



## Swim & Save E-zine - September 2024

**STA CONFERENCE 2024**

Friday 11th - Saturday 12th October 2024

Radisson Blu Hotel, East Midlands Airport

**BOOK NOW**

ZOGGS Official Conference Sponsor

UK active AWARDS 2022 WINNER

INNOVATION OF THE YEAR FAB 2023 AWARDS AWARD WINNER

#staconference24

The STA logo is located in the bottom right corner of the graphic.

## Counting Down to the 2024 National Conference

On Friday 11<sup>th</sup> October, we will officially open the doors to this year's 2-day national conference at the Radison Blu Hotel, East Midlands Airport. With Professor Greg Whyte OBE as our keynote, more than 35 speakers to choose from, interactive pool sessions, and a jam-packed exhibitor hall, this is our biggest event to date – and its not too late to book a ticket.

One day and two-day bundle tickets are still available, with discounts available for STA members.

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## STA Aquatic Excellence Awards 2024

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Swimming Leisure Ltd

## Celebrating Aquatics Excellence

With the 2024 Aquatic Excellence Awards just a couple of weeks away, the excitement is building. At the sell-out ceremony, which takes place on Friday 11<sup>th</sup> October, we are looking forward to welcoming more than 150 aquatic professionals and celebrating the achievements of this year's finalists and winners. It promises to be a really good night for aquatics, and we'd like to wish the best of luck to all of this year's STAr Finalists.

Thanks also to our headline sponsor Konfidence, and 2024 award category sponsors LoveAdmin, MOR Solutions, SJ Training Solutions and TUI Musement.

During the ceremony, STA's President Ali Beckman will also announce the winners of the 2024 Ross Eagle, Henry Pike and Cross of Merit awards.



## Zoggs Extends its Swim Partnership

Ahead of conference, we are also delighted to confirm that Zoggs has agreed to extend its partnership with STA for another three years. Alongside this, over the coming months, we will also be supporting Zoggs with the launch of their new PAW Patrol branded learn to swim product range, which will align perfectly with our own PAW Patrol swimming awards series.

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CUSTOM SWIM CAPS FOR YOUR SWIM SCHOOL.  
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As headline sponsors, the Zoggs team will also be exhibiting and speaking at conference next month and sharing how swim schools can maximise retail opportunities – if you can't wait, please email [sales@zoggs.com](mailto:sales@zoggs.com) for further information.



## Experts Gather to Discuss the Future Of Swimming Pools

STA's CEO Dave Candler joined the expert panel at Leisure DB's FreeFlow Swim Conference earlier this month. This followed the publication of the annual 'State of the UK Swimming Industry Report', and guests which included Rebecca Adlington and Steve Parry, discussed the findings of the report and how we can all best serve and innovate the swimming pool industry. The report is available to download for free via <https://www.leisuredb.com/publications>.



## Making Connections

This month we announced that STA is now an Affiliate Association of the Children's Activities Association (CAA), and for our 20,000+ members this means you can benefit from free resources, connections and discounts.

As a member of the STA, you can become a CAA Supporter for FREE, and you'll get access to resources, connections, and discounts that will help you stay up-to-date, and make sure your classes are as safe and inclusive as possible.

Members can also benefit from a 10% discount on tickets for CAA's annual conference, which brings together children's activity providers from across the country for a day of networking, learning, and fun.

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## **New Swim Academy Launches in Inverclyde**

Inverclyde Leisure has become an official STA Swim Academy this month after signing a new partnership agreement with the STA.

The Swim Academy partnership will begin with the Inverclyde Leisure team introducing a standardised programme for teaching swimming through STA's International Learn to Swim Programme (ILSP) that will benefit the 1500 swimmers currently enrolled in lessons at the Waterfront Leisure Complex and Port Glasgow Swimming Pool.

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## Active Networking in Bonnie Scotland

With STA continuing to positively expand its reach in Scotland, STA's Zoe Cooper and Jarred Hill had a great time meeting and networking with leisure operators at the recent ActiveNet Scotland event, which was held at the beautiful Crieff Hydro Hotel and Resort.



## Phab Support for Disability Swimming

We are now more than half way through our year-long charity campaign called COMMUNITY STARTers, which has already seen seven not-for-profit

organisations benefit from a £1000 grant in support of their community-based aquatic activities.

For August, the eighth organisation to benefit was Phab Doncaster, a not-for-profit organisation who help children and adults with complex medical needs, complex challenging behaviours, life limiting conditions and children on end-of-life care plans benefit from the properties of water.

Ali Beckman, STA's President said that the **CommUNITY STArters campaign was created for exactly these types of community projects.**

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## Is It Really That Time?

Yes, our Christmas jumpers and t-shirts are now available to pre-order via the Swim-Shop – and there are 6 festive designs to choose from. Orders are being taken up to Friday 15th November, ready for delivery from the 1st of December. 🎄 🎁

[READ MORE](#)



## And Finally ...

On a social media post last week, we shared a photo of an amazing line-up of talent who had recently trained to be STA Open Water Swimming Coaches with tutor Deborah Vine.

From the world of open water swimming, they are Paul Robinson - the new Arch2Arc World Record Holder, Debbie Wayman - GB Ice Swimmer, Anel Sytdykova - Triple Crown Marathon Swimmer, Rebecca Smith - Club Coach, National and European Masters Open Water Swimmer and Unity Speakman - Triathlete and Wild Swimmer.

## Congratulations.



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The Swimming Teachers' Association Limited, registered office as above, is a company registered in England (No. 01272519) and a registered charity (No. 1051631 in England and Wales and SC041988 in Scotland) whose objective is: "The preservation of human life by the teaching of swimming, lifesaving and survival techniques."

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