



## STA's June 2019 Newsletter



## TV Presenter Confirmed as Conference Keynote Speaker

We are thrilled to confirm that the keynote speaker for this year's annual STA Conference is award-winning TV broadcaster Ayo (Andy) Akinwolere. During his time as a Blue Peter presenter (2006–2011) Ayo took on many major challenges, most notably setting a new world record for the deepest location for an open water swim. Ayo is one of four people of colour with a swimming world record, and in 2015 this spurred him to create The Swim Challenge to prove that people of colour can swim. To hear first-hand about Ayo's amazing swimming stories and ambitions, reserve your place on this year's STA Conference!

[READ MORE AND BOOK YOUR PLACE](#)



## STA Named Supplier of the Year by ukactive

If you haven't already heard the news, STA scooped the coveted title of Supplier of the Year at the 2019 annual ukactive awards. On receiving the award this month, STA CEO Dave Candler said he was unbelievably honoured and proud, and said it serves as recognition for all the team's hard work and commitment in supplying and delivering the highest standards of swimming teaching, lifesaving, first aid and pool plant training.

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## STA Make a Splash with Everybody

To help shape and strengthen its future swim teacher training needs, Everybody Sport and Recreation has formed a new partnership with STA and become an approved training centre.

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## New for 2019: Industry Swimming Teachers Recruitment Survey

In 2015, STA conducted the first industry swimming teachers recruitment survey, which revealed the widespread difficulties swim schools across the UK faced in recruiting trained swimming teachers. **We repeated the survey last summer** and we want to assess how the situation is again this year so we can continue to benchmark the results. Please spare a few minutes to complete the short survey before Friday 26th July 2019. As further incentive, all those who complete the survey will be entered into a prize draw to win a £50 STA Swim Shop voucher!

[TAKE SURVEY](#)

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## Russell Sparks Appointed as New Full- Time Safety Training Awards EQA



Safety Training Awards has expanded its quality assurance team with the appointment of Russell Sparks as a new full-time external quality assurer.



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## Climb Out of Mental Health With STA

Do you know somebody affected by a life-changing injury, illness or trauma? We're on the lookout for 12 individuals for our fully-funded outdoor activity programme to support mindfulness and mental well-being!

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## Supporting Swimming After Surgery

As part of our charitable objective, we've agreed to provide funding to Swimming After Surgery (SAS), which will help them continue and be able to

organise free swimming sessions for ladies who suffer with cancer.

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## Splish, Splash, Splish for Meningitis Now

In an exclusive partnership, we are supporting Meningitis Now with the launch of Splash Now. The brand new fun event, which will take place 21st–27th October, is designed to encourage little ones to splish, splash, splish, and raise funds and awareness for Meningitis Now. See how your swim school can take part!

[LEARN MORE](#)

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## Understanding Mental Health Issues with EduCare

Continuing professional development and further learning is fundamental to the improvement of standards and skills, and STA is always striving to find new and interesting occupational subjects that will benefit members, and not just in swimming. We are therefore pleased to announce that we've teamed up with EduCare to offer STA members an exclusive discount on three new mental health and wellbeing courses.

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# Register for Experience, Explore, Expression

As announced last month, we have joined with Aquabatix, the world's leading professional artistic swimming team, to bring the joy of artistic swimming (formerly synchronised swimming) to a wider audience this summer with the launch of the leisure industry's first ever range of online Artistic Swimming CPDs. Register to be the first to find out more!

[REGISTER TODAY](#)



## Autism Swim Approved in Wales

Congratulations to STA tutor Chris Bateman from CB Training Services Limited for becoming the first Autism Swim Approved Centre in Wales. STA is proudly partnered with Autism Swim to help provide opportunities for specialist training.

[LEARN MORE](#)

## And Finally...

In support of our headline story this month, we can also reveal even more amazing conference speakers that will be joining us on Saturday 12th October in Stratford-upon-Avon. They include Erika Gleeson (Autism Swim), Nick

Masson (Bigwave Media) and Toni Murch (Celox™)—plus more to be announced! **Book your place** for just £60!

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