



NEWFOUNDLAND AND LABRADOR REPORT 2020



LIFESAVING SOCIETY
The Lifeguarding Experts



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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

This past year was one like no other, as we felt the impact of Covid-19 and grappled with its implications. While this meant significant changes to how we deliver our services, our dedicated staff and volunteers rolled up their sleeves and adapted to these challenges. Our province and our people have done an admirable job acting responsibly and safely while we navigate the pandemic. While we will no doubt face additional challenges in the year to come, I have the utmost confidence in our excellent staff, volunteers, and affiliates to meet them.

The challenges we faced also presented opportunities to find innovative solutions to communicate with and support our membership. We hosted our first AGM via webinar, which was no small undertaking. A great deal of acclaim and gratitude is warranted for the delivery of a smooth and successful AGM which provided an example of how our membership, across the vast geography of our province, can participate and engage collaboratively.



In another supportive measure, we extended the currency period of our vocational awards. This was truly an extraordinary remedy without precedent in our history. Given the unique circumstances we faced, and the desire to allow our affiliates to focus on their reopening plans without fear of their staff having expired credentials, it was a solution I am very pleased we were able to provide.

We also were excited to launch our revised Bronze medal awards with improved skill progressions that set candidates up for success as they move through our leadership and lifeguard continuum. Our Training Programs VP, **Christopher Mercer**, worked tirelessly on the project and I encourage you to read on for details in the Training Programs Report. I will simply express our excitement at these revised awards and the suite of support materials which accompany them.

I am also pleased to report that despite the challenges presented by Covid-19 throughout the year, the Lifesaving Society published both a *Canadian* and a *Newfoundland and Labrador Drowning Report*. These reports yielded positive information for our province: the numbers show drowning fatalities remained stable with last year's historic low. While we rightfully take pride in that fact, and as ongoing evidence of the value of our efforts and the impact we can have, there nevertheless remains considerable work to be done to achieve our mission of a province free of drowning.

The pandemic and the closure of facilities in accordance with the public health measures of course had a significant financial impact on the Lifesaving Society. We are truly grateful for the financial assistance we received during the year, including (but not limited to) the **Government of Canada** and the **Government of Newfoundland and Labrador**. Thanks to this support, we remain stable and well positioned to continue our work towards our drowning prevention goals.

I would like to thank two members of the Board who concluded their tenure with us in 2020, our Corporate Secretary, **Chris Hickey**, and our VP–Finance, **Maria Quigley**.

In closing, I express the utmost gratitude to my fellow Board members and to everyone in the Lifesaving Society for your help in making our way through a truly challenging year, and for everything you continue to do in service of our drowning prevention mission in Newfoundland and Labrador.

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, 2020. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated entity and registered charity. Detailed financial statements are available upon request.

In 2020, the Society's expenses of \$86,500 exceeded net revenues of \$70,700 resulting in a deficit of \$15,800 compared to \$11,400 deficit in the previous year. Like many others, the Society faced a challenging year due to the Covid-19 pandemic but thanks to federal grants and continued support from donors and members, the Society showed its resilience.

Government grants amounted to \$27,000 representing Canada Emergency Wage Subsidy to aid businesses with significant revenue drop caused by the pandemic.

Training program revenues dropped \$15,000 (32%) due primarily to the lockdown in March 2020 and the slow resumption of program delivery due to the uncertainties of the pandemic. In 2020, core programs such as Bronze awards fell 73%, First Aid fell 25%, while National Lifeguard fell 41%.

Literature revenues dropped \$13,000 (77%). Literature sales are linked to training programs and, with fewer awards, fewer books were sold, notably the *Canadian Lifesaving Manual, Alert* and the *Canadian First Aid Manual*.

Total expenditures dropped 3% with savings from a reduction in levies charged by the national office, fewer bad debts written off in 2020 compared to the prior year, and meetings moving to online platforms including the 2020 AGM.

Despite the challenges of the past year and the ones that lie ahead, the Society remains committed to investing in technology to meet new program delivery demands, to expand public education messaging, and to maximize affiliate services as we work together to prevent drowning in Newfoundland and Labrador.

