



Swim & Save E-zine - July 2022



World #DrowningPrevention Day

Supporting World Drowning Prevention Day

On the 25th July, we joined together with members of the National Water Safety Forum (NWSF) to support the second-ever World Drowning Prevention Day World and the launch of the new [#RespectTheWater](#) campaign.

As part of this lifesaving campaign, NWSF released a new water safety advert which was shown on ITV throughout the day, alongside targeted advertising in high drowning areas using catch up TV, outdoor posters, and social media. [Watch the advert here.](#)

This was an important day, but we must also keep the water safety messages going every day.

STA'S ANNUAL CONFERENCE IS BACK

TICKETS NOW LIVE - BOOK YOUR PLACE TODAY!

FRIDAY 28TH AND SATURDAY 29TH OCTOBER 2022
LEICESTER MARRIOTT HOTEL

90th ANNIVERSARY Teaching Swimming & Saving Lives 1932-2022

ZOGGS Official Conference Sponsor

FRIDAY 28TH POOL PLANT
SATURDAY 29TH AQUATICS
OPEN WATER
LIFESAVING & FIRST AID
BUSINESS & MARKETING
PLUS LOTS MORE

#staconference22

Bookings Open for STA's 2022 Conference

Saturday 29th October (Aquatics and Lifesaving) at the Leicester Marriott Hotel and hear from an array of expert guest speakers - leading the line-up on Saturday will be the award-winning international swim coach, Wayne Goldsmith, who will be flying in from Australia, especially for the conference. Plus there will be a free delegate goody bag, that will be worth the value of the ticket alone.

With this also being our 90th anniversary year all delegates are invited to an evening of free entertainment on the Friday night where everyone will be able to catch-up with friends, network, and dance the night away!

[BOOK HERE](#)



Hot Month for Stand Up For Swimming

We've not only had record temperatures outside this month, July has also been a record month for [#STAndUpforSwimming](#) with 16 swimming teacher courses taking places all around the UK.

This means, in just one month, we have potentially 160 newly qualified swimming teachers joining the industry at this important time. 160 teachers who throughout their careers will go on to teach hundreds, thousands of people a key life skill.

Thanks to all the STA Tutors and Assessors supporting these courses, and our headline sponsor ThinkSmart Software and co-sponsor Konfidence.

The graphic features the Kangaroo Beach logo at the top left, with the STA logo below it. In the center, four cartoon kangaroo characters are shown surfing on a blue wave. To the right, a banner reads "THERE'S A NEW WATER SAFETY AWARDS PROGRAMME IN TOWN!". Below this, four award certificates are displayed for characters Pounce, Gemma, Neville, and Frizzy. A large circular badge in the foreground says "OUT NOW!". Another circular badge on the left says "SPECIAL INTRODUCTORY OFFER VIA STA SWIM-SHOP". At the bottom, logos for STA, ZOGGS, Cheeky Little, Australian Government, and Screen Australia are visible, along with the copyright notice: "© 2020 CHEEKY LITTLE MEDIA PTY LTD AND SCREEN AUSTRALIA".

Kangaroo Beach Makes its Debut on Milkshake!

We were all bouncing with excitement on Monday 18th July, the day Kangaroo Beach, who we recently launched a **new water awards safety programme** with for pre-schoolers, made its debut on Channel 5's Milkshake! – if you missed the show its on weekdays at 7.35am straight after Paw Patrol. This will open up the Kangaroo Beach characters to millions more pre-schoolers over the summer, all while teaching children about the importance of water safety.

To celebrate, we have extended our special introductory offer on the Kangaroo Beach Awards swim school starter bundle until 31st August. Hop on over to the STA Swim-Shop to **find out more**.

Zoggs UK, our Kangaroo Beach partners, are also celebrating the launch by giving away 3 swimming kits from their new **Kangaroo Beach co-branded Learn to Swim range** – equipment that can be used to support our new Kangaroo Beach Water Safety Awards programme for pre-schoolers.

