



# ANNUAL REPORT



2006

Newfoundland and Labrador

2006

## President's Report



In preparing my report I had a look at past presidents and the kinds of highlights, wish lists and other items referenced for the President portion. My wish list is very short and has not changed since I accepted the role. My primary goal along with many others I believe will take some time however is achievable to build a strong organization in Newfoundland and Labrador recognized as a model that all others may wish to achieve. To do that of course we have to overcome many challenges as we experience an unprecedented outmigration of Newfoundlanders and Labradorians. The consequence I'm sure is obvious to everyone and needs no elaboration. Add to that the geography of this wonderful place it means I need everyone to contribute to advance our mandate. To me it means 'status quo' is not the answer as we struggle to pay the bills. We have to take Lifesaving Society into the 21<sup>st</sup> Century. By careful consideration for our clients and partners we must take a look to find what I believe has to be a new path for the Lifesaving Society.

My first year has given me a good opportunity to dig deeply into the foundation of this excellent organization added to my own history with Royal Lifesaving Society, I realize where we are today is not acceptable. I'm proposing that we have to build strong partnerships/networks with other groups and yes where possible our competition. Duplication of effort is no longer acceptable nor affordable and let's not overlook the benefits of cyber technology to explore ways and means to get our messages and programs out there.

I want to thank the Board Members and Bob LeMessurier, Governor wholeheartedly for an excellent job in 06/07. I'm convinced we are all on the same page and want to maintain and build the integrity of the Lifesaving Society in Newfoundland and Labrador. I want to thank Jeanette as well for an excellent job. It has not been easy for her given the financial situation and the amount of work required with so few people.

My term is ending now, however I do hope we continue to build on some of the networks and partnerships that we started such as with the Ground Search and Rescue Group and the Canadian Volunteer Ground Search and Rescue Group. We are working with the Canadian Coast Guard, the RCMP and other Federal Government Departments, such as Harbours and Ports, Fisheries and Oceans

and Parks Canada. We want to continue work with the Federation of Municipalities and the Association of Municipal Administrators to make the Lifesaving Society recognizable as the best model. We can't forget the excellent support from the many aquatic facilities in the province which has been there for as long as I can remember. To say "We have to do **more with less** is no 'longer a cliché' worth using". We have to find a way to do **more with more** and I call on National to help us achieve that. I want to thank National for their help, however we need more if we hope to do more and I'm sure you are all with me when I say "That once we build our organization that is self sufficient, we would be happy to help any of our counterparts across the county achieve our mandate".

I'm a firm believer on building our strengths by not ignoring our weaknesses and by working with all our volunteers and others to make this a rewarding experience.

I believe we have the ingenuity, skill and commitment to accomplish the goal to build an organization that leads the way to safety, service and saving lives.

Oh, also join me in congratulating Jeanette, as she recently became a very youthful looking grandmother.

Sincerely,

Len

2006

## Executive Director's Report

2006 brought a number of successes and challenges to the Newfoundland and Labrador Branch. Keeping true to the Business Plan, the branch moved ahead forging new partnerships and developing additional tools and resources for aquatic facilities, government and the public to assist with education and training for Water Smart and program delivery.

The first Affiliate Workshop was held in 2006 in conjunction with the AGM and was a great success with facilities from across the island participating in information sessions and networking. Suzanne Gorman, Communication Director with the National Lifesaving Society facilitated the sessions.



The addition of Debbie Richards to the branch office as Administrative Assistant enabled the branch to concentrate efforts on moving forward towards goals and objectives for the year in terms of partnerships, programs and services. Debbie's efforts and abilities are most appreciated and my thanks to her for her work during 2006.

The Board of Directors moved into a Governance structure in June 2006 which enables them to concentrate on the policy and governance of the Society, leaving the branch to administer the policies and programs on their behalf. This model becomes less cumbersome for both board members and staff, as clear demarcation lines are drawn for roles and responsibilities. My thanks to board members past and present who have worked towards this model and have shown patience and dedicated themselves to moving the Society forward in the province.

