



ANNUAL REPORT

2007

Newfoundland and
Labrador

2007

President's Report



This was an interesting year for the Lifesaving Society as we experienced some growth in our numbers. It wasn't as high as last year, however as long as we experience growth in our programs, everyone in the organization must be commended. The board worked hard to improve the overall Society through the different initiatives undertaken such as our

environmental scan, particularly as we are into Phase II. This will be an excellent tool to help us move forward as we are confronted with many challenges. Even though my term has pretty much ended, I'm hoping some of the province's prosperity, as we move from have-not to have, will translate into significant growth. We have to continue to plan carefully as people come and go in our province. We continue to struggle with outmigration where the median age is 41.7 years and by 2021, this is expected to increase to 49. We are the only province with more deaths than births in one year. There is a regional population shift from rural to urban. Our youth are getting married and are leaving the province. Why do I mention this? It is important to the Lifesaving Society, as we attempt to plan for the future.

As you know, my term of office is about to expire. At the start of my tenure I knew progress would be slow and if we were patient we would affect positive change. For me my first challenge was to unite the board, volunteers, affiliates and of course, the ED, to build a solid foundation. There's still a lot of shifting sand, however, we are strengthening the Society which as been demonstrated through the year. The proof is in increased enrollment, particularly in the Bronze Medallion area which is most important.

I just returned from the national AGM and this really is a time of transition as we all attempt to find a clear path. When you start hearing about renewed mandates for the national entity it tells me that timing is ripe for us to influence change to impact positively in NL

A focus on a branch rather than governance by central authority is even if you drop that to the lowest denominator locally, how we bridge the gap between the rural areas and the city is equally challenging.

I'm hoping we see more volunteers and more input from Labrador, West, Central and East get more involved as that is where the majority of our population is. We hope to expand to board to include members from those areas as affiliates require more attention even as we struggle with capacity.

We have to 'beat the bushes' and pound the pavement to find sponsors, to acquire more grants. We must promote ourselves as the experts in the business because we are.

I'm encouraged to think that a program direction is not far off which will help us drive the program and operations section and allow the ED to focus on developing a strategy to take the Society deep into the 21st century.

In closing, my report, I would like to thank you all for your support, particularly to the Board members and to our Governor for the past two years. Like the thousands of not for profit groups, out there, it is a continuous challenge but we do have our excellent product with excellent results in that if we train just one individual who can help save just one life, or if through our influence someone thinks about crossing thin ice on his snowmobile, then we should all be proud.

Thanks again,

Len Leriche
President



The past year has provided some new opportunities for the Newfoundland and Labrador branch and allowed it to move forward.

Another staff member to deal with administration allowed the Executive Director time to concentrate on programming and positioning the Society, developing partnerships and promoting public education initiatives. Unfortunately, funding for this position ended in October 2007, leaving the branch with a single staff person once more.

Information kits were made available to registered affiliates and provided everything they need to run Water Smart programs, including Swim to Survive. These kits were created with funds from the Newfoundland Labrador Liquor Corporation and were made available province wide.

Increased program activity, especially at the Bronze Medallion level, promises health for the Society as new candidates enter the lifesaving/lifeguarding stream. Continued promotion of the Bronze programs and public awareness have helped raise participation rates in by 34% from the previous year.

Leadership as well has increased by 32%. Instructors at all levels are the backbone of the Society and with today's mobile population, keeping geographic regions serviced is always a challenge. Every aquatic facility should strive to have its own Instructor Trainer on staff to ensure that internal training needs can be met.

The Society's programs and public education are supported on sound, scientific, evidence based research. In 2007, the Society formed a partnership with the Faculty of Business at Memorial University for MBA students to conduct an environmental scan of aquatics, lifesaving programs and public perception of the Society province wide. Phase I of the scan included internal stakeholders and provided information on aquatic providers needs from the Society in terms of service, quality and programming issues. Phase II will take place in 2008, with a final report in early summer of 2008.

Drowning Prevention Week started off with a declaration signed by the Minister of Tourism, Culture and Recreation, Tom Hedderson. Declarations were provided to all municipalities across the province, inviting them to declare Drowning Prevention Week in their community. Affiliate and municipal participation in Swim to Survive and DPW ensures that the Society's messages are being promoted province-wide.

The volunteers that make up the board of directors had a challenging year in adapting to the new Governance style of management and creating a sound plan on which to work and evolve based on limited financial and human resources. My thanks go out to all the volunteers with the Society. As always, their ability to provide guidance, good humour and forward thinking is valued.

