



LIFESAVING SOCIETY®

The Lifeguarding Experts

Annual Report 2011

Newfoundland and Labrador





LIFESAVING SOCIETY®

The Lifeguarding Experts

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning and water-related injury.

The Society is a national volunteer organization and registered charity composed of tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

We are a leader and partner in the delivery of water safety education throughout Canada and around the world. The Lifesaving Society represents Canada in the International Life Saving Federation and the Commonwealth Royal Life Saving Society which operates globally in over 40 countries.

Teaching Canadians to save themselves & rescue others

Annually, 800,000 Canadians participate in our swimming, lifesaving, lifeguard and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. Each year we certify thousands of Instructors who provide the leadership for our training programs. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify all of Canada's National Lifeguards.

Making Canadians Water Smart®

The Lifesaving Society focuses 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 deliver Water Smart® messages through our Swim Program, through the media and through various community action channels.

Our Swim to Survive® Program provides 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, governments and the judiciary. 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.

Lifesaving sport

The Lifesaving Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. We organize annual championships for age-group, senior and masters athletes and coordinate Canada's National Lifesaving Team participation in international competition.

Motto

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

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PRESIDENT'S REPORT

Welcome to the Annual General Meeting of the Newfoundland and Labrador branch of the Lifesaving Society. Our mission continues to be the prevention of water related incidents in our province. Unfortunately, our province continues to experience the tragic consequences of unprepared and untrained residents suffering injury or death while participating in water related activities. If we wish to eliminate or reduce these tragedies it is important that our programs are available to as many people as possible.

Financial considerations continue to hamper our ability to expand the delivery of our programs throughout the province. The branch, through prudent management, operates on a more or less break even basis, but in order to expand our services we need to generate sufficient cash flow to support these initiatives. The board continues to explore various options to improve financial viability.

Continuing to educate Canadians on the risks around water, the Lifesaving Society and Canadian Red Cross have partnered to develop this drowning and injury prevention campaign for remote communities. It is aimed at improving the safety of children and youth (ages 0-19) involved in sports, recreation and play activity on or near open water. Participating communities are geographical locations as well as communities of shared interest and/or activity.

Locally, the Lifesaving Society partnered with The Thrive Community Youth Network to deliver CPR to CYN members across the province and potential for further introduction of training to non traditional groups is in future plans. Partnerships can work, just think of the possibilities.

In closing I would like to express a sincere thank you to our executive director, Jeanette Jobson, our Governor Bob LeMessurier, and my fellow board members for their support and leadership over the past year.

Respectfully submitted

Derrick Hierlihy

President, NL Branch



EXECUTIVE DIRECTOR'S REPORT

2011 has been a year of growth and expansion into communities across the province. There have also been setbacks with aquatic infrastructure across the province showing its age, requiring pool shutdowns for repairs and upgrades. This of course, impacts the numbers of individuals participating in training programs and learning how to be Water Smart.

With the growth of population, especially on the Avalon Peninsula, demand for aquatic services is fast outstripping ability to deliver and new pools construction is required to meet public demand for recreational aquatic services.

First Aid programming is a growth area as more organizations become aware of the Lifesaving Society as a Federal and Provincial government approved provider. The Society is building its infrastructure of first aid instructors to be able to meet community needs. As our trainers are predominantly university level students, availability to service business needs can be an issue.

The Society continues to be a leader in training instructors, examiners and lifeguards, providing forward thinking, adaptive and flexible solutions for programming needs by its affiliates and customers and this was shown through a leap in leadership training numbers in 2011. The flip side of this shows a decrease in awards overall of about 4%. The impact of facility closures and staffing issues, especially in rural areas, has contributed to the decline. However, with creative training opportunities, new programs available and revised programming to offer affiliates and the public, as well as the promise of new facilities being built, the numbers of trained candidates will only continue to increase.

Technology is easing Society business with the introduction of PayPal to provide an additional payment alternative for customers, along with traditional credit card acceptance. Full use of the Member Management data base allows closer monitoring of certifications, leadership and volunteer activity. WAVES, the Society's newsletter has moved into a cleaner electronic format which allows the Society to track subscribers, gear information towards their interests and monitor statistics on readership. QR (Quick Response) Codes are popping up on Society publications and social media sites like Facebook and Twitter are being used to deliver messages.

