



Official newsletter of STA



March 2016

## STA Appoints New CEO & President

STA is delighted to confirm that Mr Dave Candler has been appointed STA's new CEO, with effect from 1st April 2016; and Richard Timms has been elected as STA's new President. See more [here](#) (along with a few of the responses received earlier this month when the announcement was first made).

## Leading the Digital Way With the Launch of E-Manuals

As a first for the aquatics industry, STA's swimming teaching, lifesaving, first aid and pool plant teaching manuals are now available in a dynamic new digital format.

[Read more](#)



## Edgbaston Priory Club Awarded Swim Academy Status

The Edgbaston Priory Club in Birmingham is set to become the latest STA Swim Academy.

The premier racquets and lifestyle club, which offers parent & baby, junior and adult swimming lessons, has agreed a new three-year partnership with STA and will launch the new academy model on

## Watch this Space!

Look out for a very exciting and important announcement from the aquatics team in April! Watch this space!

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## New Swim Star Teacher Announced

Laura Benton, swimming teacher from Swim Start Swim School, Driffield is awarded STA's first Swim Star Teacher Award for 2016!

[Read more](#)

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## Parent Water Safety Survey - Please Share

In support of this year's National Water Safety campaign on 6th-10th June, STA has partnered with What's On 4 to test parents' water safety knowledge - as a parent how much do they really know?

Please share this important survey with your customers - for taking part they can also be entered into a prize draw to win a £50 Konfidence gift voucher courtesy of Konfidence. [Take the survey here](#)

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## Birthlight 2016 Conference

Birthlight has revealed further details about this years' baby swimming conference programme, which will be held this September at Girton College, Cambridge University. To see the provisional programme and details on how to book a place, [please click here](#).

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## SwimKidz Takes Swimming Lessons to Thailand

Berkshire-based SwimKidz launched a

franchise of its swim school in Bangkok, Thailand, and all is going swimmingly - [read more here](#).



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## Swim Shop News

The first manikin in the world to visually show blood flow is now [available to purchase](#) via STA's Swim-Shop!

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## And Finally...

Congratulations to all the teachers from Water Lilies Swim School who recently became Junior Lifeguard instructors. The course which was held in Norfolk, was organised by Teresa Griffin, former winner of the Sir Henry Pike Memorial Award, and was tutored by STA's Grace Mallon.



John Holden from STA's East Anglia office hopes to repeat the course in the near future - if you are interested please contact John by email at [staeastanglia@sta.co.uk](mailto:staeastanglia@sta.co.uk).

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