Respectfully submitted,

Jeanette Jobson

Executive Director

2007

Who are we?

The Lifesaving Society

As Canada's lifeguarding experts, we set the standards for water safety in Canada. We work to prevent drowning and water-related injury through our training programs, Water Smart®, public education, aquatic safety management and lifesaving sport.

We are a national, volunteer organization and registered charity composed of tens of thousands of individual members and over 2,000 affiliated swimming pools, waterfronts and schools. Globally, we teach swimming and water safety in over 60 countries. We are a leader and partner in the delivery of water safety education throughout Canada and around the world.

We've been teaching Canadians how to be safe around the water since 1896. Established in England (1891) as The Swimmers' Life Saving Society, we became The Royal Life Saving Society in 1904. Today, Canadians know us as simply the Lifesaving Society.

Teaching Canadians to save themselves and others

Annually, 500,000 Canadians participate in our swimming and lifesaving training programs. Each year we certify thousands of instructors who provide the leadership for our lifesaving and lifeguard training programs. Over 25,000 Canadians earn our Bronze Medallion each year. We set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart®

Our annual drowning research enables us to focus 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 delivery Water Smart® messages through our Swim Program, and through the media and community action initiatives including special events, programs and promotions. The Society's Swim to Survive® standard defines the essential minimum skills required to survive an unexpected fall into deep water.

Setting the standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry and governments. 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 cases involving aquatic safety issues.

Lifesaving Sport

The Society represents Canada internationally in the Royal Life Saving Society and the International Life Saving Federation. We are the governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Provincial and national championships showcase the professionalism of our lifeguards. National Lifesaving Teams represent Canada in international competitions.

2007

Programs



B.O.A.T. : (Boat Operator Accredited Training)

The Society's BOAT program continues to grow and expand across the province as more boaters become aware of the federal regulations and seek out Pleasure Craft Operator cards. In 2007, there was a small increase of 2% in participant numbers for this course. The window of time is closing for individuals to complete this course and in September 2009 all operators of motorized pleasure crafts will be required to hold their Pleasure Craft Operator Card.

The course is offered primarily through Colleges of the North Atlantic campuses province wide. The Society is pleased to be a partner with CNA now and into the future.

CROCS FOR LIFEGUARDS

CROCS beach shoes are the preferred shoe for lifeguards, coaches, instructors, athletes, family and friends – on deck or in the office; on the beach or going for a stroll.

There is nothing softer or more comfortable; offering lightweight, air ventilation ports to keep your feet cool and comfy, non-marking soles, resistant to bacteria and odor, slip resistant, easy to maintain while protecting your foot from objects. Designed with the Lifesaving Society logo on the strap, these shoes offer you a unique recognized look while ensuring staff do not slip and their feet are protected from unexpected foot injuries.

The Lifesaving Society carries CROCS beach shoes in black and sea blue. Each shoe comes with a yellow strap and a bilingual Lifesaving Society logo on the strap. Designed for everyday use; on the pool deck or at the waterfront, lifeguards around the country are wearing CROCS. The everyday aquatic staff footwear that can be worn on deck!



\$37.00 (not including tax and shipping)

Sizing your CROCS

| Size | XS | S | M | L | XL | XXL |
|---------|-----|-----|-----|-------|-------|-------|
| Men's | n/a | 4-5 | 6-7 | 8-9 | 10-11 | 12-13 |
| Women's | 4-5 | 6-7 | 8-9 | 10-11 | 12-13 | n/a |
| | | | | | | |

2007

Public Education

Safety Standards

Water Smart[®] education is part of the Society's mission of drowning prevention. Each year the Society provides practical information and training to the public on water safety and rescue. Brochures, posters and practical presentations are provided to the public and aquatic facilities for distribution.



NATIONAL DROWNING PREVENTION WEEK Drowning Prevention Week was created by the Lifesaving Society to draw attention to the drowning problem in Canada. The third week in July annually has been set aside as a time to reinforce Water Smart messaging and public education initiatives.

In 2007, the Newfoundland and Labrador branch were honoured that The Honourable Tom Hedderson, Minister of Tourism Culture and Recreation agreed to sign a declaration on behalf of the

Province of Newfoundland and Labrador, declaring July 22 -27, 2007 as Drowning Prevention week.

As part of its summer Water Smart Campaign the Lifesaving Society is challenged all Newfoundlanders and Labradorians to *Swim to Survive*. From July 22 - July 27 (National Drowning Prevention Week) and running through to September 3, 2007, the Lifesaving Society's *Swim to Survive Challenge* asked, "Can you pass the Lifesaving Society's Swim to Survive Standard?"