Our best tools of the trade are our Instructors and examiners who are the workhorses of the Lifesaving Society, delivering training and Water Smart education on a daily basis. And, our volunteers who form the Board of Directors of the branch. A strong, capable group of individuals steer the Lifesaving Society towards success and future growth. Thank you to everyone who has contributed over the past year.

Jeanette Jobson

PROGRAM

39%!

Yes, that was the increase in leadership certifications for 2011. A concentrated effort on providing leadership training opportunities across the province took place and will continue into 2012. Lifesaving and CPR Instructors and recerts made up the bulk of the increase, ensuring a strong program delivery system throughout the province.



Creating the Leadership infrastructure is vital to healthy program delivery and more facilities are becoming aware of the benefits of having in-house trainers to meet programming needs in their communities.

Increases in Bronze level programming ensures entry level training for lifesaving and lifeguarding into the future.

Boating Safety Course revisions

Transport Canada Marine Safety created a new *Boating Safety Course and Test Syllabus* in 2011 comprising 256 knowledge requirements. The revised Lifesaving Society *BOAT Study Guide* and new PCO tests reflect the changes. The Lifesaving Society's revised *BOAT Study Guide* was approved by Transport Canada in both English and French. The new edition was made available in late February and is the required on-course reference.

Since an all-time high in 2009 for BOAT certifications which tied in with the final date for implementation of the program by Transport Canada federally, numbers have declined, as expected. Statistics indicate that the need for Pleasure Craft Operator Competency education is still present and will continue to be required as new boaters come into recreational boating.



CPR 2010 Guidelines Update

The Lifesaving Society continues to be committed to supporting our leadership volunteers. These Mandatory Leadership Updates is one aspect of the Society's investment in our instructors, instructor trainers and branch trainers.

The Lifesaving Society began implementing in-person mandatory updates in September 2011 that required many of

our instructors, instructor trainers and branch trainers to attend updates as part of their leadership recertification process.

Required for all Lifesaving Society NLS Instructors, AEC Instructors, Lifesaving First Aid Instructors, Instructor Trainers and Branch Trainers, this event provides an opportunity to network, demonstrate required skills and receive important information related to Lifesaving Society programs and services.



NLS REVISIONS

The first stage of NLS revisions were launched with CPR 2010 Guidelines update workshops being delivered and will continue to be facilitated during 2012. The first phase has been launched and included changes to first aid and CPR. These changes have been incorporated into the NLS program and the instructors should be evaluating candidates on these changes.

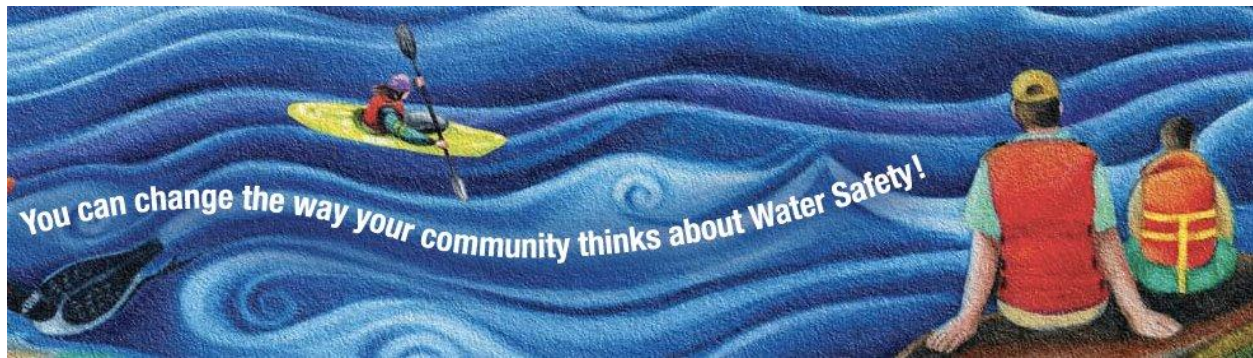
The second phase includes new and revised test items based on the core competencies of an NLS Lifeguard: judgment, knowledge, skill and fitness. The new test items have been designed to challenge and enhance these competencies in each lifeguard.

The second phase of the NLS revision is primarily fitness and was not rolled out or evaluated in 2011. Pilot programs took place across Canada in 2011 to review the revised program and obtain input from NLS Instructor Trainers and NLS Instructors.

