



**Become a Member**



**Join a community of like-minded industry professionals**

**[SPASA.COM.AU](https://spasa.com.au)**

# ABOUT SPASA

The Swimming Pool & Spa Association of Australia Ltd (SPASA) is Australia's peak swimming pool and spa industry body.

It is dedicated to maintaining and improving the standards and growth within the swimming pool and spa industry for the betterment of members, consumers and the industry in general. Representing all sectors of the industry, SPASA offers national benefits, delivered locally.

Becoming a member will open a new world of support and access to industry information and events to assist you in building your career and business.

SPASA works for the pool and spa industry and understands how the industry works.

Let us be a key support structure in your business and professional growth.

We exist to make your role as an industry professional easier with more worthwhile communication, education and access to the latest changes in legislation.

Remember... It's your Industry.

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# OVERVIEW

## How We Benefit Our Members



SPASA helps increase member professionalism and credibility, by facilitating industry training and assessment on a regular basis via its RTO and other recognised education partners

SPASA enables members to take advantage of exclusive benefits, products and services through its alliance with key partners and sponsors, helping them expand and differentiate their business

SPASA provides lead generation for members through various media outlets including print, digital, radio, television and other consumer focused promotional and awareness activities

SPASA fights for and protects its members, with industry representation in relevant Federal and State government forums and lobbies on legislation that affects our industry

# PEOPLE

SPASA is committed to providing a career path for employees and staff retention programs for employers, through the ongoing operation of the Registered Training Organisation (RTO).

SPASA helps increase member professionalism and credibility by facilitating industry training and assessment on a regular basis via its RTO and other recognised education partners.

People

Training & Education

Professionalism



## Training & Education

SPASA has firmly distinguished itself as a leader in the delivery of vocational education to the swimming pool and spa industry. Our effectiveness as educators comes from our broad-based approach to education, which includes not just formal instruction, but a deep understanding and involvement in the swimming pool and spa industry coupled with our ongoing commitment to investigate and determine the areas of greatest need in developing career paths in our wonderful industry.

Our educational scope includes the following nationally accredited swimming pool and spa related qualifications:

- *Certificate III in Swimming Pool and Spa Service*
- *Certificate IV in Swimming Pool and Spa Service*
- *Certificate IV in Swimming Pool and Spa Building*

Training delivery also includes Face to Face, Self-Paced Learning and Recognition of Prior Learning (RPL).

See the [Education & Training](#) section of the website for more.



NATIONALLY RECOGNISED  
TRAINING



Australian Government  
Australian Skills Quality Authority

## Professionalism

SPASA Certification & Accreditation is a continuing professional development (CPD), education and training program available only to individuals, employees and business members of the Swimming Pool and Spa Association (SPASA).

The program provides recognition for members within the SPASA network for their professional skills and commitment to ongoing learning and development. It also reflects SPASA's commitment to its members through educating consumers, regulators and government about the professionalism of SPASA Accredited and Certified members.

Becoming 'SPASA Certified' or 'SPASA Accredited' is the professional grade of the Swimming Pool and Spa Association of Australia. It gives you and your business an instantly recognisable badge of professionalism, demonstrating that you have the required education, technical competence, experience and a commitment to your own professional development.

See the [Education & Training](#) section of the website for more.



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## Transforming Industry – Meeting Educational Needs – Building Careers

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# MEMBER SERVICES

SPASA enables members to take advantage of exclusive benefits, products and services through our alliance with key partners and sponsors, helping them expand and differentiate their business.

Member Services

Products & Services

Benefits



## Products & Services

### Digital Contracts

Pooltrac is a digital contract management platform developed exclusively by SPASA to benefit members and their customers. SPASA contracts have been developed especially to provide clarity and fairness, and are regularly updated to ensure compliance with the latest legislative requirements.

### Resources

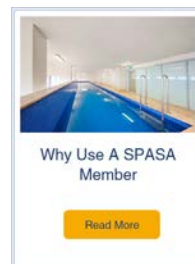
Numerous publications are available that have been developed to ensure SPASA members have access to materials that meet industry needs and are in-line with current legislation.

### Communication Services

Discounts on Traditional Ratecards are available to all SPASA members through NOVA - up to 57%!

