



LIFESAVING SOCIETY
NEWFOUNDLAND
AND LABRADOR
REPORT 2019



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 1.2 million 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 \$25 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

I am happy to report that our Lifesaving Society enjoys a thriving provincial base due to the tireless work of our dedicated volunteers and staff. Thanks to their efforts, the Society provides continuity and reliability in our mission to deliver strong, supportable member services and effective drowning prevention education to the citizens of Newfoundland and Labrador.

2019 was an exciting year for the Society – especially in leadership training. We published the *Examiner Handbook* and *Trainer Manual* and introduced a new Examiner Mentor designation. These improvements and innovations to our leadership training systems provide our Instructors, Examiners and Trainers with the critical resources and support required to deliver courses of the highest caliber.

Regular contact with our members continues to be a priority that we foster through our quarterly *Currents* newsletter (now reaching 2,582 members).



Furthermore, we continued to benefit from the efforts of our Training Programs VP, **Christopher Mercer**, who dedicated his time and travel to avail of in-person meetings across the province.

The 2019 edition of the *Canadian Drowning Report* and *Newfoundland and Labrador Drowning Report* yielded some positive information. In the most recent 5-year period across Canada, Newfoundland and Labrador experienced the greatest reduction (31%) in drowning fatalities. However, the reports also demonstrate the need for us to make every effort to constantly advance our drowning prevention education and initiatives, as Newfoundland and Labrador continues to experience the highest drowning rate among Canadian provinces, and one that is significantly higher than our Atlantic counterparts. While these challenges remain ever-present, the Society's research data enables us to see the value of our efforts, the real impact we have on the mitigation and reduction of drowning in our Province, and how critical our continued efforts in drowning prevention are.

With the impact of our efforts in mind, I am pleased to report growing participation in the Society's First Aid and CPR programs. Though our Bronze awards declined modestly in 2019, growth in Swim Patrol indicates we can expect growth in Bronze programs to return as we launch the revised Bronze medal awards in 2020.

In December, **Doug Ferguson** retired as CEO and the Society's Member Services Manager, **Raegan Wiseman**, was announced as his successor. Mr.

Ferguson's efforts and those of his accomplished staff during his tenure were instrumental in the

stability and strength we now enjoy, and we cannot say enough about his work. I take this opportunity, both for myself and on behalf of the Lifesaving Society, to express my heartfelt gratitude and appreciation for all he has done for us over the years, and to wish him the best in his future endeavours.

I also congratulate our own **Dr. Cody Dunne**, who was awarded the prestigious Dr. Ian Mackie Fellowship by the International Life Saving Federation at the 2019 World Conference on Drowning Prevention in Durban, South Africa. A truly incredible accomplishment, Cody is the first Canadian to receive the fellowship and we are extremely proud of him.

I offer my continued gratitude to my fellow Board members, including **Maria Viscount** who we had the distinct fortune to welcome as our new VP – Finance at our April AGM, and I thank our dedicated staff, volunteers and members for everything you do in service of our drowning prevention mission.

Gary Nolan

FINANCIAL REPORT

The summary of the 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, 2019. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated entity and registered charity. Detailed financial statements are available upon request.

The Society had a challenging year resulting in a deficit of \$11,400 compared to a deficit of \$8,000 in the prior period. Total Revenues were up by 3% mainly due to an increase in a Training programs and Donations but offset by significant decrease in Merchandise sales. Merchandise commission has potential for significant growth with no related cost and will be encouraged and promoted in the province in the coming year.

Total expenditures increased by \$5,600 (7%) to \$89,200 compared to \$83,600 in prior period. This represents an increase in Member services expenses due primarily to old sales invoices of \$5,000 deemed not collectible. This is significant and the Society must address the timely collection of receivables. In line with budget, overall Admin, salaries and occupancy costs increased by \$2,300 or 3% due to investment in staff.

The Society has made significant progress, and is thankful to its generous donors who continue to support the Society's mission, but there is still much to be done. Despite the financial challenges, our focus remains on containing costs while investing in Training programs and maximizing service to affiliates.

Maria Viscount

Operations

Net Revenue	2019		2018	
	\$		\$	
Training programs	46,500	60%	42,100	56%
Literature	17,200	22%	18,100	24%
Affiliation fees	6,600	8%	7,500	10%
Leadership	3,700	5%	3,200	4%
Merchandise	1,900	3%	3,800	5%
Grants & Donations	1,900	2%	900	1%
	77,800	100%	75,600	100%

Expenditures

Admin, salaries & occupancy	71,400	80%	69,100	83%
Member services	11,400	13%	7,300	9%
National levy	6,400	7%	6,700	8%
Training program	-		500	0%
	89,200	100%	83,600	100%

Net Surplus/loss for the year	(11,400)		(8,000)	
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Balance Sheet

Net Assets	2019	2018
Net working capital	117,300	128,500
Capital assets	700	900
	118,000	129,400

Fund Balances

Opening equity	129,400	84,600
Contributions	-	52,800
Net income/loss	(11,400)	(8,000)
	118,000	129,400

