



LIFESAVING SOCIETY®

The Lifeguarding Experts

ANNUAL REPORT

2009

Newfoundland & Labrador

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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.



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PRESIDENT'S REPORT



Presidents Report

I would like to begin by offering my sincere thanks to the members of the society that have contributed their time and effort over the past year. In particular I recognize the members of the board, our Governor and our executive Director. As well I welcome the newest members of our board and look forward to working with them as past president over the next twelve months.

The many events of the past year are outlined in the annual report and demonstrate both the unique challenges faced in our province regarding drowning prevention and the positive work being done to meet them. Please take the time to read through and familiarize yourself with the ongoing projects and initiatives. I would like to mention that our branch hosted the **National AGM** this past May in St John's. National board members, Active member representatives and provincial and national staff from across the country came here for a weekend that included planning sessions, the AGM itself and gave many people the chance to see our province for the first time. Everyone in attendance had a great appreciation for our people and culture and after seeing our weather will likely no longer ask me how our Surf NLS program is going.

“Whomsoever you see in distress, recognize in him a fellow man.”

As I reach the end of my term and look back on the past year at the society I think about the large amount of work accomplished in addition to what still lies ahead. I have had the privilege to work for the past two years at the National Level and see the many different ways in which our society operates across this large country. I have been party to many discussions regarding program development, organizational restructuring, marketing, interagency cooperation and the very important drive to make NLS the single lifeguard standard for the entire nation. Both nationally and provincially we face the same challenges as other not for profit organizations. I share the feeling of our boards that we are moving in a very positive direction and are positioned to make new progress towards our goals.

The measures we use to determine success are frequently made up of statistics, percentages and totals on a page. Looking past the numbers though, I remind myself of the first days and months of my time in the

society many years ago and one of the first things that I learned while taking my Bronze Medallion which was the simple Motto stated above.

We live in a wonderful corner of the globe where we have great diversity yet we share many common elements in our lives, where our geography is large, varying greatly, but dominated by our contact with the water and where despite a population that has turned the corner on our migration we still have just a few degrees of separation (at most) with all those around us. The tragedies that happen here touch us all in a very personal way. The lives that are affected by the drownings we work to eliminate are so very often next door, an old friend, a relative or loved one. We do not have faceless names in the small print of a newspaper or anonymous statistics listed on the evening news. For this I am thankful. If I ask myself "what next?" I need only to think about the fellow man that exists in every town and city of this province. It is what grounds us and motivates us and what will keep my involvement in the society continuing for a very long time to come. I am very grateful for the work done recently to reach out to the young new society members as well as the *experienced veteran* class (I find myself moving into). It has been and always will be the people of our organization that determine our success along with the understanding that we, all of us, junior lifeguard to provincial trainer to alumnus **are** the society. "We" are not separate and all have the means to make preventable drowning become a part of our history and not our future. I look forward to working with you all.

Paul Dawe

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EXECUTIVE DIRECTOR'S REPORT

In 2009, the Society lost one of its own. Tina Moores (Sparkes), a long time member, instructor and volunteer of the Lifesaving Society, died as a result of her efforts in saving a nine year old from drowning in Red Indian Lake, Central Newfoundland.

While Tina's death is a certain tragedy, it points to the risks that lifeguards put themselves in when performing any rescue. Theory and technique work beautifully in textbooks, but in real life, it doesn't always turn out that way.

The NLS award is more than just a lifeguarding course and certification card used for employment purposes. It builds on the fundamental skills, knowledge and values taught in the prerequisite lifesaving awards. It develops the practical skills and knowledge required by lifeguards in accordance to the Society's position in areas of aquatic safety and industry standards.

Tasked by the founding members of the National Lifeguard Service, the Lifesaving Society has, since 1965, stewarded the program to a level of great distinction. The NLS Award has become the ultimate standard for lifeguarding in Canada and is recognized internationally by the Royal Life Saving Society Commonwealth and International Life Saving Federation.

In 2009, the Society planned for the future to concentrate on programming, financial stability and public education. Its three year Strategic Plan will ensure that the province will receive the best the Society can provide in programming and support, research and development, and customer service.

