

Nominee's Name:

**Dave Candler**

Organisation Name:

**STA**

Your Nominee's place of work:

**STA – Head Office, Walsall**

Please provide a narrative (600 words max) about your nominee in the space below:

Since becoming STA's CEO in March 2016, Dave has used his 20 years + leisure experience to transform STA and its positioning in the industry. In just under 2 years, Dave has used his vision and insight to not only build STA, but to forge partnerships that will help transform the future of the industry.

First and foremost, Dave recognised the importance of having a strong senior management team around him who shared his drive, enthusiasm and passion for the industry. This strategy led to just some of the following key achievements for STA:

- Becoming an Awarding Organisation partner of CIMPSA
- CIMSPA endorsement for STA's qualifications across aquatics, lifesaving, first aid and pool plant
- Increasing STA membership from 7,500 to 11,500
- Launching new and improved industry qualifications, all developed in collaboration with a range of industry professionals to raise standards and widen reach.
- Partnered with key organisations - CIMSPA, ukactive, The Scouting Association, YMCA, Octonauts and Speedo to name a few.
- Secured a three-year partnership with GLL to revolutionise how swimming teacher training is delivered in the UK
- Successfully lobbied BSi for changes to be made to PAS:520.

Dave has a unique affiliation and understanding of customer needs and has implemented several programmes and practical initiatives to directly help customers on a daily basis, notably the STA Code of Practice.

Dave joined as CEO when STA was going through a difficult time. In a short time, he not only steered the organisation and its staff through this period of change, but he positively changed the industry perception of STA.

By reaching out to the industry Dave has forged new and exciting partnerships with all the main bodies. For the first time in history, he successfully united the aquatics industry on a challenging, controversial subject surrounding survival teaching methods. This subject required the industry to stand together and Dave brought all the leading bodies together as one powerful voice.

Dave's commitment, drive and passion to the role and industry radiates through his work. His can do, upbeat attitude shines through daily and has had a positive impact on work ethic across the organisation.

His superb communication skills have led to STA partnering with an array of organisations across the industry. In addition, we can honestly say he has inspired the company's employees to work more effectively as a team.

Dave is always looking to extend his already extensive portfolio of qualifications and experience – in his spare time, he is also an active open water swimmer and a few years ago he successfully swam in a Channel Relay.

He has recently accepted a position on the All Swimming Parliamentary group to challenge and drive industry standards forward; emphasising his passion to develop not only himself but the wider aquatics world.

Dave is a big advocate of personal development, nurturing talent and widening the skill set of all his employees. This is reflected in the training and development programme he has implemented at STA, which has resulted in a happier, confident and more efficient workforce.

Dave continues to use his excellent communication skills and collaborative way of working to partner with industry professionals. His game changing attitude is to unite the industry to create a powerful force to be reckoned with – raise standards, professionalise the industry and nurture talent.

Dave is an innovator, someone who wants to lead the industry. He is not afraid of change if it's for the greater good of the industry. He listens and cares - an example of this is that STA will soon lead the way with the launch of digital learn to swim certificates.

