



# Annual Report 2013

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LIFESAVING SOCIETY®  
*The Lifeguarding Experts*

## Teaching Canadians to save themselves and rescue others

Annually, 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

## Making Canadians Water Smart

The Lifesaving Society focuses Water Smart drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart messages through our swim program, through the media and community action. Our Swim to Survive program provides the essential minimum skills required to survive an unexpected fall into deep water.

## Drowning Research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water rescue training and Water Smart drowning prevention education.

## Setting the Standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal case involving aquatic safety.

## Lifesaving Sport

The Lifesaving Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. We use lifesaving sport to engage and inspire youth in our drowning prevention mission. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete regionally, provincially, nationally and internationally. We offer programs for officials and coaches.

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www.lifesavingnl.ca

Registered Charity No.  
13237 8134 RR0001

All donations gratefully received. Tax receipts issued for donations for \$20 or more.



## *The Lifesaving Society*

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The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 40 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and as Canada's Full Member in the International Life Saving Federation (ILS). The World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as The Swimmers' Lifesaving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

®The Lifesaving Society, Water Smart, Swim to Survive, Swim for Life and National Lifeguard Service are all registered trademarks of the Royal Life Saving Society Canada.

## PRESIDENT'S REPORT

On behalf of the Board of Directors I would like to take this opportunity to thank our volunteers, instructors and examiners for their hard work and dedication in providing programs and services across the province.

Highlights this past year included the development of a strategic plan for the next three years. This plan concentrates on revenue generation, program capacity development and increased visibility of the Society and guides us into the future for growth and stability in what is an ever changing province and economy.



In government relations and advocacy, discussions were held with the Department of Education on inclusion of CPR as part of the school curriculum. Additional meetings reinforced National Lifeguard as the standard for lifeguarding in the province.

With a Swim for Life trainer in place and interest from facilities in the Lifesaving Society's swim program provides another avenue for the Society to focus on its drowning prevention mandate through learn to swim. If every child learned to swim, drowning numbers would reduce significantly.

Research is always a part of the Lifesaving Society's mandate in providing up to date information and services. Dr. Simon Avis, Chief Medical Examiner, is a key partner in the Lifesaving Society's collection of drowning data and provided insight on the diagnosis of drowning at the 2013 Annual Meeting.

2014 is the 50th anniversary of National Lifeguard Service in Canada. I was one of the instructors who taught the first NLS award in Newfoundland. We were trained by the Royal Life Saving Society, national office in Ontario, with participants from across the country. Our first course in the province was held at Memorial University pool in the mid 1970's with a full class of candidates. Local lifeguards were trained with the latest accident and victim simulation equipment with techniques still being used today.

In closing I would like to express a sincere thank you to our executive director, Jeannette Jobson, and my fellow board members for their support and leadership over the past year.

Respectfully submitted

Carol Guzzwell  
President, NL Branch

## EXECUTIVE DIRECTOR REPORT

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In 2013, the Lifesaving Society worked through a year of revisions, advocacy, public education and strategic planning to move towards its mandate.

A clear message came through from affiliates in planning input which indicated an overtaxed infrastructure province-wide, hindering their ability to deliver all the programs that they or their communities would like. New pools are in the province's future which should ease some of the demand and make programs for lifesaving and lifeguarding more easily accessible.

The Society has continued to advocate on behalf of affiliates with government to make amendments to the pool regulations in respect to rolling back the lifeguarding age to 16 and continued recognition of National Lifeguard and the standard for lifeguarding in the province. Partnerships with government are strong and communication regular.

Water Smart public education initiatives took place through the year with 50 pdfs from the Open Water Wisdom project being provided to five rural recreation programmers province wide. Using the Society's Swim to Survive program, they delivered education on Water Smart activities in target communities and youth. Statistics show that rural areas with little access to swimming pools or structured water activities are a high risk for drowning incidents, so education such as Swim to Survive and access to free pdfs is vital to learn lifesaving skills now and for the future.

The 2013 National Drowning Prevention Week coincided with the Recreational Food Fishery and unfortunately two drownings occurred during that week. The Society provided practical Water Smart information through numerous media interviews during NDPW to highlight the drowning prevention message and provide visibility to the Society. The 2013 Drowning Report was distributed as well as new information sheets online and hard copies and poster campaigns in the Village Mall and on Torbay Road electronic billboard were successful. Campaign information was made available for affiliates and municipalities to run Water Smart public education campaigns within their own community.

