

# NEWFOUNDLAND AND LABRADOR REPORT 2017



LIFESAVING SOCIETY  
*The Lifeguarding Experts*



## LIFESAVING SOCIETY

*The Lifeguarding Experts*

### Working to prevent drowning and reduce water-related injury.

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 25 countries.)

We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada's Full Member in the International Life Saving Federation. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896.

### Teaching Canadians to save themselves and rescue others

Annually, over 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

### Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

### Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society's training programs and drowning prevention education.

### Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

### Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.

Registered Charity No. 13237 8134 RR0001  
All donations gratefully received. Tax receipts issued for  
donations of \$25 or more.

\* Lifesaving Society, Water Smart, Swim to Survive, Swim  
for Life and National Lifeguard Service are registered  
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Lifesaving Society Newfoundland and Labrador  
11 Austin Street • PO Box 8065, Station "A"  
St. John's, Newfoundland A1B 3M9  
Tel: 709-576-1953  
Fax: 709-738-1475  
info@lifesavingnl.ca  
www.lifesavingnl.ca  
www.lifeguarddepot.com

# PRESIDENT'S REPORT

Throughout 2017, the Society's volunteers and staff worked to ensure a sound and stable base of operations on which to build increased and enhanced member services and effective drowning prevention education.

Confirming its commitment to serve Newfoundland and Labrador from Newfoundland and Labrador, the Society hired **Raegan Wiseman** in March as full-time Member Services Manager working with CEO **Doug Ferguson** and the Board of Directors to provide professional administrative support to our members.

In April, we launched the Society's new *Find a Member Mobile* service which, for the first time, allowed NL members to check their qualifications online anytime, from anywhere, on any internet enabled device.

In October, we launched our new and vastly improved website which provides the platform we need to offer increased functionality and services to members. These include *Find a Course* which provides a new distribution channel for affiliates to advertise their Lifesaving Society courses. *Find a Form* gives members easy access to test sheets, training records, and leadership materials. *Find a Member* provides ready access to members' qualifications in real time for both individuals and employers.

Our new merchandise program through the Society's online store [LifeguardDepot.com](http://LifeguardDepot.com) now provides NL members with direct 24/7 access to thousands of lifesaving-related products.

Throughout the year we were in regular communication with over 2,500 members through quarterly issues of our *Currents* newsletter.

The completion of the Society's new competency-based leadership training system was a highlight of 2017 with Newfoundland and Labrador's first National Trainers **Cody Dunne** and **Robyn Noseworthy** delivering the mandatory Update Clinic to NL Trainers in the fall.

Proposed content for the Society's revised Bronze medal awards was piloted across Canada in the second half of the year. **Chris Mercer** represents Newfoundland and Labrador on the national revisions task force whose work will conclude in 2018.

In July, the NL Board of Directors endorsed an agreement among the Society's Atlantic Canada Branches with the goal of enhancing individual and affiliate services across Atlantic Canada through collaboration and shared resources.

In October, **Raegan Wiseman**, **Barry Fordham** and **Cody Dunne** attended the 2017 World Conference on Drowning Prevention hosted by the Lifesaving Society B.C. & Yukon in Vancouver. Cody presented his research on training methods for cold water induced hypothermia. At the conference, the Canadian Drowning Prevention Coalition launched the first iteration of the Canadian Drowning Prevention Plan. This plan is a response to the World Health Organization's call in its 2016 *Global report on drowning: preventing a leading killer* for national and international collaboration and the creation of national drowning prevention plans.

The 2017 edition of the Society's *Canadian Drowning Report* continues to document a drowning rate in our province that is almost three times the national rate. This is an ongoing challenge which should energize us all. We need to continue to grow and develop the capacity of the Lifesaving Society in Newfoundland and Labrador to rise to this challenge.

I thank the Society's professional staff and energetic volunteers, including my fellow board members, for their hard work and commitment throughout the year. I thank our Affiliate Members for their continued support in delivering community-based training programs throughout the province.

**Corinne Wright**



# FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada – Newfoundland and Labrador Branch Inc. unaudited financial statements for the year ended December 31, 2017. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated legal entity with revenues generated from training programs, member fees and donations. Detailed financial statements are available upon request.

The Society generated a deficit of \$3,600 for the period ended December 31, 2017 with total revenues of \$67,000 compared to \$71,000 in prior year. Total expenditures remained flat at \$71,000 compared to \$72,000 in prior year. The decline in revenues was primarily due to the reduced number of Bronze and Instructor courses offered by municipalities. This is significant because Bronze awards are the prerequisite for National Lifeguard and all leadership programs.

