

2011

Annual Report

Lifesaving Society

BC & Yukon Branch



Mission Statement *To provide lifesaving education which encourages safety in aquatic activity and prepares rescuers to respond to aquatic emergencies*

BC & Yukon Branch Vision Statement

The BC & Yukon Branch of the Lifesaving Society is an active member of the community dedicated to preventing death and injury in, on, or near the water. We search out opportunities to include everyone as driven by the needs of our community. We endeavour to collaborate with all groups and individuals with like aims. We are a dynamic organization that celebrates growth, flexibility, innovation, excellence and proactive leadership.

THE LIFESAVING SOCIETY IS

- ➔ The national, non-profit, voluntary organization that has been training swimmers to be Lifesavers, Lifeguards and Instructors in Canada since 1908 and in BC since 1911.
- ➔ Dedicated to the prevention of incidents and the saving of life in aquatic environments across Canada.
- ➔ A member of the Royal Life Saving Society Commonwealth organization and the Canadian representative in the International Life Saving Federation

AIMS OF THE LIFESAVING SOCIETY

- ➔ Promote public awareness and understanding of the responsibility every Canadian assumes when working or playing in an aquatic environment.
- ➔ Provide educational opportunities for preparing swimmers to be lifesavers and for training highly skilled lifeguards.
- ➔ Pursue research to enhance and support the continuing development of its programs and to maintain technical excellence.
- ➔ Provide consultation services for education, recreation and health agencies in communities throughout the country.

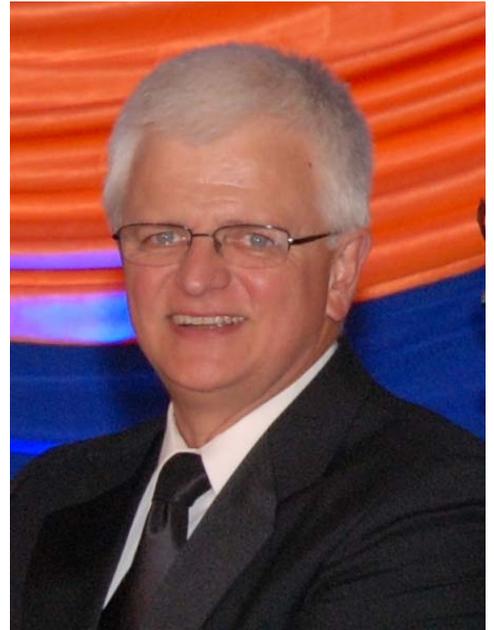


President's Message

What a celebration this Centennial year has been! Over the past year Branch volunteers and staff have put extraordinary effort into making our 100th anniversary a memorable milestone in the history of a great organization.

Regional celebrations occurred throughout the Branch in addition to our hosting of provincial and national meetings and lifeguard competitions. Our archives were displayed for all to view our historical progression.

The year culminated with a fabulous Gala event that brought together a variety of people who have built this Branch into what it is today. The Gala also welcomed our colleagues from across the country who shared in our birthday party and in our achievement of a major financial goal in paying off the mortgage on the Branch office.



Our programs continue to reach out to more people, teaching them skills that will save their own lives and educate them to save others. We also trained dedicated individuals to become lifeguards who prevent water-related tragedies every day in our pools and on our waterfronts throughout BC and the Yukon.

As we look back on the past year it is important to recognize all the volunteers and staff who provided inspirational leadership over the last century creating today's Lifesaving Society. However, the Centennial year is not the end of an era – it is the beginning of a new phase, allowing us to re-dedicate ourselves and continue to passionately work to reduce drowning in, on and around the water.

Please take the time to review the fine work that has been accomplished over the last year. In closing, I would like to thank the members of the Executive Committee and our Executive Director and his staff for their vision and work to make being my time as President an honour and a privilege.

*Len Manuel,
President*

Executive Director Report

Any celebration of 100 years is a momentous occasion, but when it's been a century of saving lives, one can only guess at the number of people who have been saved by lifeguards, by lifesavers and by members of the general public who have learned lifesaving skills through the Lifesaving Society.

If the measure of our success is the drowning rate in BC, we've done incredible recent work from a high of 155 in 1994 to 69 in 2011! We know much more can be done and we continue to collaborate and cooperate to ensure we're maximizing our resources.



