



LIFESAVING SOCIETY  
*The Lifeguarding Experts*



# Newfoundland and Labrador Report 2023



## 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 1.2 million 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 trademarks of the Royal Life Saving Society Canada.

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# PRESIDENT'S REPORT

The past year afforded me the opportunity to continue my role as President of the Lifesaving Society Newfoundland and Labrador. I am proud to inform our members that our Society maintains a strong and stable presence thanks to our extremely dedicated staff, volunteers and affiliates, whom we appreciate more than we can put into words. Their passion and commitment ensure the advancement of our organization, and our mission to deliver critical drowning prevention efforts to the citizens of Newfoundland and Labrador.

In 2023, we saw the successful conclusion of our transition of Red Cross swim programs and services to the Lifesaving Society. Our comprehensive Swim Transition would not have been possible without the hard work and partnership of staff, volunteers, and affiliates of the Red Cross and the Lifesaving Society, who deserve a hearty congratulations and our ongoing gratitude. The transition



concluded just as we began rolling out our National Lifeguard program update.

Five National Lifeguard Instructor Update clinics were held in person throughout Newfoundland and Labrador. After some years of innovative online program updates, it was refreshing to gather our National Lifeguard Instructors together, face to face to share and learn together. I applaud the trainers who made these clinics possible across our province.

These updates ensure our National Lifeguard curriculum and performance standards remain current, relevant and grounded in the competencies required by lifeguards. The changes considered alignment with international standards and best practices and, importantly, evidence-based research.

I'm therefore proud that the Society was able to produce a *Newfoundland and Labrador Drowning Report*, which holds great significance as we receive statistics specific to our province. This helps us target and drive initiatives, public education and awareness on drowning prevention in a manner that directly impacts residents of Newfoundland and Labrador.

We also continued to provide our members with regular reports on news and developments in the lifesaving world, which we fulfill through quarterly circulation of our *Currents* newsletter to over 3,000 members.

I'm also proud to report that, for the first time since May of 2010, Newfoundland and Labrador hosted the Lifesaving Society Canada's 2023 national Annual General Meeting and Annual Conference in the City of Saint John's. We thank the national Board of Directors and staff of the Lifesaving Society Canada for their enthusiasm and support. We were honoured to host such a wonderful event.

There were no appointments from our Board of Directors to be announced in 2023, so I will take this opportunity instead to offer my thanks and express my pride for the dedication our affiliates and volunteers bring to our Lifesaving Society. I would also be remiss if I failed to applaud our inestimable CEO **Raegan Wiseman**, who continues to be the rock of our Society. Our provincial office owes its strength and stability to her unwavering hand.

In closing, I can't thank each member of our highly dedicated Society enough for everything you do in service of our mission of a Newfoundland and Labrador free of drowning. Please know that your efforts are always seen and sincerely appreciated. We could not do this without you.

**Gary Nolan**

# FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Newfoundland and Labrador Branch Inc. audited financial statements for the year ended December 31, 2023. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

In 2023, the Society's net revenues of \$115,429 exceeded expenditures of \$112,645 resulting in a surplus of \$2,784 compared to a \$3,948 deficit in the previous year. Net revenues increased by \$14,977 to \$115,429 while expenses increased \$8,246 (8%) to \$112,645.

The Society's core revenue streams experienced growth in 2023. Notably, Training Programs increased \$19,915 (39%) over the prior year. This is in line with the strong performance of the Society's leadership and training programs resulted from gaining new affiliates from the Swim Transition, which in turn increased programming.

Total expenditures increased by \$8,246 (8%). This increase was attributed to higher salaries and National levies paid during this period. Additionally, higher insurance premiums and higher audit fees were accrued that reflect the hardening of the insurance market and the increased cost of professional fees due to above average inflation.

The considerable growth in the core revenue streams leaves the Society well positioned to continue its mission to prevent drowning in Newfoundland and Labrador.

## Operations

Net Revenue	2023		2022	
	\$		\$	
Training programs	69,834	60%	49,634	47%
Literature	20,437	18%	29,282	15%
Grants & Donations	729	1%	6,279	25%
Affiliation fees	12,205	11%	5,318	6%
Leadership	7,770	7%	5,041	3%
Merchandise	4,454	4%	4,898	4%
	<b>115,429</b>	<b>100%</b>	<b>100,452</b>	<b>100%</b>

## Expenditures

Admin, salaries & occupancy	92,863	82%	89,568	86%
Member services	10,086	9%	8,932	9%
National levy	9,696	9%	5,900	5%
	<b>112,645</b>	<b>100%</b>	<b>104,400</b>	<b>100%</b>

## Net Surplus/loss for the year

	2,784	(3,948)
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## Balance Sheet