Literature revenues of \$10,000 remained flat over prior year. Literature sales are directly linked to training program usage and the decline in these programs resulted in fewer *Canadian Lifesaving Manuals* sold. However, this was off-set by an increase in sales of First Aid books as First Aid programs continue to perform well.

Donated revenues increased to \$15,200 compared to \$200 in prior year. This was due to \$15,000 from Lifesaving Society Ontario to aid Training Programs development and support to affiliates.

Expenditures decreased marginally to \$71,000 compared to \$72,000 in prior year. This was primarily due to contained costs for meeting, travel and insurance.

In 2017, the Society put in place the staff and operational procedures required to provide effective services to affiliate and individual members. Going forward, the Society will continue to invest in developing training programs and in new and enhanced member services.

## OPERATIONS

| <b>Net Revenue</b> | <b>2017</b>   |             | <b>2016</b>   |             |
|--------------------|---------------|-------------|---------------|-------------|
|                    | <b>\$</b>     |             | <b>\$</b>     |             |
| Training programs  | 33,995        | 50%         | 54,958        | 77%         |
| Grants & Donations | 15,200        | 23%         | 175           | 0%          |
| Literature         | 10,001        | 15%         | 10,261        | 15%         |
| Affiliation fees   | 5,502         | 8%          | 2,329         | 3%          |
| Leadership         | 1,577         | 2%          | 2,981         | 4%          |
| Merchandise        | 1,125         | 2%          | 604           | 1%          |
|                    | <b>67,400</b> | <b>100%</b> | <b>71,308</b> | <b>100%</b> |

## Expenditures

|                             |               |             |               |             |
|-----------------------------|---------------|-------------|---------------|-------------|
| Admin, salaries & occupancy | 58,630        | 82%         | 49,615        | 69%         |
| National levy               | 6,785         | 10%         | 7,144         | 10%         |
| Member services             | 4,870         | 7%          | 7,543         | 10%         |
| Meetings & travel           | 753           | 1%          | 8,029         | 11%         |
|                             | <b>71,038</b> | <b>100%</b> | <b>72,331</b> | <b>100%</b> |

## Net Surplus/loss for the year

|  |         |         |
|--|---------|---------|
|  | (3,638) | (1,023) |
|--|---------|---------|

## BALANCE SHEET

### Net Assets

|                     |               |               |
|---------------------|---------------|---------------|
| Net working capital | 83,410        | 48,646        |
| Capital assets      | 1,074         | -             |
|                     | <b>84,484</b> | <b>48,646</b> |

### Fund Balances

|                 |               |               |
|-----------------|---------------|---------------|
| Opening equity  | 48,646        | 49,669        |
| Contributions   | 39,476        | -             |
| Net income/loss | (3,638)       | (1,023)       |
|                 | <b>84,484</b> | <b>48,646</b> |

# TRAINING PROGRAMS

Training Programs contribute to the mission of the Society by teaching the skills and the knowledge Canadians need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

## Leadership



LIFESAVING SOCIETY

The Society completed revisions to its leadership training system for implementation beginning in 2018. The new leadership system reduces barriers, increases accessibility, and provides greater flexibility. Revisions focused on the competencies that matter in preparing leaders to provide quality lifesaving education in the 21st century. The result is a multi-level, competency-based system designed to encourage and support the development of progressively skilled and knowledgeable Lifesaving Society Instructors, Examiners and Trainers.

In April, **Cody Dunne** and **Robyn Noseworthy** attended the National Trainer Workshop in Toronto with their Atlantic Canada counterparts and together led the NL Trainer Update Clinic. Only current Trainers who recertify in the Trainer Update Clinic are authorized to teach the new leadership courses.

Trainers plan and teach the Society's revised leadership courses using new award guides which feature curriculum standards and course outlines.

