

# Powerful Programming

## Programming for all Generations

Presenter

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# Session Objectives

- Discover the Generational Basics
- Why Aquatics? What is in it for our clients?
- Discover the demands and needs of each generation
- Discover areas of programming for each generation
- Identify any programming gaps
- Bridge gaps for programming success
- Creating and maintaining lifelong aquatic participation

# Capturing your Markets



*motivate*

People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily.

Zig Ziglar

# Generation – CHILDREN

- Ages 0-10 years
- Success/test driven
- PLAY
- Music/Movement
- Parents working outside home
- Technology
- Imaginations
- Fast pace
- Multi focused



# Generation Y – (Echo Boomers)

- Born 1980-2000
- Large group – three distinct groups: adulthood, teens, tweens
- Broader definition of family
- Affected by violence/scandal
- More watchful of personal safety
- Mistrustful of media
- Shorter attention spans
- Boredom and over stimulation
- Work for self – money for extras



# Generation X



- Born 1964-1980
- Lived with social and economic obstacles
- Technology and media opened them to wider choices in lifestyle
- Sophisticated and savvy about the world
- Sceptical attitude
- Work focused
- Work ethic
- Families

# Generation – Baby Boomers

- Born 1946-1964
- The next generation of older adults
- Born to prosperity and affluence
- “Permissive” upbringing
- Feel special and privileged
- Challenge authority
- Champion the unconventional
- Focused on self fulfillment
- Strong sense of entitlement and self-worth
- Family – grandparents
- Work – retired/extra income

