

## CARLILE COMPETITIVE PROGRAMS - SQUAD REBRANDING

Two of the Carlile Swimming core value pillars are innovation and consistency. The rebranding of the Carlile Competitive Programs allow us to provide a new product for our customers while also taking the opportunity to ensure each level of the pathway is consistent with one another across our competitive sites.

The rebranding reflects the aspiration and objective of each squad on the Carlile Swimming Competitive pathway. Carlile Swimming strives to be a leader in the aquatics industry and as such the goal is for Carlile Swimming to become a proven performer at each level of competition.

The benefit of the rebranding allows Carlile Swimming to position swimmers into squads relevant to their developmental needs and the long term athlete development requirements, while developing a High Performance ethos and culture at each level of the pathway.

As of the 1<sup>st</sup> June, 2015 the names of the competitive squads at Carlile Swimming will be:

- Open Performance Squad
- National Performance Squad (Current Gold Squad)
- Age Performance Squad (Current Silver Squad)
- Junior Performance Squad (Current Bronze Squad)
- Performance Transition Squad (Current Bronze Transition Squad)

