



LIFESAVING SOCIETY

The Lifeguarding Experts

NEWFOUNDLAND AND LABRADOR REPORT 2018



LIFEGUARD



LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning and reduce water-related injury.

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 25 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada's Full Member in the International Life Saving Federation. 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.

Teaching Canadians to save themselves and rescue others

Annually, over 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society's training programs and drowning prevention education.

Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.

Registered Charity No. 13237 8134 RR0001
All donations gratefully received. Tax receipts issued for donations of \$20 or more.

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

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PRESIDENT'S REPORT

This past year I had the distinct honour of becoming President of the Lifesaving Society Newfoundland and Labrador. I am pleased to report that, thanks to the ongoing efforts of our dedicated staff and volunteers, the Society was able to provide a stable and fully functional provincial base that enabled us to continue our comprehensive work to deliver strong, supportable member services and effective drowning prevention education to the Province of Newfoundland and Labrador.

Together with our Atlantic counterparts, we introduced the Society's revised leadership system with a suite of support resources. These enhancements make a very good community-based leadership system even better and empower Lifesaving Society Trainers and Instructors to deliver exceptional programs.

We continued to maintain regular contact with our members and provide them with news and developments in the lifesaving world through our quarterly *Currents* newsletter distributed to over 2,500 members. We also engaged in greater affiliate outreach through the efforts of our Training Programs VP, **Christopher Mercer**, who dedicated his time to conduct in-person meetings across the province, with more such meetings planned through 2019.

In the interests of providing cost certainty to our affiliate members, we circulated award and literature prices for 2019 and 2020 in December. On a go-forward basis, we are committed to releasing Society's price lists one year in advance, giving our members a full 12 months' notice on price changes. In addition, affiliates can now shop a full merchandise catalog online 24/7 with LifeguardDepot.com knowing their purchases directly support drowning prevention in Newfoundland and Labrador.

The Society produced additional publications for the benefit of our affiliates and the Province of Newfoundland and Labrador, including the 2018 editions of our *Program Guide* – the repository of the "rules" within which Instructors, Examiners, Trainers and Affiliate Members offer Lifesaving Society programs,

and the *Newfoundland and Labrador Drowning Report*. We published both in hard copy and in electronic formats.

Drowning data specific to Newfoundland and Labrador is of the utmost importance to inform the decisions we make to mitigate, reduce, and prevent drowning in the province. The report reflects the ongoing challenges unique to Newfoundland and Labrador and the need for us as a Society and province to make every effort to further our drowning prevention initiatives.

I am thrilled to report growing participation in our training programs, particularly in our introductory lifesaving awards: Canadian Swim Patrol and Bronze Star. Bronze Medallion and Bronze Cross numbers remain flat, reinforcing Newfoundland and Labrador's continued commitment to the National Bronze Medals Revision Task Force, which successfully completed new test items pilots in 2018.

I would be remiss if I did not recognize the efforts of our VP – Public Education, **Barry Fordham**, who has worked ceaselessly in promoting our drowning prevention initiatives through countless media appearances on NTV and elsewhere.

2018 saw departures from the Board and we offer our heartfelt thanks to **Sara Verstege** and **Franklyn Layte** for the time they gave our cause, as well as **Robyn Noseworthy** and **Greg Daigle** who moved to new portfolios within the Society. We also had the good fortune to welcome **Susan Quigley** as the new VP – Member Services.

I thank my fellow Board members and all our dedicated staff and volunteers for continuing to make possible all that we do in service of drowning prevention in Newfoundland and Labrador.

Gary Nolan



FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada – Newfoundland and Labrador Branch Inc. financial statements for the year ended December 31, 2018. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated entity and registered charity. Detailed financial statements are available upon request.

The Society's expenses exceeded net revenue from operations resulting in a deficit of \$8,000 compared with a \$3,500 deficit in the prior year. Overall, net revenue increased 12% to \$76,000, while expenditures increased 18% to \$84,000.

The growth in net revenues was primarily due to Training Programs notably Bronze, First Aid and National Lifeguard. Literature revenue increased \$8,000 due mainly to increased sales of the *Canadian First Aid Manual and Alert*, consistent with the growth in Training Programs. Leadership, Merchandise and Membership fees also saw modest growth in the year.

Total expenditures increased from \$71,000 in the prior year to \$84,000 in 2018. Administration and Occupancy costs had marginal changes over prior year, while salaries increased, as the Member Services Manager was in place for a full year. The increase in Member Services was due to increased liability insurance premium in the year. Meeting and travel costs were negligible.