The Centennial year was a chance to celebrate what has been accomplished and to prepare for the years ahead. Some of the highlights of the year include:

- a historical presentation at the Harrison Recreation Administrators' Workshop in January
- a luncheon attended by 80 past and present supporters prior to the awards ceremony hosted by Governor Ian Robertson at the Hotel Vancouver in March
- special recognition and presentations to several first responder agencies at the 99th annual Honour & Rescue award ceremony in March
- regional training workshops, meetings and Centennial dinners in various parts of the Branch throughout the spring
- archives display and birthday cake served at the BC Recreation and Parks Association's symposium in Richmond in May
- CPLC and CLERC national competitions hosted at the Surrey Sport & Leisure Complex in May
- national business meetings hosted in Surrey in May
- a special banquet after the Barnsley Branch Lifeguard Championship attended by competitors, officials and about 20 past Barnsley winners who were presented with a mini-Barnsley shield
- national business meetings hosted in Richmond in October
- high profile and involvement in the BCRPA's Ripple Effects Aquatic Workshop
- the grand finale was the Centennial Gala attended by 200 guests that included a motivating presentation from Dr. Steve Beerman, the burning of the office mortgage and a great party with the Timebenders

We even took a risk during National Drowning Prevention Week and partnered with Taxi Advertising in a creative but provocative display of 'headstones' on English Bay beach representing those who had drowned the previous year. We almost cancelled it for fear of negative press, but it turned out to be quite the contrary. It was a hard-hitting, high profile display that caught the attention of the public.

Icing on the Centennial cake was receiving the 2011 Lieutenant Governor's award for exceptional contribution to public safety in BC. The award was presented before 200 guests at a luncheon hosted by the BC Safety Authority at the Vancouver Trade and Convention Centre.

The programs offered by our Affiliates continue to support the good work of the Society and for that we are eternally grateful. The transition into new CPR standards was a challenge well-met by Affiliates, instructors, instructor-trainers and Branch staff. This Branch also played a key leadership role at the national table in revising our programs to update and modernize them.

Reflecting on the year past is difficult as we're always so focused on what is next. There are many great initiatives in the works and we have the commitment and expertise of many people to help us accomplish those objectives in order to continue to bring our drowning stats down.

The Lifesaving Society is a strong organization on the upswing thanks to the commitment of affiliates, volunteers and staff. The history of the Society is rich and its work has not wavered over the years from the original intent of prevention and saving lives around water.

A standing ovation is owed to all the volunteers and staff who helped make our Centennial an amazing celebration of what thousands of dedicated individuals can do over time. We anticipate building on our successes for many years to come.



Len Manuel & Dale Miller accepting the Lieutenant Governor's award for exceptional contribution to public safety in BC

Program and Public Education Report

2011 marked the 100th anniversary of this Branch of the Lifesaving Society and despite the many Centennial celebrations, the program staff still had a very busy and productive year including highlights such as:

National Revisions

- § The BC & Yukon Branch represented the national Lifesaving Society at the interagency meetings held in Ottawa to determine how the 2010 ILCOR resuscitation and first aid revisions would be implemented. Part of that role included piloting the new skills and creating standardized documents that would be used by other Branches for training purposes and eventually in the revision of Society resources.
- § National revisions for the NLS program started in 2009 and were completed in 2011 with an expected national launch date of June 2012. Thank you to Joel Sutcliffe and Ryan Radford for their dedicated work in assisting with the revisions process.
- § The Lifesaving Society Leadership programs are currently under revision and have resulted in several working meetings in Toronto over the past year. A big thank you goes out to Graham Esplen for his tireless work in assisting with the revisions process.

Program Highlights

- § The LSIT, NLS Instructor and First Aid Instructor Recert cycle was originally scheduled for fall 2010, but postponed to ensure new resuscitation guidelines could be applied to all program streams. All Instructors received an extension until June 15, 2011 to allow implementation of new resuscitation standards.
- § The Branch office worked closely with all Committees in the development and launch of the LSIT, NLS Instructor and First Aid Instructor Recert cycle with training occurring between April 15th and June 15th, 2011.
- § Leadership training included 20 new NLS Instructors, 20 new First Aid Instructors, and 5 new Lifesaving Instructor Trainers.
- § The new First Aid Instructor course was launched on July 1, 2011. The prerequisites no longer require a Lifesaving Instructor certification which opens up the training to non-aquatic individuals who are interested in teaching first aid.
- § The continued expansion of the AED program to include the training of an additional 24 new AED Instructors, 8 more facilities joining the Quality Assurance Program and 3 successful AED saves from Affiliates under the AED-QAP program.
- § A total of 4981 candidates were certified in NLS in 2011, the highest number certified in almost 10 years

Public Education

3 Drowning Prevention Week was held from July 16th to July 23rd with a public education campaign that featured a “graveyard” display at English Bay, each of the 67 “flutterboard tombstones” representing a life lost due to drowning in 2010.

