

15 January 2018

## Media Release

### Damn Good Reasons Why You Should Swim For Your Life

**While swimming is most often associated with Summer, it's a physical activity that anyone can participate in at any time of the year.**

As soon as the weather gets hot, everyone starts looking around for the friend with the pool or swim spa. The next best bet - a local club or community pool. The cleaner and less crowded the better!

**Swimming isn't just a fun way to cool off during the Summer. Swimming is one of the few activities that doesn't cost a lot of money or require equipment – and it holds no age or ability barrier.**

CEO of the Swimming Pool and Spa Association of Victoria (SPASA) Brendan Watkins says, "Swimming pools and spas are wonderful additions to the lifestyle of every Australian home. Exercise - and the social capital provided by a pool or spa - is immeasurable. With the current childhood obesity epidemic, the health and fitness benefits of pool and spa ownership are undeniable."

**A recent study that evidences the health and well-being benefits of swimming was released earlier this year. The study found that:**

- Swimming is uniquely placed to support people throughout their entire life
- Swimming lowers the risk of early death by 28 per cent
- Swimming lessons help children to develop skills more quickly
- Swimming and aquatic activity is a safe, cost-effective and viable option for healthcare professionals to signpost patients

The unique benefits of water make it the perfect forum for people of all ages to exercise, particularly those with long term health conditions.

**The report also found evidence that swimmers live longer and regular swimming helps older people stay mentally and physically fit. Importantly, it also showed that participation in swimming lessons can help children to develop physical, cognitive and social skills more quickly than those who do not have lessons.**

The findings of this report have been used to raise awareness within the health profession that swimming is a safe, cost effective and viable option to signpost patients.

[The full Health and Wellbeing Benefits of Swimming report and Swim England's response can be accessed HERE](#)

The reports remit was developed by the Swimming and Health Commission under the Chairmanship of Professor Ian Cumming. The Health Education England Chief Executive said, "The Swimming and Health Commission was established by Swim England to explore the evidence base for the health benefits of swimming. The resulting academic report is a ground-breaking collection of papers that identify striking and robust evidence for the significant improvements in health and quality of life that swimming produces.

[HERE is an article featuring 25 compelling reasons to make swimming a part of your life](#)



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**These are just some of those reasons:**

- Increases Flexibility
- Burns Calories
- Helps You Quit Smoking
- Improves Coordination and Posture
- Improves Posture
- Good for Anyone and Everyone
- Total-Body Workout
- Cardio Conditioning
- Beats the Heat
- Self-Esteem
- Taller, Longer, Leaner Body
- Weight Loss
- Socialisation
- Team and Individual Sport
- Prevents Drowning
- Improves Mental Health
- Helps With Chronic Diseases, Post-Op, and as Physical Therapy
- Relieves Stress
- Boosts the Immune System
- Family Oriented
- Joints

See SPASA's webpage on 'The Benefits of Pool & Spa Ownership' [HERE](#)

## Add Value to Your Property

Not only is swimming good for you and fun for the whole family, investing in a home pool or spa can add value to your property. Read articles [HERE](#), [HERE](#) and [HERE](#) as to why owning a pool or spa makes smart financial sense.

So if you're looking for a cheap, fun and healthy activity over Summer - or thinking about investing in a swimming pool or spa for your home - visit [www.spasavic.com.au](http://www.spasavic.com.au) and remember – always choose a [SPASA Member](#).

## SPASA Pool & Spa Expo + Outdoor Living

The SPASA Pool & Spa Expo + Outdoor Living is on at the Melbourne Convention & Exhibition Centre 2 - 4 February 2018.

Visit the [SPASA Pool & Spa Expo](#) and join the backyard revolution! An increasing number of people are installing pools and spas and renovating their outdoor living area for all year around entertainment. There is nothing more relaxing than lying back in a soothing hot spa in winter or swimming in your very own pool in the warmer months.

Get expert advice and the best deals on swimming pools, spas, swim spas, pool equipment, heaters, automated cleaning systems, accessories and landscaping ideas to help create your dream backyard.

With an extensive range of products, services and industry experts on hand, the time spent visiting the show could be the best investment you'll make all year. Compare the latest range of swim spas and portable spas and find out more about the therapeutic and health benefits of modern day spas. Compare all the options in pools from concrete to fibreglass, above ground and pre engineered pools.

A central feature within the Expo - the Outdoor Design Junction - is where high-end pool builders and landscape suppliers and designers will come together to present their capabilities to visitors focused

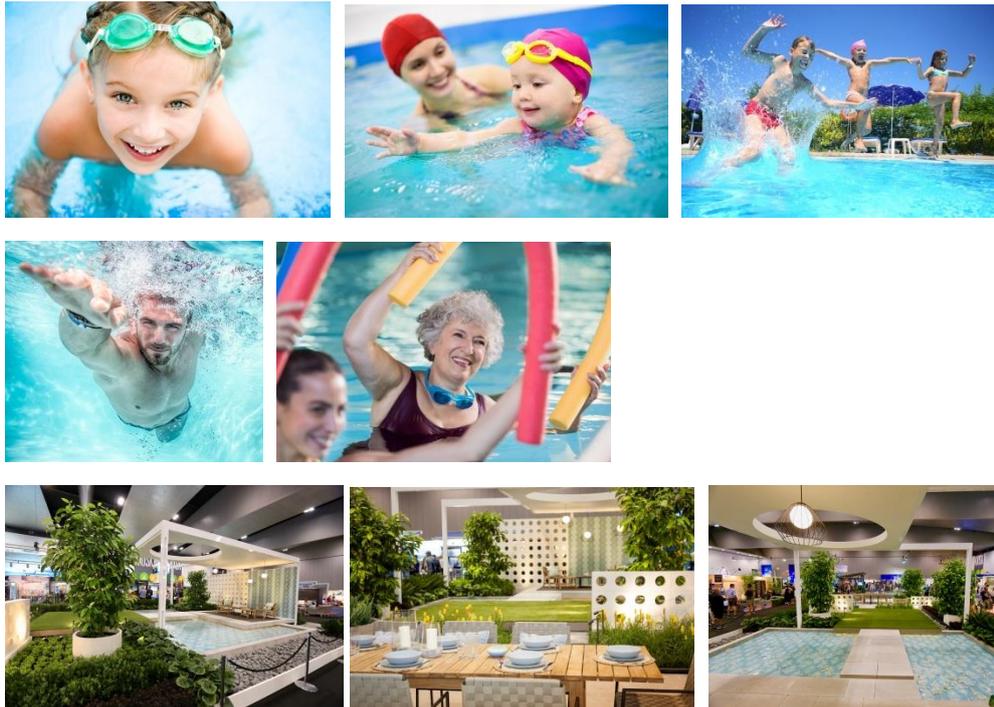


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on investing in their outdoor areas.

The Outdoor Design Junction will broaden the scope of the SPASA Pool & Spa + Outdoor Living Expo and address consumer demand for a total solution between the back door and back fence.

[Read more about the SPASA Pool & Spa Expo + Outdoor Living HERE](#)



**For further information please contact:**

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