The Society faces financial challenges in Newfoundland and Labrador. While expenditures are conservative and under control and the member services are in place to support growth, the Society needs to increase the revenue required to support current lifesaving activities. We need to encourage all members to become donors as "Friends of the Society." As a charity, the Society issues tax receipts for donations of \$25 or more and acknowledges donors in the annual report. The Society also needs to promote merchandise sales and awareness that every dollar from LifeguardDepot.com net revenue goes to support the Lifesaving Society in Newfoundland and Labrador.

The Society appreciates the continued support of our loyal affiliate members and the hard work of the volunteers that allow the Society to continue its work of drowning prevention in Newfoundland and Labrador.

Operations

Net Revenue	2018		2017	
	\$		\$	
Training programs	42,095	56%	33,995	50%
Literature	18,066	24%	10,001	15%
Affiliation fees	7,520	10%	5,502	8%
Merchandise	3,779	5%	1,125	2%
Leadership	3,244	4%	1,577	2%
Grants & Donations	945	1%	15,200	23%
	75,649	100%	67,400	100%

Expenditures

Admin, salaries & occupancy	69,117	83%	58,516	82%
Member services	7,357	9%	4,870	7%
National levy	6,733	8%	6,785	10%
Training program	460	0%	-	0%
Meetings & travel	-	0%	753	1%
	83,667	100%	70,924	100%

Net Surplus/loss for the year

(8,018)	(3,524)
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Balance Sheet

Net Assets	2018	2017
Net working capital	128,513	83,524
Capital assets	860	1,074
	129,373	84,598

Fund Balances

Opening equity	84,598	48,646
Contributions	52,793	39,476
Net income/loss	(8,018)	(3,524)
	129,373	84,598

AWARDS REPORT

TOP LINE SUMMARY		2018	2017	2016
	Swimming	0	1,600	1,700
	Lifesaving	682	377	624
	First Aid	1,340	1,425	1,897
	Lifeguarding	612	573	589
	Safety Management	0	0	2
	Leadership	224	226	313
		2,858	4,201	5,125
SWIMMING	Swim for Life	0	1,600	1,700
		0	1,600	1,700
LIFESAVING	Canadian Swim Patrol	330	54	191
	Bronze Star	85	63	125
	Bronze Medallion	262	256	308
	Lifesaving Fitness	5	4	0
		682	377	624
FIRST AID	First Aid	954	814	899
	CPR	386	611	998
		1,340	1,425	1,897
LIFEGUARDING	Bronze Cross	270	299	332
	National Lifeguard	342	274	257
		612	573	589
SAFETY MANAGEMENT	Aquatic Supervisor	0	0	1
	Safety Inspector & Auditor	0	0	1
		0	0	2
LEADERSHIP	Instructor	110	133	162
	Examiner	95	78	142
	Trainer	19	15	9
		224	226	313

TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and the knowledge they need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.



LIFESAVING SOCIETY

Leadership

The Society launched its updated leadership training system in 2018. **Robyn Noseworthy** and **Cody Dunne** delivered an effective rollout of Trainer Update Clinics throughout the island and Labrador. The new program allows affiliates to efficiently put instructors on the deck, ready to teach, with the support materials required to deliver exceptional programs.



Bronze Medal Awards Revisions

Phase two of the Society's Bronze revisions was completed in 2018 with **Christopher Mercer** working on the content team developing test items and performance requirements. With the launch of the updated leadership training system, the revised Bronze awards becomes the number one priority for the Society as we evolve our programming to meet the enhanced needs of our affiliates.



New Program Guide

After months of work with our Atlantic counterparts, the Society released the updated 2018 edition of the Newfoundland and Labrador *Program Guide* in April. The new edition makes it easier than ever to quickly find the required information to deliver Society training programs while bringing greater harmony to Lifesaving Society policy and procedures across the Atlantic region.



AFFILIATE RECOGNITION AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year. Point values reward affiliates who offer a full menu of Lifesaving Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment.

Largest Lifesaving Program

Awarded to the affiliate member with the largest lifesaving program.

1	The Works	7,346
2	YMCA Marystown	4,021
3	Cody Dunne	3,148
4	New Depth	2,891
5	City of Mount Pearl	2,747
6	Horwood's Homecare	2,150
7	Glen Morris	1,994
8	Ches Penney Family YMCA	1,970
9	Jonathan Mayo	1,753
10	Arts & Culture Centre - Cornerbrook	1,613

Kean Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 20,000.

1	City of Mount Pearl	2,747
2	Arts & Culture Centre - Cornerbrook	1,613
3	Arts & Culture Centre - Gander	840

Anniversary Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population of less than 10,000.