The Society works towards strategic goals with the help of volunteers at the board, committee and examiner levels. The challenges that the Society faces are ever present, as with any non-profit organization in the province or across Canada. Human and financial resources are juggled annually to meet needs and achieve goals.

Each year the Society strives to improve its programs and services through research and advocacy, with the goal of changing behaviours around water. Each year the number of drownings steadily decreases from their initial high numbers in the late 1990s. This decrease is one of our measures of success and something we are proud of, knowing that our message is reaching people and changing behaviours. The Society also takes pride in knowing our affiliates and partners continue to support the role the Society plays in the province and in helping us to save lives.

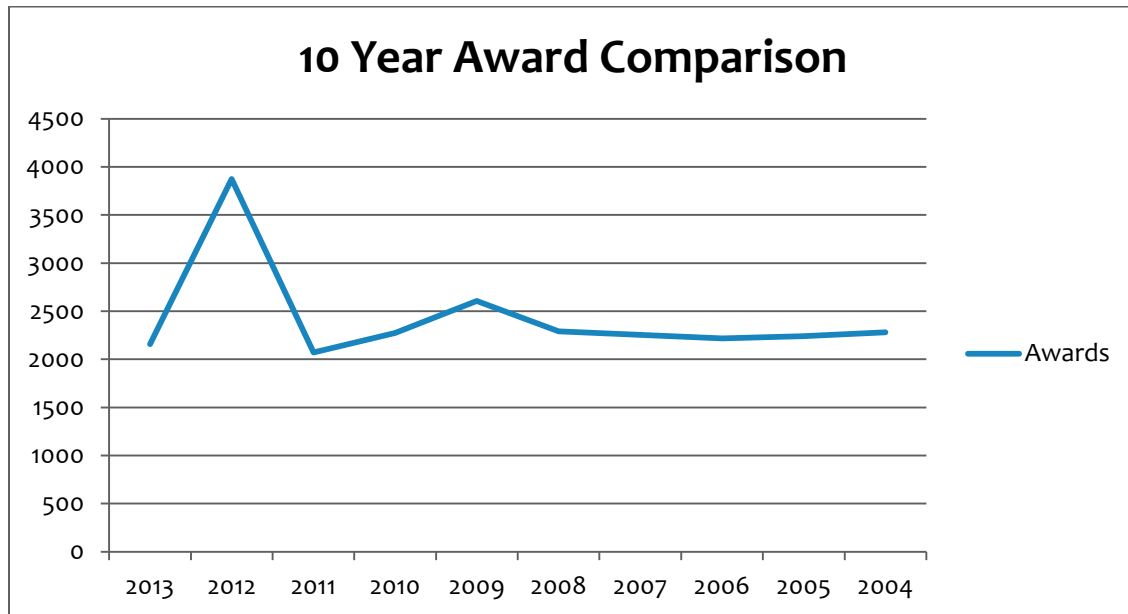
Respectfully submitted

Jeanette Jobson  
Executive Director



## PROGRAM

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2013 core lifesaving programming numbers fell back to normal levels after a surge in some award numbers in 2012 which increased statistics above average. The 2012 increase was affected by availability of program delivery trainers and a CPR project which artificially boosted numbers.

Lifesaving Society award statistics for the province averaged 2,426 annually over the last 10 year period.

## EXTERNAL HIGH SCHOOL CREDITS

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This partnership between the Lifesaving Society and the Department of Education has an increasing stream of applicants who choose to use their lifesaving training as criteria to apply for two physical education credits towards high school graduation. In 2013 there were 38 applications for the external high school credit.

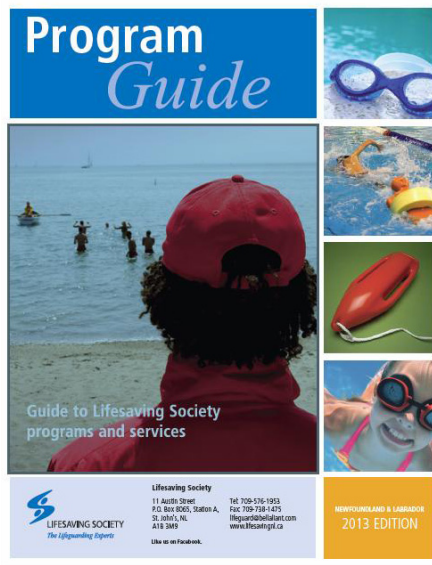
### CPR in High Schools

The Newfoundland and Labrador branch opened discussions with the Department of Education on introducing CPR training into the high school curriculum. Changes in government and reduction of curriculum options have slowed the process, but alternate options are being reviewed to make this training available to high school students.



