

Swim for GOLD – GEL Swim School Winter Retention Promotion

Terms and Conditions

1. Promoter

The promoter is **GEL Swim School (GELSS)**, operated by Glen Eira City Council (Council) (“the Promoter”).

2. Promotion Overview

The Swim for GOLD promotion is an internal winter retention initiative designed to encourage ongoing participation in GEL Swim School lessons during the winter period.

3. Promotion Period

- Participants must commence the promotion between 1 June 2026 and 28 June 2026.
- Each participant completes 13 lessons from their nominated start date to be eligible for entry into the Major Prize draw.
- Participants receive milestone prizes as they progress through the promotion at weeks 4, 8 and 10, based on lessons attended.
- All participation must be completed no later than the week commencing 21 September 2026, with the final eligible day being 27 September 2026.
- The Major Prize draw will be conducted at the beginning of October 2026.

4. Eligibility

- The promotion is open to current GEL Swim School members enrolled in a weekly lesson.
- Participants must collect an official *Swim for GOLD* card and nominate a valid start date between 1–28 June 2026.
- Only one card per participant is permitted.

5. How to Participate

To take part in the promotion, participants must:

1. Collect a Swim for GOLD card from the Swim School Desk on pool deck.
2. Record a start date between 1 June 2026 and 28 June 2026 on the card.
3. Attend one lesson per week and receive a stamp from Swim School staff for each attended lesson.
4. Present the card to Swim School staff to collect prizes at the designated milestone weeks.

Only lessons attended are eligible for stamps. Missed lessons do not qualify for stamps.

6. Lost or Damaged Cards

- If a *Swim for GOLD* card is lost or damaged, a replacement card may be issued by Swim School staff.
- Attendance history will be verified through Swim School records, with attendance marked by Swim School Trainers at each class.
- Previously recorded eligible stamps may be transferred to the replacement card at the discretion of Swim School staff.

7. Prizes

Prizes are issued upon completion of the relevant lesson milestone:

- **Week 4:** One (1) GEL Swim School swim cap
- **Week 8:** Café drink card (one (1) complimentary drink) and one (1) Croc Jibbitz Packet (not applicable to children < 3 years old).
- **Week 10:** One (1) pair of ZOGSS goggles
- **Week 13:** One (1) entry into the raffle to win one (1) 3-month free GEL Swim School membership and a GEL Swim School medal will be provided to all participants upon completion of the promotion.

Prizes are subject to availability and are not transferable or redeemable for cash.

8. Raffle Draw – Major Prize

- Participants who complete all 13 lessons will receive a medal and will be entered into a raffle draw.

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- Entry into the draw occurs when Swim School staff remove the designated corner of the completed card and place it in the official draw box.
- One (1) winner will receive a 3-month free GEL Swim School membership to be redeemed before 31 December 2027
- The raffle will be drawn at the start of October 2026, allowing all eligible participants sufficient time to complete the promotion.
- The winner (or, if under the age of 18, parent or legal guardian) will be notified directly and may be announced through GEL Swim School communication channels.

9. Major Prize Conditions

- The free membership applies to swim school lesson fees only.
- The prize is non-transferable and cannot be exchanged for cash, credit, or other services.

10. General Conditions

- Council reserves the right to verify attendance and eligibility at any stage.
- Council may amend, suspend, or cancel the promotion if required due to operational or policy reasons.
- Any behaviour deemed inconsistent with the intent of the promotion may result in disqualification.
- Participation in the promotion constitutes acceptance of these Terms and Conditions.

11. Privacy

Personal information collected as part of this promotion will be managed in accordance with Council's Privacy Policy and will only be used for the administration of the promotion and prize distribution.