue

The rising issue of learning to swim in New Zealand has been recognised by WEET-BIX, the organiser of the world's largest sporting events for kids, the WEET-BIX Tryathlon. The WEET-BIX Tryathlon series begins with the first of eight events on the 11th of February in Hamilton before wrapping up in Devonport on the 1st of April.

Water Safety New Zealand (WSNZ) are proud to partner with WEET-BIX in an effort to address the concerning status of children learning to swim in New Zealand. WEET-BIX is a major Partner involved with the Swim For Life initiative.

The purpose of Swim For Life is:

Every New Zealand child by the age of 12 will be able to swim 200m confidently and competently with associated survival skills and understand the key water safety messages.

The WEET-BIX Tryathlon comprises a 200m swim, a distance that more and more kiwi children have been struggling to achieve over recent years. Swim For Life is a new initiative to increase awareness of the importance of learning to swim for all New Zealanders. Its long term vision is to positively impact on New Zealand's drowning toll.

WEET-BIX Assistant Product Manager, Hayley Findlay states; "around 60% of all parental enquiries for the WEET-BIX Tryathlon concern the swim leg of the Tryathlon. Children who cannot swim but still want to be involved in the Tryathlon is a growing concern for WEET-BIX. Part of the WEET-BIX Tryathlon philosophy is that every kiwi kid will have the opportunity to be involved in an event, this is severely limited by the current status of New Zealand children's swimming ability or lack thereof, hence our support for WSNZ's Swim For Life project."



Operations Manager of WSNZ Matt Claridge says; “Recent research has highlighted once again the misconception that New Zealand children learn to swim as part of growing up. Additionally, most New Zealanders rate their swimming ability above their actual ability.”

“New Zealand children must learn the core life skills of swim and survive if they want to safely enjoy any activity in, on or around water. The WEET-BIX Tryathlon is an inspiring event for young New Zealanders, one of many that involve the water and that kiwi kids should not have to miss out on.”

The New Zealand Recreation Association and the Swim Coaches and Teachers Association of New Zealand are partnering with WSNZ in Swim For Life to enhance the provision of learning to swim and survive opportunities in New Zealand. Further information can be viewed on www.swimforlife.org.nz

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