



Swim & Save E-zine - February 2022



Cheeky Little



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Leaping Into Spring with Kangaroo Beach

At the start of this month, we announced that we've official partnered with Kangaroo Beach, which will see us launch in the Spring, a first-of-its-kind water safety awards programme for pre-schoolers, supported by Zoggs UK's Kangaroo Beach co-branded swimming accessories.

Kangaroo Beach premiered on Nick Jr. in 2021 and is set to launch on Channel 5's dedicated preschool strand Milkshake! this summer.

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STA Steps Up Further For Swimming

As evidenced by our [swim school survey](#) in November, the current swimming teacher shortage is a desperate situation for many, and in direct response to feedback, we stepped up even further this month so that we can help make an even bigger difference with #STAndUpforSwimming.

On 1st February 2022 we made two significant changes to the STAnd Up for Swimming nomination criterion, and they are:

- Leisure operators and swim schools are able to nominate existing members of staff for the free-Level 2 Award (Level 6 in Scotland) swimming teaching training courses, i.e., receptionists, lifeguards, chefs, gym instructors etc.
- The limit on the number of nominations operators and swim schools can submit, will also be removed.

[READ MORE](#)

Thanks to our *STAnd Up For Swimming* headline sponsor *ThinkSmart Software* who also are offering all STA members that sign up to SwimBiz, free access to the software for the first two months, and thereafter 5% off their monthly subscription – the discount code can be found via STA Online.



Awards Survey

We would really value your thoughts and experiences on swimming awards within learn to swim lessons - please take a look and let us know.

[TAKE SURVEY](#)



Celebrating 90 Years of Teaching Swimming & Saving Lives

Our 90th anniversary celebrations officially started on Saturday 5th February - the actual day STA was formed back in 1932 - and here's a reminder of some of the highlights.

- We kicked off the day with a [video featuring some of our staff, partners and industry colleagues](#).
- To keep the celebrations going in 2022 ... we launched our brand new [90th-anniversary two-toned \(Old-Skool\) clothing range](#), which also includes a new beanie hat and teachers kit bag.
- We took a [trip down memory lane](#), to where it all started in 1932.
- In honour of the Association's founder, we launched the [STA Ross Eagle Award](#).

There was also a [special thank you message](#) from STAnley, our water safety mascot!



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United Approach to Swimming

With demand for children's swimming lessons currently at a record high, we are delighted to have teamed-up with United Education, who this month have piloted their new United Swim School in Holt, before rolling it out nationwide.

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Promotion: A Special Affiliate Offer From Zoggs!

Zoggs wants to support you earn money every time you recommend their products, all through a simple banner with a unique code on your website. It's as easy as that and you can start earning commission straight away! You will receive 15% commission on every sale that Zoggs make from visitors originating from your website.

To kick-start your sales, this month you can increase your sales commission by offering your customers 20% off all full-price Zoggs products. The customer simply uses code **STAJAN20** when purchasing! Valid from 28th February until March 28th 2022.

[FIND OUT MORE](#)



The
World's Largest
Swimming Lesson™

**Get Involved in the 13th World's
Largest Swimming Lesson**

Now in its 13th year, we are proud to once again be officially supporting The World's Largest Swimming Lesson (WLSL), and we would like to encourage all our UK and international swim schools to get involved by hosting an event (30-minute lesson) on 23rd June 2022.

WLSL serves as a crucial platform for the global aquatics industry to build awareness about the fundamental importance of teaching children to swim.

Register your involvement as a host location at <https://www.wsl.org/wsl>.



And Finally...

We're not the only ones celebrating 90 years this year ... Derek White from Wessex Swim School, who has been swimming teaching / volunteering throughout his life, and still does every Saturday, is also turning 90 this September. **Happy 90th Birthday, Derek.**



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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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