SPASA, in partnership with, Vodafone Business Centre Port Melbourne, gives members exclusive access to service and product offerings not available directly through retail outlets.

**POOLTRAC**  
skilled.build.serve.splash



## Insurance Services

SPASA's relationship with AB Phillips ensures members receive experienced advice on financial services, insurance and risk solutions nationwide.

## HR & Safety

People Matters AdviceLine is a dedicated 'people advisory service' that provides practical and compliant HR, Safety and Wellbeing and Workers Compensation advisory support to members.

## Banking Services

SPASA has partnered with Westpac Bank to bring you a great deal on all your banking needs.

## Fleet Services

Sorting out your vehicle needs can be a whole lot easier with Auto Tender and Hyundai discount offers. You'll also get great offers on leasing and finance options, including novated leases and salary packaging where appropriate.

SPASA continuously investigates suitable products and services to further expand our current offerings to members, so watch this space!



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## Benefits

SPASA exists for the benefit of its members. Our range of services is aligned with industry advocacy, educational programs and is supported by our strategic partnerships. Member services include sector meetings, networking opportunities, events, training, and high value member communications.

Our members are our number one priority and SPASA is happy to see that stakeholders are voting with their feet with strong attendance across the highly valuable range of events and networking opportunities, as well as making good use of information resources and support programs that are provided by SPASA throughout the year.



# PROMOTION

SPASA provides lead generation for members through various media outlets including print, digital, radio, television and other consumer focused promotional and awareness activities.

Promotion

Communications

Marketing



## Communications & Marketing

### Print, Media & News

Members, industry affiliates and prospective members are kept updated with the latest industry news and information, via regular bulletins and newsletters designed specifically for them.

The voice of SPASA, our profile and reputation as a powerful industry body continues to grow and we are maintaining solid relationships with the media as well as diverse stakeholders.

### Social Media

Our social media channels include: - Facebook, LinkedIn and YouTube.

SPASA recognises that as consumers move more of their research and buying online, their shopping behaviour changes as well. Our social media channels create that extra touch-point, assisting in the connection between members and consumers.



## Networking Opportunities

SPASA forums and social gatherings provide an excellent resource for our members to connect with other likeminded industry leaders while also accessing the latest and most relevant industry networks and information including regulatory affairs, technical standards and sustainability issues.

Events such as the Awards of Excellence, Leadership Convention, the Pool, Spa & Outdoor Living Expo & SPLASH! Pool & Spa Trade Show are established and ingrained into the swimming pool and spa industry member and stakeholder calendar. These events provide an excellent platform for industry associates to network as well as showcase swimming pools, spas, products and services directly to the public.

## Website

The website features comprehensive consumer information regarding the swimming pool and spa industry, SPASA membership and training programs, news and media releases, submissions and other general information.

SPASA members receive a complimentary listing on our online member locator. This promotes your business which is seen by thousands of consumers annually and is a great way to get your pool and spa business showcased to your target audience.

Members can log into a dedicated area of the website that acts as a central hub for access to exclusive content, documentation and other valuable information.

## Company Branding

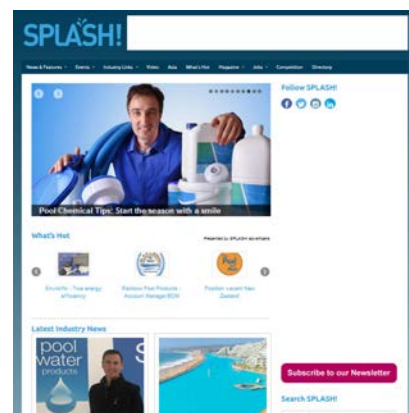
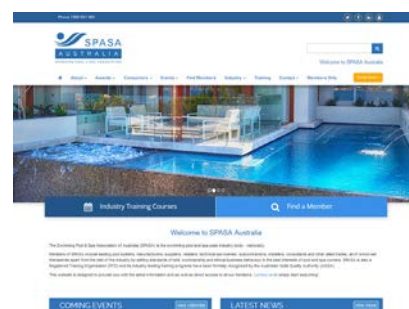
Enhance your credibility and commitment to your industry by displaying the SPASA member logo.