## Advocacy

The Society continues to advocate on behalf of affiliates and aquatic safety in Newfoundland and Labrador. In October, the Lifesaving Society met with Chris Mitchelmore and George Murphy of the New Democrat Party to discuss lifeguard standards in the province. The Society has also had communication with Susan Sullivan, Minister, Department of Health and Community Services on lifeguard standards and requested that the current age for lifeguarding be rolled back to 16 instead of the current 17 it is in NL Public Pool Regulations. The Minister has confirmed that changes are being considered and that the Lifesaving Society and other aquatic partners will be informed of any amendments to the regulations with an opportunity to provide input.



## PROGRAM GUIDE

In August 2013, the Society updated its Program guide. This document makes it easy to quickly find the information required to delivery Lifesaving Society training programs. The new Guide outlines [Affiliate obligations](#) and responsibilities and provides an overview of Society programs, services, policies and administration requirements.

The [Program Guide](#) is available as a download on the Society's website or as a hard copy for \$10.00 plus tax and shipping, from the Branch office. The Program Guide is included in all leadership level courses in the resource CD provided.

## NLS REVISIONS

National Lifeguard revisions update workshops were completed in 2013 and all NL Instructors and affiliates are delivering the revised program as of October 1, 2013.

Instructors who have not attended the Update Clinic can no longer teach National Lifeguard without completing an update with a regional IT.



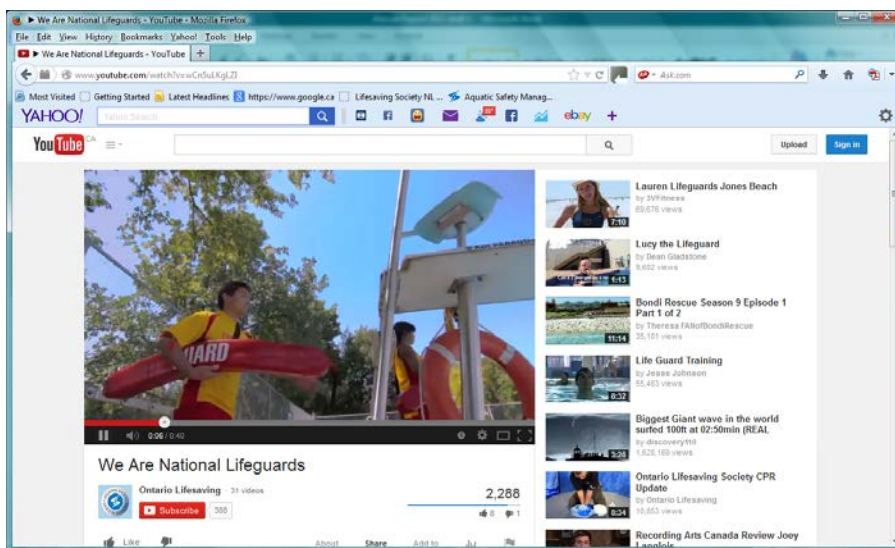
## National Lifeguard 50<sup>th</sup> Anniversary Celebrations for 2014

National Lifeguard commemorative medals were created and will be made available to all original and recertifying lifeguards during 2014, the 50<sup>th</sup> anniversary of National Lifeguard in Canada.



[Watch the video!](#)

[We are National Lifeguards](#)



## PUBLIC EDUCATION

In 2013, the Lifesaving Society again contracted with Pattison to display the "Fire Alarm" poster in 6 provinces in Canada. The "Fire Alarm" poster was developed in partnership with the CSBC's Smart Boater project. The creative behind the campaign was based on research findings amongst women, in an effort to engage them to be effective influencers of their families' behavior- in this case to influence them to wear a lifejacket when boating.

The Fire Alarm poster was displayed in the Village Mall in St. John's from May to July 2013.



