



Swim & Save E-zine - August 2021



STA's CEO Honoured with Outstanding Leader Award

This month at this year's 2021 ukactive awards, our CEO Dave Candler and senior management team was honoured to receive the coveted Outstanding Leadership Award in recognition of their service to the industry – is it a special award because it is voted for by the UK's physical activity sector. Watch the moment the announcement was made [here](#).

On behalf of STA's Trustees, Dave Lewis, STA's President, said: "Huge congratulations to Dave and his team on winning this ukactive Outstanding Leadership Award. It is well deserved, and as Trustees we are enormously proud of all the outstanding work Dave and his team have achieved during the pandemic, and pre-COVID."

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**GET READY TO
IMMERSE YOURSELF**

**INTO THE WORLD OF AQUATICS
AT STA'S FIRST INTERNATIONAL
VIRTUAL CONFERENCE 2021**

SATURDAY 23RD OCTOBER 2021

SAVE THE DATE

**AQUATICS
ADDITIONAL AQUATICS
OPEN WATER
LIFESAVING & FIRST AID
POOL PLANT
BUSINESS & MARKETING
INCLUSION/DIVERSITY
& WELLBEING**



#stavirtualconference21

ZOGGS Official
Conference
Sponsor

Save the Date – STA's First International Virtual Conference

We are delighted to confirm that our first virtual international conference will be taking place on Saturday 23rd October 2021, and we have planned a multitude of learned content across several aquatic strands, which will give delegates the opportunity to expand their knowledge, learn about new topics and interact with leading experts. Plus, with our new state-of-the-art virtual platform, there will be opportunities to network, chat online with our exhibitors and benefit from exclusive offers – and lots more!

If you can't make the date, don't worry! Once you have purchased your conference ticket, all seminars and offers will be available to access for 30 days after the event. Great too for those attending, because it means you can playback your favourite speakers and catch up on any clashed seminars.

Look out for further booking details over the coming weeks. **#STAvirtualconference21**



NEW: Inclusion Survey

To ensure we are offering diverse and inclusive services to support the swimming community and needs of the industry, we have worked in partnership with ukactive to create a short inclusion survey. It's an opportunity for us to learn a little more about you, your experiences and inform our role in supporting inclusion across swimming teaching.

[READ MORE](#)



Get Ready for the New Swim Term with Zoggs UK

In June, we announced our new three-partnership with [Zoggs UK](#), and to get you ready for the new swim term ...

- STA Members can benefit from a 15% discount off all Zoggs swim gear
- Swim schools can register for Zoggs affiliate partner programme and receive a 20% commission on all customer sales.

For details, please go to the members area at [STA Online](#).



Marketing Highly Commended

At the ukactive awards held this month, the marketing team were also delighted to have been highly commended in the Marketing Campaign of the Year award category. This was for a campaign we started back in 2019 to raise awareness about the shortage of swimming teachers in the industry and which promotes the benefits of becoming a swimming teacher.

STA INCLUSIVE SWIMWEAR GUIDANCE

New Inclusion Swimwear Guidance

In response to member / pool operator requests, we have created a new 'Inclusive Swimwear Guidance' poster, which is available now to download for free from the [STA Online](#) member's area.



New Partnership with Lovibond® Tintometer

We've joined up with Lovibond® Tintometer this month, and their pool water testing equipment and reagents have been added to the STA Swim-Shop with a 10% discount off the list price for STA members.

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And Finally...

It's been a fantastic month for swimming after a historical performance by Team GB at the Summer Olympics; it was therefore a great honour for our Director Stuart Tanfield to meet up with gold swimming medallist Matthew Richards.



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The Swimming Teachers' Association Limited, registered office as above, is a company registered in England (No. 01272519) and a registered charity (No. 1051631 in England and Wales and SC041988 in Scotland) whose objective is: "The preservation of human life by the teaching of swimming, lifesaving and survival techniques."

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