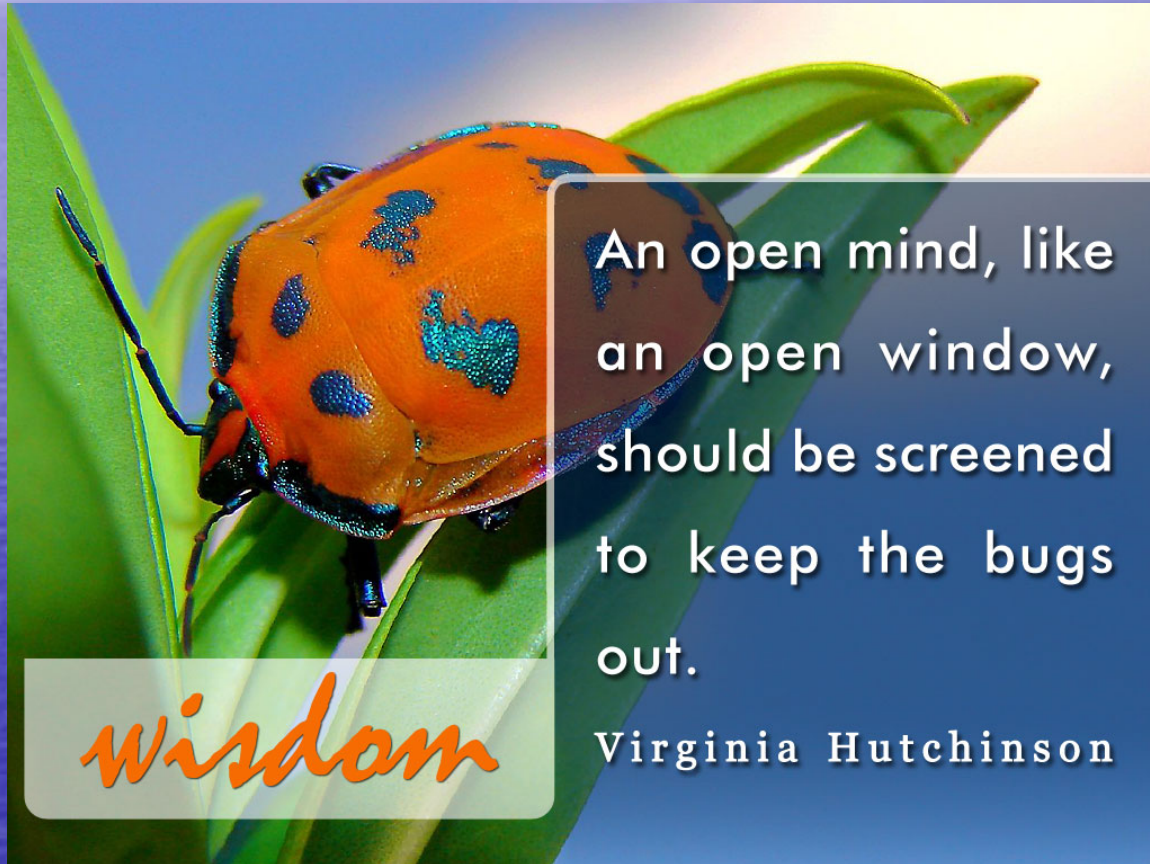


# Generation - Traditionalists



- Born before 1946
- Affected by the Great Depression
- Hard work
- Self sacrifice
- Respect authority and institutions
- Earned their material comforts the good old fashioned way
- Family
- Friends

# Thoughts



An open mind, like  
an open window,  
should be screened  
to keep the bugs  
out.