The appointment of the Newfoundland and Labrador Branch of the Lifesaving Society as a Provincial Sport Organization (PSO) for lifesaving sport was granted by Sport Newfoundland Labrador in October 2006. This designation provides credibility and opens doors to additional funds to enable lifesaving sport to reach all areas of the province.

Financially, there have been challenges as population shifts and programs compete for attention with other sports and activities in a constantly changing environment. Seeking sources of external revenue, separate from core program funding is a constant for the branch and will continue to be into the future, as with most charities.

Respectfully submitted,

Jeanette Jobson, Executive Director

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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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## Programs



### B.O.A.T

The Society's BOAT program keeps growing. In 2006, there was an increase of 34% 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 through Colleges of the North Atlantic campuses province wide as well as independent instructors.

### New CPR Guidelines

The 2005 CPR Guidelines were introduced to Instructors province wide during 2006 in an easy electronic format. The CPR Update Guide, Award Guide insert pages and CPR confirmation form were available online or from the Society's Branch office. New resource materials were updated and made available as old resources were depleted. All new material contains the new CPR Guidelines and will indicate this on the cover of the manual with the words 'contains 2005 CPR Guidelines'.



### Lifeguarding Standards

The Canadian Red Cross Society approached provincial governments across Canada in 2006 for regulatory recognition of a Red Cross lifeguard training program.

The Lifesaving Society, as Canada's lifeguarding experts and as the steward of the National Lifeguard Service program for the past 35 years, has an obligation to educate regulators and has been doing so through meetings with government and educational information to discuss the problems associated with multiply lifeguarding standards both at the government and aquatic facility levels.

In October 2006, the Canadian Parks and Recreation Association unanimously supported NLS as the single lifeguard standard in Canada at the AGM in Saskatoon.



### Lifesaving First Aid

Workplace Health Safety and Compensation Commission (WHSCC) approved the Lifesaving Society as a training provider for Emergency and Standard First Aid to provincially regulated organizations within the province.



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Public Education

## Safety Standards

**Water Smart**<sup>®</sup> 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.

The Society published two water safety documents in 2006. **Waterfront Safety Guidelines** is designed to assist waterfront owners and operators in Newfoundland & Labrador in providing a safe aquatic environment for their patrons. It is meant to educate owners and operators about safety expectations as a preventative measure before drownings occur. It is also meant to give owners and operators a clear understanding of the Royal Lifesaving Society's position.

The Lifesaving Society **Public Aquatic Facility Safety Standards** assembles the standards published into a single document to make this information available and readily accessible to the public aquatic facility owner. This document provides owners of public aquatic facilities a set of clear recommendations from the Lifesaving Society for the safe operation of their pool.

All aquatic facility operators should have a copy of these documents in their office for reference. Copies may be obtained from the Branch Office.

### NATIONAL DROWNING PREVENTION WEEK

As part of its summer Water Smart Campaign the Lifesaving Society is challenging all Newfoundlanders and Labradorians to *Swim to Survive*. From July 16 - July 23 (National Drowning Prevention Week) and running through to September 4, 2006, 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



#### FAST FACT

*Swim to Survive  
Challenge*

*In 2006 over 300 people participated province-wide in the first Swim to Survive Challenge during National Drowning Prevention Week.*

standard defines the minimum swimming skills needed to survive an unexpected fall into deep water.

Facilities province wide participated in offering the challenge in 2006 with over 300 individuals learning how to Swim to Survive!

The Lifesaving Society provided media kits to radio, tv and print media province wide and made available 30 second PSAs on the website for download and use. Media attention during this week was high with radio, television and newspaper interviews taking place.

### 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.



### Provincial Sport Organization



In October 2006, the Newfoundland and Labrador Branch of the Lifesaving Society was granted *Provincial Sport Organization* status with Sport Newfoundland Labrador.

