

**All children should learn to swim.
We can teach them.**



Annual Report 2004

Newfoundland and Labrador Branch

Annual Report 2004

Executive Director's Report

2004 was a milestone in the history of the Lifesaving Society in Newfoundland and Labrador, marking the 35th anniversary of the Branch's official membership into the Royal



Lifesaving Society Canada on May 23, 1969. 2004 also marked the 40th anniversary of the NLS award in Canada. Each certifying and recertifying individual received a commemorative decal marking the event.

Revisions at a different level were implemented with NLS. These revisions were part 2 of the series of program revisions that the Society is implementing. Leadership revisions complete the picture in 2005-06. New program offerings continue to appear on the horizon like the Society's new **Swim For Life[®]** and **Lifesaving First Aid**, programs that the branch will be offering in 2005.

Partnerships continue with the RCMP and Canadian Coast Guard in program delivery and development, as well as public education initiatives. Productive talks on with government regulatory bodies help bring the Lifesaving Society to the forefront as the deliverer of quality, research-based programs and educational resources.

The Board of Directors conducted a strategic planning session, with the stated goal of providing direction for the Branch for the next three years. Concentration on customer and volunteer support and visibility of the Society ensure

that our most important assets are maintained and developed.

The annual Drowning Report and two other supplementary specialist reports drew media attention and are used by partner agencies in public education initiatives and available on the Society's web site. These vital reports were developed with the assistance of *Iisha Horwood*, who was the summer career placement for 2004. Her work was invaluable and we are grateful to her for her dedication.

Revenues for 2004 remained stable and comparable to 2003 with expected increases in program participation at the Bronze and NLS levels as well as dramatic increases in CPR which replaced Senior Resuscitation.

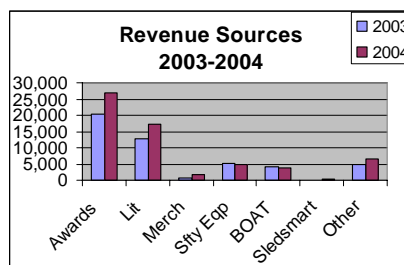
Finally, none of the work could be completed without the dedication and excellence of volunteers who provide their time and expertise to the Society throughout the province. From board members and project volunteers to examiners and trainers, the abilities and dedication is always appreciated and thanks never expressed enough.

Respectfully submitted,

Jeanette Jobson
Executive Director – NL Branch

Financial Highlights

The Lifesaving Society ended 2004 with a deficit. This was due to increased costs for program development and training as well as increased costs in credit card administration due to the inclusion of more services. The costs of program development are recoverable when the programs are implemented in 2005 and implementation of a broader range of credit card acceptance ensures effective customer service.



show growth steadily, gaining 15% in 2004. Other income is derived from affiliate fees, public education initiatives, donations and competition fees. The addition of a new product line of barrier devices also helped to generate new sales in safety equipment, showing an overall increase of 10%.

Core revenues continued to come predominantly from lifesaving programs and services and the Society met 95% of its targeted revenues for 2004. A 26% increase in award revenue reflected the introduction of new programs such as the Bronze levels revisions and CPR programming. The corresponding increase in literature sales of 26% includes revised program materials. Public education programs such as B.O.A.T.

Expenses remained within budgetary limits (99%), with overruns in the following areas:

- Postage & shipping
- Meetings
- Repair & maintenance

Overall, the Society continues to be well positioned to continue its mission of drowning prevention in Newfoundland and Labrador.



PRESIDENT'S REPORT FOR 2004

Congratulations to the Newfoundland and Labrador branch of the (Royal) Lifesaving Society as it now celebrates its 35th anniversary of membership within the Royal Life Saving Society Canada. This union occurred on May 23, 1969. Since that time, the lifeguarding and Water Smart[®] programs of this Society have continued to grow and prosper. This Society is the standard setter responsible for the training skills and the subsequent upgrading of the skills of all lifeguards in this Province. This is a tremendous task which carries with it all the responsibilities and duties that makes Lifeguarding and instructing such high profile positions. As a Society we salute them!

ADMINISTRATIVE REVIEW

The Report of our Executive Director- Jeanette Jobson - is enclosed. It highlights the year in review from the perspective of the office administration and the on-going day-to-day services which are provided to our members. She has a firm hand on the wheel of the Society's direction as it fulfills its mandate of quality service and support. She needs to be commended for her outstanding work and in-depth, timely reporting.

HIGHLIGHTS FOR 2004

There are five events which need to be recognized as we review the past year. These events have helped make this an eventful year and should auger well for the future.

(1) The new Swim for Life program will be implemented this year and should offer pools an opportunity to provide a new, well-researched program in the learn-to-swim categories. It has had significant impacts in those Provinces where it is now being used. We look forward to its development here in the province.