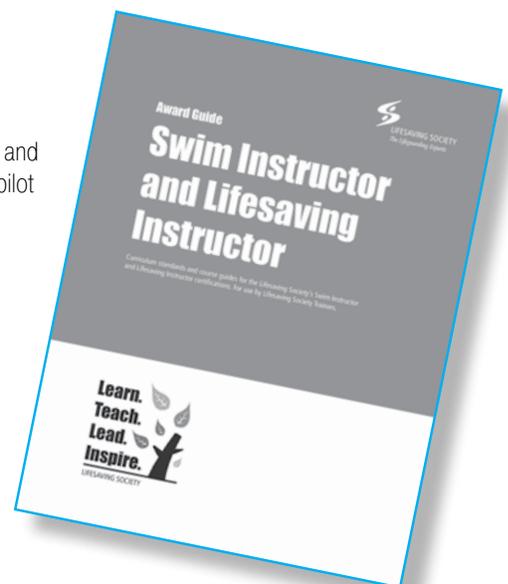
## AWARDS REPORT

### TOP LINE SUMMARY

|                             | 2017         | 2016         |
|-----------------------------|--------------|--------------|
| <b>Swimming</b>             | 1,600        | 1,700        |
| <b>Lifesaving</b>           | 377          | 624          |
| <b>First Aid</b>            | 1,425        | 1,897        |
| <b>Lifeguarding</b>         | 573          | 589          |
| <b>Leadership</b>           | 226          | 315          |
| <b>Total</b>                | <b>4,201</b> | <b>5,125</b> |
| <b>SWIMMING</b>             |              |              |
| <b>Swim to Survive</b>      | -            | -            |
| <b>Swim for Life</b>        | 1,600        | 1,700        |
|                             | <b>1,600</b> | <b>1,700</b> |
| <b>LIFESAVING</b>           |              |              |
| <b>Canadian Swim Patrol</b> | 54           | 191          |
| <b>Bronze Star</b>          | 63           | 125          |
| <b>Bronze Medallion</b>     | 256          | 308          |
| <b>Lifesaving Fitness</b>   | 4            | -            |
|                             | <b>377</b>   | <b>624</b>   |
| <b>FIRST AID</b>            |              |              |
| <b>First Aid</b>            | 814          | 899          |
| <b>CPR</b>                  | 611          | 998          |
|                             | <b>1,425</b> | <b>1,897</b> |
| <b>LIFEGUARDING</b>         |              |              |
| <b>Bronze Cross</b>         | 299          | 332          |
| <b>National Lifeguard</b>   | 274          | 257          |
|                             | <b>573</b>   | <b>589</b>   |
| <b>LEADERSHIP</b>           |              |              |
| <b>Instructor</b>           | 133          | 163          |
| <b>Examiner</b>             | 78           | 143          |
| <b>Trainer</b>              | 15           | 9            |
|                             | <b>226</b>   | <b>315</b>   |

## Bronze revisions

Bronze medal award revisions continued in 2017 with **Chris Mercer** working with the national content team developing test items and performance requirements and overseeing pilot courses.



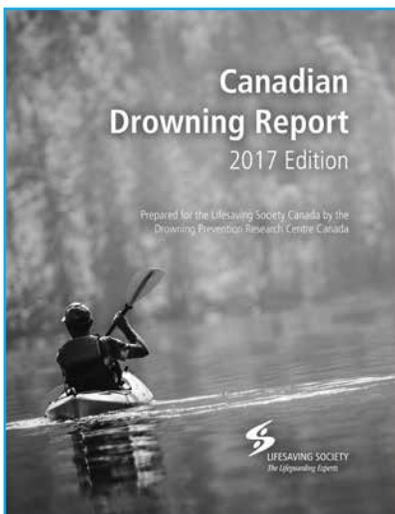
# PUBLIC EDUCATION

Public Education activities contribute to the mission of the Society by increasing awareness of the risks associated with activities in, on and around water. The aim is to modify at-risk behaviour to eliminate drowning and water-related injury.

## STARTboating.ca

Throughout the summer, Lifesaving Society Newfoundland and Labrador participated with the Canadian Safe Boating Council in its comprehensive online boating safety program targeting new boaters, particularly new Canadians. STARTboating teaches basic boating and water safety skills in multiple languages and consists of interactive videos that guide the user through the basic skills needed to enjoy a day on the water safely.

## Drowning Report



The Lifesaving Society released its *Canadian Drowning Report* in July in advance of National Drowning Prevention Week. It reported that the NL drowning rate decreased by 24% (from 4.6 per to 3.5 per 100,000). Nevertheless, the province has the highest drowning rate after Canada's Territories and considerably above the rate for Canada as a whole (1.3). Canadian and Maritimes drowning reports are posted at [www.lifesavingnl.ca](http://www.lifesavingnl.ca).