*wisdom*

Virginia Hutchinson

# Why Aquatic Recreation?

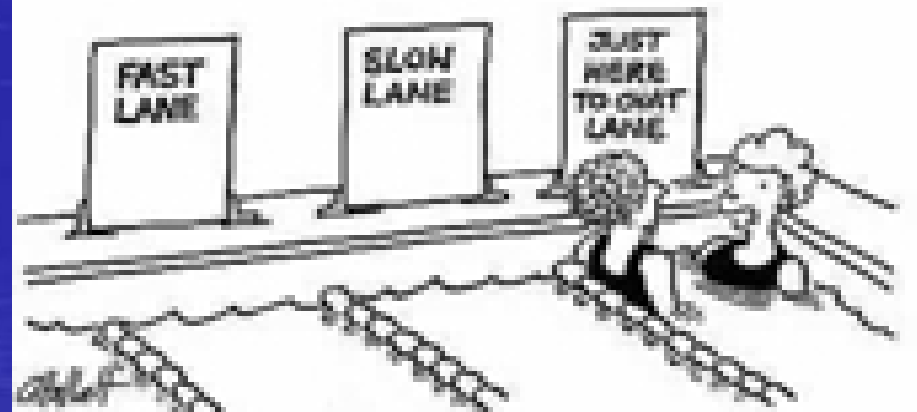


**What is in it for me?**

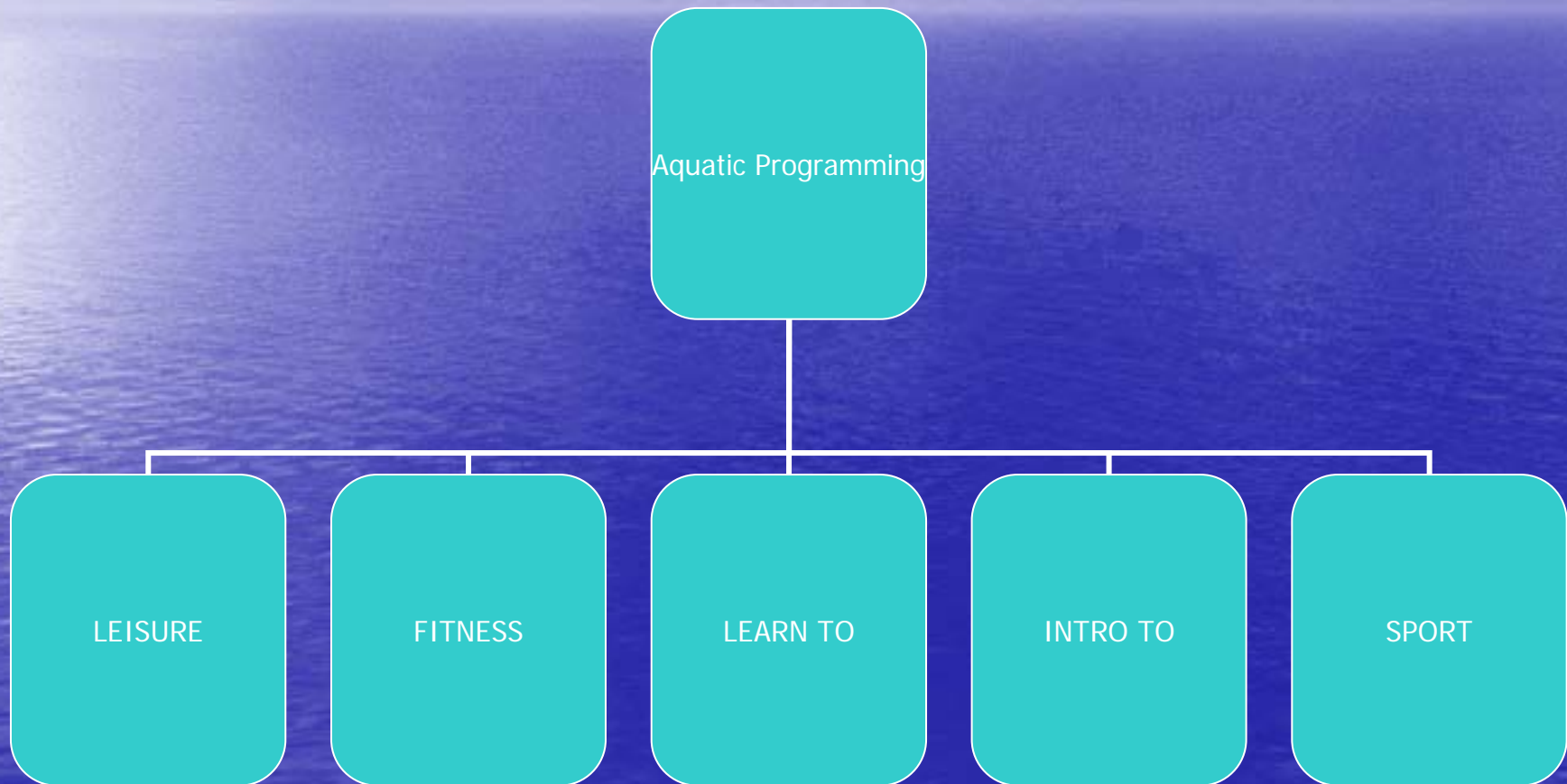
# Thoughts

If life **pees** in your  
pool of **DREAMS**  
add chlorine and keep  
**Swimming...**

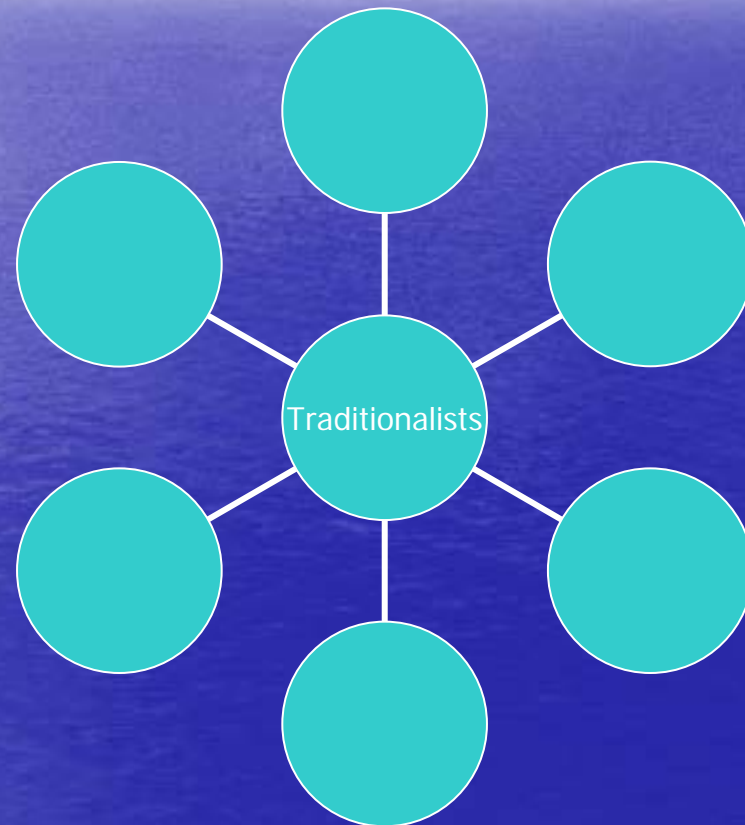
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# Programs for all Generations