(2) The Department of Education has reviewed the Lifesaving Society programs and is in the final process of approving the use of the combination of Bronze Cross and NLS as an external high school credit with the possibility of designating further lifesaving programs forth-coming. This is in response to the Department of Education making physical education a mandatory subject in the high school curriculum for 2005. This can now provide schools an opportunity to use our pools for innovative aquatic programming and training that may then be useful as credit options for students.

(3) In June, 2005 a meeting will be held which could see a change in the policy of the Government's Occupational Health & Safety Division (OHSD) as to which providers of first aid training may now be permitted to operate in this province. As it now stands only one provider is acceptable by OH&S. The Lifesaving Society has been a provider of CPR training for many years: they are in fact one of the regulatory agencies which determine standards for CPR training. We now are seeking to be included in the first aid training certification.

(4) In March of 2005 there were 25 people honoured for their acts of bravery in saving the life of another person who had become in danger of drowning due to some mishap. The Lieutenant Governor presented these people with their awards at a reception at Government House. Some of these awards went back many years. Because of reporting lapses by family members or other groups, these people did not get their day in the spotlight until this year. Fortunately, they did receive their just reward.

(5). There is a tentative deal in the works which could see the Lifesaving Society partner with the NL Liquor Corporation to send out water smart messages and promote the Society's logo on its shopping bags. This publicity and promotion would be welcome exposure for the Society as it attempts to keep its messages in the public eye.

(5A) Another event which did not make it, but which came very close, was a big clash between the Lifesaving Society's mascot, Buddy, the lifeguard dog and St. John's Maple Leafs mascot, Buddy, the puffin. This was to have been the "Buddy Championships"- one celebrating its 35th anniversary and the other its final year (14 and gone). Unfortunately, due to scheduling problems the game was declared "offside". Now we will never know who had the best handlers. All we know is our Buddy lives on!!

WISH LIST FOR 2005 AND 2006

(a) After attending the national meeting of the Lifesaving Society in Kamloops, B.C. and observing the national lifeguarding championships, I have to question as to why this province is not entered in this fantastic event. Watching the enthusiasm of those competitors and the fan support they received, I have to say it is a natural for our lifeguards and young recruits. With the nationals in Nova Scotia in 2006, and with a chance to have lifeguarding become a Canada Games event, a concerted effort should be made to initiate this movement once again here in the province. All we need is a volunteer to spearhead the move. Let's create a Lifeguarding Competition chairperson to promote the Society's revised program.

(b) Our pools are the affiliate members of this organization. We must get every pool represented at these Annual Meetings to ensure that the Society's business and policies get a thorough discussion and that pools have a say in the direction that the Society may take. It is your Society- you must become more involved.

(c) The Adult Learn to swim program now has to be developed and then implemented so that two things may happen. (i) more adults may become more physically active and (ii) it allows adults to become more involved in drowning prevention and self-rescue skills. This program needs to be promoted to the adult community so that pools can then reap the benefits of increased participation and public exposure. Innovative marketing ideas and promotion is needed. Let's make a SPLASH for Adult Fitness in 2005!

(d) A full Board of Directors is needed so that Board projects can move ahead. There are exciting options out there for lively discussion and action. Why not step forward and make this Society do what it has the possibilities of doing? Let's make a difference for 2005!

SUMMARY

For 2007 it appears that the Newfoundland & Labrador Branch of the Lifesaving Society could be the host of the National AGM and meeting. Sign up now to be on one of the committees. Let's promote our Society to the rest of the Nation.

Thanks for the opportunity to be the President for the last year and a half. It is a Society which has such an impact on drowning prevention and water safety. We are in the service of saving and protecting lives when in or on or around the water.

Think about it! There are still some challenges out there to be dealt with and we need you to chip in. Do it now!

Respectfully submitted,

Ben Dunne
President

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 2004 on the basis of points assigned to the Society's awards (see opposite). The exception is the Royal Bank Water Smart™ Award presented to an individual, organization, business or facility that has made a significant impact in providing drowning prevention education within the community.

Top Ten Standings in 2004 (Year Round Facility)

1. Aquarena
20,445
2. Lifeguard Factory
11,600
3. Sir Wilfred Grenfell
5,895
4. Regional Aquatic
2,515
5. Town of CBS
2,500
6. Town of Wabush
1,710
7. CFB Gander
1,550
8. Exploits YMCA
1,530
9. Town of Carbonear
1,510
- 10 Town of Port aux
Basques
1,480

OSMOND AWARD

Town of Bay Roberts - 2004

Awarded to the Affiliate member running a seasonal facility, with the largest lifesaving programs, based on a population between 5,000 -10,000. *In 2003, the Town of Marystown earned this award.*

KEAN AWARD

Memorial University, Sir Wilfred Grenfell College - 2004

Awarded to the Affiliate member with the largest lifesaving programs, in a community with a population between 10 000 to 30,000 and operating a year-round facility. *In 2003, the Town of Conception Bay South earned this award.*