The giveaway is open to anyone who has **ALREADY PURCHASED** our Kangaroo Beach Swim School Starter Bundle via the STA Swim-Shop (we have your details, so you don't need to do anything!), and to anyone **NEW** who purchases the bundle before 31st August 2022. You will all be automatically entered into the prize draw.



New Swim Academy in Norfolk

Aylsham Sports Hub in Norfolk is the latest to sign a new partnership agreement, in readiness for launching as an STA Swim Academy at the start of the new school year in September.

Darren Neale, the Sports Hub Manager, said his aims in becoming an Academy are to give all children attending swimming lessons a lifelong love of swimming and an understanding of the importance of water safety, to raise standards of teaching, drive participation and provide any aspiring swim teachers with a clear career pathway from aquatic helper to the STA swimming teacher qualification.



Extended Partnership with Myrtha Pools

With more and more swim schools looking to build their own pools, this month we have extended our partnership with [Myrtha Pools](#), the world leaders in refurbishing and building commercial swimming pools. This

follows STA's Dave Candler and Luke Griffiths recently being invited over to Myrtha Pools HQ in Italy for a behind the scenes tour.

[READ MORE](#)



STA Supports 'Lakes to London' Challenge

We are delighted to confirm that we are supporting two leading organisations in women's sport. Her Spirit and Fearless Women have partnered for the '**Lakes to London challenge**' with an ambition to raise £100,000 in funds for Breast Cancer Now.

[READ MORE](#)



Sign-Up for Inclusion this August with Autism Swim

As part of our continued commitment to EDI, we have joined with Autism Swim to promote their new 'Signing for Inclusion' initiative, which will enable work places to learn 10 new Key Word Signs – signs that are used to encourage and support language development in children and adults with communication difficulties. The initiative begins on the 8th August and will see participants learn two new signs daily, for the week.

[READ MORE](#)

Outdoor Swimming to be Trialled as a Way to Treat Depression

Alongside NHS practitioners and Olympian Keri-anne Payne, we are proud to be involved in the Sussex Partnership's 'OUTSIDE' research project, which aims to understand how outdoor swimming could have a positive impact on depression and other mental health difficulties.

More information can be [found here](#); please email spnt.outside@nhs.net.

OUTSIDE: OUTdoor Swimming Intervention for DEpression
**Have you ever wondered if
outdoor swimming would
improve your mental health?
But not sure where to start?**



Scan me to
find out more

To find out more about this course, please contact spnt.outside@nhs.net
<https://sites.google.com/port.ac.uk/outside-website>

Sussex Partnership 
NHS Foundation Trust

REC Ref: 22/LO/0268 , IRAS ID 309748



Time to Loveadmin

This month, we've partnered-up with LoveAdmin, whose software helps over 1,000 organisations in the UK reduce admin, save time and increase income. From easy award scheme management to automated trials and waiting lists, the LoveAdmin team shares our passion for helping swim schools grow.

With no monthly fees or contract, the system has been designed to automate mundane tasks as well as maximise revenue opportunities. And as part of our partnership, STA members can sign up without paying a setup deposit.

GET STARTED FOR FREE



Scorcher of a Day at Henley

Following the success of the 2021 partnership, the team was back again this month hosting the Lido, or free swim area, at the Outdoor Swimmer Henley Swim Festival in 2022. It was a scorcher of a day which gave visitors lots of opportunities to experience the river in a safe and controlled environment. Thanks to everyone who came to see us and to Camilla Golledge, our Brand Ambassador who helped us out in the lido and did a mermazing performance!



And Finally...

The STA Swim-Shop team are encouraging members to **download the DPD App** for deliveries and take advantage of all its great features. With the App you will be able to receive push notifications on deliveries, and options to track, divert or change dates to your convenience. Also if you request to leave a package with a 'pickup shop' you will need the Pick-Up pass located within the App to be able to collect it.



Anchor House, Birch Street, Walsall, WS2 8HZ, United Kingdom
+44 (0)1922 645097 | info@sta.co.uk | www.sta.co.uk

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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