Meeting the "**Swim to Survive Standard**" is an important first step to being safe around water. This standard defines the minimum swimming skills needed to survive an unexpected fall into deep water.





Always Swim With a Buddy

Buddy, the Lifesaving Society's mascot continues to be a hit at parades, registration days and promotional events for a variety of aquatic facilities and business organizations. Buddy is a Newfoundland dog, the original lifeguard, and is available for your event by contacting the branch office to book him, free of charge.

HONOUR & RESCUE AWARDS

On Thursday, May 10th, 10:30am The Royal Life Saving Society, Newfoundland and Labrador Branch recognized Mr Gideon Sacrey with a Letter of Commendation for an aquatic rescue he performed over 50 years ago in Canada Harbour, Newfoundland and Labrador. Letters of Commendation are issued by the Society in recognition of selfless acts of bravery when carrying out aquatic rescues. Mr Sacrey dived deep into the cold waters of the harbour and brought the limp body of Antonia (Toni) Rowsell to the surface where he revived her on the wharf. Ms Rowsell and her husband will be present at the ceremony at Government House.

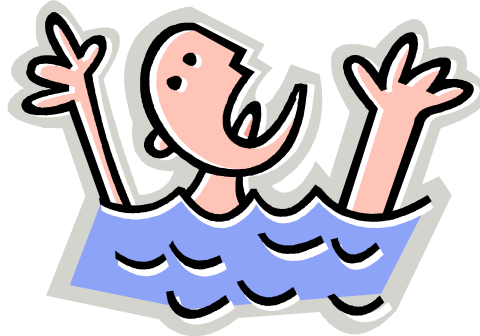
The Honourable Edward Roberts, Lieutenant Governor and Patron of the Lifesaving Society presented Mr Sacrey with the Letter of Commendation on behalf of the NL Branch.

Gideon Sacrey (left) William Hann (nominator)

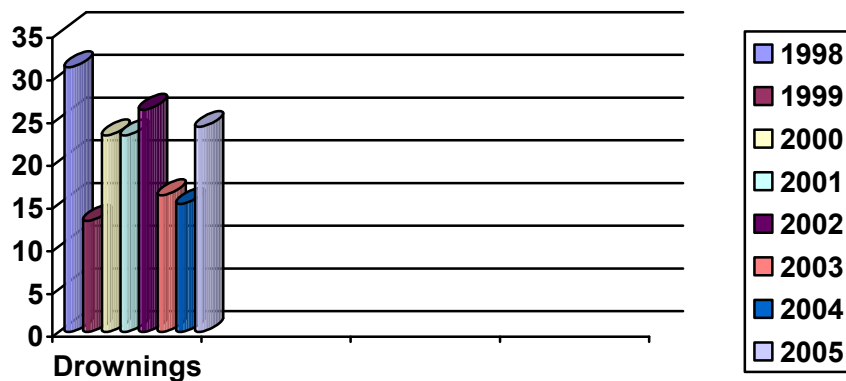


2007

The Drowning Picture



Numbers of Drownings - NL 1998 - 2004



The number of drownings and preventable water-related deaths in Newfoundland and Labrador in 2005 (the most recent year for which new data is available) has risen by 37% to 24 in comparison to the previous year.

High risk behaviours follow a predictable pattern which the Lifesaving Society will continue to address with practical training programs such as *Swim to Survive*® and *Water Smart*® public education initiatives throughout Newfoundland and Labrador.

Copies of Drowning Reports, trend data and specialty reports can be found on the Society website: www.lifesavingnl.ca

2007

Meet the Board

Board members for the Lifesaving Society from national to provincial branches are all volunteers. These individuals take time out of their busy lives to ensure that the Society meets the needs of the public in terms of programming, research, advocacy and safety management.