The Lifesaving Society continues to play an advocacy role on behalf of its customers and the public to the provincial government to promote safe aquatic environments and practices. Its Water Smart education initiatives such as National Drowning Prevention Week and the 2009 poster campaign directly target at risk populations with specific messages to change behaviours. The introduction of information sheets on public education and programming helps the Society and affiliates easily answer frequently asked questions and clarify position statements.

Increases in numbers of municipalities that partner with the Society in promoting and participating in Drowning Prevention Week and proclaiming the week in communities around the province all help get out a message that is vital to saving lives. Partnerships continue to be forged within aquatic and safety organizations. The future is looking good.

Jeanette Jobson, Executive Director



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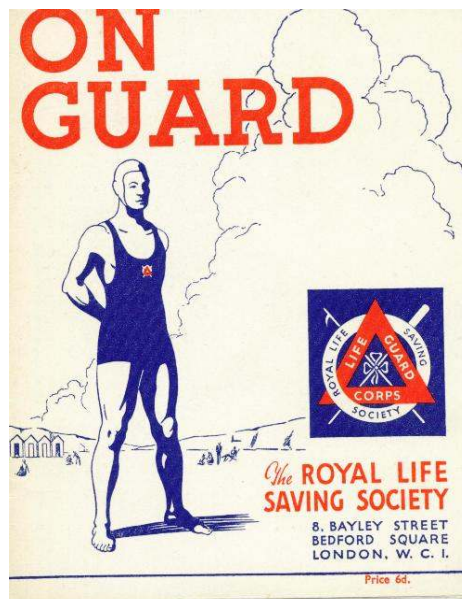
FINANCIAL REPORT

As a smaller branch of the Lifesaving Society, Newfoundland and Labrador has always had its challenges through accessing lower populations and markets, lower income bases with less disposable cash, and a broader geographic area consisting of many small towns in rural areas which make accessibility to pools, and training staff an issue.



Financial information presented here is derived from the financial review for the year ended December 31, 2009, Pinsent & Associates. The Society's detailed financial statements are available upon request.

- Despite the current world recession, the NL branch saw a 14% increase in revenues in 2009. Revenue increases were program based and anticipated, secured predominantly through BOAT program numbers to meet deadlines and in safety equipment sales.
- A government grant was secured to employ a summer student for six weeks to assist with program and public education initiatives.
- Operating expenses remained similar to 2008.
- Travel costs increased due to unexpected meetings associated with NLS and Leadership revisions



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FINANCIAL REPORT

THE ROYAL LIFESAVING SOCIETY CANADA - NEWFOUNDLAND AND LABRADOR
BRANCH INCORPORATED
Statement of Income
Year Ended December 31, 2009



	2009	2008
TRADE SALES		
Course Materials	69,590	70,821
Program Fees	24,599	9,844
Membership Fees	1,651	1,640
Donations	-	1,025
Government Grants	2,077	-
	97,917	83,330
EXPENSES		
Salaries and wages	34,419	32,277
Supplies	8,015	14,365
Branch levy	7,805	6,818
Rental	7,800	8,302
Travel	6,289	2,233
Office	5,274	3,717
Telephone	2,061	2,143
Professional fees	2,010	1,200
Meetings and conventions	1,893	1,107
Insurance	1,587	1,066
Repairs and maintenance	1,545	206
Interest and bank charges	1,411	1,351
Amortization	1,161	645
Memberships	305	171
Training	63	2,508
Bad debts	60	3,331
	81,698	81,440
NET INCOME	\$16,219	\$ 1,890

THE ROYAL LIFESAVING SOCIETY CANADA - NEWFOUNDLAND AND LABRADOR
BRANCH INCORPORATED
Balance Sheet
December 31, 2009

	2009	2008
ASSETS		
CURRENT		
Cash	\$ 17,177	\$ 8,799
Receivables, net of allowances	7,280	7,757
Inventory	9,075	9,919
Harmonized sales tax recoverable	979	211
Prepaid expenses	1,097	1,134
	35,608	27,820
CAPITAL ASSETS	1,419	2,579
	\$ 37,027	\$ 30,399
LIABILITIES AND MEMBERS' EQUITY		
CURRENT		
Payables and accruals	\$ 17,635	\$ 27,026
Wages payable	462	662
	18,097	27,688
RETAINED EARNINGS	18,930	2,711
	\$ 37,027	\$ 30,399

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PUBLIC EDUCATION

NATIONAL DROWNING PREVENTION WEEK

Annually, the Society focuses media attention on the drowning problem during the height of Canada's "drowning season." In 2009 "National Drowning Prevention Week" was held from **July 18–25**.