Operations

Net Revenue	2020		2019	
	\$		\$	
Training program	31,400	44%	46,500	60%
Grants & Donations	27,200	39%	1,900	2%
Affiliation fees	4,900	7%	6,600	8%
Literature	4,000	6%	17,200	22%
Leadership	1,670	2%	3,700	5%
Merchandise	1,530	2%	1,900	3%
	70,700	100%	77,800	100%

Expenditures

Admin, salaries & occupancy	75,500	87%	71,400	80%
Member services	7,000	8%	11,400	13%
National levy	4,000	5%	6,400	7%
	86,500	100%	89,200	100%

Net Surplus/loss for the year

(15,800)	(11,400)
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Balance Sheet

Net Assets

Net working capital	101,600	117,300
Capital assets	600	700
	102,200	118,000

Fund Balances

Opening equity	118,000	129,400
Net income/loss	(15,800)	(11,400)
	102,200	118,000

AWARDS REPORT

TOP LINE SUMMARY		2020	2019	2018
	Swimming	0	843	0
	Lifesaving	67	649	682
	First Aid	1,338	1,921	1,340
	Lifeguarding	277	511	612
	Management Training	5	0	0
	Leadership	166	214	224
		1,853	4,138	2,858
SWIMMING	Swim for Life	0	826	0
	Swim to Survive	0	17	0
		0	843	0
LIFESAVING	Canadian Swim Patrol	0	400	330
	Bronze Star	12	47	85
	Bronze Medallion	55	202	262
	Lifesaving Fitness	0	0	5
		67	649	682
FIRST AID	First Aid	800	1,499	954
	CPR	538	422	386
		1,338	1,921	1,340
LIFEGUARDING	Safeguard	22	21	0
	Bronze Cross	43	174	270
	National Lifeguard	212	316	342
		277	511	612
MANAGEMENT TRAINING	Aquatic Supervisor	1	0	0
	Pool Operator	2	0	0
	Safety Inspector & Auditor	2	0	0
		5	0	0
LEADERSHIP	Instructor	79	115	110
	Examiner	67	80	95
	Trainer	20	19	19
		166	214	224

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.

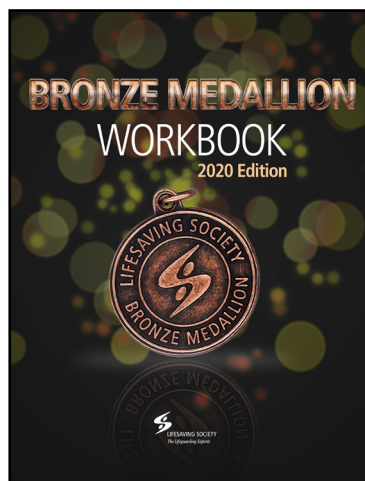
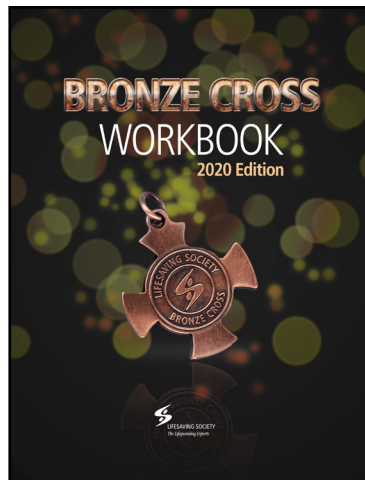
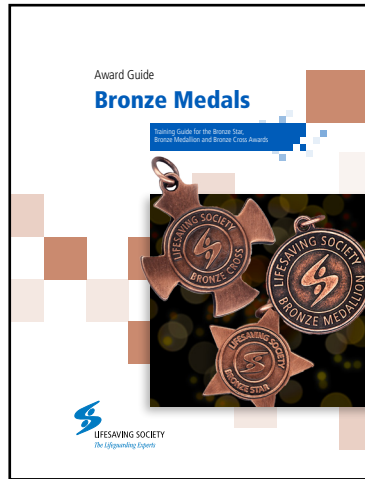
Participation in the Society's programs scaled down in 2020 – a reflection of public health measures put in place to slow the spread of Covid-19. Nevertheless, it was a fruitful and productive year for the Training Programs activity center. Challenged with new regulations for the aquatics industry, the Society launched a series of policy and resource initiatives to help affiliates navigate the “new normal” and continue to provide their communities with access to aquatic programming.