1	Regional Aquatic Centre - Stephenville	1,468
2	Town of Wabush	1,349
3	Town of Carbonear	1,007

Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

1	Town of Bay Roberts	405
2	Town of Grand Bank	290
3	Town of St. Anthony	210

Point system

Affiliate recognition awards encourage and recognize the use of the Society's training programs. Point values reward affiliates who offer a full menu of Lifesaving Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment. Recertifications are assigned half the point value of original certifications.

Award Points

Water Rescue Awards

Canadian Swim Patrol	7
Junior Lifeguard Club	10
Safeguard	10
Bronze Star	10
Bronze Medallion	15
Bronze Cross	20
Distinction	30
National Lifeguard	40

First Aid Awards

Anaphylaxis Rescuer	2
Basic First Aid	4
CPR-A /-B /-C	4 / 6 / 8
CPR-HCP	8
AED	10
Emergency First Aid	12
Airway Management	15
Workplace Standard First Aid	25

Specialized Training

Lifesaving Fitness:	5/7/9
Bronze / Silver / Gold	
Boat Rescue	10
Lifesaving Sport Officials	15

Leadership Training

Assistant Instructor	20
Swim Instructor	40
Lifesaving Instructor	40
Examiner Clinic or Course	15
Update Clinics	15
Lifesaving Sport Coach	30
Specialized Instructors	30
Trainer Course	30

PUBLIC EDUCATION

Public Education activities contribute to the mission of the Society by increasing awareness of the risks associated with activities in, on and around water. The aim is to modify at-risk behaviour to eliminate drowning and water-related injury.

Boating Safety

The Society's productive partnership with the Canadian Safe Boating Council in 2018 included a trip to Labrador to speak with the Junior Canadian Ranger Patrol Group about cold water and flotation devices. **Barry Fordham**, VP – Public Education promoted and participated in four safe boating public education campaigns between May and September with numerous media appearances.

