



LIFESAVING SOCIETY
The Lifeguarding Experts



Ontario Report 2023



LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning and reduce water-related injury.

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Registered Charity No. 10809 7270 RR0001.
All donations gratefully received.
Tax receipts issued for donations of \$20 or more.



Our cover

Canadian National Team Member Dallas Walker-Milan takes flight in the 100 m Manikin Tow with Fins final at the RLSS Commonwealth Lifesaving Championships in Windsor, Ontario in September.

Photo by Renee Kardash

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. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart®

The Lifesaving Society focuses Water Smart drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart messages through our swim program, through the media and community action. Our Swim to Survive® program provides the essential minimum skills required to survive an unexpected fall into deep water.

Drowning research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water-rescue training and Water Smart drowning prevention education.

Setting the standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal cases involving aquatic safety.

Lifesaving sport

The Lifesaving Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. We use lifesaving sport to engage and inspire youth in our drowning prevention mission. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete regionally, provincially, nationally and internationally. We offer certification programs for officials and coaches.

The Lifesaving Society

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. Established in England (1891) as The Swimmers' Life Saving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

*Lifesaving Society, Water Smart, Swim to Survive, Swim for Life and National Lifeguard Service are all registered trademarks of the Royal Life Saving Society Canada.

Land Acknowledgment

The Lifesaving Society Ontario is situated on the ancestral lands of Indigenous peoples, a region rich in rivers and lakes. We are grateful to pursue our drowning prevention work on this extraordinary territory. These are the sacred lands of the Anishnabeg, Haudenosaunee, Mississaugas of the Credit and Wendat peoples, and home to many Indigenous peoples from across Turtle Island.

As we think about our place in the world, we invite you to think about yours, and to pay respect to those who came before. We are mindful of broken covenants and the need to partner with the Indigenous peoples who continue to call this land home, and to act as fellow stewards – to share and care for this land and its waterways for generations to come.

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PRESIDENT'S REPORT

"Take your mark. GO!" – an apt metaphor for the Society's dynamic team effort in 2023.

"Take your mark. GO!" could easily be Lifesaving Sport's mantra. Love of sport by athletes, clubs, coaches, officials and volunteers swept the province in 2023. With leadership from our Lifesaving Sport Council, competitions were resurgent with generous hosts extending welcoming sport environments. They included the University of Waterloo, Oakville, Markham, Saugeen Shores, Orillia, McMaster University and Aurora. Windsor [full disclosure, my adopted hometown and employer], hosted both the 2023 Canadian Pool Lifesaving Championships and RLSS Commonwealth Lifesaving Championships. I thank our local organizing committee and adjacent municipalities for putting on these spectacular events. It was our honour to host hundreds of dedicated Canadian and Commonwealth lifesavers and volunteer officials.

"Train to win" is a fitting way to describe the depth of work produced by our Training Programs team in 2023. With the close of the 18-month Swim Transition period mid-year, Training Programs now supports thousands of new Swim Instructors, 165 year-round Swim Program Licensees and many more seasonal ones. With an Awards Report showing a return to pre-pandemic levels, Training Programs can proudly celebrate 2023 as a new high-water mark for certifications in Ontario. It is heartening to see the Bronze medal awards so healthy: Medallion and Cross are up 30% and 26% respectively over 2019's record numbers. National Lifeguard certifications are 23% higher than the previous high in 2019. Instructor certifications climbed 24% higher than the 2019 record!

Our Leadership team members were involved in a race of their own in 2023! Applause please for the volunteer/staff team who drove the revision of the Society's leadership recertification system to the finish line – bringing this years-long project to fruition. Huge kudos to this talented and innovative group for their expert support of those who teach the Society's programs throughout Ontario.

Our Public Education team were buoyed by the news in November that the Ontario Ministry of Education was renewing its significant financial support for the Society's Swim to Survive school grant program for the 2023/2024 school year. This meant the Society could continue to reach Ontario's Grade 3 students with the basic skills needed to survive an unexpected fall into deep water. In addition, 2023 saw strong media outreach for Water Smart education as well as positive interim data suggesting a decrease in drowning incidents compared to 2022 – the reason why we're all here!

In their own lanes, our Management Training team of professionals put in a solid performance to deliver forward-thinking services and supports for aquatic managers and facility operators and owners. Their Safety Standards colleagues continued important research on the lingering impacts of Covid,

developed audit and incident management resources, updated regulatory resources and published analyses of court and inquest findings.

