



LIFESAVING SOCIETY

The Lifeguarding Experts

PRINCE EDWARD ISLAND REPORT

2018



LIFEGUARD



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.

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PRESIDENT'S REPORT

2018 was another year of development for the branch. We strengthened our communications and member services, and continued to engage with our Atlantic and global drowning prevention partners.

Together with our Atlantic counterparts we introduced our revised leadership system with a suite of support resources. These enhancements make a very good community-based leadership system even better and empower Lifesaving Society Trainers and Instructors to deliver exceptional programs.

In June, members of our Board of Directors attended national business meetings in Regina. The meetings were productive and reaffirmed the Society's commitment to the Bronze Medal revisions that were finalized in 2018, including the successful pilot of test items in PEI.

The Prince Edward Island Branch proudly hosted the Maritime Pool Lifesaving Championships for the second consecutive year in May at the Bell Aliant Centre in Charlottetown. PEI fielded our largest lifesaving team to date, with 15 athletes who raced hard against competitors from across the Maritimes and earned a second place finish. We thank the Bell Aliant Centre and the many volunteers who generously donated their time and expertise to ensure a successful competition.

The Honourable Antoinette Perry, Lieutenant Governor of Prince Edward Island, graciously hosted the Commonwealth Honour Awards at Fanningbank in October. Awards were presented to nine recipients for acts of service and bravery. The ceremony is a wonderful and worthy way to acknowledge our volunteers and members, who work tirelessly to support our drowning prevention mission and reduce water-related injury.

I thank our affiliates for their continued commitment throughout the year. 2018 saw growth in Leadership and Training programs as well as the Swim for Life program, none of which would be possible without their hard work and commitment to community-based programming.

I thank my fellow Board members and our dedicated volunteers for continuing to make possible all that we do in the service of drowning prevention in Prince Edward Island.

James Sullivan



FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada – PEI Branch unaudited financial statements for the year ended December 31, 2018. The Lifesaving Society PEI is a not-for-profit entity. Detailed financial statements are available upon request.

The Society's net revenue from operations exceeded expenses resulting in a surplus of \$2,600 compared with a \$1,000 surplus in the prior year. Overall, net revenue declined 14% to \$11,000, while expenditures also declined 29% to \$8,000.

The growth in net revenues was primarily due to literature sales, notably *Canadian Lifesaving Manual and Alert*.

Total expenditures declined from \$12,000 in the prior year to \$8,000 in 2018. This was mainly from saving in administration costs, notably fewer bad debts, \$2,500 less than previous year while additional cost savings noted for phone and office supplies.

The Society faces financial challenges in PEI. While expenditures are conservative and under control, the Society needs to increase the revenue required to support current lifesaving activities. The Society also needs to promote merchandise sales and awareness that every dollar from LifeguardDepot.com net revenue goes to support the Lifesaving Society in PEI.

Operations

Net Revenue	2018		2017	
	\$		\$	
Training programs	7,704	71%	10,290	81%
Commission & other	1,440	13%	1,251	10%
Literature	1,399	13%	478	4%
Leadership	297	3%	611	5%
	10,840	100%	12,630	100%

Expenditures

Administration	2,277	28%	6,115	53%
Training programs	1,763	21%	2,805	24%
Meetings	1,650	20%	286	2%
National levy	1,258	15%	1,217	11%
Occupancy	858	11%	816	7%
Lifesaving sport	360	4%	330	3%
Public education	73	1%	-	0%
	8,239	100%	11,569	100%

Net Surplus/loss for the year

2018	2,601	2017	1,061
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Balance Sheet

Net Assets	2018	2017
Net working capital	15,971	13,370
Fund Balances	15,971	13,370

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.

Leadership

The Society launched its updated leadership training system in 2018. The new program allows affiliates to efficiently put instructors on the deck, ready to teach, with the support materials required to deliver exceptional programs.

The new leadership system allows aquatic facilities across the Island to train and employ certified Lifesaving Instructors and Examiners in-house. In 2018, both Credit Union Place and TCAP added Lifesaving Instructors to their staff, increasing public access to the Society's Training Program awards.

Bronze Medal Revisions

Phase 2 of the Society's Bronze medal awards revisions was completed in 2018 with **Matthew Smith** working on the content team developing test items and performance requirements. With the launch of the updated leadership training system, Bronze Medal revisions becomes the number one priority for the Society as we evolve our programming to meet the enhanced needs of our affiliates.



AWARDS REPORT

TOP LINE SUMMARY		2018	2017	2016
	Swimming	3,767	3,738	3,908
	Lifesaving	409	240	498
	First Aid	2,392	2,468	2,458
	Lifeguarding	269	200	184
	Safety Management	0	2	0
	Lifesaving Sport	10	8	4
	Leadership	55	75	56
		6,902	6,731	7,108
SWIMMING	Swim for Life	3,767	3,738	3,908
		3,767	3,738	3,908
LIFESAVING	Canadian Swim Patrol	328	150	409
	Bronze Star	19	16	17
	Bronze Medallion	62	74	72
		409	240	498
FIRST AID	First Aid	89	121	86
	CPR	2,303	2,347	2,372
		2,392	2,468	2,458
LIFEGUARDING	Safeguard	54	38	0
	Bronze Cross	65	52	74
	National Lifeguard	150	110	110
		269	200	184
SAFETY MANAGEMENT	Aquatic Supervisor	2	0	1
	Safety Inspector & Auditor	0	0	1
		2	0	2
LIFESAVING SPORT	Athletes	10	0	4
	Officials	0	8	0
		10	8	4
LEADERSHIP	Instructor	36	55	30
	Examiner	11	9	15
	Trainer	8	11	11
		55	75	56

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.