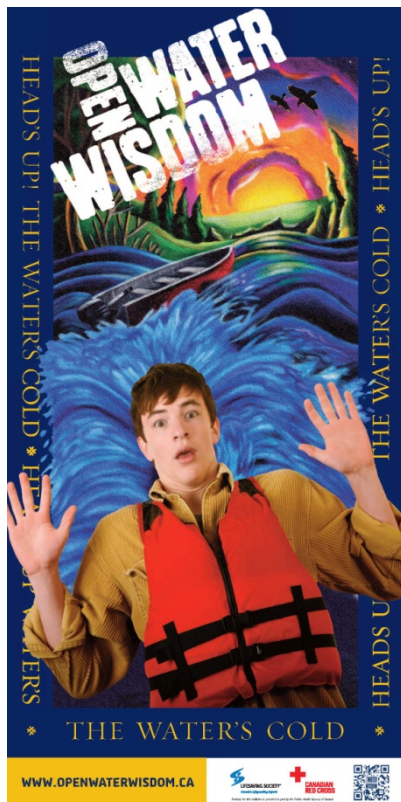


## Swim to Survive

*Open Water Wisdom lifejacket legacy*  
The [Open Water Wisdom](#) program ended in March 2013. With additional personal flotation devices provided to the branch, the Lifesaving Society introduced Swim to Survive Summer Challenge. The program targeted rural areas with aquatic recreation programs, offering 10 free flotation devices for the cost of shipping, a value of over \$250. Participating communities delivered Swim to Survive across the province, providing valuable Water Smart skills to more than 200 individuals.

Any remaining PFDs will be offered to communities in 2014 and the original communities have indicated that they will be delivering the program again and were delighted with the ease of delivery and the quality of skill levels taught.

All Swim to Survive resources were made available free of charge on the Society's website.



All Canadians deserve the chance  
to learn basic survival skills.

SWIM TO SURVIVE®



LIFESAVING SOCIETY  
*The Lifeguarding Experts*

## Chief Medical Examiner - Diagnosis of Drowning



The Lifesaving Society was pleased to welcome Dr Simon Avis, Chief Medical Examiner for the province of Newfoundland and Labrador as guest speaker at its Annual General Meeting held on May 31, 2013. Dr. Avis spoke on the Diagnosis of Drowning which examined how the medical examiner looks at the evidence which determines if an individual died by drowning.

### Definition of Drowning

Drowning is the process of experiencing respiratory impairment from submersion/immersion in liquid. Drowning outcomes are classified as death, morbidity and no morbidity.

This definition of drowning was adopted by the 2002 [World Congress on Drowning](#).

### Colouring Contest

A summer colouring contest was offered using a colouring sheet featuring Splash, the Society Newfoundland Dog mascot with winners receiving a Look Out! Colouring book.

Jayalakshmi Sekkappan  
Devon Malcolm  
Jacinta Mackey  
Caroline Andrews  
Meghan Porter

Download a Splash colouring sheet!



## Wearing the Water Smart message

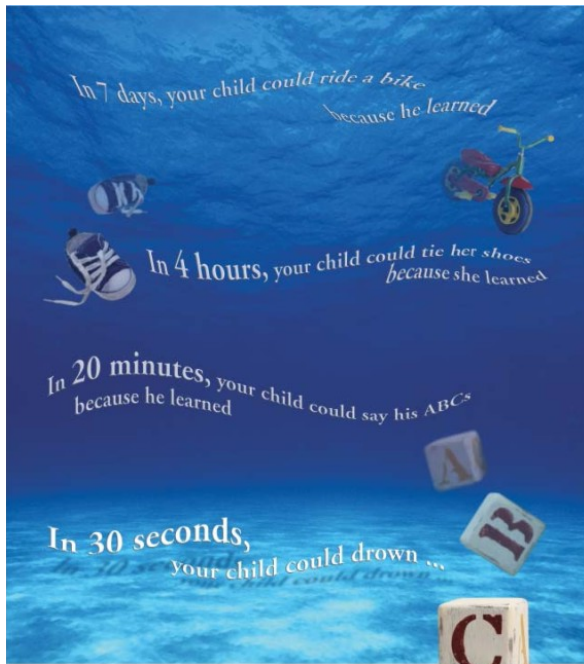
The Lifesaving Society created wearable Water Smart messaging that participants and affiliates used as program promotion and reward tools throughout the year.