Every winning team relies on a solid support team. Member Services (comprising both Area Services and Member Services Councils), maintains our corporate functions and provides support to the Society's volunteer leaders on the Ontario Board of Directors, Council of Officers, Activity Centre Councils, as well as our Area Chairs who represent 38 regions across the province. Our information services and communications departments once again provided the backroom backbone of our corporate enterprise.

Speaking of support teams, Fundraising produced a 23% increase in their Water Smart® and Swim to Survive® campaigns in 2023. These community fundraising initiatives



directly support the Society's drowning prevention mission and provide Affiliate Members with opportunities to engage their communities with lifesaving water safety information. Our thanks to those who hosted events, to their volunteers and to the donors.

In addition to the amazing work done by our Activity Centre Councils, eight representatives from Ontario travelled across the world to attend the 2023 ILS World Conference on Drowning in Perth, Australia, joining others from over 50 countries. We look forward to benefiting from your experience and those global drowning prevention strategy discussions.

Some final kudos and thanks: To Lifesaving Society Ontario staff members – a heartfelt thanks for your dedication, creativity, commitment and support. It is very much appreciated.

I would also like to acknowledge and thank the **Honourable Elizabeth Dowdeswell** for her honorary patronage as Lieutenant Governor from 2014–2023. A selfless and stellar volunteer in her own right.

Finally, to all the Society's many volunteers, I look forward to you "taking your mark" this upcoming year, and to seeing where we all "go" in 2024.

With gratitude, yours in drowning prevention.

Jennifer Knights

LIFESAVING SOCIETY

Ontario Branch of The Royal Life Saving Society Canada. Established 1908.

Honorary Patron

The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario

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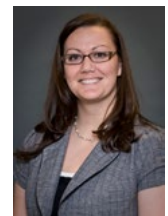
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Jeff Schultz
VP Lifesaving Sport



Kerry Wakefield
VP Leadership

TREASURER'S REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada, Ontario Branch ("the Society") audited consolidated statements for the year ended December 31, 2023. These include the results of the Drowning Prevention Research Centre Canada, a federally incorporated registered charity controlled by the Society. Detailed audited consolidated financial statements of the Royal Life Saving Society Canada, Ontario Branch are available upon request.

The Society achieved net revenue of \$11.50 million in 2023, surpassing expenditures of \$10.29 million thereby generating a surplus of \$1.21 million in contrast to a deficit of \$1.23 million recorded in 2022. This improvement can be attributed to the growth across all core revenue streams, with several benefiting from new affiliates following the Swim Transition from the Canadian Red Cross, coupled with robust investment income.

Water Rescue experienced substantial growth in 2023, registering net revenues of \$4.24 million, marking a notable increase from \$2.96 million in the prior year, primarily driven by expansion in Training Programs and increased Swim licenses through the acquisition of new affiliates after the Swim Transition.

Literature continued its steady growth in 2023, with net revenue reaching \$2.50 million compared to \$2.17 million in 2022. This growth was driven by increased sales of the *Canadian Lifesaving Manual* and *Canadian First Aid Manual*, reflecting the continued demand for training materials both in Ontario and other Lifesaving Society Branches.

Leadership demonstrated substantial growth in 2023, with revenue reaching \$1.10 million compared to \$0.54 million in 2022. This significant increase can be attributed to the resumption of leadership courses, particularly in Toronto and Ottawa, and the addition of new Instructors and Trainers from the Swim Transition initiative.

Lifesaving Sport experienced significant growth in 2023 with net revenues of \$245,000, which were up from \$31,000 in 2022 given the successful year for competitions, notably hosting the Commonwealth Lifesaving Championships, Canadian Surf, Ontario Senior & Junior Lifeguard Games, and Canadian Pool Lifesaving Championships.

Other income sources increased significantly in 2023. Investment income was \$858,000, up from negative \$812,000 in 2022, given the strong investment return of 16% and the investment balance remained strong at \$6.3 million at year-end including high-interest savings (2022 \$5.4 million). Also, Swim to Survive grants utilized were \$1.17 million, up notably from \$450,000 in 2022.

Expenditures in 2023 totalled \$10.3 million, representing an increase of \$2.5 million compared to the same period in 2022, including higher Swim to Survive claims, which were offset in grant revenues. Other increases were primarily from items that get allocated across the programs, including salaries and benefits, and administrative costs such as shipping and meetings, and

reflected inflation and heightened activity levels. Lifesaving Sport expenses also saw an uptick in 2023, predominantly due to the Commonwealth championships, albeit offset by higher related revenues.