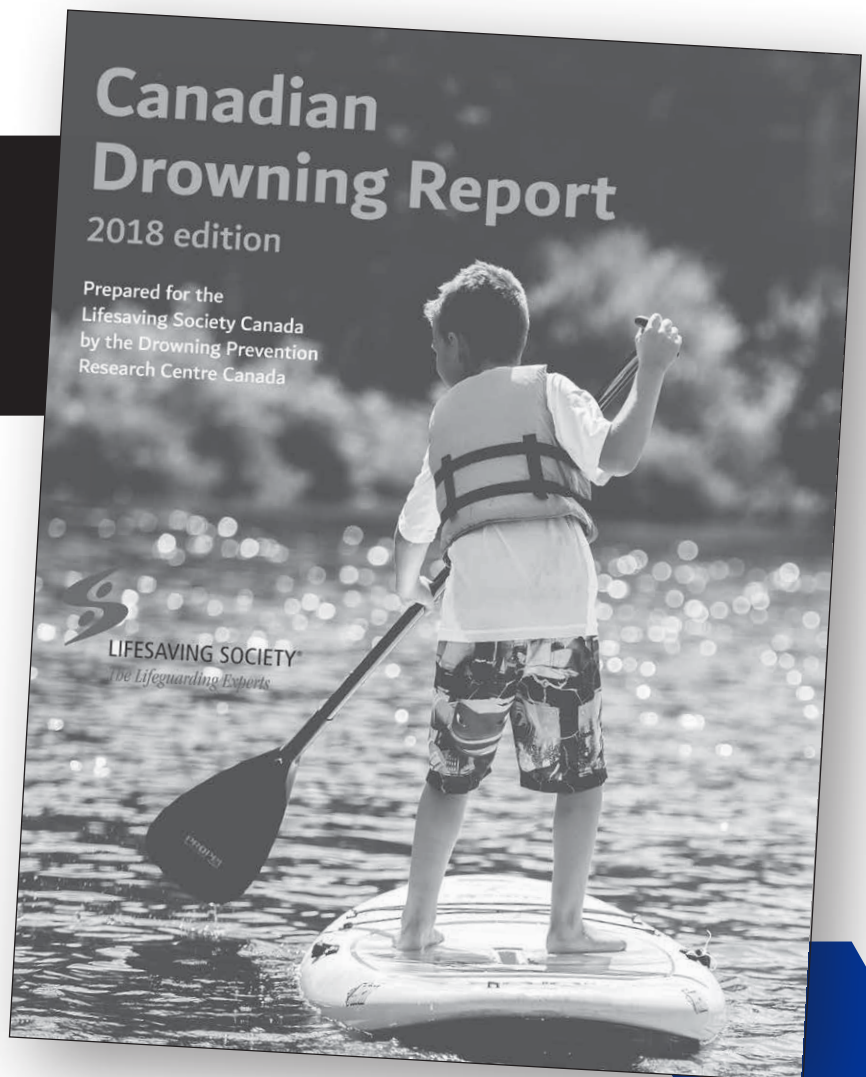
Drowning Reports

The Lifesaving Society's 2018 *Canadian Drowning Report* cited an impressive 34% drop in the NL drowning rate (from 4.7 to 3.1 per 100,000). Still, the drowning rate remains more than double the Canadian average of 1.3.

The Society also commissioned a specific Newfoundland and Labrador report from the Drowning Prevention Research Centre Canada to delve into how NL drowning circumstances differ from the national average. Results revealed that commercial activities account for 23% of water-related fatalities in the province – over five times the national average of just 4%. Recreational drowning deaths in NL also stand apart: fishing is the most common recreational activity during which drowning occurred versus swimming, which is the most common activity nationally.

Data specific to Newfoundland and Labrador is critical to focus the Society's drowning prevention efforts aimed at the continued reduction of drownings in the province.

Canadian and Newfoundland and Labrador drowning reports are posted at www.lifesavingnl.ca.





Lifesaving Society Newfoundland and Labrador Board of Directors (*from left*) Barry Fordham, Greg Daigle, Chris Hickey, Gary Nolan, Doug Ferguson, Corinne Wright, Christopher Mercer, (Susan Quigley absent). *Photo credit: Wendy Mahony*

MEMBER SERVICES

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

Governance

The National Society (Lifesaving Society Canada) is governed by a Board of Directors nominated by Branches and elected by the members at the Society's AGM. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Public Education, Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

Newfoundland and Labrador Board of Directors

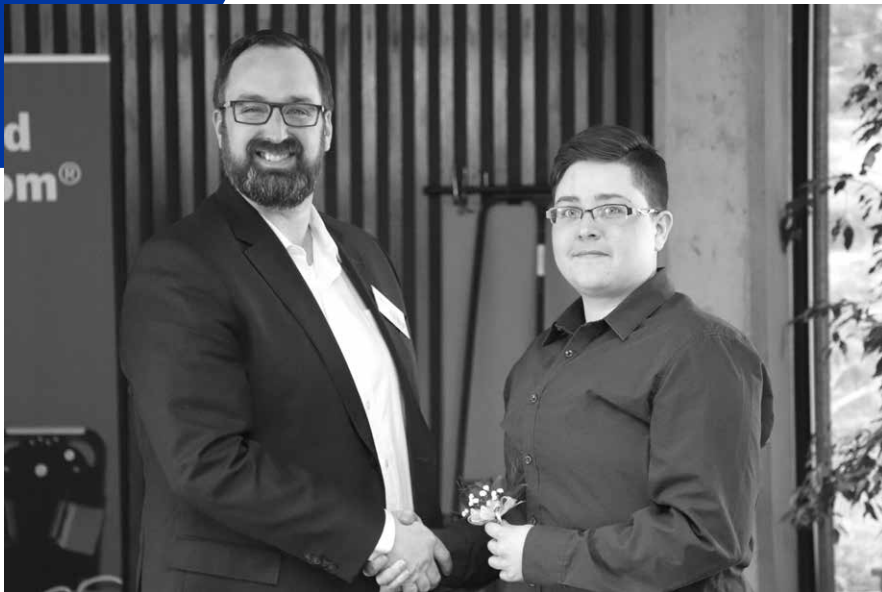
A volunteer Board of Directors governs the Lifesaving Society Newfoundland and Labrador in accordance with its mission and bylaws. Directors are elected for a two-year term by the Society's membership at the annual general meeting (The 48th Annual General Meeting was held at St. John's City Hall April 21, 2018). No person or body external to the Society is entitled to appoint any directors.

In 2018, the Society welcomed **Susan Quigley** to the Board of Directors as Vice President – Member Services.

Activity Centre Councils

Activity centre councils are composed of chairs, appointed by the Board of Directors for a two-year term, who oversee specific portfolios necessary to manage the work of the activity centres. Chairs recruit and develop committee members. A vice president or another individual appointed by the Board of Directors chairs each activity centre council.

The following were appointed to council chair positions in 2018: **Cody Dunne** (Leadership), Amber Hodder (AGM), **Robyn Noseworthy** (First Aid) and **Greg Daigle** (Regional Representative for Labrador).