Seasonal Facility Standings - 2004

1. Town of Bay Roberts
2,155
2. Town of Marystown
1,590
3. Town of Springdale
1,145



LIFESAVING CUP

Aquarena - 2004

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 Lifeguard Factory was presented with this Cup in 2003.*



ANNIVERSARY CUP

Town of Channel-Port aux Basques - 2004

The Anniversary Cup marked the 35th anniversary of the Lifesaving Society in Newfoundland and Labrador in 2004 and is presented to the year round affiliate with the largest lifesaving program operating in a community with a population under 5,000. *The town of Channel-Port aux Basques was awarded the Anniversary Cup in 2003.*

WATER SMART® PUBLIC EDUCATION



The Lifesaving Society continued to promote the Water Smart® message throughout Newfoundland and Labrador in 2004 with the delivery of aquatic safety messages through presence at public events, media releases, website updates, delivery of water safety presentations to community groups and use of the Society mascot, *BUDDY*.

Sledsmart

This program continues to be offered by RCMP detachments across the province. This program is offered free of charge to community groups and schools across the province and provides practical information for preparation for submersion when travelling over ice covered bodies of water by snowmobile.

Honour & Rescue Awards

On Wednesday, February 11, 2004 The Royal Life Saving Society, Newfoundland and Labrador Branch recognized eleven Newfoundland and Labrador Heroes with Rescue Honours. Each of the recipients was involved in the rescue or rescue attempt

of someone who was drowning.

As a Royal Society, Her Majesty The Queen is the Patron of the Royal Life Saving Society Canada. In Newfoundland and Labrador the Lieutenant Governor is the Queen's representative and is the Patron of the Branch.



In addition to the Rescue Awards the Lifesaving Society also presented Commonwealth Service Awards to Royal Life Saving Society volunteers and three Queen Elizabeth II Golden Jubilee Medals.

Water Smart®

Water Smart® 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.

BUDDY, the Lifesaving Society's mascot is always in demand for events and has become increasingly popular for parades and functions. The large Newfoundland dog (the original lifeguard) is popular with all ages and drives home the Water Smart® message with impact.

National Drowning Prevention Day

The Lifesaving Society proclaimed the 4th Saturday in July to be National Drowning Prevention Day within Canada. NDPD was held on July 23, 2004 and the Newfoundland and Labrador Branch provided offered colouring contests, in-house competitions and a family Water Smart photo contest. Participation was strong in both the children's and adult's competition. Winners were presented with prize packs and the winning entries were published online.

BUDDY made surprise visits to outdoor pools on what was likely the hottest day of the summer and was met with enthusiasm.



AWARD STATS

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.



TRAINING PROGRAMS

The Society's ongoing commitment to improving the quality of our training programs was at the forefront in 2004, as we continue to build on the core strength of offering Canadians exceptional and current programs.

Paddy Daly attended a *Train the Trainer* workshop in Edmonton, Alberta which provided information on the **Swim for Life** program and its implementation within this province. Our thanks to the Alberta Branch for going out of their way to ensure that Paddy was well taken care of during his time in Edmonton.

Revisions to the National Lifeguard Service award were released in 2004. The revised NLS award is supported by a new Award Guide and updates were provided to instructors and trainers.

The Society trains approximately 200,000 Canadians annually.

AWARD LEVEL	2004	2003	2002
Canadian Swim Patrol Rookie	94	97	100
Canadian Swim Patrol Ranger	48	97	92
Canadian Swim Patrol - Star	48	63	82
Bronze Star	59	52	54
Senior Resuscitation & Recert	-	217	242
Bronze Medallion	328	293	295
Bronze Medallion Recert	-	4	1
Bronze Cross	258	260	195
Bronze Cross Recert	33	53	44
National Lifeguard	126	131	129
National Lifeguard Recert	136	176	158
NLS - Waterfront recert	2	-	-
NLS Revisions Update	28	-	-
Junior Lifeguard Club member	8	16	11
Swim Patrol/BS Update	69	29	
Exam Standards	4	-	11
Instructor Trainer/Recert	-	-	6
Lifesaving Instructor	6	26	46
Lifesaving Instructor Recert	15	16	7
National Lifeguard Instructor	3	7	6
Recert			
AEC Instructor	4	6	5
Examiner - Bronze Cross	2	4	3
Examiner - BC Recert		6	
Examiner - NLS	1	2	1
Examiner - NLS Recert		3	
IT - NLS		-	
IT - AEC		-	
SledSmart Facilitator	2	14	
Lifesaving Skindiving	2	-	-
Advanced Instructor	-	-	6
AEC & recert	196	200	224
BOAT Operator Accredited	157	182	86
Training			
BOAT Instructor Trainer	-	-	-
BOAT Instructor	-	10	10
Provincial	-	5	6
Trainer/Reappointment			
CPR C	322	77	
CPR C Recert	129	1	
CPR B	26	-	-
CPR Instructor	72	29	
CPR Instructor Trainer	-	2	
Total	2227 (+18%)	1820 (+ 1%)	1803 (-18%)

