

## Media Release

28 July 2020

The Swimming Pool & Spa Association of Victoria (SPASAVIC) is delighted to launch 'AQUA Magazine' - a fully digital and colourful representation of everything that the swimming pool and spa industry has on offer.

SPASAVIC was founded in 1961 and for many decades has paved the way for others to follow. From innovative consumer engagement, brand awareness, expo experiences, advocacy, training and digital communication, SPASAVIC continues to lead the way.

SPASAVIC has pivoted when needed to ensure that the swimming pool and spa industry remains at the forefront of consumer demand, and as trends in backyard construction have changed, SPASAVIC has been there to help bring our members to the forefront.

Now - more than ever – consumers and industry participants look to SPASAVIC to disseminate a flood of information from government and industry.

AQUA Magazine will enable the reader to have a comprehensive grasp of innovative solutions, new product development and trend analysis to help not only the trade, but also the consumer, in making decisions that will amplify their desire to connect.

From informative articles to deep analysis and editorial content, AQUA Magazine will showcase the swimming pool and spa industry to readers nation-wide.

SPASAVIC CEO, Chris Samartzis, says “AQUA Magazine will help deliver concise thought to our members, consumers and the wider industry. In these fast-paced times, where expectations are paramount to key relationships, AQUA Magazine will cut through the noise to help deliver concise thought to pool and spa builders, suppliers, retailers and the wider aquatics industry across Australia.”

AQUA Magazine is for the industry, by the industry.

[Please read SPASAVIC's inaugural edition of AQUA Magazine HERE](#)  
[Subscribe to AQUA Magazine HERE](#)

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