AWARDS REPORT

TOP LINE SUMMARY		2019	2018	2017
	Swimming	843	0	1,600
	Lifesaving	649	682	377
	First Aid	1,921	1,340	1,425
	Lifeguarding	511	612	573
	Leadership	214	224	226
		4,138	2,858	4,201
SWIMMING	Swim for Life	826	0	1,600
	Swim to Survive	17	0	0
		843	0	1,600
LIFESAVING	Canadian Swim Patrol	400	330	54
	Bronze Star	47	85	63
	Bronze Medallion	202	262	256
	Lifesaving Fitness	0	5	4
		649	682	377
FIRST AID	First Aid	1,499	954	814
	CPR	422	386	611
		1,921	1,340	1,425
LIFEGUARDING	Safeguard	21	0	0
	Bronze Cross	174	270	299
	National Lifeguard	316	342	274
		511	612	573
LEADERSHIP	Instructor	115	110	133
	Examiner	80	95	78
	Trainer	19	19	15
		214	224	226

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.

Participation in the Society's programs grew in 2019 mostly concentrated in First Aid and Canadian Swim Patrol awards. First aid certifications grew an impressive 57% over the prior year, supported by equally impressive growth of First Aid Instructor certifications (79%). However, the Society's Bronze medal programs saw modest declines in participation coupled with fewer Leadership certifications – notably Examiners.

The continued growth of Canadian Swim Patrol, the Society's pre-Bronze awards, indicate future growth for Bronze programs in the medium term. Increased Instructor and Examiner certifications will be critical for the long-term stability of the Society's Training Programs.

Program revisions

Reviews and revisions ensure the Society's Leadership and Training programs consistently evolve to meet the needs of our affiliates and members. In 2019, **Christopher Mercer** continued his work on the Society's national content team, which signed off on the third and final phase of the Bronze medal award revisions that will launch in 2020.

With the completion of the Bronze revisions, attention turned to a review of how the new Bronze Cross content aligned with the Society's National

Lifeguard program. In September, **Christopher Mercer** joined with representatives from each of the provincial branches across Canada to develop recommendations for National Lifeguard that would ensure a smooth transition from Bronze Cross and strengthen National Lifeguard as the professional standard for lifeguarding in Canada.

Leadership

In September, the Society launched the new Examiner Mentor designation – senior Examiners who mentor examiner candidates through their apprenticeship phase and approve them for certification. A group of nine experienced Examiners were selected by the Society in the fall to become Newfoundland and Labrador's first Examiner Mentors. These local leaders also contribute to the identification and recruitment of potential Lifesaving Society Examiners in their communities

to promote a steady stream of well trained, community-based Examiners.

Improvements to Leadership programs continued in 2019 with a trio of publications. Two new books were released at the Society's spring AGM: the *Examiner Handbook* that provides the essential knowledge and tools required to plan and conduct Lifesaving Society examinations, and the *Trainer Manual*, the Trainer's technical reference and companion to the leadership award guides. In December, the Society released its successor to the beloved *Instructor Notes* with the publication of the *Instructor Manual* that provides instructors with the essentials needed to successfully teach, coach and evaluate Lifesaving Society programs with confidence.



Corporate Secretary Chris Hickey presents the Kean Award (largest lifesaving program in a community from 10,000 to 30,000) to Jared Hogan, Aquatic Leader, representing the City of Mount Pearl.
Photo credit : Wendy Mahony

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 st	The Works	10,075
2 nd	New Depth	5,595
3 rd	Glen Morris	5,384
4 th	Horwood's Homecare	4,600
5 th	YMCA Marystown	3,431
6 th	Regional Aquatic Centre – Stephenville	2,122
7 th	LeRoux First Aid	2,011
8 th	Arts & Culture Centre – Corner Brook	1,865
9 th	City of Mount Pearl	1,697
10 th	Ches Penney Family YMCA	1,634

Kean Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 30,000.

1 st	Arts & Culture Centre – Cornerbrook	1,865
2 nd	City of Mount Pearl	1,697
3 rd	Town of Conception Bay South	1009

Anniversary Award

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

1 st	Regional Aquatic Centre – Stephenville	2,122
2 nd	Town of Wabush	1,465
3 rd	Town of Bay Roberts	1,074

Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	Town of Bay Roberts	1,074
2 nd	Town of Sprindale	696
3 rd	Gros Morne Cooperative Association	75

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

Leadership Training

Assistant Instructor	20
Swim Instructor	40
Lifesaving Instructor	40
Examiner 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.

The Society continued its successful public education campaigns in 2019 including active participation in National Drowning Prevention Week to focus community and media attention on the drowning problem. Over 9000 users were reached over the week long campaign through daily social media posts complimented by community events organized by local pools.

Fishing, both recreational and professional, continues to be the most common activity when drowning occurs in Newfoundland and Labrador. As such, tireless work was done throughout 2019 to deliver grassroots education to the recreational and commercial cod fisheries and recreational salmon fishery. The Society's VP Public Education **Barry Fordham** also appeared regularly on TV and radio news to speak about safe boating with a particular emphasis on the proper and constant use of lifejackets.