Program revisions

In spite of the challenges associated with the pandemic, the Society continued to actively improve its programs throughout 2020, signing off on the revised National Lifeguard curriculum and culminating in December with the launch revised Bronze medal awards.

The revised Bronze medal awards have improved program progressions and more focused curriculums. Bronze Star zeroes in on swimming proficiency and fitness; Bronze Medallion brings back swimming strokes; Bronze Cross now contains the fundamental lifeguarding skills and concepts needed to prepare deck and beach-ready Assistant Lifeguards.

To support the updated curriculum, new resources were developed including the new *Bronze Medals Award Guide*, Bronze Medallion and Cross candidate workbooks, new test sheets, a standardized recertification process, and an online pathway to update Lifesaving Instructors, Examiners and Trainers.



Policy changes

Over the course of 2020 and following consultation with the Society's affiliate members, leadership personnel and aquatic industry leaders, the Society made several changes to program policies.

Effective March 1, 2020, the Society adopted a 3-year period for the validity of its Emergency First Aid and Standard First Aid. This change places the Lifesaving Society first aid awards in line with industry standards and reduces confusion among employers while harmonizing first aid awards with Newfoundland and Labrador regulations.

Also in March, the Lifesaving Society extended the currency of its vocational awards in order to address the pressing needs of affiliates during a prolonged shutdown. The extension allowed affiliates to navigate the reopening process without the burden of concurrently having to recertifying staff who expired during the initial pandemic lockdowns.

In July, the Lifesaving Society Canada adopted 15 years as the minimum age prerequisite for certification as a Swim Instructor, Lifesaving Instructor, or National Lifeguard. The change was a first step in addressing chronic staff shortages throughout the aquatics industry. This is particularly true for seasonal affiliates who rely on pre-summer training for seasonal staff, allowing them the flexibility to train and certify staff prior to their 16th birthday.

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	Glen Morris	5,760
2 nd	The Works	3,745
3 rd	New Depth	2,939
4 th	Horwood's Homecare	2,800
5 th	YMCA Marystown	1,469
6 th	Lifesaving Skills NL	1,356
7 th	Mike Beck	1,081
8 th	Stayin' Alive!	967
9 th	Ches Penney Family YMCA	938
10 th	Town of Port aux Basques	650

Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	Town of Springdale	599
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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 – Gander	550
2 nd	City of Mount Pearl	400
3 rd	Town of Conception Bay South	380

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	Town of Port aux Basques	650
2 nd	Town of Springdale	599
3 rd	Town of Carbonear	450

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

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 Lifesaving Society's public education campaigns were largely confined to the online world in 2020 as in-person events were limited or prohibited. This included face-to-face work with Newfoundland and Labrador's fisheries – important work that the Society is eager to resume. Fishing, both recreational and professional, is the most common activity when drowning occurs in Newfoundland and Labrador. Commercial activities specifically account for nearly a quarter of water-related fatalities in the province, over five times the national average of just 4%.