The new NLS Award Guide defining the fitness items will be released and NLS instructors updated to evaluate these items in 2012.

Did you know....

80 per cent of those who drowned while boating were found NOT wearing a lifejacket.



Community Water Activity Safety Campaign

In 2011, the Government of Canada pledged \$1.46-million to keep Canadians' heads above water.

On Oct. 13, 2011, Health Minister Leona Aglukkaq announced that the government would support the Community Water Activity Safety Campaign – a project partnership between the Lifesaving Society Canada and the Canadian Red Cross.

Research shows that drowning is the second-leading cause of injury and death among children and youth in Canada. With the funds – which are provided under the Public Health Agency of Canada's Active and Safe Injury Prevention Initiative – the Lifesaving Society and Red Cross will engage rural, remote and northern communities to increase the safety of children and youth (0 to 19 years of age) participating in recreation and sport activities in, on and around natural bodies of water

The campaign aims to enable communities to deliver and sustain drowning prevention education and provide lifejackets. This will increase public awareness of risks and actions needed to prevent injury and drowning, and influence children, youth and families to demonstrate behaviours and practices that increase safety in water and reduce risks of drowning.

Over the next 18 months the Lifesaving Society will be able to engage its strategic partners and networks to build on existing drowning prevention efforts to increase community capacity.

The Community Water Activity Safety Campaign will launch in the spring of 2012 and ongoing communiqués and information will be shared as the campaign planning progresses.



WATER SMART EDUCATION

Cold Water Boot Camp comes to NL

Cold Water Boot Camp was held on Friday Sept 23rd at the Royal Newfoundland Yacht Club in conjunction with the Canadian Safe Boating Council conference.

Dr. Gordon Giesbrecht (Dr Popsicle) conducted a cold water immersion exercise that Mike Curran, board member with the NL Branch. *(seen here in the victim role being lifted from the water)*

A number of the boot campers were invited to enter the water and stay in for a period of time wearing a variety of thermal protection gear ranging from nothing to a full cold water survival suit.



Jeanette Jobson participated in a panel discussion addressing boating in Newfoundland and Labrador at the Canadian Safe Boating Council conference at the Delta on September 24th. Canadian Red Cross, Ground Search and Rescue and Canadian Power and Sail Squadron were also participants on the panel with each organization providing their overview of boating safety issues in the province and fielding questions from delegates.



World Conference on Drowning Prevention in Vietnam

World Conference on Drowning took place in Vietnam, May 2011. The Lifesaving Society presented several topics at the Conference. Paul Dawe attended as President Elect of the National Lifesaving Society. Transcripts of presentations are now available online and the Manual of Programs and Proceedings is available to view at the branch office.

OPERATIONS

National President from NL

Paul Dawe became the National Lifesaving Society President in May 2011 in Surrey, BC. This was a first for Newfoundland and Labrador and the second national president from Atlantic Canada since Max Chauvin as National President 2001-2003.

Derrick Hierlihy, Newfoundland & Labrador branch president, joined 9 other representative at the National Board of Directors table, replacing Paul Dawe.



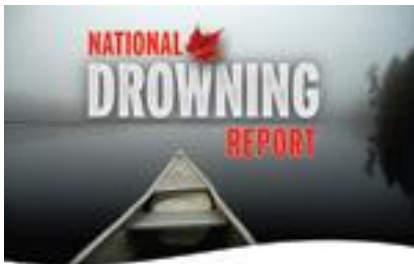
Technology

The Lifesaving Society newsletter went to a subscriber-based electronic version. While not reaching everyone, it met the industry standard for open rates. Subscribing is automatic if you are an award holder and by self-subscription, available by entering an email address from the Society's website and also by QR code (shown) or text message. Scan this QR code with a mobile device to subscribe to WAVES or visit www.lifesavingnl.ca.



The addition of PayPal, provided an additional option for purchasing merchandise, paying invoices or registering for courses.

DROWNING STATISTICS



The Lifesaving Society released a National Drowning Trends Report in 2011. This document provided statistics and trends on water-related deaths from across Canada encompassing data from 2002-2007.

