

PRINCE EDWARD ISLAND REPORT 2017



LIFESAVING SOCIETY
The Lifeguarding Experts



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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

2017 was another year full of hard work for the Lifesaving Society PEI. Through the dedication of our volunteers and collaboration with our peers, we saw an increase in services and communications to our members while developing processes and partnerships that ensure the long-term sustainability of our Branch.

In March, the Board of Directors endorsed the Atlantic Canada Support Services Agreement among Atlantic branches of the Lifesaving Society to increase affiliate and individual support services across the region through participation on the Atlantic Canada Management Committee. This collaboration has yielded increased services like the launch of our quarterly newsletter, Islander, to over 250 members across the province. Other initiatives with our Atlantic counterparts are underway to ensure that members in Prince Edward Island are provided the supports they have requested from the Society.

In May, in keeping with our commitment to our fellow Atlantic Branches, PEI proudly played host for the first time to the 2017 Maritime Pool Lifesaving Championships with athletes from across the region competing at the Bell Aliant Center.

In a June release, the 2017 edition of the Lifesaving Society's *Maritime Drowning Report* indicated that the drowning death rate decreased in the most current 5 year period with PEI experiencing the largest percent reduction. Despite this, an average of 26 preventable drowning deaths occurs in the Maritime Provinces each year, reinforcing the need for continued strong drowning prevention efforts.

In November, Sean Murphy, Halbert Pratt, Adam Ross and Matthew Smith attended the World Conference on Drowning Prevention hosted by the B.C. & Yukon Branch of the Lifesaving Society in Vancouver. The WCDP 2017 also marked the launch of the Canadian Drowning Prevention Plan by the Canadian Drowning Prevention Coalition. The plan is a result of the World Health Organization's call to action in its *Global report on drowning: preventing a leading killer*. The WHO report drew attention to the highly preventable nature of drowning and identified 8 key focus targets.

The Board of Directors continues to lobby the provincial government for drowning prevention initiatives to become a part of our education system. In 2017, meetings were held with the Minister and Deputy Minister of Education, Early Learning & Culture to discuss the need for Swim to Survive to be integrated into our grade three physical education curriculum. Dialogue is ongoing and there are high hopes that soon grade three students across the province will be learning the essential swimming skills to survive an unexpected fall into deep water.

Lastly, I would like to thank the dedicated volunteer board of directors I have had the pleasure of working with over the past four years. Being a small organization, our board members assume more duties and responsibilities than most other organizations; but, every board member works hard to advance our organization in our province with the primary focus always being on reducing drownings in Prince Edward Island. I am proud to call you all friends and colleagues and appreciate the support you provided to me as president.

Safe Swimming.

Adam Ross



FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada – Prince Edward Island Branch unaudited financial statements for the year ended December 31, 2017. The Lifesaving Society Prince Edward Island generates revenue primarily from training programs and merchandise and literature sales. Detailed financial statements are available upon request.

During fiscal year 2017, the Society's net revenue exceeded expenses from operations by \$1,100 compared with \$6,400 in the prior year.

Net revenues decreased 3% from \$13,100 in the prior year to \$12,600 in 2017. This decrease was due primarily to a \$1,100 decline in literature sales from \$1,600 in 2016 to \$500 in 2017. However, this was offset by an increase in leadership sales of \$500. Training program and merchandise revenue remained flat over prior year.

Expenditures increased 74% from \$6,600 in the prior year to \$11,600 in 2017. This increase was caused by two significant expenditures. Increased administration costs as a result of a \$2,700 bad debt expense due to uncollectible accounts receivable, and an increase of \$2,800 in training program costs resulting from a write-off of obsolete inventory. Improved changes to fiscal controls and inventory management are required to reduce these substantial expenditures.

Financial reporting and awards reporting procedures, put in place in 2017, will result in improved financial planning. There are still financial challenges for the Society, but they are manageable. Overall the Society is financially well positioned to continue its work of drowning prevention in Prince Edward Island.

OPERATIONS

	2017		2016	
	\$		\$	
Training programs	10,290	81%	9,990	77%
Merchandise	1,251	10%	1,341	10%
Leadership	611	5%	126	1%
Literature	478	4%	1,614	12%
	12,630	100%	13,071	100%

Expenditures

Administration	6,115	53%	3,394	51%
Training programs	2,805	24%	-	0%
National levy	1,217	11%	1,223	19%
Occupancy	816	7%	854	13%
Lifesaving sport	330	3%	647	10%
Meetings	286	2%	426	6%
Public education	-	0%	95	1%
	11,569	100%	6,639	100%

Net Surplus/loss for the year

BALANCE SHEET

Net Assets

Net working capital	13,370	12,309
	13,370	12,309

Fund Balance

General	13,370	12,309
	13,370	12,309

TRAINING PROGRAMS

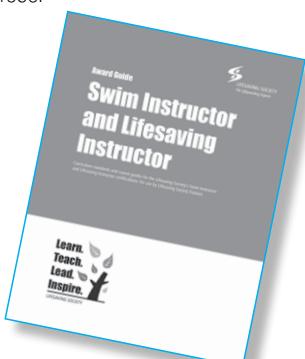
Training Programs contribute to the mission of the Society by teaching the skills and the knowledge Canadians need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

Leadership



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, **Adam Ross** and **Sean Murphy** represented Prince Edward Island at the National Trainer Workshop in Toronto along with colleagues from other Atlantic provinces. Only current Trainers who recertify in the Trainer Update Clinic are authorized to teach the new leadership courses.