## World Conference on Drowning Prevention

The Lifesaving Society Canada hosted 800 participants from 60 countries at the World Conference on Drowning Prevention in Vancouver in October. The biennial conference brings together the world's foremost experts on drowning prevention and fosters a mutual commitment to end the drowning problem through shared ideas and strategic partnerships. A range of issues were examined over four plenary sessions, 253 break-out session presentations, four workshops and 91 presentations. **Cody Dunne** (right) presented his work on a training module for the management of cold water hypothermia.



# MEMBER SERVICES

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

## Governance

The National Society (Lifesaving Society Canada) is governed by a Board of Directors nominated by Branches and elected by the members at the Society's AGM. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Public Education, Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

In 2017, **Corinne Wright** served as Newfoundland and Labrador representative on the National Board of Directors.

## Board of Directors

A volunteer Board of Directors governs the Lifesaving Society Newfoundland and Labrador in accordance with its mission and bylaws. Directors are elected for a two-year term by the Society's membership at the annual general meeting. (The 47th Annual General Meeting was held at the Ramada Hotel in St. John's on April 8, 2017.) No person or body external to the Society is entitled to appoint any directors.

## Newfoundland and Labrador Board of Directors

Corinne Wright, President  
Greg Daigle, Past President  
Barry Fordham, Director  
Chris Hickey, Director  
Chris Mercer, Director  
Frank Layte, Director  
Gary Nolan, Director  
Robyn Noseworthy, Director  
Sara Verstege, Director

## Information and communication services

The Society launched new member services throughout 2017. The Society published quarterly issues of our new member newsletter *Currents*. The April launch of *Find a Member Mobile* allowed members to use their smartphone to check and prove their certifications.

In October, the Society launched its new website (lifesavingnl.ca) which provided the necessary platform to support a full suite of member services:

- *Find a Member*: allows members to check and prove their qualifications using their member ID numbers.
- *Find a Form*: allows members to access the test sheets and training records they need.
- *Find a Course*: allows affiliates to advertise courses on the Society's website which is searchable by the public, increasing our affiliates advertising reach.

**Chris Mercer** led the team revising the Society's Program Guide – the repository of the "rules" within which Instructors, Examiners, Coaches, Trainers and Affiliates offer Lifesaving Society programs. The 2018 edition of the *Newfoundland and Labrador Program Guide* will feature the new leadership system.

## Office staff

**Raegan Wiseman** was hired as full-time Member Services Manager in March reaffirming the Society's commitment to service its Newfoundland and Labrador individual and affiliate members, from a Newfoundland and Labrador headquarters.

**Doug Ferguson** continued as CEO.

Gary Nolan (*right*) presents the 2016 Largest Lifesaving Program Award to Glen Morris of The Works at the Society's 2017 Annual General Meeting.

# AFFILIATE RECOGNITION AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year. Point values reward affiliates who offer a full menu of Lifesaving Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment.

## Largest Lifesaving Program

Awarded to the affiliate with the largest lifesaving program.

|    |                                     |       |
|----|-------------------------------------|-------|
| 1  | The Works                           | 7,845 |
| 2  | Cody Dunne                          | 5,082 |
| 3  | Horwood's Homecare                  | 2,525 |
| 4  | City of Mount Pearl                 | 2,108 |
| 5  | New Depth                           | 2,031 |
| 6  | Glen Morris                         | 1,993 |
| 7  | Jonathan Mayo                       | 1,685 |
| 8  | Arts & Culture Centre - Cornerbrook | 1,485 |
| 9  | Ches Penney Family YMCA             | 1,242 |
| 10 | YMCA Marystown                      | 1,177 |

## Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

|   |                                    |     |
|---|------------------------------------|-----|
| 1 | Town of Grand Bank                 | 215 |
| 2 | Town of St. Anthony                | 200 |
| 3 | Gros Morne Cooperative Association | 125 |

## Anniversary Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population of less than 10,000.

|   |                          |       |
|---|--------------------------|-------|
| 1 | Town of Port aux Basques | 1,033 |
| 2 | Town of Carbonear        | 868   |
| 3 | Town of Wabush           | 821   |

## Kean Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 30,000.

|   |                                     |       |
|---|-------------------------------------|-------|
| 1 | City of Mount Pearl                 | 2,108 |
| 2 | Arts & Culture Centre - Cornerbrook | 1,485 |
| 3 | Town of Conception Bay South        | 995   |



**Learn.**  
**Teach.**  
**Lead.**  
**Inspire.**



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LIFESAVING SOCIETY