Facilities and partners were provided with the Water Smart Tool Kit to enable them to create their own community events. Municipalities took part by signing a proclamation declaring Drowning Prevention Week within their town or city.

The long-term drowning trend is down. Drowning claimed the lives of 492 Canadians in 2005 (the year for which complete data is available) of whom 24 drowned in Newfoundland and Labrador. Nevertheless, drowning is still the **third leading cause** of accidental death in Canada for people 60 years of age and under. Drowning is **second only to automobile injuries** as the leading cause of accidental death **among children under 5** years of age according to a recent study by the Canadian Institute for Health Information. The majority of people who drown have no intention of going into water – their immersion is sudden and unexpected.

The NL branch released a **trends report** in 2009 which is available from the branch office or as a download online at www.lifesavingnl.ca

The drowning problem still exists even though it has decreased substantially from its first recorded evidence in the early 1990s. With the problem still present, the Society urges facilities to make lifesaving and lifeguarding programming and Water Smart education a priority in their pools.



BOATING SAFETY CAMPAIGN

With funding from Transport Canada's Boating Safety Class Contribution Program, the Society implemented a national boating safety campaign in the summer. Two posters were produced for national distribution with assistance from Draftfcb and Pattison Outdoor Advertising. There was also extensive national support from the Canadian Safe Boating Council and MADD Canada who assisted in promoting the posters. Four public service announcements were also produced in both official languages for airing in 2010.



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PROGRAM

LIFESAVING AWARDS

The recession that hit the world in 2009 and continues to impact it, was not felt as strongly in Newfoundland and Labrador. Growth in oil and gas industry is increasing populations in the province but with that comes other challenges to the recreation community. As populations rise in urban centres, existing facilities are stretched to capacity and creative programming must take place to meet the public needs. This impacts the Society and its membership and the public.

An overall increase of 17% in lifesaving programs was noted in 2009. This was mostly fueled by the BOAT program and anticipated.

The Bronze family of awards remained stable with a growth spurt in Bronze Star. Entry level programs pave the way for Bronze Medallion and Cross and give candidates a good grounding in skills that make the transition into higher levels easier.

SWIM FOR LIFE

The Lifesaving Society presented its Swim for Life program to facilities in the province in 2009. A business case was provided that lets facilities compare programs and costs with current programming that they are using. Unfortunately, leadership training for Swim for Life did not take place, but is scheduled for 2010.

BOAT

The Society's Boat Operator Accredited Training surged ahead in 2009, as anticipated, to meet the September 15th deadline for boat operators to have completed training.

Certification numbers leaped from 439 in 2008 to 1127 in 2009 as boaters scrambled to get the course.



College of the North Atlantic campuses as well as independent instructors across the province worked tirelessly to provide quality programming to meet this need. We are pleased to have such a strong partner supporting the Lifesaving Society BOAT program.

NLS & LEADERSHIP REVISIONS

In February 2009, the NLS Revisions Committee met in Winnipeg to design a model for a revised NLS program. The model was circulated for input to all branches and changes were adopted in November 2009 by the national board of directors.

Throughout December 2009 and into January 2010, the NLS Revisions Committee developed content items for each of the four NLS certifications. 'Must Sees' and mandatory items for an NLS Recertification were proposed for approval in May 2010.

In 2009 the Leadership training program revisions were moved into the development stage. At the September 2009 meeting, the committee developed a competency-based framework. Following approval of the model the by board in November 2009, the committee completed their work on the leadership competencies and address the NLS Instructor certification specifically. Their content proposal was put before the National board for approval at the May 2010 meeting.

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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 700,000 Canadians annually.