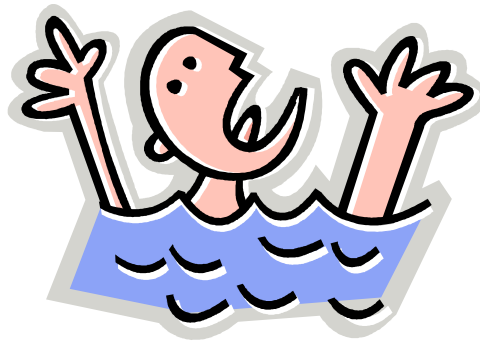
This is a step in the right direction for lifesaving sport in this province and we will be working hard in the future to ensure the opportunities for lifesaving competition and training for coaches and official is available throughout the province.

Competition manuals for provincial, national and international level lifesaving sport can be found online at [www.lifesavingnl.ca](http://www.lifesavingnl.ca)

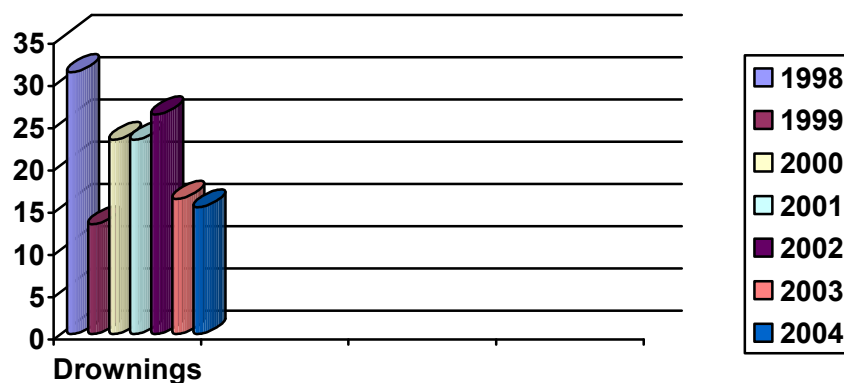


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## The Drowning Picture



Numbers of Drownings - NL 1998 - 2004



The number of drownings and preventable water-related deaths in Newfoundland and Labrador in 2004 (the most recent year for which new data is available) has declined by 6% to 15 in comparison to the previous year. This is the second year in a row of decreased drownings within the province.

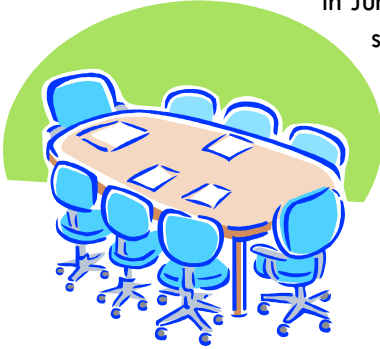
The Lifesaving Society welcomes this trend which indicates that the public are paying attention to Water Smart® safety messages and are taking responsibility for their actions in, on and around the water.

However, high risk behaviours are still showing and 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](http://www.lifesavingnl.ca)