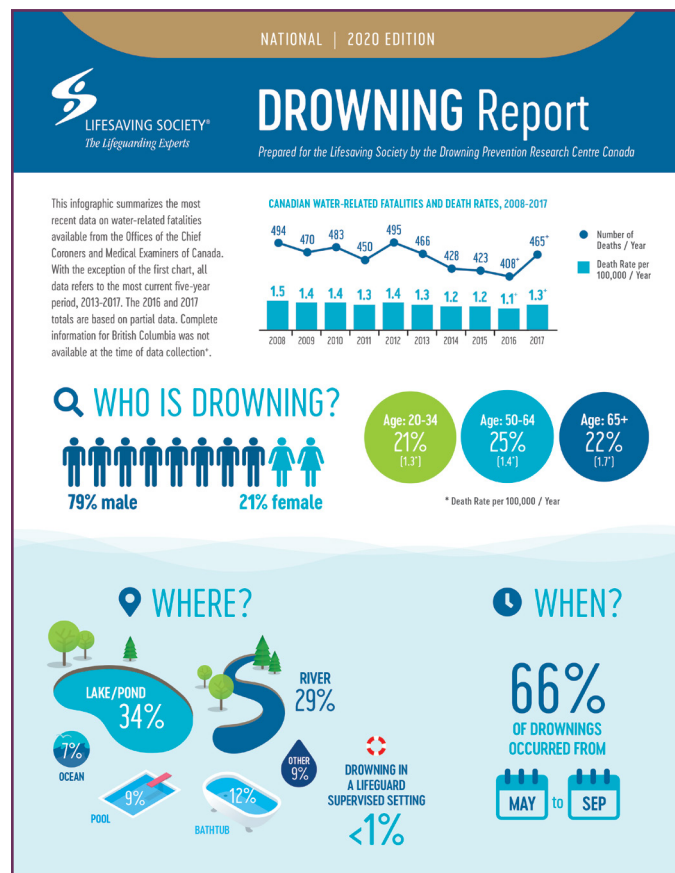
Nevertheless, the Society's VP Public Education, **Barry Fordham**, continued to share public education and safety messages with citizens of the province throughout the year with appearances on NTV and radio and social media activity. This included enthusiastic participation in the Society's National Drowning Prevention Week campaign to focus community and media attention on the drowning problem. Over 9,000 users were reached over the week-long campaign through daily social media posts.

Drowning reports

Despite the challenges, the Lifesaving Society persevered to published 2020 editions of the Canadian, as well as Newfoundland and Labrador drowning reports. Data from the most recent five-year period showed provincial drowning fatalities remaining at historic lows, though the drowning rate for the province remains the highest in the Canada. Not wearing a lifejacket or PFD is still the single largest contributing factor. Males continue to account for over 9 out of 10 drowning deaths.

The Society has been researching and reporting on water-related deaths in Canada for over 30 years. The Society uses the drowning data to ensure its training programs and public education activities are properly focused and guided by a comprehensive fact base.

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



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. No person or body external to the Society is entitled to appoint any directors.

At the Society's July AGM, **Maria Viscount**, Vice President Finance and **Christopher Hickey**, Corporate Secretary completed their terms and stepped down from the Board of Directors. We thank them for their service.

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.

In 2020, **Cody Dunne** resigned as Chair of the Leadership Committee and was succeeded by **Matt LeRoux** in June.

Annual meeting

The Lifesaving Society Newfoundland and Labrador convened its inaugural video conference AGM July 29, 2020. We acknowledge the contributions of the following volunteers who made the event a success: **Ryan Munn, Robyn Noseworthy, Matt LeRoux** and **Peter Mahony**.

Volunteers serving nationally

In 2020, the Lifesaving Society Newfoundland and Labrador continued to contribute the National Society. **Christopher Mercer** continued to represent Newfoundland and Labrador on the National Training Program Commission as well as on the National Lifeguard Review content team. **Vanessa Legge** continued as NL's representative on the Canadian Athlete Council. **Susan Quigley** and **Barry Fordham** represent Newfoundland and Labrador to the National Society as Board Member and Member Representative respectively.

Information and communication services

In August, the Society migrated its email servers to Microsoft 365 to increase security and usability. The switch improved ease of access for staff while working remotely.

The Society kept members informed throughout the pandemic using its various communications channels, including the quarterly distribution of the *Currents* newsletter to over 2500 members.

Headquarters and office staff

In January, **Raegan Wiseman** became CEO of the Lifesaving Society Newfoundland and Labrador, succeeding Doug Ferguson. The Society continued its lease of office space at 11 Austin St. in St. John's.



Lifesaving Society Newfoundland and Labrador Board of Directors

From the top, left to right:

Gary Nolan, President
Corinne Wright, Past President
Susan Quigley, Vice President –
Member Services
Christopher Mercer, Vice President –
Training Programs
Barry Fordham, Vice President –
Public Education
Raegan Wiseman, CEO (ex officio)



Council chairs

Training Programs Council

Matt LeRoux, 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 2020, the Society received a *Bronze Club* donation (\$100 to \$299) from **Corinne Wright**.

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 the **Government of Canada** for its support of the Lifesaving Society throughout the Covid-19 pandemic via the Canadian Emergency Wage Subsidy.