Corporate Secretary Chris Hickey thanks outgoing board member Robyn Noseworthy at the 2018 AGM. *Photo credit: Wendy Mahony*

Volunteers serving nationally

Christopher Mercer continued to represent Newfoundland and Labrador on the Bronze Revisions Task Force while **Vanessa Legge** was appointed Newfoundland and Labrador representative on the Canadian Athlete Council. **Gary Nolan** replaced **Corinne Wright** as Newfoundland and Labrador representative on the National Board of Directors and **Barry Fordham** continued as our Member Representative to the National Society.

Information and communication services

The Society continued to keep members informed with the quarterly distribution of the Currents newsletter. The Society remains committed to improving communications that better serve members throughout the province. In July, the Board approved a regional representative system to ensure province-wide input to the Board of Directors and Activity Centre Councils.

The Society launched its affiliate loyalty rewards program in January. The rewards program gives affiliates, who sign a five-year Swim license agreement and who exclusively run Lifesaving Society programs,

a credit note for the value of their Swim license fee. The credit note can be used for purchases from the Society including orders from LifeguardDepot.com.

To improve affiliate member services, the Society implemented a pricing policy to announce award and literature prices 12 months in advance. The 2019 and 2020 price list was released in December 2018.



President Gary Nolan thanks past president Corinne Wright at the 2018 AGM. *Photo credit: Wendy Mahony*

Honours and Rescues

In November, the Board approved the Rescue Award of Merit to recognize those who demonstrate the courage to help an individual in distress in a water-related incident.

Headquarters and office staff

Raegan Wiseman continued as Member Services Manager and as the Society's representative to the Atlantic Management Committee. **Doug Ferguson** continued as CEO. The Society continued its lease at 11 Austin St. in St. John's.

Lifesaving Society Newfoundland and Labrador Board of Directors

Gary Nolan, President
 Corinne Wright, Past President
 Chris Hickey, Corporate Secretary
 Susan Quigley, Vice President – Member Services
 Christopher Mercer, Vice President – Training Programs
 Barry Fordham, Vice President – Public Education
 Doug Ferguson, CEO (ex-officio)

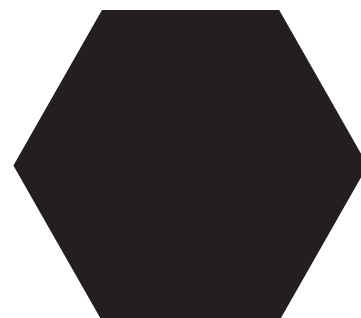
Council Chairs

Training Programs Council

Cody Dunne, Leadership
 Robyn Noseworthy, First Aid
 Vanessa Legge, Athlete Representative

Member Services Council

Amber Hodder, Annual Conference
 Greg Daigle, Regional Representative



FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support our drowning prevention priorities.

Donor Clubs

The Society's donor clubs acknowledge individuals who donate funds towards the Society's work. In 2018, the Society received donations from the following:

Distinction Club (\$500 or more):
No donations in 2018

Merit Club (\$300 to \$499):
Doug Ferguson

Bronze Club (\$100 to \$299):
No donations in 2018

Friends of the Society (\$25 to \$99):
No donations in 2018

In Memoriam and Tribute Donations

The Society is honoured to receive donations in memory or in honour of individuals. In 2018, we received donations in memory of **John Thorne** from **Janet and Brian Bonnell, Euphemia Bannister, Lillian Bannister, Linda and Jim Igloliorte, Joanne and Bruce Manning, Juanita and Don Mullins, Effie Organ, Jamie and Shirley Park, Keith and Wendy Payne, Norma and Bill Pickett, Allan and Mary-Lou Sheppard, Murray and Beverly Sheppard, Wanda and Robert Strickland, Ruth Travers, Jana Young, and Hadi Yousef.**

Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters.

We thank **LifeguardDepot.com** for its continuing generous support of the Society in Newfoundland and Labrador. All proceeds from LifeguardDepot.com sales in Newfoundland and Labrador support drowning prevention and the development of young leaders through lifesaving sport. In 2018, LifeguardDepot.com provided the Lifesaving Society Newfoundland and Labrador with over \$4,000 for its drowning prevention work.

We gratefully acknowledge the contributions of the **Canadian Safe Boating Council** and the **Lifesaving Society Ontario**.

Donate to the Lifesaving Society online. Visit www.lifesavingnb.ca and click the Donate Now button. A new window will open where you have options to direct your donation to specific funds or causes.

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Canada's lifeguard standard