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## Policy Board Governance

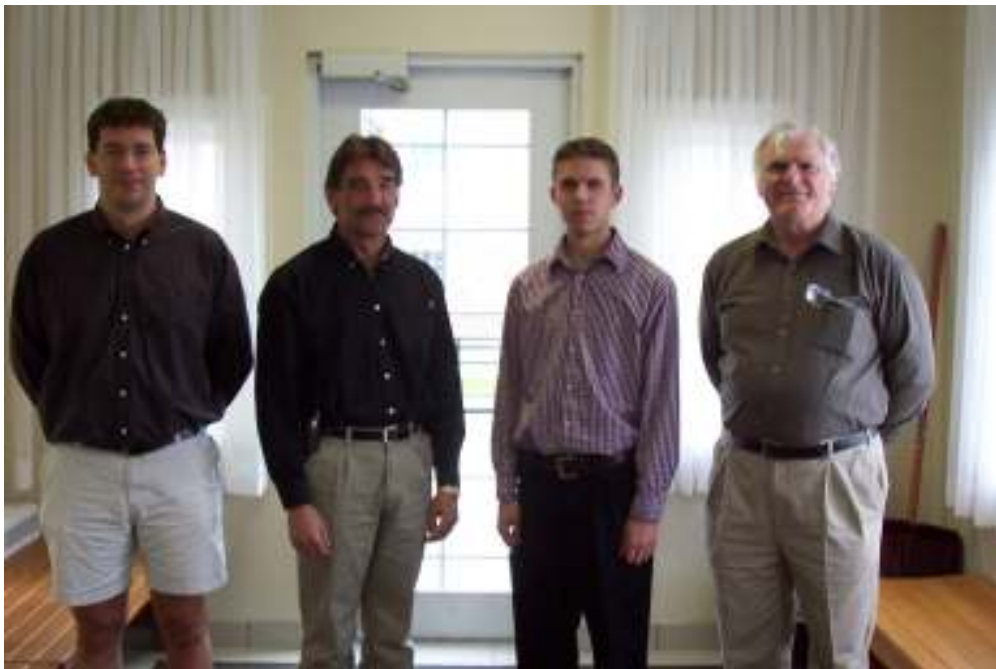


In June 2006, the Newfoundland and Labrador Branch dissolved its current board structure and size and adopted the Policy Board Governance model.

This model of board organization has been popularized by John Carver and provides a structure and method of proscribing limits on the Chief Executive Officers responsibilities. Emphasis is placed on the main purpose of the board - policy development. The board works as a whole and speaks with one voice.

**Responsibilities:**

- Determine means to the ends
- Determine Board/Executive relationships
- Determine board process
- Determine ends to be achieved



The 2006-2008 Board of Directors, left to right:

*Paul Dawe, Director, Len LeRiche, President, Curtis Budden, Director, Bob LeMessurier, Governor*

2006

## 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 - 2006**

Lifesaving	399
Lifeguard	544
First Aid	857
Leadership	115
Safety management	315

**Total 2230**



Award Level	2006	2005	2004
<b>Lifesaving</b>			
Canadian Swim Patrol Rookie	53	61	94
Canadian Swim Patrol Ranger	49	41	48
Canadian Swim Patrol Star	35	16	48
Bronze Star	37	41	59
Bronze Medallion & Recert	225	383	328
Senior Resuscitation & Recert	0	6	0
<b>Total Lifesaving</b>	<b>399</b>	<b>548</b>	<b>577</b>
<b>Lifeguarding</b>			
Bronze Cross & Recert	281	240	291
National Lifeguard Pool & Recert	263	270	262
NLS Revision Update	0	0	56
NLS Waterfront Recert	0	0	2
<b>Total Lifeguarding</b>	<b>544</b>	<b>510</b>	<b>611</b>
<b>First Aid</b>			
Standard First Aid & Recert	97	1	0
Emergency First Aid	16	0	0
CPR B	1	0	12
CPR C & Recert	687	491	454
Aquatic Emergency Care & Recert	154	293	199
AED Responder	1	0	0
Airway Management	1	0	0
<b>Total First Aid</b>	<b>957</b>	<b>785</b>	<b>665</b>
<b>Safety Management</b>			
Sledsmart Facilitator	1	0	4
Lifesaving Skindiving	0	0	2
BOAT Operator Accredited	305	220	157
Junior Lifeguard Club	9	6	8
<b>Total Safety Management</b>	<b>315</b>	<b>226</b>	<b>171</b>
<b>Leadership</b>			
CPR Update	16	0	0
Bronze Level Update	0	5	53
Exam Standard Clinic	0	0	4
Examiner Bronze Cross & Recert	7	6	2
Examiner NLS & Recert	7	4	1
First Aid Instructor & Recert	22	0	0
First Aid Instructor Trainer	13	0	0
First Aid Examiner	1	0	0
Instructor Trainer & Recert	1	2	0
Lifesaving/CPR Instructor & Recert	31	23	6
Lifesaving Instructor/Examiner	6	12	15
CPR Instructor & Recert	1	5	29
Swim for Life Instructor	2	2	0
NLS Instructor & Recert	4	7	7
AEC Instructor & Recert	3	5	4
Aquatic Supervisor Training	1	0	0
Provincial Trainer	0	12	0
Boat Rescue Instructor	0	1	0
Boat Instructor	0	1	0
<b>Total Leadership</b>	<b>115</b>	<b>85</b>	<b>121</b>
<b>Total Award Level</b>	<b>2,230 (+4%)</b>	<b>2,055 (-4%)</b>	<b>2,145 (+1%)</b>



