



Swim & Save E-zine - May 2023



Jobs in Leisure - The Launch of a Free New Jobs Board

This month we launched a new job advertisement board today called '**Jobs in Leisure**'; and with all its in-built dynamic features, we believe it represents a first for the leisure industry because it is FREE for all employers, in the UK and internationally, to use to promote their job vacancies. From swimming teachers and lifeguards, to PTs, engineers and administrative personnel, it's an all-encompassing digital tool for advertising all jobs in leisure. Since launching, we already have more than 130 jobs listed – take a look and register your job vacancies for free www.jobsinleisure.org

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BABY SHARK™

NEW BABY SWIMMING MILESTONE AWARDS



ORDER TODAY FROM STA SWIM-SHOP

SCAN ME

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Baby Shark DOO-DOO DOO-DOO 🎵🎵

Another first this month, was the launch of our fin-tastic range of official Baby Shark swimming milestone awards featuring the animated characters from Pinkfong's 'Baby Shark Dance'. There are three adorable designs in the Baby Shark awards series, featuring Baby Shark, Mommy Shark and Daddy Shark and each certificate and badge can be used to reward little ones for special baby swimming milestones – from a FIN-TASTIC First Swimming Lesson to a FIN-NOMENAL First Jump In or a FIN-CREDIBLE First Splash.

FIND OUT MORE



Record Year for International Learn to Swim Week

Thanks to everyone who played a part in this year's International Learn to Swim Week, which we first launched in 2017 with the theme of #LoveWaterSafely. In this time, the awareness campaign has grown year on year (even through the pandemic), and many hundreds of thousands of venues have taken part to raise awareness about the importance of learning to swim and water safety education. This year has been our biggest campaign yet, with half a million children involved across 40 countries.



New Chapter for Wakefield Council

Wakefield Council has become the latest local authority to partner with STA and they have created an STA Approved Training Centre (ATC) to facilitate the in-house delivery of STA's swimming teaching qualifications across its five leisure and sports complexes in Featherstone, Minsthorpe, Normanton, Sun Lane and Aspire @The Park. Their aquatics team, will also be moving its current school swimming scheme, which it runs for more than 100 schools in the area, over to STA's School Swimming Academy programme.

[READ MORE](#)



Shining a Light on STARLIGHT'S New Sponsors

Following on from announcing that we are getting ready to launch a new UK-wide educational charity campaign called STARLIGHT this summer aimed at upskilling swimming teachers and qualifying them as specialist disability swimming teachers, we are delighted to confirm we have a new headline sponsor – ThinkSmart Software - with Konfidence also joining as co-sponsor. Thanks to their generous support, we will be able to offer more free disability swimming courses and upskill even more swimming teachers as part of this industry-wide campaign.

[READ MORE](#)

UPCOMING EVENTS
HAVE YOU BOOKED YOUR PLACE YET!



ELEVATE

14TH - 15TH JUNE 2023



HENLEY

9TH JULY 2023



STA CONFERENCE

13TH - 14TH OCTOBER 2023



Breaking Barriers

As part of our ongoing **#BreakingBarriers** project, which promotes Inclusiveness, Integrity and Collaboration in swimming around the world, this month we focussed on the latest project by Love The Oceans who are working and helping women learn to swim in Mozambique as part of a pioneering ocean conservation programme. [Read more about their amazing work, which involved empowering women to protect our oceans.](#)



ZOGGS Official Conference Sponsor

TRADE STAND OPPORTUNITIES

This year, STA's annual conference will return to the Leicester Marriott Hotel on Friday 13th - Saturday 14th October.

#staconference23

WE ARE OFFERING EXHIBITORS THE
OPPORTUNITY TO MAXIMISE YOUR PRESENCE
AND GET IN FRONT OF YOUR TARGET AUDIENCE.

If you would like to take advantage of this package email marketing@sta.co.uk.
Please note, this is on a first come, first served basis with limited availability.