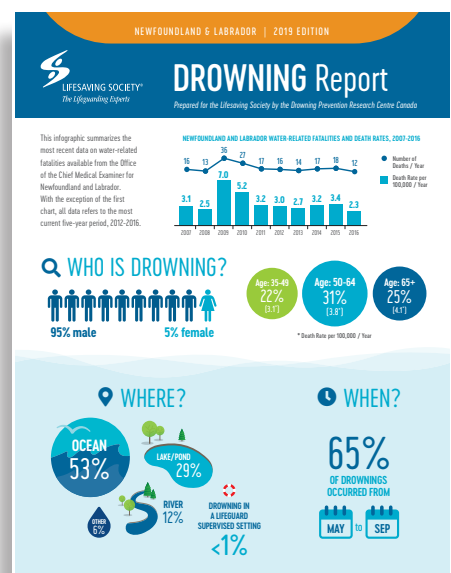
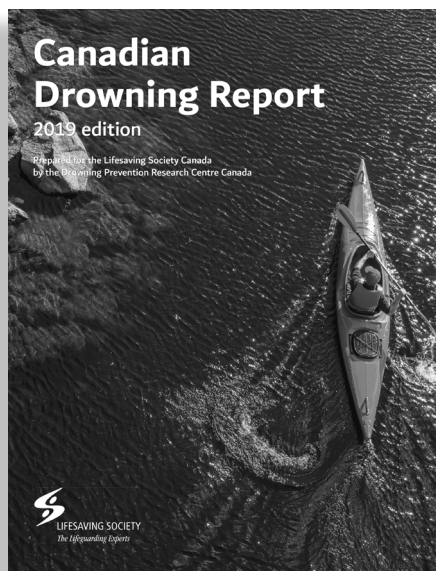
Drowning reports

The Lifesaving Society published 2019 editions of the Canadian, as well as Newfoundland and Labrador drowning reports. Data from the most recent 5 year period showed a 31% reduction in drowning fatalities in Newfoundland and Labrador, though the drowning rate for the province remains the highest in the Canada.

Commercial activities account for nearly a quarter of water related fatalities in

the province, over 5 times the national average of just 4%. Recreational drowning deaths in NL also stand apart with fishing being the most common recreational activity when drowning occurred vs swimming being the most common activity nationally. Males continue to account for 95% of drowning deaths.

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





Front Row – Susan Quigley, VP Member Services; Gary Nolan, President; Maria Viscount, VP Finance. Back Row – Corinne Wright, Past President; Chris Mercer, VP Training Program; Chris Hickey, Corporate Secretary; Doug Ferguson, CEO. Absent – Barry Fordham, VP Public Education. *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 49th Annual General Meeting was held at St. John's City Hall May 4th, 2019). No person or body external to the Society is entitled to appoint any directors.

In 2019, the Society welcomed **Maria Viscount** to the Board of Directors as Vice President Finance.

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.

All council chairs continued in their positions in 2019.

Volunteers serving nationally

Christopher Mercer continued to represent Newfoundland and Labrador on the Bronze Medal Revision and National Lifeguard Review content teams, while **Vanessa Legge** continued as NL's representative on the Canadian Athlete Council. **Gary Nolan** continued as Newfoundland and Labrador's representative on the National Board of Directors and **Barry Fordham** continued as NL's 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 improve communications that will better serve members throughout Newfoundland and Labrador.

The Society continues to promote its affiliate loyalty rewards program. The rewards program gives affiliates who sign a five year swim license agreement, and 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 continued its 12 month pricing policy to announce award and literature prices a full year in advance. The 2020 and 2021 price list was released in December 2019.

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
Maria Viscount, Vice President – Finance
Susan Quigley, Vice President – Member Services
Christopher Mercer, Vice President – Training Programs
Barry Fordham, Vice President – Public Education

Council chairs

Training Programs Council

Cody Dunne, Leadership
Robyn Noseworthy, First Aid

Member Services Council

Amber Hodder, Annual General Meeting
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 2019, the Society received donations from the following;

Distinction Club (\$500 or more):

Doug Ferguson

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

No donations

Bronze Club (\$100 to \$299):

Corinne Wright, Ed Bean

Friends of the Society (\$25 to \$99):

Wendy Ferguson

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 gratefully acknowledge the contributions of **Aqua Sol Enterprises** who supported Newfoundland and Labrador delegates attending the 2019 World Conference on Drowning Prevention, and **NLCU Charitable Foundation** for their generous financial support of drowning prevention.

We thank **The Works: Aquarena** for hosting the Society's 2019 priority planning meetings.

We also thank the **City of St. John's** for hosting our 2019 Annual General Meeting.

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 2019, LifeguardDepot.com provided the Lifesaving Society Newfoundland and Labrador with over \$1900 for its drowning prevention work.

We thank the Lifesaving Society Ontario for their continued contributions.

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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The Lifeguarding Experts