### Net Assets

Net working capital	94,640	89,432
Capital assets	1,588	2,094
	<b>96,228</b>	<b>91,526</b>

### Fund Balances

	96,228	91,526
	<b>96,228</b>	<b>91,526</b>

# AWARDS REPORT

TOP LINE SUMMARY		2023	2022	2021
	<b>Swimming</b>	5,944	5,904	0
	<b>Lifesaving</b>	928	478	278
	<b>First Aid</b>	2,175	1,697	1,342
	<b>Lifeguarding</b>	719	523	544
	<b>Leadership</b>	433	479	183
		<b>10,199</b>	<b>9,081</b>	<b>2,347</b>
SWIMMING	<b>Swim for Life</b>	5,944	5,904	0
	<b>Swim to Survive</b>	0	0	0
		<b>5,944</b>	<b>5,904</b>	<b>0</b>
LIFESAVING	<b>Canadian Swim Patrol</b>	584	170	0
	<b>Bronze Star</b>	64	22	30
	<b>Bronze Medallion</b>	280	286	248
		<b>928</b>	<b>478</b>	<b>278</b>
FIRST AID	<b>First Aid</b>	1,981	1,458	1,142
	<b>CPR</b>	194	239	200
		<b>2,175</b>	<b>1,697</b>	<b>1,342</b>
LIFEGUARDING	<b>Safeguard</b>	0	0	0
	<b>Bronze Cross</b>	266	215	195
	<b>National Lifeguard</b>	453	308	349
		<b>719</b>	<b>523</b>	<b>544</b>
LEADERSHIP	<b>Instructor</b>	289	340	92
	<b>Examiner</b>	102	96	78
	<b>Trainer</b>	42	43	13
		<b>433</b>	<b>479</b>	<b>183</b>



# TRAINING PROGRAMS

*Training Programs contributes to the mission of the Society by teaching Canadians the skills and the knowledge they 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.*

The Society's Training Programs featured impressive participation growth in 2023. Notably, the Society's lifeguarding certifications stood out with National Lifeguard and Bronze Cross certifications increasing 55% and 23% respectively compared to the year prior – welcome news to help combat the current lifeguard shortage.

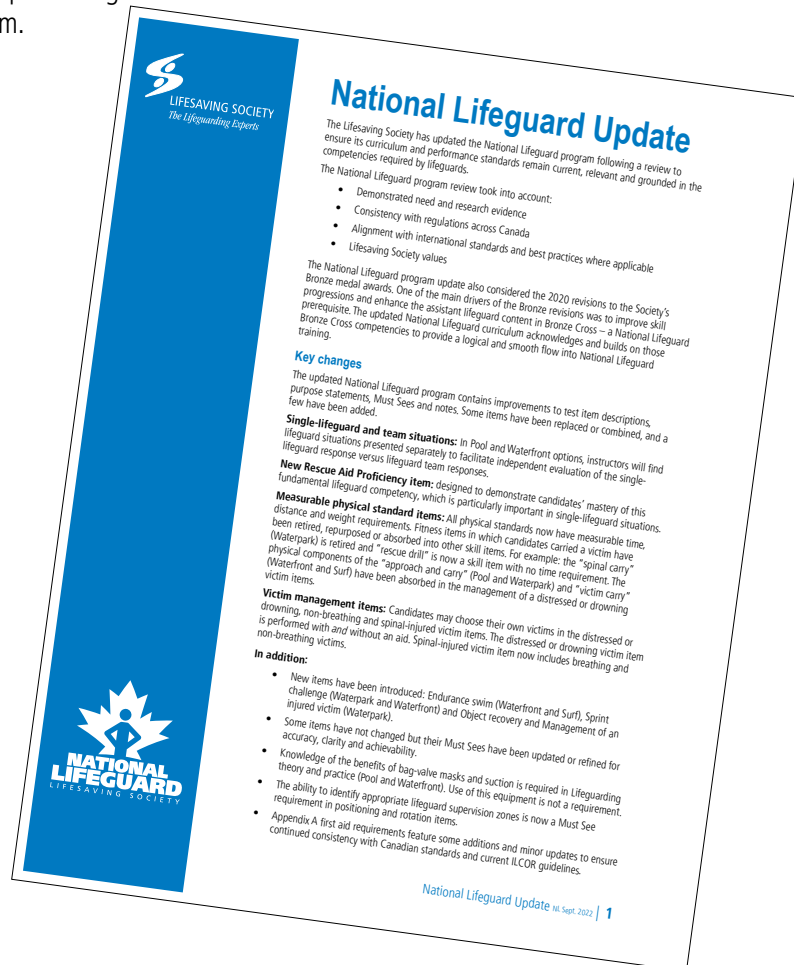
Beyond the good-news story on participation data, the Society was busy with a couple major Training Program projects. In June, we began the rollout of our National Lifeguard Update and in July, we closed the book on our comprehensive, and extremely successful Swim Transition.