AWARDS REPORT

TOP LINE SUMMARY	2017	2016
Swimming	3,738	3,908
Lifesaving	240	498
First Aid	2,468	2,458
Lifeguarding	200	184
Safety Management	2	0
Lifesaving Sport	8	4
Leadership	75	56
Total	6,731	7,108
SWIMMING		
Swim for Life	3,738	3,908
	3,738	3,908
LIFESAVING		
Canadian Swim Patrol	150	409
Bronze Star	16	17
Bronze Medallions	74	72
	240	498
FIRST AID		
First Aid	121	87
CPR	2,347	2,372
	2,468	2,459
LIFEGUARDING		
Safeguard	38	0
Bronze Cross	52	74
National Lifeguard	110	110
	200	184
SAFETY MANAGEMENT		
Aquatic Supervisor	1	0
Safety Inspector & Auditor	1	0
	2	0
LEADERSHIP		
Instructor	133	163
Examiner	78	143
Trainer	15	9
	226	315

Bronze revisions

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

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

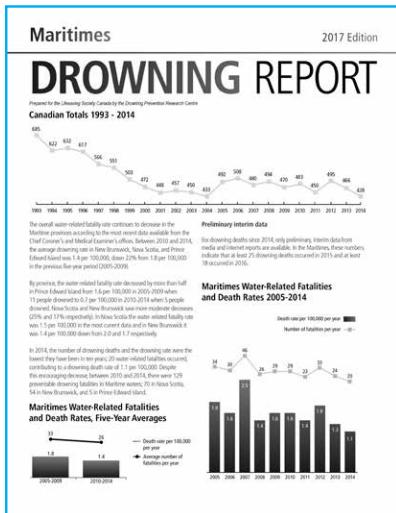
PUBLIC EDUCATION

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 Prince Edward Island 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 the 2017 edition of its *Maritime Drowning Report* in advance of National Drowning Prevention Week (July 16-23). Nine out of 10 drowning victims in the Maritimes are men and those 20-24 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 2005-2009 to 0.7 in the 2010-2014 period. In this period, all drowning deaths occurred among adults between the ages of 40 and 70.

The full *Maritime Drowning Report* is posted at www.lifesavingsocietypei.ca along with the 2017 edition of the corresponding *Canadian Drowning Report*. The Lifesaving Society has been researching and report on drownings in Canada for the past 30 years.

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. The Lifesaving Society PEI was represented at the conference by **Halbert Pratt, Adam Ross, Matthew Smith and Sean Murphy**.

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, Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

In 2017, **Adam Ross** served as the Prince Edward Island representative on the National Board of Directors.

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. (The 2017 Annual General Meeting was held in Charlottetown on June 21 at the Royalty Centre - House of Sport.) No person or body external to the Society is entitled to appoint any directors.

2017 PEI Board of Directors

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

New Program Guide

In the latter half of 2017, the Society began updating its Program Guide – the repository of the “rules” within which Instructors, Examiners, Coaches, Trainers and Affiliates offer Lifesaving Society programs. The 2018 edition of the Prince Edward Island Program Guide will feature the new leadership system.

Islander

In July, we launched our e-newsletter – *Islander* – to update and inform the Society’s affiliate and individual members. The Society published three issues in 2017 which were distributed to 250 members and friends of the Society in Prince Edward Island.

LIFESAVING SPORT

On Saturday, May 6, the Lifesaving Society PEI hosted the 2017 Maritime Pool Lifesaving Championships with four teams and 28 athletes competing at the Bell Aliant Center in Charlottetown.

On August 6, seasoned North Shore guard **Zach Doiron** of Summerside (pictured below) placed 5th in the Lifesaving Society’s Canadian Lifeguard Challenge at Martinique Beach, Nova Scotia. Zach was one (and the first Islander) of just 18 Canadian lifesavers who earned an invitation to this high-performance surf lifesaving event. Competitors completed the Oceanman Event (Swim 300 m – Paddleboard 400 m – Surf Ski 600 m) three times consecutively with less than fifteen minutes rest between races.



Learn. 
Teach.
Lead.
Inspire.

LIFESAVING SOCIETY