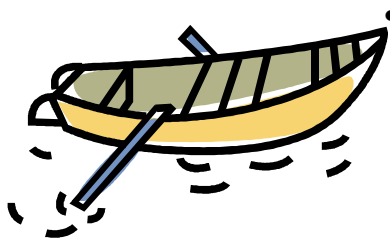
The NL branch released its own drowning trends reports, based on statistics from 2007 and 2008, the most recent for which data was available, revealing the increased risk of drowning to aging populations in the province.

Statistics Canada forecast an accelerated growth rate for an aging population in Newfoundland and Labrador into the future. Research from the Newfoundland and Labrador branch of the Lifesaving Society showed how these demographics were being mirrored in water-related fatalities for the over 40 age group in the province.

Highlights from the NL report

- The total number of water-related fatalities in 2008 and 2009 indicates fifty-seven percent (57%) of the total forty-nine fatalities were over the age of 40. (46% in 2008 and 61% in 2009)

- In 50% of the drowning incidents in 2008/2009 involving 40 – 85 year olds in Newfoundland and Labrador were boatin related with 44% of those being powerboats over 5.5 meters in length.



- In 2008/2009, the two areas of the province that saw the highest drownings for adults over 40 were the Avalon Peninsula and Central Newfoundland, with 21 and 6 deaths respectively. Statistics for 2008/2009 indicated that 66% of the total water-related boating fatalities occurred on the ocean, while the remaining 34% occurred on lakes/ponds/ivers. Trends show consistency in relation to ocean deaths with an average of 69% of all water-related fatalities occurring on the ocean

- Contributing factors to water-related deaths

- ✓ **Natural Water Settings (such as lakes, rivers, or the ocean).** Where a a location was known, 65% of drownings among those 40 years and older occurred in natural water settings.
- ✓ **Lack of Life Jacket Use** Water-related fatalities among this age group for the 2008/2009 period show that, aside from a single multiple victim incident who were wearing survival suits, 100% of victims were **not** wearing a lifejacket or PFD or were wearing one improperly.
- ✓ **Alcohol Use.** Alcohol use was involved in 33% of all water-related fatalities involving adults over the age of 40. This level is similar in fatal boating incidences for this age group.



FINANCIAL REPORTS

ROYAL LIFE SAVING SOCIETY CANADA NEWFOUNDLAND AND LABRADOR
STATEMENT OF FINANCIAL POSITION
Year ended December 31, 2011

The following excerpts are from the Lifesaving Society's financial statements for the year ending December 31, 2011. The financial review was conducted by Pinsent & Associates, Certified General Accountants, situated in St. John's, NL. The financial statements, in their entirety, are available for viewing upon request at the Lifesaving Society office.

Assets	2011	2010
Current		
Cash	7,434	14,281
Receivables	10,535	7,408
Inventory	7,254	9,155
Harmonized sales tax recovery	381	-
Prepaid Expenses	1,135	1,150
	26,739	31,949
Capital Assets	429	780
	27,168	32,729
LIABILITIES		
Current		
Payables and accruals	10,400	13,328
Goods & services tax payable	-	1,639
	10,400	14,967
Retained Earnings	16,768	17,762
	27,168	32,729

ROYAL LIFE SAVING SOCIETY CANADA NEWFOUNDLAND AND LABRADOR

STATEMENT OF OPERATIONS

Year ended December 31, 2011

Revenue	2011	2010
Program Fees	73,542	63,241
Donations	1,670	900
Educational programs	9,049	4,389
Government Grants	-	27,227
Membership fees	1,670	1,383
Course Materials	443	7,541
	86,998	104,681
Expenses		
Amortization	351	638
Bad debts	235	182
Branch levy	8,431	6,818
Insurance	1,777	1,542
Interest and bank charges	1,204	1,173
Meetings and conventions	765	1,170
Memberships	235	235
Office	4,196	4,210
Professional fees	3,000	1,700
Rental	8,400	7,950
Repairs & maintenance	926	769
Sledsmart DVD revisions	-	19,036
Salaries and wages	32,534	34,917
Supplies	18,954	20,145
Telephone	1,520	2,202
Training	567	1,050
Travel	4,858	2,112
	87,992	105,849
NET INCOME (Loss)	(994)	(1,168)



COMMONWEALTH HONOUR AWARDS

Changes were introduced to Commonwealth Honour awards in 2011, expanding the range of awards that may be provided to volunteers.