With these two important matters settled, much of our remaining capacity was spent addressing any challenges our new Swim Affiliates were facing and promoting our popular Affiliate Loyalty Rewards Program.

## National Lifeguard update

The Lifesaving Society updated its National Lifeguard program following a review to ensure its curriculum and performance standards remain current, relevant and grounded in the competencies required by lifeguards.

The update included: New recertification-specific test sheets, changes to the National Lifeguard Examination Policy and equipment list, and an updated *National Lifeguard Award Guide*.



# 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.

**July 16-22, 2023**  
**National Drowning Prevention Week**  
LIFESAVING SOCIETY

## National Drowning Prevention Week

The Lifesaving Society designates the third week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning issue and drowning prevention. NDPW provides a focus around which community educators can plan news releases, do television and radio interviews, and deliver public demonstrations and other events.

In 2023, many successful community events were launched across Canada with mayoral proclamations, flag raisings, and community events led by community coalitions, affiliates, facilities and individuals.

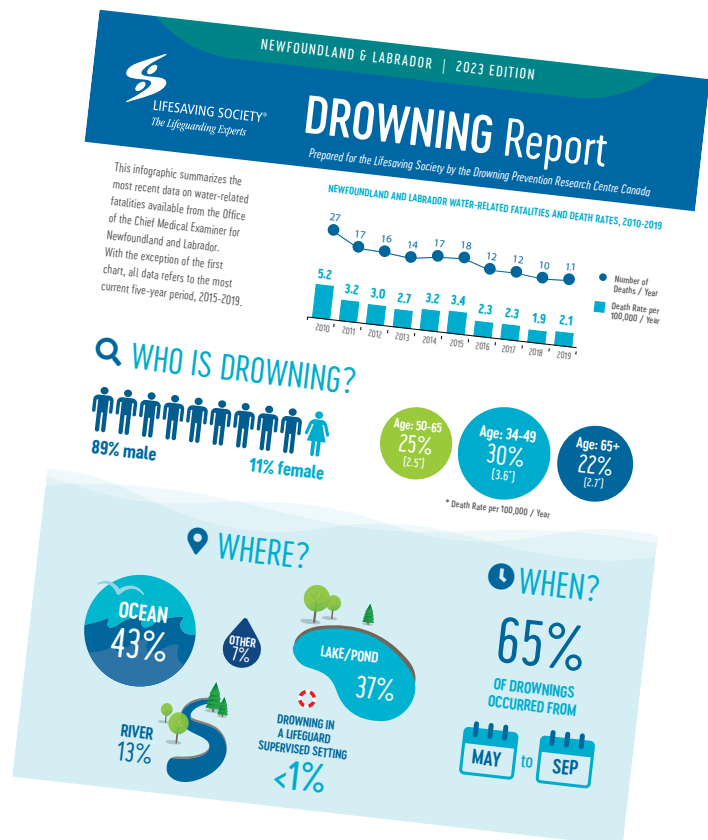
## Drowning Report

In July, the Society published the *2023 Newfoundland and Labrador Drowning Report* prepared by the Drowning Prevention Research Centre Canada. The most recent data showed the number of drowning deaths in the province remained near historic lows. The report indicated that the drowning rate increased slightly from 1.9 per 100,000 in 2018 to 2.1 in 2019 (the most recent year for which data is available).

Despite the significant reduction in the drowning death rate over the past five years, the factors remain largely the same. Fishing in Newfoundland and Labrador is the most common occupational and recreational activity when drowning occurs, and not wearing a lifejacket remains the single largest contributor to drowning deaths.

The Society has been researching and reporting on water-related deaths in Canada for over 30 years. The Society uses the drowning data to ensure its training programs and public education activities are properly focused and guided by a comprehensive fact base.

The *2023 Newfoundland and Labrador Drowning Report* is available at [lifesavingnl.ca](http://lifesavingnl.ca).



# 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 member with the largest lifesaving program.

1 <sup>st</sup>	City of St. John's	12,345
2 <sup>nd</sup>	The Works	9,796
3 <sup>rd</sup>	City of Mount Pearl	4,574
4 <sup>th</sup>	Ches Penney Family YMCA	3,394
5 <sup>th</sup>	Horwood's Homecare	2,904
6 <sup>th</sup>	New Depth	2,377
7 <sup>th</sup>	Marystown YMCA	2,197
8 <sup>th</sup>	CFB- Gander	1,937
9 <sup>th</sup>	Town of Conception Bay South	1,522
10 <sup>th</sup>	Glen Morris	1,304

