



"The team at CrackerSports have been a delight to work with. They get it and if they don't know it already, they quickly come to grips with an issue that is more peculiar to the industry. Together, we are right on the same path – integrating our direct needs, as the industry peak body, with those of our members."

Ross Gage, CEO Swim Australia

Challenges:

The current challenge for Swim Australia is satisfying the needs of essential water safety education for all our target audiences. It has been a massive challenge for us to effectively disseminate information and communicate with our swim schools, their management, staff and customers. Enhancing these processes will enable us to deliver a better service to our members, improve swim schools, have better performing staff and deliver a first class learn to swim experience.

Solution:

The CrackerSports platform has been implemented for our swim schools, their management and staff under the Swim Australia Swim School performance umbrella. With the activation of the Cracker applications - skills profile and curated library, swim school management and staff are able to connect, communicate and collaborate over training resources and other content to better their performance, relationships and the overall knowledge sharing.

Results:

As a consequence of our engagement with CrackerSports, the level of satisfaction from swim schools with Swim Australia has risen significantly. This will also have important commercial benefits. Most importantly, having better performing swim schools is critical in achieving our vision of having a safer, smarter and a stronger nation of swimmers.