STAnd out at this Year's Conference

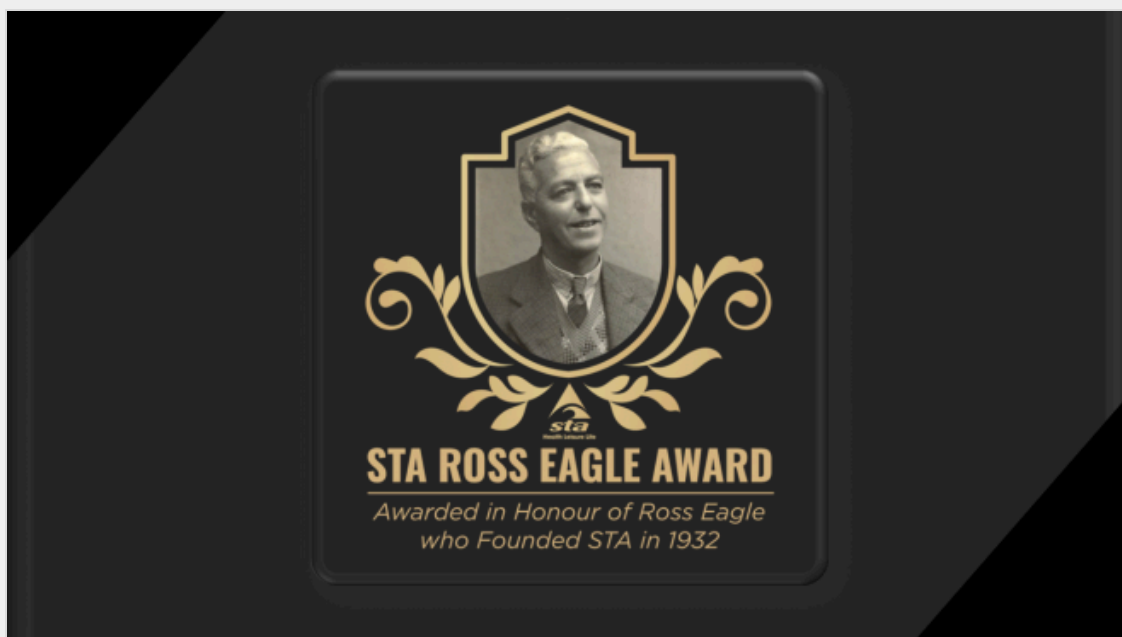
The countdown to this year's national conference continues, and we are opening up the opportunities for companies to STAnd out this year with our new 2- and 1-day exhibitor packages. If you are interested and would like further information, please email marketing@sta.co.uk.

Also, don't forget to [book your delegate ticket here for the event taking place at the Leicester Marriott](#) on the 13th and 14th October, with the 2-day ticket including lunch on both days and entertainment on the Friday evening.



Good Work Pledge

We are continuing to show our commitment to employee mental health and wellbeing by renewing our **Good Work Pledge**, which has been created by Workplace Mental Wealth and is supported by CIMSPA.



Nominations for this Year's Awards Closing Soon

As a reminder the closing date for entries for this year's STA Ross Eagle Award and the Henry Pike Trophy is 30th June 2023. [Click here for more details on how you can get involved and nominate.](#)



In **2022** there were
226 accidental drownings
in the UK

Respect the Water

This month the latest drowning statistics from the Water Incident Database (WAID) were published. In response, the [National Water Safety Forum \(NWSF\)](#), of which we are a member, responded by urging the public to 'Respect The Water' as the latest statistics show that there were sadly 226 accidental drownings in 2022, with more dying at inland water than at the coast. In line with this, the RNLi also began its annual #FloatToLive campaign. During this year's International Learn to Swim Week, the core message was to [#LoveWaterSafely](#) All Year Round, and knowing how to Respect The Water, Float to Live, and help other people in trouble is an essential part of this safety message.



April Blog: Sophie Etheridge

Sophie Etheridge, the Founder of Adaptive and Disabled Open Water Swimmers (ADOWS) aims to become the first person with Complex Regional Pain Syndrome to swim the English Channel solo in August year. In support, we are following her personal journey each month, which saw April being a super busy month for Sophie - filled with coaching, volunteering & learning ... oh, and training for a solo channel swim as well as an awards nomination! [Check out the latest update here.](#)



stanleyseal

STAnley

Follow

STAnley Makes a Move on TIKTOK!

For the last couple of months, STAnley, our loveable water safety mascot, has been making really seally videos for his new TikTok account – we’ve not been shouting about it too much because we wanted to test the water(!), but if you love STAnley and want a giggle, go check some of his videos out. The latest one includes a celebration of our new Baby Shark Swimming Milestones awards (also check out the fizzy one he did for the Eurovision!) [Click here to follow STAnley](#)



AND FINALLY....

Keep an eye on our 2023 calendar for all the latest webinars and events coming up, including ELEVATE and the Henley Swim Festival.

[VIEW SCHEDULE HERE](#)



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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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