Board members for 2007-2008 were:

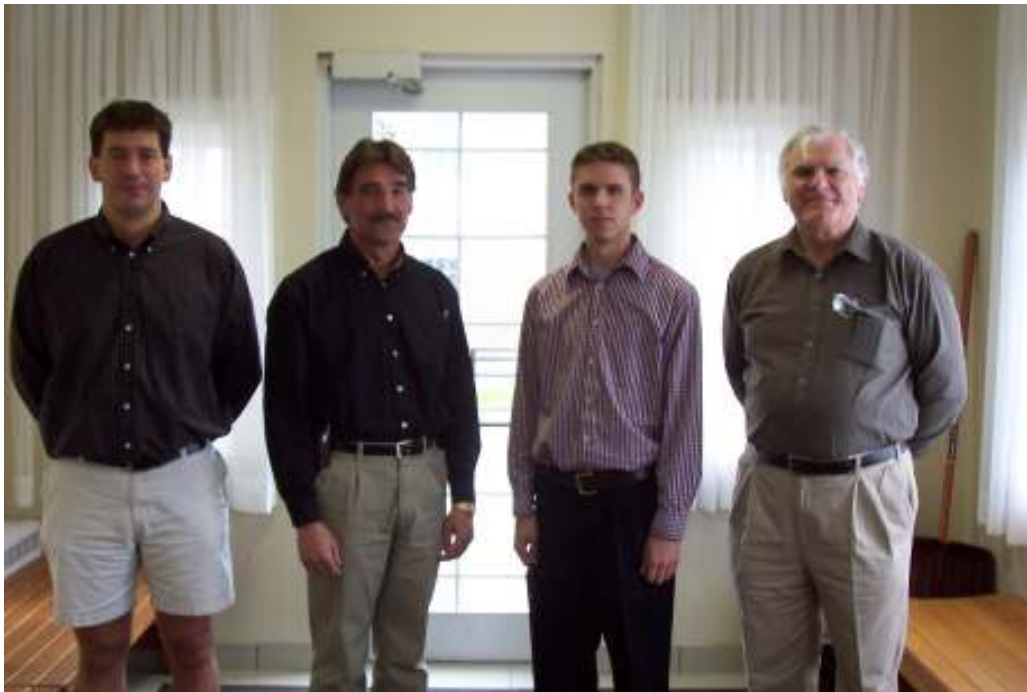
Robert LeMessurier – Governor

Len LeRiche – President 2006 - 2008

Paul Dawe – Director at Large 2006 - 2008

Curtis Budden – Director at Large 2006 - 2008

Amanda Ross – Director at Large 2007 - 2009



2007

Lifesaving Awards

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 200,000 Canadians annually.

Topline Summary - 2007

| | |
|-------------------|-----|
| Lifesaving | 660 |
| Lifeguard | 549 |
| First Aid | 681 |
| Leadership | 143 |
| Safety management | 317 |

Total 2365



| Award Level | 2007 | 2006 | 2005 |
|------------------------------------|--------------------|--------------|--------------|
| Lifesaving | | | |
| Canadian Swim Patrol Rookie | 136 | 53 | 61 |
| Canadian Swim Patrol Ranger | 120 | 49 | 41 |
| Canadian Swim Patrol Star | 55 | 35 | 16 |
| Bronze Star | 39 | 37 | 41 |
| Bronze Medallion & Recert | 310 | 225 | 383 |
| Senior Resuscitation & Recert | 0 | 0 | 6 |
| Total Lifesaving | 660 | 399 | 548 |
| Lifeguarding | | | |
| Bronze Cross & Recert | 274 | 281 | 240 |
| National Lifeguard Pool & Recert | 275 | 263 | 270 |
| NLS Revision Update | 0 | 0 | 0 |
| NLS Waterfront Recert | 0 | 0 | 0 |
| Total Lifeguarding | 549 | 544 | 510 |
| First Aid | | | |
| Standard First Aid & Recert | 283 | 97 | 1 |
| Emergency First Aid | 67 | 16 | 0 |
| CPR B | 5 | 1 | 0 |
| CPR C & Recert | 261 | 687 | 491 |
| Aquatic Emergency Care & Recert | 65 | 154 | 293 |
| AED Responder | 0 | 1 | 0 |
| Airway Management | 0 | 1 | 0 |
| Total First Aid | 681 | 957 | 785 |
| Safety Management | | | |
| Sledsmart Facilitator | 5 | 1 | 0 |
| Lifesaving Skindiving | 0 | 0 | 0 |
| BOAT Operator Accredited | 311 | 305 | 220 |
| Junior Lifeguard Club | 1 | 9 | 6 |
| Total Safety Management | 317 | 315 | 226 |
| Leadership | | | |
| CPR Update | 0 | 16 | 0 |
| AEC Examiner Reappointment | 4 | 0 | 5 |
| Exam Standard Clinic | 9 | 0 | 0 |
| Examiner Bronze Cross & Recert | 5 | 7 | 6 |
| Examiner NLS & Recert | 11 | 7 | 4 |
| First Aid Instructor & Recert | 9 | 22 | 0 |
| First Aid Instructor Trainer | 0 | 13 | 0 |
| First Aid Examiner | 11 | 1 | 0 |
| Instructor Trainer & Recert | 1 | 1 | 2 |
| Lifesaving/CPR Instructor & Recert | 51 | 31 | 23 |
| Lifesaving Instructor/Examiner | 11 | 6 | 12 |
| CPR Instructor & Recert | 42 | 1 | 5 |
| Swim for Life Instructor | 0 | 2 | 2 |
| NLS Instructor & Recert | 19 | 4 | 7 |
| AEC Instructor & Recert | 8 | 3 | 5 |
| Aquatic Supervisor Training | 0 | 1 | 0 |
| Provincial Trainer | 8 | 0 | 12 |
| Boat Rescue Instructor | 0 | 0 | 1 |
| Boat Instructor | 1 | 0 | 1 |
| Total Leadership | 143 | 115 | 85 |
| Total Award Level | 2,365 (+6%) | 2,230 | 2,055 |



