



STA's May 2019 Newsletter



Record Success for International Learn to Swim Week

Thank you to everyone who joined in with International Learn to Swim Week (ILSW) this month; it was a record-breaking year for participation, with swim schools in 320 cities across 36 countries all taking part to help us share the importance of learning to swim, no matter, ability or location. With your help, our partners and the media, our message touched and reached millions of people this year—here's to 2020!

If you were involved this year, please can you also spare 5 minutes to complete our feedback survey!

[GIVE FEEDBACK](#)



Splish, Splash, Splosh for Meningitis Now

Now

In an exclusive partnership with Meningitis Now, STA is hugely excited to announce the launch of Splash Now—a brand new, fun event designed to encourage little ones to splish, splash, splosh, and raise funds and awareness for Meningitis Now. See how your swim school can register and join in this summer.

[LEARN MORE](#)



Experience, Explore, Expression

STA with Aquabatix, the world's leading professional artistic swimming team, are bringing 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. Read more, and see why the announcement also times with the film *Rocketman* being released in cinemas this month.

[READ MORE](#)



Update From Tutors on New Pool Lifeguarding Qualification

Last month, we announced the launch of the all-new Pool Lifeguarding qualification, followed by the start of a nationwide series of mandatory updates for STA lifesaving tutors. So far, the response from the update courses has been incredible, with tutors welcoming the new 3-year revalidation process and how the course syllabus reflects the true role of a modern lifeguard.

"As a swim school owner employing over 30 lifeguard, STA's new 3-year revalidation process will save me time and money. It will also be much easier to organise as they can now renew their first aid alongside their lifeguarding qualification which was previously done separately."

— **Chris Bateman, STA Tutor**

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Elevating Response to Pool Lifeguarding

In support of the launch of the new Pool Lifeguarding qualification the team attended Elevate this month and generated lots of interest from operators, large and small, who could immediately see all the benefits associated with the new 3-year revalidation process. During the show, Richard Baker also spoke to Sports Management magazine.



[SEE INTERVIEW](#)



Delivering New Changes to SAT

In response to member feedback, changes have been made to the Safety Award for Teachers qualification this month. Significantly, the SAT portfolio has

been removed from the qualification and the worksheet assessment will now be assessed by practical demonstration and a 16-question multiple choice question (MCQ) assessment paper. In support all the new tutor resources can be found in STA Online.

"Wow! So much more time for learning, games, questions and feedback ... more time to help, more time to practice CPR ... more time for everything with this new format."

— Lynn Goring-Crook, STA Tutor

[LEARN MORE](#)

First for Safety Training Awards

Starting in June, Safety Training Awards will be launching a quarterly newsletter for approved training centres. The newsletter will be focussed on sharing compliance and technical information related to the awarding organisation—a must for anybody who delivers STA qualifications. In preparation, please update your mailing preferences today to receive 'news for training providers from Safety Training Awards'!

[UPDATE YOUR PREFERENCES](#)

Water Safety This Summer

During International Learn to Swim Week, we received a high volume of enquiries about our Water Safety Booklets. As a reminder, individual printed copies of the booklet can be purchased for just 50p from the STA Swim-Shop!



[SHOP BOOKLET](#)

STA National Conference and Pool Plant Convention

Our events team are busy finalising the speakers and schedules for this year's national conference and pool plant convention, which is taking place in the historic river town of Stratford-upon-Avon on 11th and 12th October. To be the first to receive updates, please make sure to register and reserve your place!

[BOOK YOUR PLACE](#)

World's Largest Swimming Lesson—Last Chance!

If you've not already registered, this is your last chance to join in and show your support for the World's Largest Swimming Lesson on 20th June!

[SHOW YOUR SUPPORT](#)

And Finally...

For International Learn to Swim Week we released the results of our research into family swimming, which helped us to secure significant radio and national TV coverage across the week. See why **70% of parents think swimming is the most important sport for kids to learn.**

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