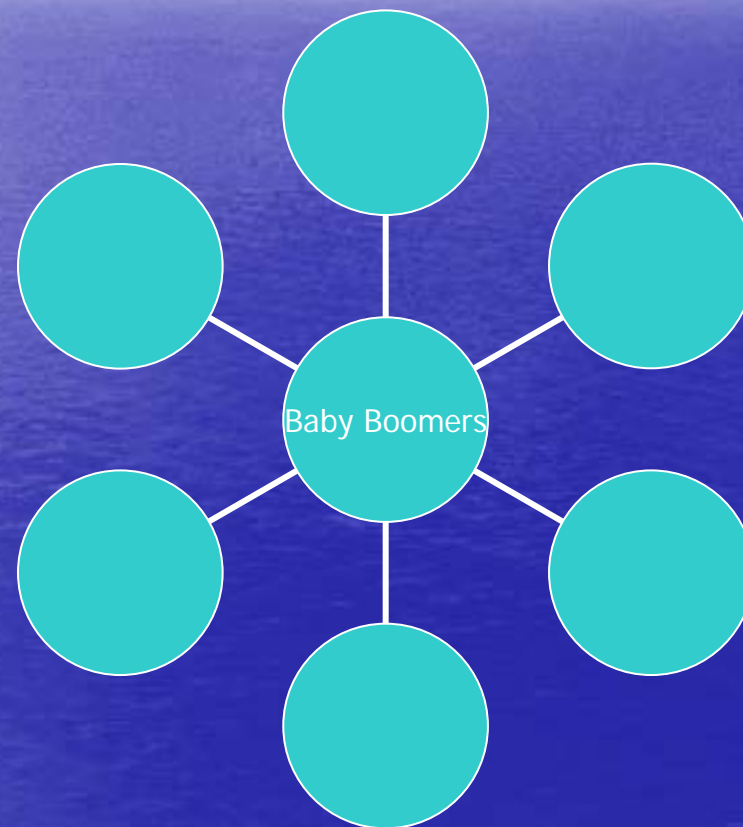


# Program Web - Traditionalists



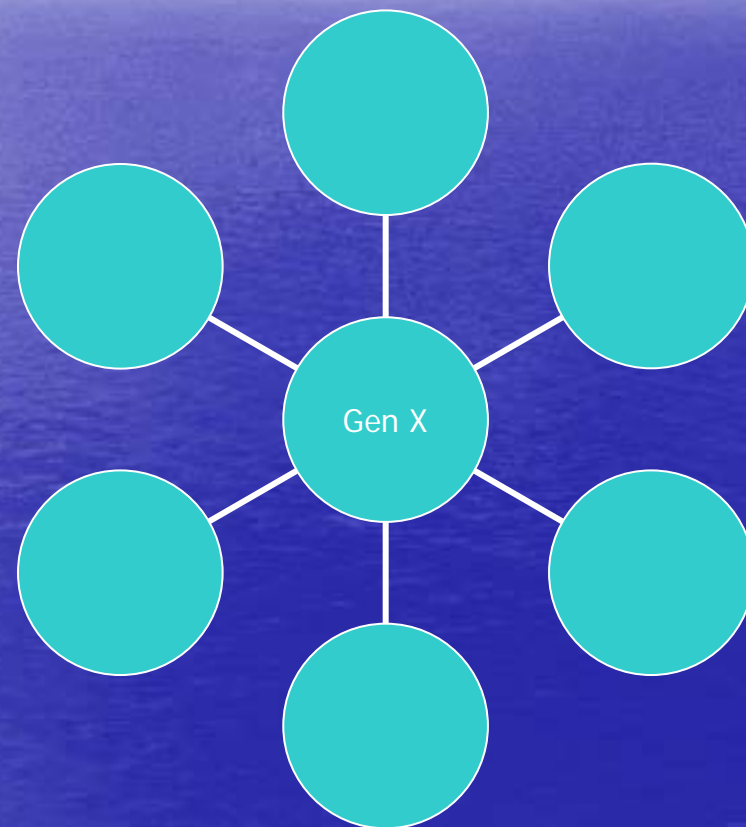
Key reminders: stress frugality, right to enjoy fruits of labour, endorsements, wisdom, experience and functionality.