Honours available for Individuals - Volunteers

Certificate of Thanks
Service Commendation
Service Medal & Bar to Service Medal
Service Cross & Bar to Service Cross
Commonwealth Honorary Life Member
Commonwealth Honorary Life Governor
Commonwealth Vice President

Honours available for Organisations

Certificate of Thanks
Commonwealth Presidents Award

Honours available for Staff Members/Professional Officers

Commonwealth Service Order

On Tuesday, November 29, 2011 Lifesaving Society, Newfoundland and Labrador Branch recognized individuals for their bravery in aquatic rescues through Rescue Commendations, as well as presented Commonwealth Honour awards to Society volunteers.



The Hon. John Crosbie, Lieutenant Governor of Newfoundland and Labrador and Lifesaving Society Patron, presents Rescue Commendation Certificates to Carl and Ira Butler.

Carl and Ira Butler were presented with Rescue Commendation Certificates for their role in the rescue of six individuals from a capsized boat in the Atlantic Ocean in 2008.

Commonwealth Honour awards were presented to eleven volunteers of the Lifesaving Society in the form of Certificates of Thanks, Service Medals and Bar to Service Cross.

Donations

The Lifesaving Society gratefully received donations from the following individuals in 2011:

Cody Dunne

NEWS FROM THE POOL DECK

The City of St. John's Department of Recreation operates two indoor swimming pools and two seasonal swimming pools. Quality staff in-service training has been an integral part of our Aquatics Program for many years.

In 2011 Indoor pool staff participated in three five hour training sessions and Outdoor Pool Staff participated in eight (8) hours of in water and a minimum of sixteen (16) hours dry land sessions. Content included NLS Standards, fitness training, site specific review, & even some Underwater Hockey and 'Eggbeater War' thrown in for fun!



A highlight of 2011 was the Outdoor Pool Lifeguard Competition where staff in teams of four (4) participants chose a team name and participated in First Aid Situations and Fitness skills! Wouldn't you like to be on team "Save the Trauma for your Mama"?!!

For additional information contact Leslie White, HGR Mews Community Centre.



Town of Carbonear

In 2007 the Carbonear Recreation Commission along with the Carbonear Kiwanis Club sponsored three schools in the Trinity Conception Region in the Swim to Survive program. Grade two students were picked to take part.

It was such a success that the recreation commission obtained additional government funding and more sponsors to come on board, for example the Canadian Tire Jump Start program. In 2011 there were eleven schools sponsored in the Lifesaving Swim to Survive program. Since Carbonear started this program with the grade two students, swim lesson enrollment has increased at the Carbonear Pool.

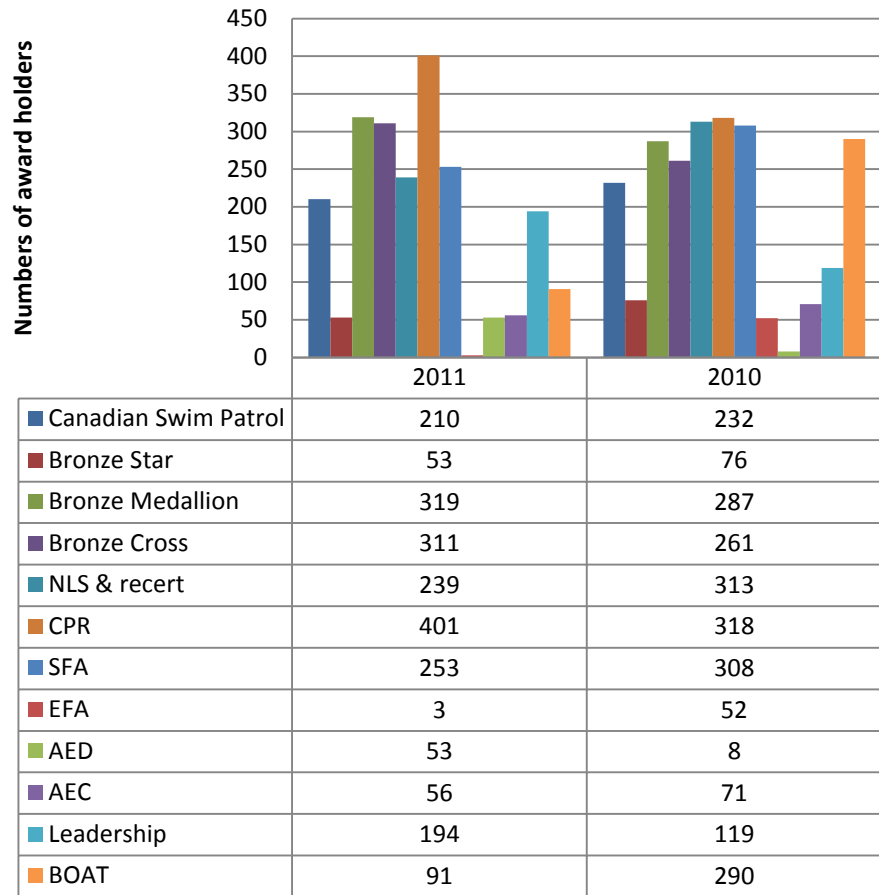
Because of the generosity of the organizations involved, they were able to offer this program to all students free of charge, even the cost of bussing was included. Without the support of the Recreation Commission and the Kiwanis club, this would not have been possible.