## 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 2006 on the basis of points assigned to the Society's awards (see *chart on next page*)

### Top Ten Standings

#### in 2006

##### (Year Round Facility)

1. Aquarena  
26,160
2. Lifeguard Factory  
6,265
3. CONA  
3,270
4. Exploits Valley-YMCA  
2,785
5. CFB Pool - Gander  
2,655
6. Mike Adam Rec. Centre  
2,535
7. Deer Lake Aquatics  
2,070
8. City of St. John's  
1,965
9. Carbonear Pool  
1,490
- 10 Regional Aquatic  
Centre  
1,400

#### OSMOND AWARD

##### TOWN OF SPRINGDALE - 2006

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

*In 2005, the Town of Bay Roberts earned this award.*

#### KEAN AWARD

##### EXPLOITS VALLEY – YMCA - 2006

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 2005, Sir Wilfred Grenfell College earned this award.*

#### Seasonal Facility Standings - 2006

1. Town of Bay Roberts  
1,050
2. Town of Springdale  
945
3. Gros Morne Recreation Centre  
440



## LIFESAVING CUP

### **AQUARENA**

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 2005.*



## ANNIVERSARY CUP

### **TOWN OF DEER LAKE**

The Anniversary Cup marked the 35<sup>th</sup> 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 Channel-Port aux Basques was awarded the Anniversary Cup in 2005.*



## 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

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Financial

**LIFESAVING SOCIETY – NEWFOUNDLAND AND LABRADOR BRANCH****Statement of Financial Position - December 31, 2006***(unaudited)* Prepared by Noseworthy Chapman Chartered Accountants**ASSETS**

## CURRENT

Cash	\$ 6,584
Receivables	\$ 10,166
Prepaid expenses	\$ 600
Inventory	\$ 10,191

28,541

EQUIPMENT – at cost	4,030
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\$ 31,571

**LIABILITIES AND NET ASSETS**

## CURRENT

Payables	\$ 24,823
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## NET ASSETS

Unrestricted net assets	2,718
Invested in capital assets	4,030

6,748

\$ 31,571



## FINANCIAL STATEMENTS

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

## STATEMENT OF OPERATIONS

31-Dec-06

	<b>2006</b>	<b>2005</b>
<b>REVENUE</b>		
Course materials and awards	44,150	44,230
Other income	8,058	2,763
Sledsmart program	384	160
BOAT program	5,063	5,203
Government grant	1,843	1,935
<b>Total</b>	<b>59,498</b>	<b>54,291</b>
<b>EXPENSES</b>		
Awards and materials purchases	9,978	8,554
Branch levy	7,538	8,373
Salaries and benefits	28,352	27,082
Training - contract costs	408	
Meals	-50	
Meetings	180	761
Office supplies and expenses	1,662	880
Postage and shipping	656	583
Repairs & maintenance	1,313	621
Travel/Accommodation/	720	1,740
Telephone and Internet	1,832	1,576
Rent	7,200	7,200
Professional Fees		125
Insurance	1,564	1,550
Bank charges	107	254
Credit card charges admin fees	746	
<b>Total</b>	<b><u>62,206</u></b>	<b><u>59,299</u></b>
<b>Excess of expenses over revenue</b>	<b>(2,706)</b>	<b>(5,008)</b>

Agnes Curtis, Financial Advisor