# Program Web - Boomers



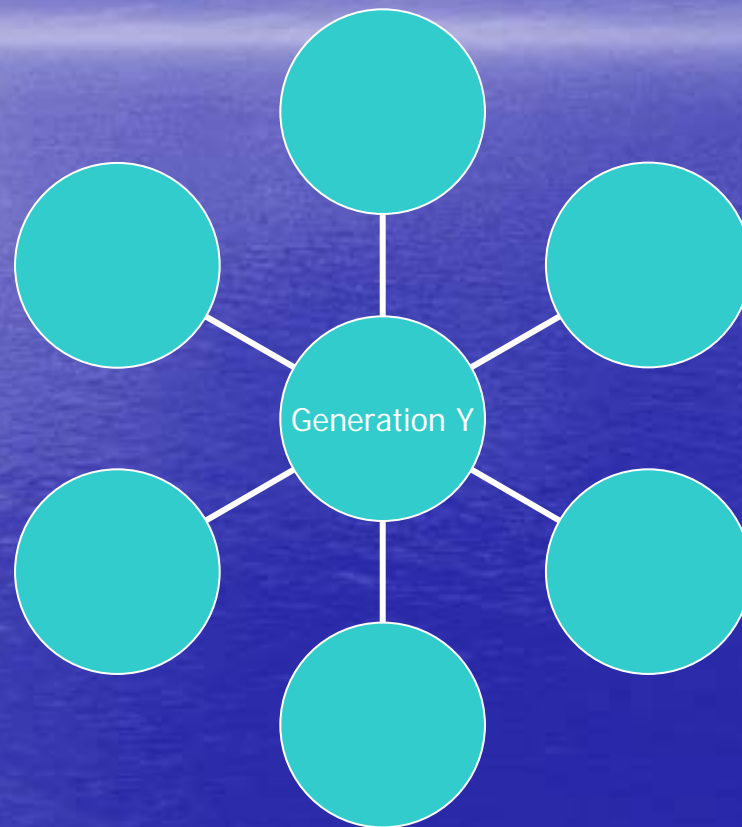
Key reminders: Stress family and family activity. Supply products and services that make boomers feel like young active winners.

# Program Web – Generation X



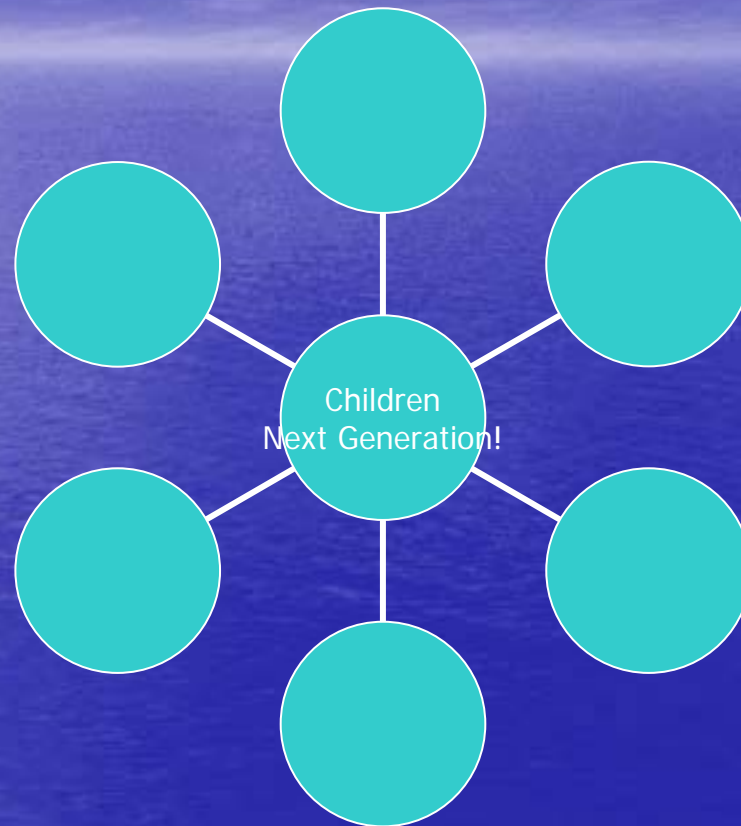
Key reminders: Use Candor, humor and pragmatic approaches