The Lifesaving Society's Swim to Survive wrist bands were made available prior to National Drowning Prevention Week and in conjunction with the Swim To Survive Summer Challenge for adult and youth participants. Wrist bands can be ordered online at the Society's website

[www.lifesavingnl.ca](http://www.lifesavingnl.ca)

**It Won't Work If You Don't Wear It** tattoos were also released in the summer of 2013. These are 2" temporary, but long lasting, colour tattoos. These are available in packs of 25 from [the website](http://the website).



## Have you done the math?

Swim for Life instructor program training was

offered to facilities around the province in 2013. Training was provided to an IT in Halifax and program implementation options made available to pools throughout the island and Labrador.

Program training costs comparisons for program delivery and instructor certification enable facilities to see how the Lifesaving Society can meet your needs both in cost saving, program delivery and customer service.



**All children should learn to swim.  
We can teach them.**



## Canadian Drowning Report 2013

The 2013 Canadian Drowning Report was released to coincide with National Drowning Prevention Week. Electronic and hard copies of the report were distributed to the media, government, partners and affiliates and were made available as a [download](#) on the Society's website.



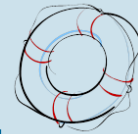
### Did you know that...

The major risk factors cited in fatal boating incidents were not wearing a personal floating device (PFD/Lifejacket) (79% of 2005-2009 boating deaths for which PFD information was available); cold water (44%); capsizing (39%) and falling overboard (25%), often in rough water (20%); alcoholic beverage consumption (39%); and boating alone (29%) versus 71% of boating victims with a companion or companions who were unable to rescue them.



## NATIONAL DROWNING PREVENTION WEEK

JULY 20 - 27, 2013



Each year approximately 500 Canadians drown.

Read. Download. Learn. Share. Participate.

Save a life. It might be your own.

[www.lifesavingnl.ca](http://www.lifesavingnl.ca)

### National Drowning Prevention Week

[National Drowning Prevention Week](#) was held from July 20 – 27, 2013. This week is declared by the Lifesaving Society to make people aware of the drowning problem across Canada. The Society provided a range of tools that could be [downloaded from the website](#) at no cost, to promote ideas for Water Smart® activities and events and provide information on how to stay safe around the water.

Eleven media interviews took place during National Drowning Prevention Week, including print, radio and television.

An [e-Guide](#) was created and resources made available that could be used at any time of the year to initiate Water Smart® public education campaigns.



### Annual Report as an e-book

Technology continued to play a role in how the Lifesaving Society communicated with affiliates, customers and partners and made publications available. In 2013 the Newfoundland and Labrador Branch produced its Annual Report in e-book format only. Research has shown that printed copies of reports are rapidly becoming obsolete and the 'green' solution has moved towards electronic media.

The e-book can be found on the Annual Report page of the [Society's website](#)





The original image exposure time for this message was for 1 week in late October/November 2012. Due to the generosity of E.C. Boone, this Water Smart<sup>®</sup> message appeared on digital billboards on Torbay Road and Kenmount Road in St. John's until July 2013, a total of 30 weeks, providing millions of drivers and walkers with exposure to this message.

Funding for this project came from The Insurance Bureau of Canada through the Atlantic Coalition for Injury Prevention. Based on research contained in the Canadian Drowning Report released by the Lifesaving Society indications showed that the biggest seasonal increase in drowning was during the November through April winter/spring months when cold water is a major risk factor in an unplanned sudden immersion. One of the major contributing factors to why victims drowned is lack of PFD use. More than 80% of drowning victims were not wearing a PFD.

An online contest accompanied the message campaign with a PFD prize.



## FINANCIAL REPORTS

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ROYAL LIFE SAVING SOCIETY CANADA NEWFOUNDLAND AND LABRADOR  
STATEMENT OF FINANCIAL POSITION  
Year ended December 31, 2013

The following excerpts are from the Lifesaving Society's financial statements for the year ending December 31, 2013. The financial review was conducted by Pinsent & Associates, Certified General Accountants, situated in St. John's, NL. The financial statements, in their entirety, are available for viewing upon request at the Lifesaving Society office.