3 The Lifesaving Society set a goal to provide Swim to Survive training to 50% of Grade 3 students within a three year period from January 2010 to December 2012. In 2011, 14 Swim to Survive grants were paid out with 3284 students receiving Swim to Survive training.

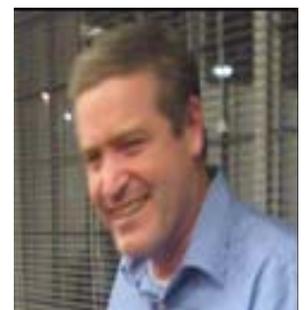
3 In 2011, the Branch office continued to develop relationships with Affiliates through site visits and by participating in the annual Aquatic Programmer Development (APDM) meetings, regional Affiliate meetings and the BCRPA Aquatic Workshop (Ripple Effects) in Richmond. This past year has also seen an increase in the number of safety audits requested

3 In July 2009, the Ministry of Housing and Social Development established the BC Pool Safety Advisory Group. As recommended by the Chief Coroner, this group included representation from multiple agencies to develop strategies for preventing residential pool drownings involving young children. The Lifesaving for Backyard Pool Owners program was created as one of the tools to achieve this goal and is a non-certification course that can be customized to meet the needs of private pool owners. It is recommended that Affiliates offer the course just prior to the summer season (late May), with the Red Cross Lifejacket Day activities and during Drowning Prevention Week.



Wendy Schultenkamper -
Education Director

In closing, we would like to thank all of our co-workers at the Branch Office, the Leadership Committee, the NLS Committee, our Affiliates and the tireless efforts of Society volunteers who have played a part in making this another successful year.



David Rose -
Program Director

NLS Committee Report

Committee Members: Lauralee Cheng, Jim Davies, Veronica Grusnick, Karen Hillmann, Gordon Macdonnell, Michael Miller, Jenn Moody, Ryan Radford (Vice-Chair), Joel Sutcliffe (Chair)

Regional Representatives: Marg Kovacs, Gary Lefebvre, Amelia Mattson, Lisa Meier, Alison Stevens, Sasha Sywulsky

Ex-officio: Graham Espen, Glenn Schultz, Kim Town-Schon

Staff Representative: Wendy Schultenkamper



Joel Sutcliffe -
NLS Committee Chair

In March of 2012, we end the current two-year term for the NLS Committee and my role as Committee Chair. I believe that we have had a successful and productive term in many regards. There have been a lot of changes to deal with as the Committee considered how new ILCOR guidelines, BC Pool Regulations, and National NLS Revisions would impact the lifeguarding standards and programs here in BC & Yukon.

We led the way nationally in terms of incorporating the ILCOR revisions into NLS, and has contributed extensively to the national conversation of how that should be done. We are anticipating the nationally revised NLS program (including new fitness standards) to be launched sometime in mid-2012. We look forward to providing resources to update all of our instructors with these revisions.

The commitment of the volunteers with the NLS Committee remains strong. I believe that over the past two years, we have made important strides in involving more people in decision-making and have increased communication. We have slowly improved the technology for video conferencing at our meetings allowing regional members to be active participants in the monthly meetings, and would like to continue involving other NLS Instructors in creative ways.

Among other initiatives, we are now communicating with instructors via Facebook and personal email. Each committee member has an NLS Instructor list to communicate with them personally. We are looking to involve all NLS Instructors in resource development for the launch of the new revised NLS program.

Our major project for 2011 was creating the NLS Instructor Update. Our committee put a lot of work into this project and generated many good resources. The update was fast-paced and well-received by NLS Instructors. In 2012 a follow-up professional development workshop is planned to be attended on a volunteer basis.

We currently have 209 certified NLS Instructors throughout the Branch. In 2011 these instructors ran 180 NLS courses certifying 1768 new lifeguards. Three NLS Instructor courses were offered with 22 new instructors entering their apprenticeship process and 20 others successfully completing their apprenticeship. We welcome these new instructors.

I would like to remind all Instructors that this Committee is here to represent you. Please give us your ideas, observations, and questions. I welcome your input anytime by email, and if you make arrangements ahead of time you are welcome to come to any meeting.

Joel Sutcliffe - NLS Committee Chair

Leadership Committee Report

Committee Members: Karen Hillmann (chair), Debbie Heywood, Debbie Vant Kruis, Alison Stevens, Jari Weaver, Anne Porteous and Kerry Maguire.



Karen Hillmann - Leadership Committee Chair

2011 was a busy year with not only the celebration of the Lifesaving Society's 100th anniversary, but also the many Lifesaving Instructor updates for the new resuscitation revisions. Thanks to everyone for their active participation in the clinics throughout the year as many great discussions, input and questions occurred.

