



Media Release:

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As of 1st of September 2021, the Swimming Pool and Spa Association of Victoria will become Master Pool Builders Association Australia. This decision has been 18 months in the making and is part of the evolutionary process of our organisation and industry. After a range of feedback and external consultant reviews, it became evident that our industry was looking for and needed a focused body to cater to the growing demand within our sector.

Now more than ever it has become imperative for consumers to connect with a trusted and respected brand as they embrace their love affair with the Australian backyard pool. By maintaining high standards, the Australian Master Pool Builder becomes a necessity that feeds the consumer need for enduring quality and world best practice.

Originally established in 1961, the Swimming Pool and Spa Association of Victoria (SPASAVIC) has undergone several name changes throughout the years but remains the peak body of the pool and spa industry to this day.

From SPAV to CASPA to SPASA and more recently SPASAVIC, the time has arrived to move the organisation up a level to become the Master Pool Builders Association Australia (MPBAA).

Founded by a group of dedicated pool and industry members, the objective of the Association was to raise standards within the industry. It is these standards that now - more than ever - need to be embedded within the brand to distinguish itself as the home of Pool Builders, Retailers and Technicians of the highest calibre.

Master Pool Builders Association Australia through its evolutionary process will become a beacon of professionalism, ethical behaviour, next level standard of craftsmanship and committed to a new level of customer service above and beyond the ordinary.

"The pool is a part of the core fabric of Australia, a place of connection and a symbol of progress over generations. As an association, for over 60 years we have built a legacy of enduring quality, sustaining, and celebrating Australia's innate connection to, and love of, the pool. We are both a facilitator for our country's aspired outdoor lifestyle and vital regulator for industry excellence." says CEO – Master Pool Builders Association Australia - Chris Samartzis.

Consumers need and want a high degree of confidence when dealing with builders and our organisation has led the way through various platforms to deliver on that consumer promise.

WE STAND FOR: Enduring quality of life, character, workmanship, product, and service.

"An Australian Master Pool Builder embraces quality in all aspects of their business. They take pride not only in their workmanship but in their values of integrity, ingenuity, and mastery. Our members represent the best and most respected professionals in the industry. Together we commit to delivering inspired, quality pool and spa solutions that bring Australian families enjoyment, connection, and wellbeing for years to come. That is what enduring quality means to us." says CEO - Chris Samartzis.

When it comes to all things swimming pools and spas, make sure you choose a Master Pool Builders Association Australia member.