Assets	2013	2012
<b>Current</b>		
Cash	39,475	30,897
Receivables	7,190	12,480
Inventory	8,397	6,527
Harmonized sales tax recovery	-	1,362
Prepaid Expenses	1,292	1,163
	<b>56,854</b>	<b>52,429</b>
<b>Capital Assets</b>	<b>258</b>	<b>469</b>
	<b>56,612</b>	<b>52,898</b>
<b>LIABILITIES</b>		
<b>Current</b>		
Payables and accruals	8,060	7,400
<b>Net Assets</b>	<b>48,552</b>	<b>45,498</b>
	<b>56,612</b>	<b>52,898</b>

ROYAL LIFE SAVING SOCIETY CANADA NEWFOUNDLAND AND LABRADOR

STATEMENT OF OPERATIONS

Year ended December 31, 2013

<b>Revenue</b>	<b>2013</b>	<b>2012</b>
Program Fees	83,264	101,586
Donations	3,821	740
Educational programs	1,753	1,909
Government Grants	1,163	3,123
Membership fees	1,698	1,836
<b>Total Revenue</b>	<b>91,699</b>	<b>125,034</b>
<b>Expenses</b>		
Amortization	211	261
Bad debts	-	25
Branch levy	7,806	7,026
Office and administration	17,756	16,726
Interest and bank charges	1,131	1,238
Meetings and conventions	1,504	2,726
Memberships	235	185
Professional fees	2,500	2,200
Salaries and wages	39,866	33,650
Supplies	11,743	27,099
Training	1,944	1,480
Travel	3,949	3,689
<b>Total Expense</b>	<b>88,645</b>	<b>96,305</b>
<b>NET INCOME (Loss)</b>	<b>3,054</b>	<b>28,729</b>

Note: Office administration expenses include rental, office supplies, telephone, insurance, repair and maintenance.