Some highlights of the year:

- ➔ Spring 2011 saw the launch of the Lifesaving Instructor Trainer Recert clinics throughout the province. The 101 LSITs trained in the spring in turn provided either Lifesaving Instructor Recert clinics or Lifesaving Instructor inservices to allow for the September 1 launch of the new resuscitation standards in the lifesaving programs. Many thanks to the Affiliates, Instructors and the Branch office for their support in making these courses and recerts both a success and a learning experience for all.
- ➔ The Lifesaving program still continues to grow throughout the Branch. For 2011, there were 7701 participants certified in Bronze Star, Bronze Medallion and Bronze Cross. This helps to provide a strong message in aiding those participants to become lifesavers which then helps with drowning prevention.
- ➔ Congratulations to the 5 participants who took the next step towards becoming a Lifesaving Instructor Trainer by completing their apprenticeships in 201

2011 was actually a quiet year for the Leadership Committee for the bulk of the work was done in 2010 in preparing for the 2011/2012 Recert Cycle for the resuscitation changes in the Lifesaving Instructor program. The projects from 2010 were added into the Recert Cycle and became part of the resource package for all those who attended.

Many thanks go to Wendy Schultenkamper and David Rose for their continued support to the Leadership Committee. I cannot forget Kathy Fedyk who deserves a big "thumbs up" for all her dedication in helping with resources, the world of test sheets and the many questions that need to be answered throughout the year. Thanks to those on the Leadership Committee who are always willing to go the extra mile to help out with projects and deadlines: Debbie Heywood, Alison Stevens and Jari Weaver. Thanks to everyone!!

Lifeguard Competition Committee Report

Committee Members: Ryan Radford (Chair), Anne Benn, Jennifer Beach, Lauralee Cheng, Gary Lefebvre, Ngaire Leaf, Jerry Michael, Heidi Ogilvie, Joel Sutcliffe, Kim Town-Schon, Tia Town-Schon, Shane Vail.



Ryan Radford - Competition
Committee Chair

Lifeguarding and lifesaving competition in our Branch continues to flourish as we see new and old faces alike participating in all aspects.

We were excited to again host the Canadian Lifeguard Emergency Response Championships (CLERC) and the Canadian Pool Lifesaving Championships (CPLC), last hosted here in 2005 in Kamloops. After more than a year of planning by countless individuals, both events were a huge success hosted at Surrey Sport & Leisure Complex. Great accolades were received after 4 days of exciting competition by teams and individuals from across the country. Coquitlam and Vancouver clubs represented the Branch with a Vancouver Lifeguard Association team, captained by Kim and Tia Town-Schon, taking a silver in overall team championship.

Special mention goes to Gail Findlay-Shirras who took home 7 medals (5 gold and 2 silver) and Will Walters who took home 8 (7 gold and 1 silver). In CLERC, we saw 5 BC teams compete highlighted by Delta's Savage Guard'n placing 3rd in First Aid, Surrey placing 2nd in Priority Assessment and Branch champions Beach Patrol winning gold in Water Rescue. The Coquitlam team won the Championship Banner for most cumulative points. Congratulations once again to all local teams who represented our Branch proudly. We also thank the many volunteers, officials, judges & event coordinators without whom the events could not have run.

In 2011 there were 4 great competitions occurring in July and August in Coquitlam, Surrey, UBC and Langley. The Township of Langley was proud to host the 12th consecutive competition this year, making it the longest running regional event in Branch history. Although the total number of competitions was lower than past season, the number of competitors remains high. Thirty-four teams attended competitions with Coquitlam's Bubbles & Kicks taking the Circuit trophy.

As our Branch turned 100 this past year, our coveted Barnsley Shield turned 75. The annual Barnsley Lifeguard Championship was hosted by Delta who provided a great team that put in countless hours to make the event a success. After it was all said and done, first time winners, Victoria's J-Thrust took home the ultimate prize. Congratulations to captain Jerry Michael, teammates Christian Gotengco, Jeff Harris & Joy Marlinga. Honourable mentions go to Dominique Imano who was awarded the Stewart Schon Memorial Cup for Sportsmanship, Christian Gotengco for winning the golden tank as top Individual First Aid competitor for an unprecedented third time, and the top rookie team Feel Good Inc. A huge thank you to all organizers, officials, and volunteers for their hard work in making this flagship event such a success once again.