Boating Safety

The Society continued its productive partnership with the Canadian Safe Boating Council, including four safe boating public education campaigns between May and September. The Society continued to support and promote the online boating safety program *STARTboating* targeting new boaters, particularly new Canadians who may be experiencing recreational boating for the first time. *STARTboating* is a comprehensive program designed to teach basic boating and water safety skills, and is available in English, French, Mandarin, Cantonese, Hindi and Tagalog.

Drowning Reports

The Lifesaving Society released the 2018 edition of its *Maritimes Drowning Report* in August. Drowning continues to disproportionately affect males. Nearly nine out of 10 drowning victims in the Maritimes are men and those 35–49 years of age have the highest drowning rate of all age groups. There was encouraging news in the decreased overall water-related fatality rate in the Maritimes from 1.8 to 1.5 per 100,000. By province, the PEI water-related fatality rate declined by more than half from 1.6 per 100,000 in 2006–2010 to 0.7 in the 2011–2015 period.

Data specific to the Maritimes and Prince Edward Island is critical to focus the Society's drowning prevention efforts aimed at the continued reduction of drownings in the province.

The full Canadian and Maritimes Drowning Reports are posted at www.lifesavingsocietypei.ca. The Lifesaving Society has been researching and publishing reports on drownings in Canada for the past 30 years.

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.

Prince Edward Island Board of Directors

A volunteer Board of Directors governs the Lifesaving Society Prince Edward Island 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. No person or body external to the Society is entitled to appoint any directors.

In July, we welcomed **Matthew Smith** as a director to the Board at the Society's AGM.

Annual Meeting and Investiture

Sport PEI hosted the Society's Annual General Meeting on July 16, 2018, during which **James Sullivan** was elected President of the Lifesaving Society Prince Edward Island.

In October, the Lieutenant Governor of Prince Edward Island, **The Honourable Antoinette Perry**, graciously hosted the Commonwealth Honour Awards Investiture at Fanningbank to recognize Society volunteers for their meaningful and important work.

The Honorary Rescue Commendation, which honours members of the public who perform outstanding rescues on water or on land, was awarded to **Kim Smith, Lori Ferguson-Brown, Darren Brown, Kevin Atkins, Billy Malone** and **Jason Carter**.

Beth Johnson and **Charlie Ross** received the Honorary Bravery Award, recognizing a courageous rescue by a person or group of individuals who are a Society award holder.

Cassandra Paynter was awarded the Associate Rescue Award for a courageous rescue by a person or group of individuals who are a Society award holder.

Volunteers Serving Nationally

Matthew Smith continued his prolific work for the Society representing Prince Edward Island on the Bronze Medal Awards Revisions Task Force, the National Management Team, and Canadian Athletes Council.

Information and Communication Services

The Society published three issues of its e-newsletter *Islander*, circulated to over 300 members and friends of the Society.

Lifesaving Society Prince Edward Island Board of Directors

James Sullivan, President
Adam Ross, Past President
Blythe Murray, Vice President
Shanahan Gardiner, Secretary-Treasurer
Sean Flanagan, Director
Sean Murphy, Director
Matthew Smith, Director
Brett Hancock, Director
Robb Wickstrom, Director
Halbert Pratt, Director



Award recipients with the Honourable Antoinette Perry at Fanningbank: (Left to Right) Billy Malone, Darren Brown, Lori Ferguson-Brown, Kim Smith, Her Honour, Beth Johnston, Charlie Ross, Kevin Atkins and Cassandra Paynter. (Not pictured: Jason Carter.)

LIFESAVING SPORT

Lifesaving Sport contributes to the mission of the Society by engaging and inspiring youth in our humanitarian mission; by providing an incentive for training; by encouraging innovation in techniques, and; by providing opportunities for volunteer recruitment, retention and leadership development.

Lifesaving Sport had a strong year in Prince Edward Island with a record number of athletes competing throughout 2018.

In May, the **Bell Aliant Centre** hosted the Maritime Pool Lifesaving Championships for the second consecutive year, with PEI fielding its largest lifesaving team ever. Rookie and veteran athletes alike had podium finishes that resulted in a second place finish for the team. The competition was well attended by athletes across the Maritimes, and we thank all the athletes, officials, and volunteers who contributed to the competition's success. We would also like to thank the Society's New Brunswick and Nova Scotia Branches for their support.

Prince Edward Island's top lifeguards clashed with the best of New Brunswick and Nova Scotia at the 2018 Maritime Surf Lifesaving Championships hosted by the Nova Scotia Lifeguard Service at Martinique Beach on August 7. The PEI team finished third behind the Canada Games Centre – Halifax and the Cape Breton-North Shore guards. **Evan Tynski** and **Zach Doiron** combined for PEI's best result, racing to a second place finish in the Men's Board Rescue.

The increase of volunteer officials and athletes, with positive feedback received from both groups, will enable the Society to continue lifesaving sport's growth across the Island in 2019 and beyond.



(From left) Gabrielle Melanso, Katelyn Ford, Rebecca Lebrech and Hannah Bolger pose with their gold medals after winning the Women's 100 m Manikin Carry Relay.



Canada's lifeguard standard