



STA's October 2019 Newsletter



Develop a Deeper Understanding of Waterphobia

STA has teamed up with the UK Academy of Swimming (trading as waterphobia.com) to give members the opportunity to train to become an Aquaphobia Coach (A.C) using a specialist new teaching programme that has been designed to help people who have an inherent fear of the water.

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Focus on Swimming Teachers

For World Teachers Day on 5th October, we revealed the results of our Swimming Teachers Recruitment survey. This was supported by a national media campaign, headlined by STA Water Safety Ambassador Mike Goody, to raise awareness about all the benefits of training to become a swimming teacher. The subject gathered a lot of interest from radio and TV stations all around the country, with our message reaching more than 50 million people - and counting (more filming has taken place this week which ITV plan to syndicate nationally). Thanks to everyone who supported and got involved with the #SwimTeachingMatters #MyJobMakesaDifference campaign.

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STA Deliver an Industry First with the Introduction of Digital Awards

As announced at our national conference this month, STA is set to launch a new digital awards system which will enable swim schools, for the first time, to issue dual-branded STA certificates in a digital format to their customers.

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New Baby and Pre-School Qualification

In accordance with Safety Training Awards commitment to ensuring qualifications continue to meet the needs of the industry, employers and learners, the new STA Level 2 Award in Aquatic Teaching - Baby and Pre-School Swimming launched earlier this month, alongside a colourful new book-bound teaching manual, new-learner friendly resources and an online Tutor Upskill CPD.

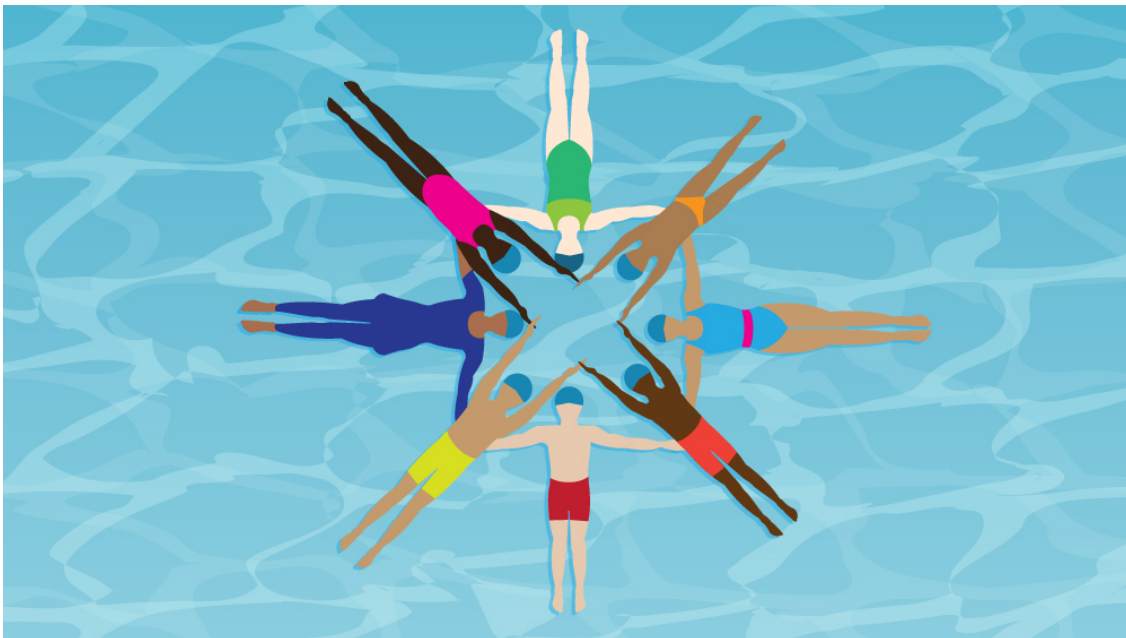
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Standing Ovation for Hero Lifesaver

The team were honoured to be able to present Yanek Kowal with a Roll of Honour at this year's STA conference in front of his friends, family and peers. The award was presented by STA Trustee, Ali Beckman and CEO Dave Candler, and the audience gave Yanek a standing ovation after hearing the story of how he bravely risked his own life to save the life of a drowning 18-year old man this summer.

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Explore and Expression - New Online CPD from Aquabatix

This month, with Aquabatix, we launched the next online CPD in the artistic swimming series titled 'Explore and Expression', which is further supported with six downloadable lesson plans. 'Explore and Expression' focuses on the expressive side of artistic swimming using choreography and creative body work for individuals, partners and groups, and is exclusively available from STA.

SPECIAL OFFER: Save £10 by purchasing both the 'Experience' and 'Explore and Expression' CPD's as a bundle. If you've already purchased the 'Experience' CPD, you can purchase the 'Explore and Expression' CPD at a discounted rate of £25. To take advantage of these bundle offers, please [contact us](#) to place your order.

[READ MORE](#)

Junior Medic Joins Schools Against Sepsis

STA is working with The UK Sepsis Trust as a delivery partner for its #SchoolsAgainstSepsis campaign, and in support we've relaunched the Junior Medic Programme to include an educational section on sepsis.



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The Dangers of Holiday Pools

Following on from news this summer, where it was reported that several holidaymakers had been harmed due to the mismanagement of swimming pools, the pool plant team with SPATA have been raising awareness about the hidden dangers and offering their expert advice.

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Black Friday is Back!

From Monday 25th November through to Cyber Monday on 2nd December, the Marketing team will be promoting a number of week-long Black Friday deals on selected CPD's, Octonauts awards, clothing



and much more. Keep an eye on the STA Swim Shop and STA's social media channels to take advantage of these exclusive deals.



Share the Gift of Swimming this Christmas

STA's own range of charity Christmas cards are back again this year. In each pack there is a mix of three unique designs, which can be purchased from the STA Swim Shop for just £3.80 (including VAT). Funds raised from the sale of the Christmas cards will be used to support the education of water safety and lifesaving skills to children and adults across the world.



Also returning are our swimmingly festive Christmas Jumpers and T-Shirts, with prices starting from £9.00. Order yours now by 4th December 2019 from the STA Swim-Shop.

[PURCHASE YOURS HERE](#)



SPATEX 2020

THE POOL, SPA & WELLNESS SHOW

TUESDAY 28 JANUARY – THURSDAY 30 JANUARY 2020

ERICSSON EXHIBITION HALL • RICOH ARENA • COVENTRY UK

Join us at SPATEX 2020

Registration is now open for SPATEX 2020, which takes place on 28th - 30th January. The free-to-attend event will enable visitors to learn all about STA's partnerships and latest developments in pool and spa plant training.

[REGISTER HERE](#)

And Finally...

A huge thank you to everyone who attended our Pool Plant Convention, Autism Swim CPD and Conference in Stratford-upon-Avon earlier this month. It was our biggest event to date and over on our Facebook page you can now see all the photos - we look forward to doing it all over again next year! The event also raised £500 for the Love the Oceans Project, which helps the local community in Mozambique gain key water and survival skills.

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