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## Schools to make bigger splash

STATE Swim schools will look to expand market position in South Australia during the year, as the number of people learning to swim continues to grow all year round.

Operating since 1991, the swim school has eight schools in SA – at Clovercrest, Golden Grove, Morphett Road, Mt Barker, Norwood, Seaford, Seaton and Unley.

There are also two in Victoria under a licence agreement.

Chief executive Julie Stevens says there is scope for further expansion in Adelaide, despite the group already holding a considerable market share.

"When the first two State Swim schools were operating at Clovercrest and Morphett Rd it was very much a cottage industry," she said.

The eastern and central suburbs were of particular interest.

"We're always looking," she said.

"We feel there probably is some room in the central area. We think there's definitely future growth there."

She predicted the group would have 10 or 11 locations in SA within the next few years.

"We believe the swim school industry as a whole will continue to prosper in the coming years.

"There always will be children learning to swim, as it is seen – quite rightly – by many parents as an essential skill for their children's safety and development.

"As with many industries, we believe there will be a significant level of consolidation in the coming years as some individual operators look to exit the industry and sell to larger groups such as State Swim."

- Frances Stewart