



Swim & Save E-zine - December 2021



Resilience, Positivity and Anniversary Celebrations Ahead

After what can only be described as the toughest two years of our lifetime, professionally and personally, I'm incredibly proud of our team, our members, ambassadors and all our partner swim schools for the resilience they have shown – we've all been tested to our maximum limits, that's for sure. Thankfully though this year, the sun did shine brighter in the summer when we were able to get back in the pool, and get back to doing what we all enjoy, and do best – it has been fantastic to hear all your back to pool stories and to see children especially, enjoying being back in the water, learning a life skill, and proudly showing off their STA awards.

However, it would be remiss of me not to mention Omicron at this time, and the potential disruptions this might bring to us all in the winter months; but we must stay positive and follow the guidance until we are told more about this new COVID variant – in a best-case scenario, *Omicron* might (some scientists say "might") even turn out to be a blessing by *diluting* the severity of the disease. Let's hope so, and as always, STA will continue to advise and support you as best we can.

Turning more positively to the year ahead. 2022 is a big year for STA as you know, because it's our 90th anniversary and we have a lot planned including our biggest charity campaign to date – STAnd Up for Swimming. We are also looking forward to International Learn to Swim Week in May, and then later on in the year meeting up with everyone, face-to-face, at our annual conference. Plus, lots more – look out for a special announcement on the 5th February.

For now, on behalf of everyone at the STA, I'd like to wish you all a Merry Christmas and a Healthy New Year - stay safe and enjoy a lovely family Christmas break.



Dave Candler
STA CEO

End of Year Review

STA's President, Ali Beckman, reflects on another challenging year and looks forward to STA's 90th anniversary year.



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A colorful banner for the 'STAnd Up for Swimming' campaign. The banner features a red silhouette of a person standing with arms raised, a blue silhouette of a person swimming, and a circular inset showing four children in swim caps and goggles. The text 'STAND UP FOR SWIMMING' is prominently displayed in large, bold letters. Above it, the 'ThinkSmart SOFTWARE HEADLINE SPONSOR' logo is visible. A pink circular badge on the right says 'Teaching Swimming & Saving Lives 1932-2022'. At the bottom, a purple banner reads 'Join us in our 90th anniversary year and help make a real change'. The background is decorated with blue and purple dots and bubbles.

'Stand Up For Swimming' Has a New Headline Sponsor – ThinkSmart Software

We are delighted to confirm we have a new headline sponsor for **STAnd Up for Swimming** – ThinkSmart Software, who own **SwimBiz**, a class booking, management and admin system that's been designed to fit the specific needs of swim schools. We can also exclusively announce that joining us as a campaign co-sponsor in 2022 will be **Konfidence**.

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Say Hello to STA's 2022 Ambassadors

This month, we announced our new team of Ambassadors for 2022, who from January will be using their experience and knowledge to offer assistance to new and existing members during our 90th anniversary year, and who, led by Kaylë Brightwell our Head of Qualification Development, will be meeting with the technical team on a quarterly basis.

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SPATEX 2022

THE POOL, SPA & WELLNESS SHOW

TUESDAY 1 FEBRUARY – THURSDAY 3 FEBRUARY 2022

Join Us at SPATEX

STA's Pool Plant team will be returning in person to SPATEX in 2022, which is being held in Coventry from 1-3 February. On the first day, Luke Griffiths, STA's Qualification Development Manager (Pool Plant), with STA Tutors Dean Bolton, Robbie Phillips and Colin Davis, will also be hosting a morning of seminars.

[REGISTER FREE HERE](#)

STA Holiday Office Hours

Closed: Thursday 23rd Dec, 4pm

Office Re-Opens: Tuesday 4th January, 8am

Orders:

Last orders for delivery will be
Wednesday 22nd December.
(Orders placed after this time will
be despatched in the New Year)



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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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