## 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 <sup>st</sup>	City of Mount Pearl	4,574
2 <sup>nd</sup>	CFB- Gander	1,937
3 <sup>rd</sup>	Town of Conception Bay South	1,522

## Anniversary Award

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

1 <sup>st</sup>	Regional Aquatic Centre- Stephenville	995
2 <sup>nd</sup>	Town of Springdale	865
3 <sup>rd</sup>	Town of Bay Roberts	821

## Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

1 <sup>st</sup>	Town of Springdale	865
2 <sup>nd</sup>	Town of Bay Roberts	821

## Point System

Affiliate recognition awards encourage and recognize the use of the Society's training programs. 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. Recertifications are assigned half the point value of original certifications

### Water Rescue Awards

Canadian Swim Patrol	7
Junior Lifeguard Club	10
Safeguard	10
Bronze Star	10
Bronze Medallion	15
Bronze Cross	20
Distinction	30
National Lifeguard	40

### First Aid Awards

Anaphylaxis Rescuer	2
Basic First Aid	4
CPR-A /-B /-C	4 / 6 / 8
CPR-HCP	8
AED	10
Emergency First Aid	12
Airway Management	15
Workplace Standard First Aid	25

### Specialized Training

Lifesaving Fitness: Bronze / Silver / Gold	5/7/9
Boat Rescue	10
Lifesaving Sport Officials	15

### Leadership Training

Assistant Instructor	20
Swim Instructor	40
Lifesaving Instructor	40
Examiner Course	15
Update Clinics	15
Lifesaving Sport Coach	30
Specialized Instructors	30
Trainer Course	30



# 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.

## Newfoundland and Labrador 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 53<sup>rd</sup> Annual General Meeting was held at City Hall in St. John's on May 6, 2023). No person or body external to the Society is entitled to appoint any directors. The Society had no change to its Board of Directors in 2023.

## Activity centre councils

Activity centre councils are composed of chairs, appointed by the Board of Directors for a two-year term, who oversee specific portfolios necessary to manage the work of the activity centres. Chairs recruit and develop committee members. A vice president, or another individual appointed by the Board of Directors, chairs each activity centre council.

**Robyn Noseworthy** – First Aid Chair

**Navada Miles** – National Lifeguard Chair

## Volunteers serving nationally

In 2023, Lifesaving Society Newfoundland and Labrador volunteers continued to contribute to the National Society. **Christopher Mercer** represented Newfoundland and Labrador on the National Training Program Commission and the National Board member. **Gary Nolan** continued on the National Board as Corporate Secretary. **Barry Fordham** continued as the Society's Member Representative.

## Information and communication services

The Society continued to keep members informed with the quarterly distribution of the *Currents* newsletter. The Society remains committed to improving communications that will better serve members throughout Newfoundland and Labrador.

The Society continues to promote its Affiliate Loyalty Rewards Program. The rewards program gives affiliates who sign a five-year swim licence agreement, and exclusively run Lifesaving Society programs, a credit note valued at 10% of eligible annual purchases.

## Headquarters and office staff

**Raegan Wiseman** continued as CEO. The Society continued its lease at 11 Austin St. in St. John's.

## Lifesaving Society Newfoundland and Labrador Board of Directors

From the top, left to right:

Gary Nolan, President  
Corinne Wright, Past President  
Crystal Stokes, VP Member Services  
Christopher Mercer, VP Training Programs  
Barry Fordham, VP Public Education  
Ryan Gosse, VP Finance  
Raegan Wiseman, CEO (ex officio)

## Council chairs

### Training Programs Council

Robyn Noseworthy, First Aid  
Navada Miles, National Lifeguard



# FUNDRAISING

*Fundraising activities contribute to the mission of the Society by raising money to support our drowning prevention priorities.*

## Donor clubs

The Society's donor clubs acknowledge individuals who donate funds towards the Society's work. In 2023, the Society received donations from the following;

*Distinction Club* (\$500 or more):

*Merit Club* (\$300 to \$499): **Susan Glover Takahashi**

*Bronze Club* (\$100 to \$299): **Doug Ferguson, Robert Clark, Corinne Wright**

*Friends of the Society* (\$25 to \$99): **Andrea Herrmann**

## Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters.

We thank LifeguardDepot.com for its continued generous support of the Society in Newfoundland and Labrador. All proceeds from LifeguardDepot.com sales in Newfoundland and Labrador support drowning prevention and the development of young leaders through lifesaving sport. In 2023, LifeguardDepot.com provided the Lifesaving Society Newfoundland and Labrador with over \$4,500 for its drowning prevention work.

We thank the **Lifesaving Society Ontario** for their continued contributions.

Donate to the Lifesaving Society online. Visit [lifesavingnl.ca](https://lifesavingnl.ca) and click the Donate Now button. A new window will open where you have options to direct your donation to specific funds or causes.





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