In international news, our Branch saw 3 competitors attend Commonwealth Championships in Durban, South Africa. Gail Findlay-Shirras came home medaling in each of her 3 events; a 3rd place in the 200m obstacle and super lifesaver and gold and new Canadian record in the 100m tow with fins. Ian Leitch, also on the National team, came home with a bronze in the 100m tow with fins. Not to be outdone, development team member August Griffin won a Bronze in the 100m tow with fins as well as two relay Bronze. That put the total of 5 out of 6 individual medals won by Canada coming home to our Branch. All three athletes are looking forward to Adelaide 2012 and the World Championships

The Committee is excited to continue supporting competition in this Branch for the upcoming term. Every season brings new levels of excitement and 2012 will be no different. We look forward to seeing new & old faces of judges, officials and competitors. Competitive wishes,
Ryan Radford - Competition Committee Chair

Program Stats

Program	2011	2010	2009	2008	2007
Canadian Swim Patrol	1005	1436	1453	1385	1262
Bronze Star	1243	1381	947	1191	1260
Bronze Medallion	4334	4507	3947	3816	3523
Bronze Cross	3626	3674	3330	3106	3119
TOTAL LIFESAVING	10,208	10,998	9,677	9,498	9,164
AED	1595	1480	122	568	119
CPR	719	676	833	916	1337
CPR Recert	4188	4701	3816	3949	4140
Aquatic Emergency Care	250	310	376	335	330
Health Care Provider	12	133	0	23	n/a
Emergency First Aid	1808	1307	1145	770	574
Standard First Aid	2824	3040	2661	1569	1338
Worksite SFA	100	138	43	73	0
TOTAL FIRST AID	11,496	11,785	8,996	8,203	7,838
NLS – Pool	1984	2012	1930	1618	1514
NLS – Pool Recert	2575	2559	2133	2044	1867
NLS – Waterpark	475	481	510	388	259
NLS – Waterpark Recert	358	426	210	251	217
NLS – Waterfront	88	50	55	51	54
NLS – Waterfront Recert	95	93	90	75	92
NLS – Surf	12	10	0	0	0
NLS – Surf Recert	0	0	0	0	0
TOTAL NLS	5,587	5,631	4,928	4,427	4,003
LS Instructor	573	594	585	580	581
LS Instructor Recert	1099	593	968	538	672
AED Instructor	163	36	31	213	147
HCP Instructor	64	8	36	57	n/a
NLS Instructor	20	22	33	25	24
NLS Recert Conductor	13	16	19	153	0
CPR/FA Instructor	34	87	43	10	13
LS Instructor Trainer	5	21	8	13	15
TOTAL LEADERSHIP	1,971	1,377	1,723	1,589	1,452
TOTAL OTHER	467	1,726	1,245	550	662
TOTAL TRAINED	29,729	31,517	26,569	24,267	23,119

Management Report - Statement of Financial Position

		For the year ended December 1	2011	2010
CURRENT ASSETS	Cash & equivalents		-	-
	Accounts receivable		97,421	75,880
	Interfund receivables		2,060	1,988
	Inventory		49,566	66,749
	Prepaid expenses		814	9,504
			149,861	154,121
CURRENT LIABILITIES	Bank indebtedness		26,298	8,745
	Accounts payable		9,097	17,915
	Interfund payable		-	5,684
	Deferred revenue		-	-
			35,395	32,344
FUNDS BALANCE	Balance at beginning of year		121,776	179,936
	Excess of receipts over (under) disbursements		4,100	-13,247
	Inter fund transfers		-11,410	-44,912
	Balance at end of year		114,466	121,777
			149,861	154,121
RECEIPTS	Administration		55,924	59,801
	Awards		563,502	505,723
	Literature sales		236,361	293,277
	Merchandise sales		89,074	84,434
	Centennial Fundraising		32,450	-
	Outreach funding		18,000	71,930
			995,311	1,015,165
DISBURSEMENTS	Accounting and legal		9,475	8,682
	Advertising and promotion		7,326	8,257
	Bad debts		64	278
	Bank charges		7,936	3,152
	Centennial events		76,102	-
	Committees and events		43,572	40,322
	Cost of sales and awards		229,593	230,213
	Equipment and repairs		12,687	7,084
	Insurance		10,497	10,918
	Office and miscellaneous		36,173	35,849
	Outreach costs		-	85,864
	Postage and shipping		23,031	22,396
	Premises		20,455	19,793
	Printing and stationery		8,012	11,246
	Salaries and benefits		443,082	448,438
	Supplies		15,169	15,253
	Technology upgrades		3,389	21,877
	Telephone		9,469	10,242
	Travel and accommodation		35,179	46,019
			991,211	1,028,412
	EXCESS OF RECEIPTS			
	OVER (UNDER) DISBURSEMENTS		4,100	(13,247)