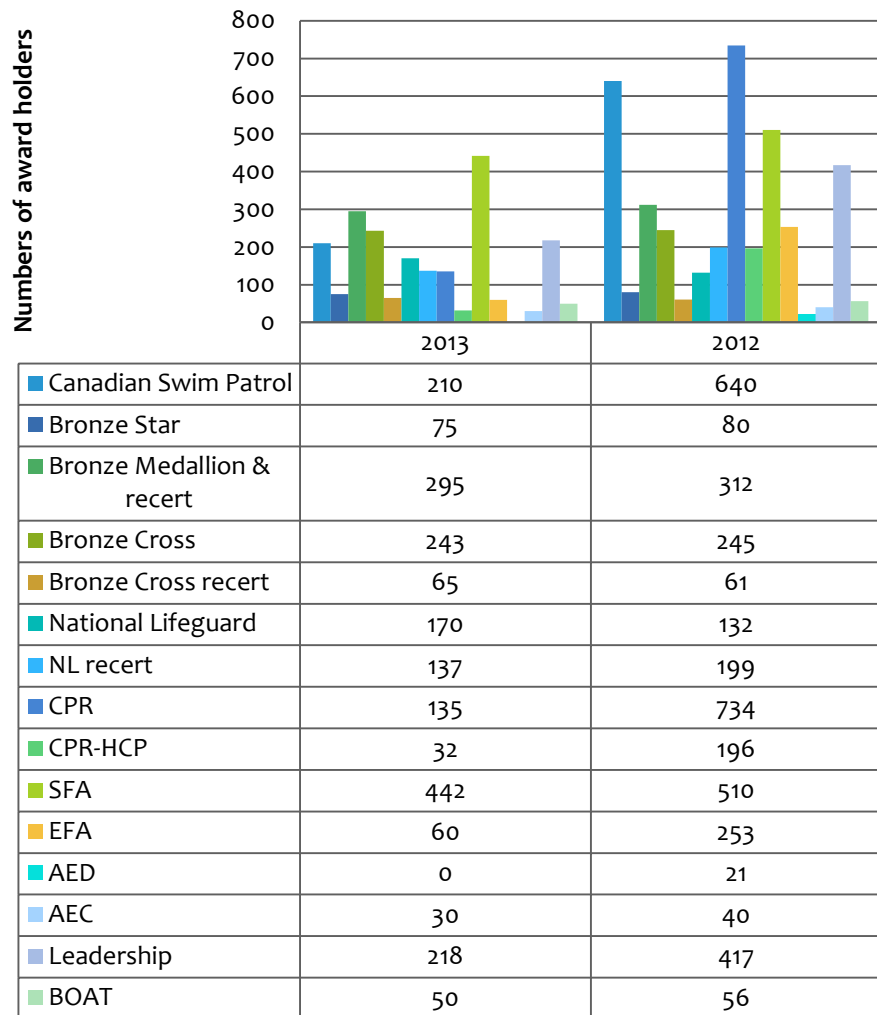
## LIFESAVING PROGRAMS

Lifesaving awards are the backbone of the Society's mission, with the first Bronze Medallion being introduced in Upper Canada in 1891. Programs provide both practical rescue skills and lifesaving knowledge, in addition to fitness, teamwork and leadership.

The Society trains approximately 1,000,000 Canadians annually.



### Lifesaving Awards 2013 - 2012



## AFFILIATE AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs, promote Water Smart® public education and excellence in lifeguarding and leadership. Awards are earned on the basis of points assigned to each lifesaving course.

Top 10 Year round Affiliates	Top 3 Seasonal Affiliates
The Works, Aquarena - St. John's - 20,260	Gros Morne Recreation Centre - 2,740
City of St. John's - 12,175	Town of Bay Roberts - 2,375
YMCA Northeast Avalon - 3,770	Town of Marystown - 1,260
City of Mount Pearl - 3,120	
Town of Carbonear - 2,800	
Grenfell Memorial University - 2,300	
Town of Conception Bay South - 2,000	
Exploits YMCA - 1,970	
College of the North Atlantic - 1,740	
Town of Deer Lake - 1,715	

### **OSMOND AWARD—Gros Morne Recreation Centre**

This is awarded to the Affiliate Member running a seasonal facility with the largest number of lifesaving program points in 2013.

### **KEAN AWARD— Grenfell Campus Memorial University**

The Kean Award is presented to an Affiliate Member operating a year round facility with the largest number of lifesaving program points, in a community with a population between 10,000 and 30,000.

### **LIFESAVING CUP— City of Mount Pearl**

The Lifesaving Cup was created in 2003 and is presented to the Affiliate member who has shown the largest increase in lifesaving program points from the previous year.

### **ANNIVERSARY CUP— Town of Deer Lake**

The Anniversary Cup marked the 35th anniversary of the Lifesaving Society in Newfoundland and Labrador in 2004 and is presented to an Affiliate member with the largest number of lifesaving program points operating in a community with a population under 5,000.

### **Tina Moores Memorial Cup - Lifeguard of the Year - no nominations**



## POINT VALUES

### FOR NEWFOUNDLAND & LABRADOR AFFILIATE AWARDS

*Recertification is valued the same as original certifications.*

#### Lifesaving Awards

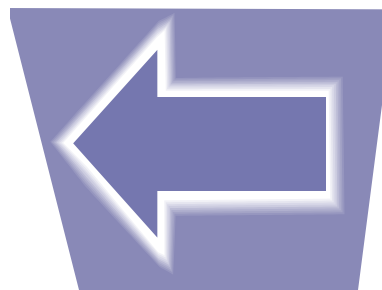
Rookie / Ranger / Star	15, 20, 25
Bronze Star	30
Bronze Medallion	40
Bronze Cross	60
National Lifeguard	75
Diploma Award	50
Distinction Award	100

#### First Aid Awards

Aquatic Emergency Care	30
Basic First Aid	20
Emergency First Aid	25
Standard First Aid	35
CPR A / B / C	15, 20, 25
CPR HCP	35
AED	30

#### Specialized Training

BOAT	15
Swim for Life	25
Swim to Survive	30



### Meet the 2013 Board

**Carol Guzzwell**, President

**Cody Dunne**, President Elect

**Corinne Wright**, Director at Large

**Bev Motty**, Director at Large

**Jeff Driscoll**, Director at Large

**Greg Daigle**, Director at Large

**Jonathan Mayo**, Director at Large

**Brian Harvey**, Director at Large

**Sheilagh Murphy**, Governor

### Branch Advisors

**Barry Fordham**, BOAT

**Jiyi Liu**, Financial

**Brian Harvey**, Honour & Rescue Awards

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Website: [www.lifesavingsociety.sk.ca](http://www.lifesavingsociety.sk.ca)