AFFILIATE AWARDS

The Society annually recognizes Affiliates who deliver lifesaving training in communities throughout Newfoundland and Labrador. The following represents the Affiliates who have earned awards for 2007 on the basis of points assigned to the Society's awards (see *chart on next page*)

Top Ten Standings

in 2007

(Year Round Facility)

1. Aquarena
25,370
2. City of St. John's
4,075
3. CNA
3,920
4. Lifeguard Factory
3,850
5. CBS
3,645
6. Port aux Basques
3,240
7. Arts & Culture Centre
Corner Brook 3,150
8. Deer Lake Aquatics
2,755
9. Exploits YMCA
2,595
10. Mount Pearl
2,440

OSMOND AWARD

TOWN OF MARYSTOWN – 2007 (POP 5,908)

Awarded to the Affiliate member running a seasonal facility, with the largest lifesaving program, based on a population between 5,000 -10,000.

In 2006, the Town of Springdale earned this award.

KEAN AWARD

TOWN OF CONCEPTION BAY SOUTH – 2007 (pop. 21,966)

Awarded to the Affiliate member operating a year round facility with the largest lifesaving programs, in a community with a population between 10,000 to 30,000.

In 2006, Exploits Valley YMCA earned this award.

Seasonal Facility Standings - 2006

1. Town of Marystown
970
2. Gros Morne
775
3. Town of Springdale
565



LIFESAVING CUP

AQUARENA – ST. JOHN’S (POP. 100,646)

The Lifesaving Cup award was created in 2003 and is presented to the affiliate member with the largest lifesaving program operating in a community with a population of 30,000 to 150,000.

The Aquarena was presented with this Cup in 2006.



ANNIVERSARY CUP

TOWN OF CHANNEL - PORT AUX

BASQUES

(pop: 4,637)

The Anniversary Cup marked the 35th anniversary of the Lifesaving Society in Newfoundland and Labrador in 2004 and is presented to the year round affiliate with the

largest lifesaving program operating in a community with a population under 5,000.

The Town of Deer Lake was awarded the Anniversary Cup in 2006.



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 Service Award | 75 |
| Diploma Award | 50 |
| Distinction Award | 100 |

First Aid Awards

| | |
|------------------------|------------|
| Aquatic Emergency Care | 30 |
| Emergency First Aid | 25 |
| Standard First Aid | 35 |
| CPR A / B / C | 15, 20, 25 |

Specialized Training

| | |
|-----------------|----|
| BOAT | 15 |
| Swim for Life | 25 |
| Swim to Survive | 30 |

2007

Financial

FINANCIAL STATEMENTS

**THE ROYAL LIFESAVING SOCIETY OF CANADA
NEWFOUNDLAND AND LABRADOR BRANCH INCORPORATED**

BALANCE SHEET

December 31, 2007

| | 2,007 | 2006 |
|----------------------------------|---------------|---------------|
| ASSETS | | |
| Cash | 9,227 | 6,584 |
| Accounts receivable | 12,379 | 10,166 |
| Inventory | 9,108 | 10,196 |
| Prepays | 650 | 600 |
| | 31,364 | 27,546 |
| Capital assets | 3,224 | 4,030 |
| TOTAL ASSETS | 34,588 | 31,575 |
| LIABILITIES | | |
| Payables and accrued liabilities | 32,543 | 25,549 |
| GST/HST | 1,224 | 796 |
| TOTAL LIABILITIES | 33,767 | 26,345 |
| TOTAL EQUITY | 821 | 6,026 |
| LIABILITIES & EQUITY | 34,588 | 31,575 |