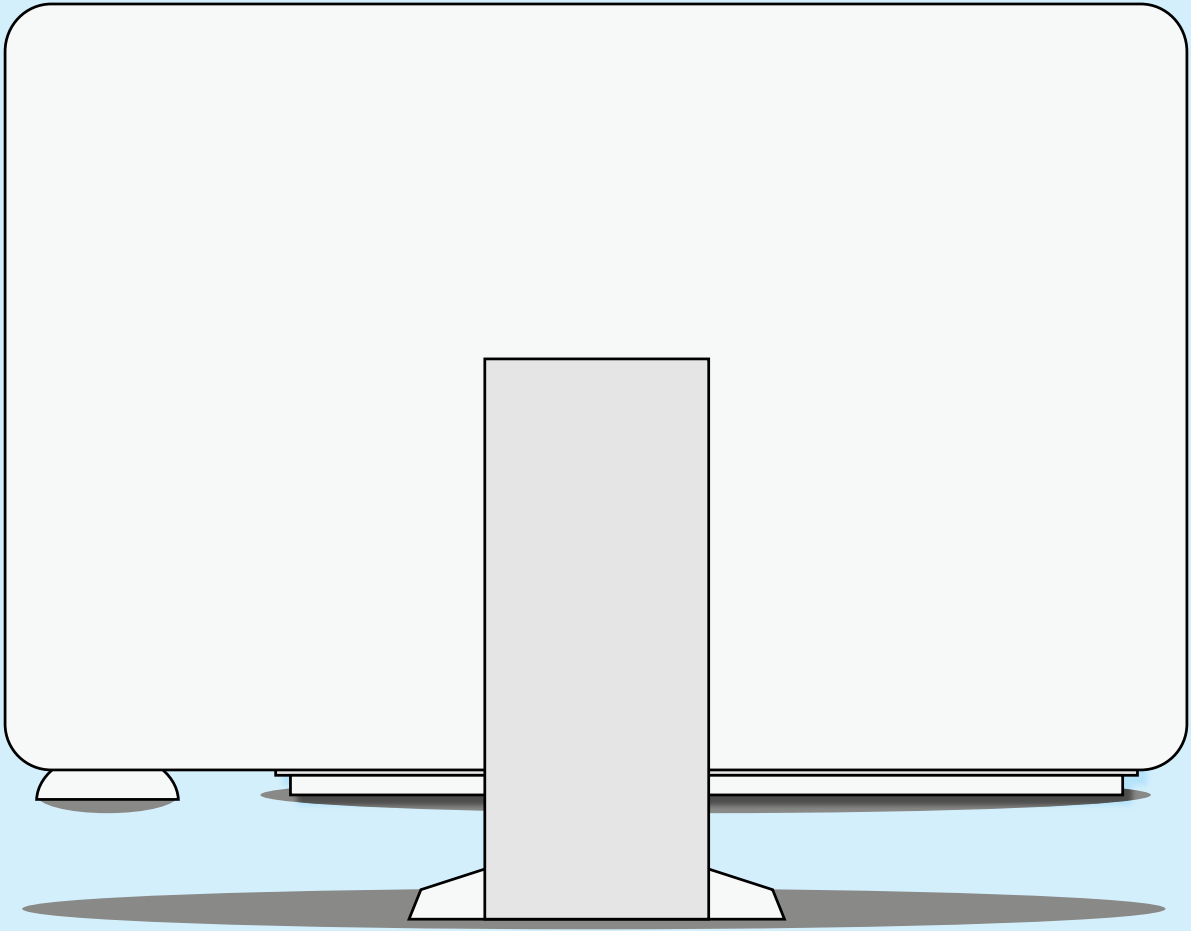
We thank **LifeguardDepot.com** for its continuing generous support of the Society in Newfoundland and Labrador. All proceeds from LifeguardDepot.com sales in the province support drowning prevention and the development of young leaders through lifesaving sport. In 2020, LifeguardDepot.com provided the Lifesaving Society Newfoundland and Labrador with over \$1,500 for its drowning prevention work.

Finally, we thank the **Lifesaving Society Ontario** for their continuing contributions.

Donate to the Lifesaving Society online. Visit www.lifesavingnl.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.

Lifeguard Depot.com[®]





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