For additional information, contact Elizabeth Evely, Carbonear Swimming Pool
<http://www.carbonear.ca/swim.htm>

LIFESAVING PROGRAMS



Lifesaving Awards 2011-2010



Lifesaving programming numbers remain similar to the previous year despite facility infrastructure issues and there was growth in

CPR certifications increased by 21% through a project by Allied Youth, in partnership with The Lifeguard Team (Cody Dunne), which trained 168 individuals in CPR through their network across the province. Funding for a larger scale project to train an entire school in CPR was applied for in late 2011.

AED, Oxygen Administration and CPR-HCP were introduced in 2011 and are showing growth. With the 2010 CPR Revisions implemented in 2011 there was an impact on Lifesaving programs and additional interest in AED training from the community.

AFFILIATE AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs, promote Water Smart public education and excellence in lifeguarding and leadership. Awards are earned on the basis of points assigned to each award.

Top 5 Year round Affiliates	Top 3 Seasonal Affiliates
The Works, Memorial University – 20,950	Gros Morne, Rocky Harbour – 2,910
The Lifesaving Team, St. John's– 9,260	Ville Marie Pool, Marystown – 1,120
City of St. John's, St. John's– 7,355	Town of Springdale - 940
Grenfell College Memorial University Corner Brook – 7,010	
Mike Adams Recreation Centre, Wabush – 3,280	



OSMOND AWARD—Gros Morne

This is awarded to the Affiliate Member running a seasonal facility with the largest number of lifesaving program points in 2011.

KEAN AWARD—Grenfell Campus, Memorial University

The Kean Award is presented to an Affiliate Member operating a year round facility with the largest number of lifesaving program points, in a community with a population between 10,000 and 30,000.

LIFESAVING CUP—Gros Morne

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

ANNIVERSARY CUP— Town of Springdale

The Anniversary Cup marked the 35th anniversary of the Lifesaving Society in Newfoundland and Labrador in 2004 and is presented to an Affiliate member with the largest number of lifesaving program points operating in a community with a population under 5,000.

Tina Moores Memorial Cup – Lifeguard of the Year

Leslie White

Tina Moores was a long time lifeguard, instructor and volunteer with the Lifesaving Society who tragically lost her life while performing a rescue of a child at Red Indian Lake in central Newfoundland on August 15, 2009.

The Lifesaving Society created the Tina Moores Memorial Cup – Lifeguard of the Year, to preserve her memory and to recognise and reward individuals who have made an outstanding contribution to the delivery and development of lifeguarding and lifesaving in Newfoundland and Labrador.

VOLUNTEER AWARDS

Honorary Membership

Those from within the Lifesaving Society who have rendered significant service or who have made a significant contribution to its aims and programs over a period of at least ten years, or, at the discretion of the Board, have made an outstanding contribution during a period of at least five years, may be nominated for Honorary Membership.

Those, who are not members of the Lifesaving Society but, in the opinion of the *Honorary Members Committee*, have made an outstanding contribution to safety in aquatics.

Categories of Honorary membership are:

- Honorary Patron
- Honorary Governor
- Honorary Life Governor
- Honorary Member
- Honorary Life Member
- Honorary Officer
- Honorary Life Officer

In 2011 Honorary Memberships were presented to the following individuals:

- Austin Anthony
- Walter Crotty
- Marg Hancock
- Bryan Harris
- Krista Parsons
- Roger Pearson
- Kevin Redmond
- Sophia Redmond

