



Swim & Save E-zine - May 2022

An infographic celebrating International Learn to Swim Week 2022. It features a central world map with orange dots indicating participation locations. To the left, a news anchor graphic shows 'NEWS 57 MILLION+' and 'BROADCAST MEDIA REACH 57 MILLION+'. To the right, a social media graphic shows 'SOCIAL MEDIA REACH 100,000+' and '100,000+'. At the bottom, a pink banner reads: 'Thanks to a total of 34 countries, 1,871 centres / venues who took part in our International Learn to Swim Week this year - together you've educated more than 588,000 participants worldwide on the importance of learning to swim and water safety.' The top right corner says 'THANK YOU FOR PARTICIPATING IN INTERNATIONAL LEARN TO SWIM WEEK 2022'.

ILSW – Record Year for Participation!

The month of May can only mean one thing in our calendar - International Learn to Swim Week - and this year it was our biggest campaign to date with a total of 34 countries taking part with more than 588,000 participants learning how to #LoveWaterSafely. Thank you to everyone who got involved, and as our **President, Ali Beckman** said at the end of the week, keep sharing the resources and spreading the importance of water safety education through the summer months.

New Survey - Children Missing Out on the Benefits of Swimming

To mark the start of ILSW, we also published a new national survey which revealed that a third of parents are having trouble accessing regular swimming lessons because of the current swimming teacher shortage - and the cost of living is also having an impact on extra-curricular activities. This was featured extensively across the broadcast media

during the week, reaching more than 57 million people, which also allowed us to promote the importance of #STAndUpforSwimming.

READ MORE



Kangaroo BEACH sta Health Leisure Life

THERE'S A NEW WATER SAFETY AWARDS PROGRAMME IN TOWN!

OUT NOW!

SPECIAL INTRODUCTORY OFFER VIA STA SWIM-SHOP

NEW PRE-SCHOOL AWARDS PROGRAMME CO-STARRING PONCE, NEVILLE, GEMMA AND FRIZZY FROM THE HIT-TV SHOW KANGAROO BEACH.

ZOGGS Cheeky Little Australian Government Screen Australia © 2020 CHEEKY LITTLE MEDIA PTY LTD AND SCREEN AUSTRALIA

Jumpin Joeys! New Water Safety Programme for Pre-Schoolers

To celebrate our recently announced partnership with Kangaroo Beach, we have officially launched a first-of-its-kind **water safety awards programme for pre-schoolers** – an awards programme based around Pounce, Neville, Gemma and Frizzy, the four main characters featured in the award-winning TV series from Australia.

Through the **STA Swim-Shop**, we are also offering swim schools a special introductory offer. For just £50 (excludes VAT and postage), you can purchase the Kangaroo Beach Awards swim school starter bundle, which includes 48 printed certificates (12 of each character), teachers' resources and a digital marketing pack.



Named As Double-Finalists at the 2022 ukactive Awards

For the fourth awards in a row, STA is delighted to have been named by ukactive as 2022 Awards Finalists; for Supplier of the Year and Education Provider of the Year.

Dave Candler, STA's CEO and the winner of ukactive's Outstanding Leader of the Year in 2021, said: "We are incredibly proud to be finalists again, and in both of the award categories we entered this year. As a team, we are also equally excited about attending this year's ceremony and seeing everyone from the industry again – it's been a long time."

Celebrating the Jubilee with a Platinum Pool Tea Party

To celebrate the Queen's Platinum Jubilee, we created free themed play activities to help members host a fun, celebratory 'tea-party in the pool' during a lesson this month – the response has been amazing and it's been lovely to see all the photos on social media and to see swim schools getting everyone involved, from babies to adults (this one here is courtesy of The Bearded Swim Coach).



STA'S ANNUAL CONFERENCE IS BACK

SAVE THE DATE

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

Save the Date – STA's Conference is Back

In case you missed the news, we have confirmed that our annual face-to-face conference will be back later this year at the Leicester Marriott Hotel,

on Friday 28th October (Pool Plant) and Saturday 29th October (Aquatics, Open Water Swimming, Lifesaving / First Aid and Business / Marketing).

Save the date because it will be an exciting time for us all to get back together in person again, and celebrate our 90th anniversary.



Enrich Your Holiday Programmes This Summer with Aquabatix

Our partners [Aquabatix](#) have introduced an exciting new 'Experience' holiday course, following their appearance on ITV's The Games this month. The new artistic swimming CPD focuses on five key areas: Body Balance, Sculling, Stroke Creativity, eggbeater and teamwork and contains five comprehensive and progressive, 30-minute lesson plans.

For swim schools looking to enrich their aquatic holiday programmes this summer, this new 'Experience' course will provide fun opportunities for level 2 swimming teachers to deliver engaging and imaginative content to learners of all ages and abilities.

[READ MORE](#)

New Member of the Technical Team

This month, we welcomed a new member to our technical team – Helen Done, who has taken on the role of Qualification Development Manager.

Helen has worked in leisure for the last seven years, and is qualified in swimming teaching, pool plant operations, and is a lifesaving & first aid

tutor and IQA – Helen also has first-hand experience of co-ordinating a large ATC and attending / delivering STA courses.

Helen says she is passionate about qualification development and is excited to be working with Kaylë Brightwell, Head of Qualification Development, and the team to help expand STA's qualification portfolio.





Busy Few Months Ahead for Webinars

We have a really busy schedule of free webinars coming up over the next couple of months – [please check them all out here](#) - they include specialist talks from Emma Holden, Andrew Hailey, Jo Wilson, Zara Peasland and Julie Kamara.

In addition, our partners at the Institute of Aquaphobia are also running a [free webinar](#) on the 5th of June titled 'Flotation and stress in all age groups'.

Our Pool Plant Brand Ambassadors are also organising in-person one-day seminars for pool plant operators focussed on '[Practical Safe Operational Procedures for Dangerous Chemicals and Poisons in Plant Rooms](#)'.



Go Green for Grassroots

Join us and go Green for Grassroots to celebrate the Queen's Platinum Jubilee. The new campaign, being led by the Sport and Recreation Alliance, is aiming to bring the sector together to plant as many trees as

possible to honour the Queen for her 70 years of service and to support the Queen's Green Canopy (QGC) initiative.

By planting a tree, we can help create and protect the spaces and places where people can be active, supporting the nation to stay healthy all while helping the environment.

[GET INVOLVED](#)



And Finally...

Even more STAnd Up for Swimming courses are registered in June across the whole of the UK – look out for regular updates on Facebook as spaces can become available at the last minute on these courses. Also please [keep on nominating](#) as we are continuing to schedule new courses weekly for the rest of the year.



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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