Topline Summary - 2009

<i>Safety management</i>	1131
<i>First Aid</i>	548
<i>Lifeguard</i>	543
<i>Lifesaving</i>	448
<i>Leadership</i>	74

Total 2744

Award Level	2009	2008	2007
Lifesaving			
Canadian Swim Patrol Rookie	30	74	136
Canadian Swim Patrol Ranger	30	40	120
Canadian Swim Patrol Star	30	37	55
Bronze Star	70	50	39
Bronze Medallion & Recert	288	285	310
Total Lifesaving	448	486	660
Lifeguarding			
Bronze Cross & Recert	298	280	274
National Lifeguard Pool & Recert	235	243	275
NLS Revision Update	0	10	0
NLS Waterfront & Recert	5	10	0
Total Lifeguarding	538	543	549
First Aid			
Standard First Aid & Recert	199	360	283
Emergency First Aid	23	10	67
CPR B	0	0	5
CPR C & Recert	286	322	261
Aquatic Emergency Care & Recert	40	61	65
Total First Aid	548	753	681
Safety Management			
Sledsmart Facilitator			5
BOAT Operator Accredited	1127	439	311
Junior Lifeguard Club	4	15	1
Total Safety Management	1131	454	317
Leadership			
AEC Examiner Reappointment		0	4
Exam Standard Clinic	23	0	9
Examiner Bronze Cross & Recert	2	1	5
Examiner NLS & Recert	5	2	11
First Aid Instructor & Recert	7	6	9
First Aid Instructor Trainer	0	0	0
First Aid Examiner	0	0	11
Instructor Trainer & Recert	0	0	1
Lifesaving/CPR Instructor & Recert	22	12	51
Lifesaving Instructor/Examiner	11	8	11
CPR Instructor & Recert		0	42
Swim for Life Instructor		0	0
NLS Instructor & Recert	27	2	19
AEC Instructor & Recert		0	8
Provincial Trainer		0	8
Boat Rescue Instructor		2	0
Boat Instructor	4		1
Total Leadership	74	33	143
Total Award Level	2744(+17%)	2269 (-4%)	2,365

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AFFILIATE AWARDS

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 2009 on the basis of points assigned to the Society's lifesaving awards.



TOP TEN STANDINGS 2009

(Year Round Facility)

1. Aquarena
19,945
2. College of the North Atlantic
16,950
3. City of St. John's
8,065
4. Town of Conception Bay South
4,395
5. Sir Wilfred Grenfell College
3,490
6. Town of Wabush
3,030
7. Canadian Forces Base Gander
1,865
8. Regional Aquatic Centre
1,830
9. Town of Carbonear
1,520
10. Arts & Culture Centre - Corner Brook
1,340

SEASONAL FACILITY STANDINGS – 2009

1. Town of Bay Roberts
2,360
2. Gros Morne Cooperative
680
3. Town of Springdale
490

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

OSMOND AWARD

Town of Bay Roberts

Awarded to the Affiliate member running a seasonal facility, with the largest number of lifesaving program points.

In 2008, Gros Morne Cooperative Association earned this award.

KEAN AWARD

Town of Conception Bay South (pop. 22,010)

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

In 2008, the Town of Conception Bay South earned this award

LIFESAVING CUP—2009

City of St. John's

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

The award criteria has been reviewed and some changes have been put into place to allow us to recognize a wider range of affiliates who offer lifesaving programs throughout the province.

Regional Aquatic Centre, Stephenville was presented with this Cup in 2008.

ANNIVERSARY CUP—2009

Town of Wabush

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 Wabush was also awarded the Anniversary Cup for 2008.

TINA MOORES MEMORIAL CUP – LIFEGUARD OF THE YEAR

This cup was created in 2010 in the memory of Tina Moores (nee Sparkes) who died performing an aquatic rescue in August, 2009. Tina was a long time volunteer, instructor, examiner and lifeguard with the Society.

The cup is sponsored by Exploits Valley YMCA, where Tina learned aquatic skills and taught many others those same skills. This award is presented to a lifeguard who has provided exemplary service and dedication to lifeguarding in Newfoundland and Labrador.