Displaying the SPASA logo reminds customers that you belong to Australia's leading association of pool and spa industry professionals. You are able to include it on materials and media such as business cards, website, letterhead, showroom windows, email signature and vehicles.

## Digital Exposure

As mentioned above, members receive a complimentary listing on the SPASA website.

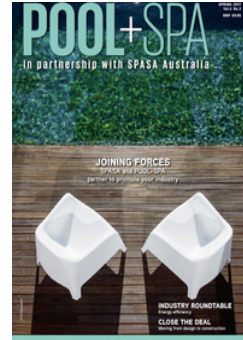
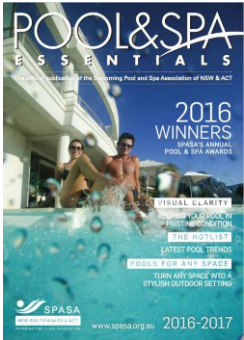
Members are also able to advertise with our digital marketing experts at SPLASH! magazine, further enhancing their exposure to consumers and industry professionals.



## Advertising

SPASA's various publications provide the ideal opportunity for members to showcase their organisation's achievements and offerings, plus raise their profile to consumers and businesses.

Investing in magazines such as the annual "Choosing Your Pool & Spa Magazine," the bi-monthly "Splash! Magazine" and the quarterly "Pool+Spa" is an economical and valuable marketing tool for members.



## Awards of Excellence

SPASA hosts Awards of Excellence programs in every State of Australia, which are designed to promote achievement across all sectors of the industry, and encourage a high degree of competency and professionalism by members.

Success in the form of a winning entry means recognition of the quality in construction, service and retail, technical skills, education and training; all helping to increase the profile of the industry and creating valuable promotional opportunities for members.

## Pool and Spa Expo

The Pool, Spa & Outdoor Living Expo is a unique and cost-effective opportunity for exhibitors to introduce their products and services to thousands of potential customers under one roof.

Visitors attend to talk to the experts, to compare products from leading pool builders, spa companies and suppliers, and to make a final purchasing decision.



# REPRESENTATION

SPASA fights for and protects its members, with industry representation in relevant Federal and State government forums and lobbies on legislation that affects our industry.

Representation

Advocacy

Influence



## Advocacy & Influence

### Connecting to Government & Regulators

SPASA actively arranges meetings, forums and communications with government departments, regulators and other Non-Government Authorities. Attendance or involvement is an absolute must for industry players who wish to stay informed as well as be heard.

SPASA Members are consulted so that we can provide valuable feedback to the very highest levels in these organisations.

### Australian Standards Activity

SPASA sits on more than ten committees of Standards Australia, representing the swimming pool and spa industry and continues to lobby for safety, reduction of red tape and the right to innovate and promote the benefit of pools and spas.

See the [Submissions & Advocacy](#) section of the website for more.





# SPASA's Code of Ethics

Consumers expect a SPASA member to uphold a higher ethical standard than a non-member. We are proud to promote ethical businesses who conduct themselves in accordance with our Code of Ethics:

1. To make a positive contribution towards the health, safety and welfare of the public in the support, service, installation, maintenance and operations of the Industry with competency, fairness, professionalism and integrity.
2. Ensure that all products and services provided are fit for purpose and that all claims made are genuine and can be substantiated.
3. To act in a professional manner when called upon to advise, consult or take any action in relation to products, services or works on behalf of a client.
4. To only advertise bona fide prices and not intentionally create ambiguous or misleading marketing that may cause Clients to be confused or misinformed.
5. Ensure that standards of workmanship are provided as declared to the client in accordance with the applicable standards, codes, regulations or industry best practice for the type of work undertaken.
6. Refrain from making false or incorrect statements about other Members, products or service providers.
7. Desist from any commentary or action which may prejudice existing contractual arrangements for the construction or supply of goods and services pertaining to the industry.
8. Support and attend Company training and other development initiatives, to maintain a high standard of workmanship, professionalism and brand equity.
9. To act fairly and properly at all times towards fellow members of the association.
10. To operate in a manner that will enhance the reputation of the Industry and avoid any action which might bring the Company and its Members into disrepute.





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FOLLOW US

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