# Program Web – Generation Y



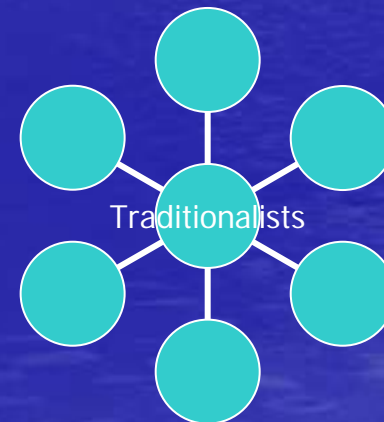
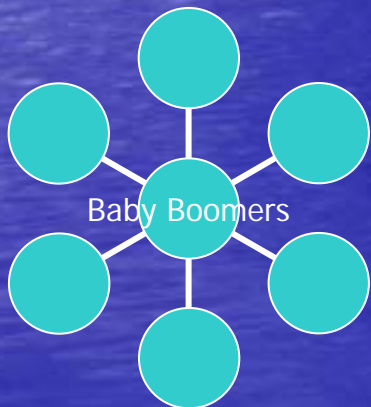
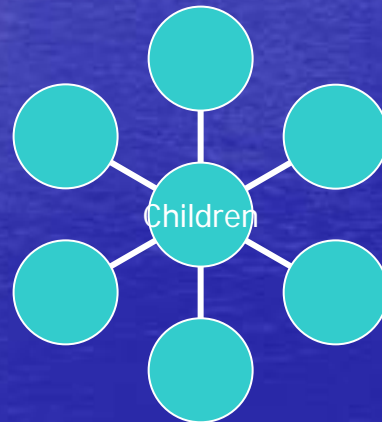
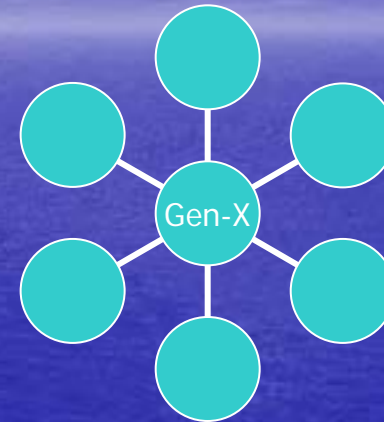
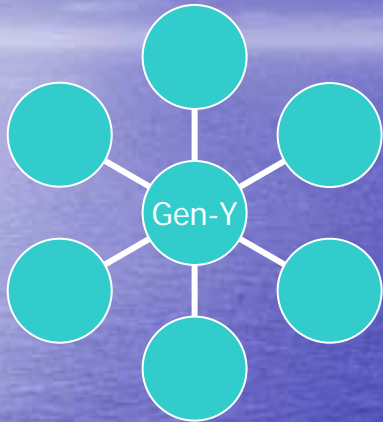
Key reminders: Use technology, videos, computers, WEB. Capitalize on hope and optimism. Participative planning enabling people to be heard through pulling together.

