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Leisure industry news published by STA - May 2018



serco

Serco Swims Over to STA

Serco Leisure is changing the way it delivers swimming teacher qualifications across its UK leisure network after signing a new partnership with STA.

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[STA Named as Double Awards Finalists by ukactive](#)

This month the finalists of the physical activity sector's most prestigious awards were announced by ukactive, and for the first time STA was named in two categories—for Supplier of the Year and for Outstanding Leader of the Year. The winners will be announced at a ceremony during Active Uprising in Manchester on 21st–23rd June—wish us luck!

[READ MORE](#)



Are UK Children Exiting Swimming Lessons Too Early?

For International Learn to Swim Week 2018, STA carried out a survey with UK swim schools to understand if children are exiting learn to swim programmes too early, before they have achieved essential lifesaving and survival skills.

[READ MORE](#)



STA Working with ASCTA

STA recently announced details of a new partnership with the Australian Swimming Coaches and Teachers Association (ASCTA), which will see both organisations officially recognise each other's professional swimming teaching and coaching qualifications.

READ MORE



EXPLORE 1-2-3 **EXPLORE 1** **EXPLORE 2** **EXPLORE 3** **RESCUE 1** **RESCUE 2** **RESCUE 3** **PROTECT 1** **PROTECT 2** **PROTECT 3**

OCTO-CADET MISSION STICKER COLLECTION

THERE'S NOT A MOMENT TO LOSE
- COLLECT ALL 10 STICKERS TO COMPLETE THIS OCTONAUTS #swimadventures MISSION

MISSION BONUS **SHELLINGTON'S BONUS STICKER!**

THERE IS A LOT TO EXPLORE, RESCUE AND PROTECT UNDER THE EARTH'S OCEAN
- read all the interesting facts here to earn the EXTRA BONUS STICKER from Shellington

-  Around 70% of the Earth's surface is covered by oceans. The largest ocean is the Pacific Ocean.
-  The largest animal in the ocean is the Blue Whale. The Lion's Mane Jelly is the largest Jelly with tentacles reaching up to 120 feet long!
-  The longest mountain range in the world is under water. The deepest known Ocean area measures 11 km.
- O₂** About 70% of the Oxygen we breathe is produced by the Oceans.
-  We have only explored about 5% of the world's oceans.

SOUND THE OCTO-ALERT! - WELL DONE OCTO-CADET - THIS #swimadventures MISSION IS COMPLETE

Get Ready for Another Summer of Fun With The Octonauts!

STA's Octonauts Summer of Fun campaign is back by popular demand with its 10 Explore, Rescue, and Protect missions to complete over the 6-week holiday break – all supported with free Octonauts branded resources! If that's not all... to launch the campaign STA is also inviting swim schools to take part in the UK's biggest Octo-pool party on Tuesday 24th July.

FIND OUT MORE AND REGISTER

Important ATC Advice—Apply by 1st August 2018 (8 Weeks to Go!)

With the deadline of 1st August 2018 approaching, Safety Training Awards' compliance team is urging all members to complete and submit their ATC applications by 11th July 2018 if possible as it may take up to 15 days to process the application. Any business, organisation or tutor wanting to deliver Safety Training Awards qualifications must be an Approved Training Centre.

[READ MORE](#)

Updated Privacy Policy

In line with the General Data Protection Regulation (GDPR) that came into effect on 25th May 2018, STA has updated its privacy policy.

[READ MORE](#)

First Swimming Teaching Courses Underway

Since launching the two new STA Level 2 Teaching Swimming qualifications last month, there are a number of new courses registered—check them out here and keep coming back to the website for the latest information.

[SEARCH FOR A COURSE](#)



Mike Goody Joins Team UK

Huge congratulations to STA's water safety ambassador Mike Goody on being selected to represent Team UK at the fourth Invictus Games in Sydney—we'll be following his progress on Facebook from 21st-27th October.



Join the World's Largest Swimming Lesson

The countdown has started to the World's Largest Swimming Lesson (21st June) and STA is proud to once again be a Gold Level supporter. It's not too late to take part, registration closes on 7th June.

[FIND OUT MORE](#)

STA On the Road

This month, the team stopped off in Glasgow for the third leg of STA's national roadshow—thank you to everyone who attended. The next stops are in

Bournemouth on 18th June and Portsmouth the next day on 19th June.

[BOOK YOUR PLACE](#)



STA Swim-Shop Exclusive Offer

For all of June, STA is offering an extra 5% discount on Pool Platforms (small and large) ordered via the STA Swim-Shop. This exclusive offer ends on 30th June 2018!

[SHOP NOW](#)

And Finally...

A huge thank you to everyone who took part in International Learn to Swim Week, it's been a record-breaking #LoveWaterSafely campaign this year with more than 25 countries taking part. As we approach the summer months, let's keep on promoting the message about the importance of learning to swim and water safety.

Enjoy this issue? Share it online or forward it to a friend!

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