

THE **BIG** SWIM



Partner Pool
Proposal
June 2025





COASTGUARD

TAUTIAKI MOANA

Coastguard Tautiaki Moana is the charity saving lives on the water. We're on a mission to help Kiwis get the best out of their time on the water, safely and with confidence.

Coastguard delivers education throughout New Zealand as well as providing a search and rescue service for when emergencies strike.

Across the motu, more than 2,000 Coastguard volunteers are ready to jump into action 24/7 to save lives on the water. They are the people going out when everyone else is coming in.

Our volunteers bring home 17 people safely to their families every day. One day it could be you.

THE BIG SWIM





THE **BIG SWIM**

After the success of the first-ever Big Swim in July 2024, Coastguard will once again be asking New Zealanders to take to their local pool whilst raising money to help keep Kiwis safe on the water.

The next Big Swim will take place in June 2025 and it's super easy for participants to take part:



1. Register



2. Fundraise



3. Swim

What is a Partner Pool?

Everyone who registers to take on *The Big Swim* and raises at least \$100 will receive a wristband like this (from 2024):



This wristband entitles participants to swim for free at any of our official *Partner Pools* throughout June 2025.

So all you need to do is...

1. Sign up as a *Partner Pool*
2. Allow anyone with a *Big Swim* wristband to swim for free throughout June 2025.





Thank you to our 2024 Partner Pools!

Albany Stadium Pool
Alexandra Pool
Alpine Aqualand
AUT Millennium
Baywave Aquatic Centre
Birkenhead Pool
CLM The Bays
Cromwell Pool
Foxton Pools
Franklin Pool
Freyberg Community Pool
Gallagher Aquatic Centre
Glenfield Pool
Greerton Aquatic Centre
Hanmer Springs
Hokitika Pool
Levin Aquatic Centre
Lido Aquatic Centre
Little Dippers Aquatic Centre
Lloyd Elsmore Pools
Manurewa Pool
Marlborough Lines Stadium 2000
Massey Park Pools
Moana-Nui-a-Kiwa Pool
Mount Albert Aquatics Centre

Otahuhu Leisure Centre
Ōtaki Pool
Otara Pool
Otumoetai Pool
Papatoetoe Centennial Pools
Richmond Aquatic Centre
Riverside Pool
Selwyn Aquatic Centre
South Waikato Indoor Pools
Splash Centre
Splash Palace
Splashhurst
Stanmore Bay Pool
Takapuna Pool
Tepid Baths
Thames Centennial Pool
The Y Onehunga War Memorial Pool
Trust House Recreation Centre
Wairoa Community Centre
Wanaka Recreation Centre
Waterworld West Wave Pool
Westland Recreation Centre
West Wave Pool
Whakatane Aquatic Centre
Whangārei Aquatic Centre

What's in it for you?



1. Attract new swimmers

The Big Swim drives new visitors to pools, with 77% of Partner Pools reporting an increase in new swimmers in 2024. We generated 7,800 individual trips to pools, and 97% of participants swam in a pool, showing strong engagement.



2. Boost Revenue & Membership

Participants visit pools regularly, averaging a trip every 2.8 days, and swimming a total of 19 km. 46% of participants swam at Partner Pools, offering a clear opportunity for increased revenue and membership growth.



3. Build Community Loyalty

The Big Swim fosters repeat participation, with 100% of Partner Pools committing to the 2025 event, and 96% of participants intending to take part again, ensuring strong community ties and returning customers.



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[Click here to register as a Partner Pool](#)



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Any questions?

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