# Program Web – Next Generation

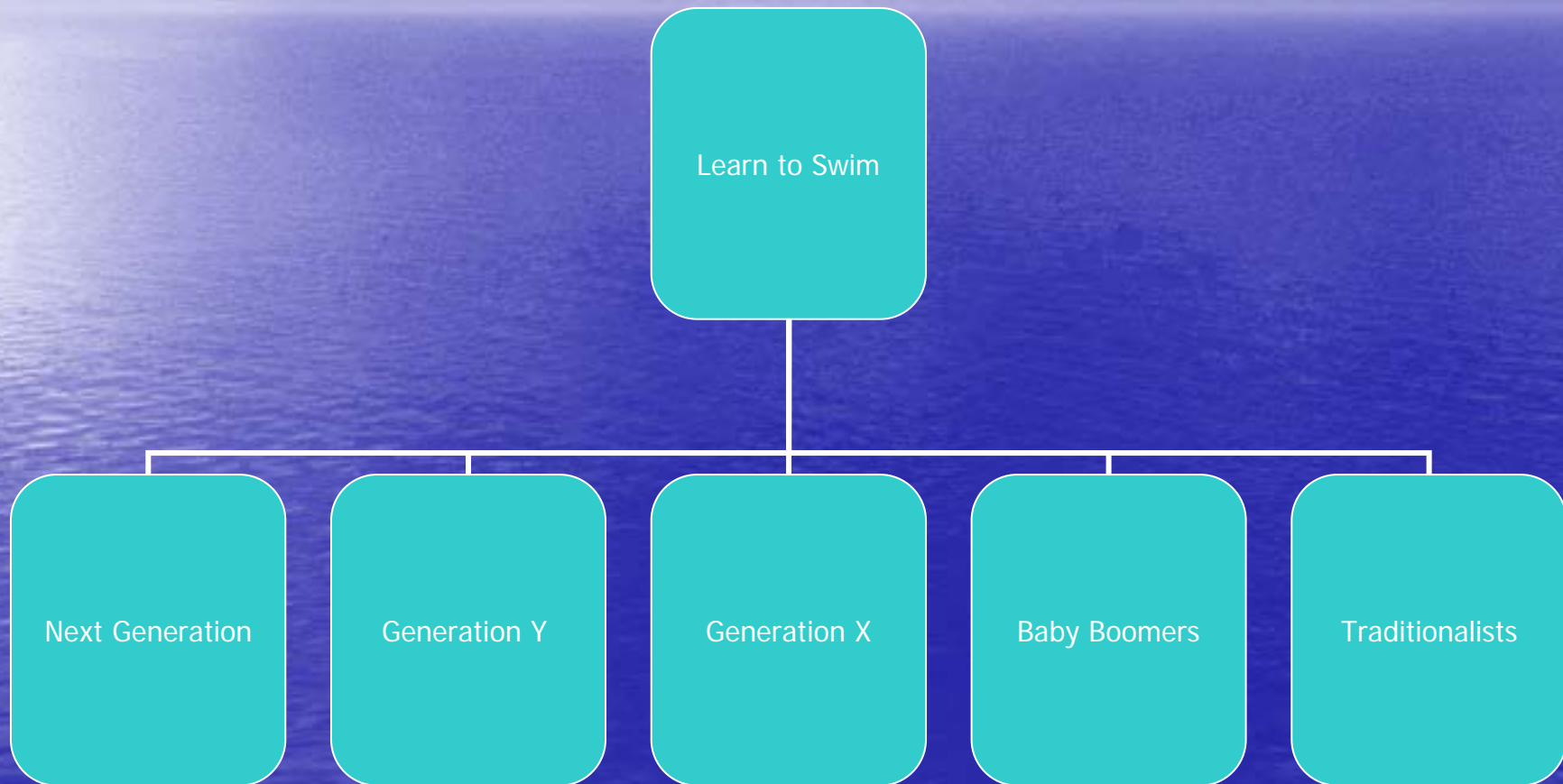


Key reminders: Lots of options, introduction to different things, focus on physical literacy, successes, movement and learning

# Programming for ALL Generations



# Expanding Programming Ideas



What could you do to market differently, program design, or involve multi generations?

# "Never too young to learn, never too old to start"

- What can you offer to get clients into Aquatics earlier?
- Where do you see a drop/lack in participation?
- How could you better capture this group?
- Do you offer programs which combine participation among demographics?
- What are some other methods to engage lifelong participation?

# Bridging the Gaps

## GAPS

- Accessibility
- Venue
- In demographics
- Specialists
- Staffing



## Solutions

- Childcare in facility
- Accessible by public transit
- Carpooling
- Bus to/from residents
- Child with caregiver programs
- Air/water temperatures
- Partnerships  
(scouting/guiding, schools, clubs)

# Recreation is.... Essential for Human Development

- Programming for All Generations provides access to Lifelong Participation for healthy communities
- Creates sustainable programming and staffing
- Promotes Water Safety and enjoyment for all ages

شكراً

Hvala

Díky

Obrigado!

Köszönettel

Bedankt

Gracias

Teşekkürler

Vielen  
Dank

ขอบคุณ

धन्यवाद

Ευχαριστώ

Thank You

Merci

I appreciate you sharing your time with me.



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