The Society's financial performance in 2023 was robust, characterized by significant revenue growth across various programs and prudent expense management. A transfer of \$225,000 to the capital fund in 2023 was executed to support the replacement of capital assets, including new office and warehouse infrastructure, positioning the Society for sustained success in advancing its mission of preventing drowning and reducing water-related injury in the ensuing years.

Crystal Maloney, CPA, CMA, CFA



FINANCIAL HIGHLIGHTS

OPERATIONS

Net Revenue	2023		2022	
	\$		\$	
Water rescue	4,241,628	37%	2,959,235	45%
Literature	2,502,285	22%	2,174,119	33%
Fundraising	1,417,655	12%	642,828	10%
Leadership	1,101,009	10%	536,688	8%
Investments	857,790	7%	(812,031)	-11.5%
Merchandise	590,104	5%	577,284	9%
Lifesaving sport	244,855	2%	30,083	0.5%
Affiliation fees	234,609	2%	134,335	2%
Management training	97,772	1%	68,945	1%
Research	88,910	1%	141,514	2%
National services	70,300	1%	35,000	0.5%
Safety standards	48,050	0%	31,950	0.5%
	11,494,967	100%	6,519,950	100%
Expenditures				
Training programs	3,373,819	33%	2,774,164	36%
Member services	1,879,580	18%	1,379,928	18%
Lifesaving sport	1,307,069	13%	689,245	9%
Swim to Survive	1,167,745	12%	450,264	6%
Leadership	752,282	7%	1,030,882	13%
Research	607,844	6%	500,891	6%
National levy	433,018	4%	378,367	5%
Public education	429,238	4%	181,673	2%
Management training	142,063	1%	183,808	2%
Safety standards	133,559	1%	131,152	2%
Amortization	58,549	1%	44,604	1%
	10,284,766	100%	7,744,978	100%
Net Contribution for the year	1,210,201		(1,225,028)	

BALANCE SHEET

Net Assets

Net working capital	1,569,495	(542,409)
Investments	4,132,255	5,082,448
Capital assets	449,817	401,334
	6,151,567	4,941,373

Fund Balances

Capital	3,358,475	2,930,508
General	2,274,743	1,519,670
Provincial lottery	448,920	415,897
DPRC	69,429	75,298
	6,151,567	4,941,373

AWARDS REPORT

TOP LINE SUMMARY		2023	2022	2021	2020	2019
	Swimming	706,664	317,767	49,470	156,077	700,488
	Lifesaving	64,043	41,238	15,002	11,797	58,345
	First Aid	82,074	98,606	66,102	42,041	83,181
	Lifeguarding	42,664	28,922	23,115	11,456	34,636
	Management Training	1,568	966	808	478	1,115
	Lifesaving Sport	2,754	1,696	649	177	3,416
	Leadership	39,940	30,405	23,433	15,447	32,106
	Total	939,707	519,720	178,579	237,473	913,287
SWIMMING	Swim to Survive	44,468	14,336	-	32,642	82,004
	Swim for Life	662,196	303,431	49,470	123,435	618,484
		706,664	317,767	49,470	156,077	700,488
LIFESAVING	Junior Lifeguard Club	830	472	97	90	667
	Canadian Swim Patrol	28,687	18,471	3,170	5,531	29,292
	Bronze Star	9,439	5,185	2,323	1,968	9,434
	Bronze Medallion	23,611	16,727	9,222	4,109	18,119
	Distinction	16	29	25	9	36
	Lifesaving Fitness	1,444	444	150	90	796
	Boat Rescue	16	-	15	-	1
		64,043	41,328	15,002	11,797	58,345
FIRST AID	First Aid	67,885	72,367	46,852	27,904	66,615
	CPR	14,189	26,239	19,250	14,137	16,566
		82,074	98,606	66,102	42,041	83,181
LIFEGUARDING	Supervision	1,725	1,426	389	185	1,733
	Bronze Cross	20,096	14,085	8,895	3,972	15,920
	National Lifeguard	20,843	13,411	13,831	7,299	16,983
		42,664	28,922	23,115	11,456	34,636
MANAGEMENT TRAINING	Aquatic Supervisor and Manager	930	567	419	287	626
	Pool Operator	377	206	256	98	330
	Aquatic Safety Inspector	261	223	133	93	159
		1,568	996	808	478	1,115
LIFESAVING SPORT	Athletes	2,570	1,590	570	91	3,261
	Officials	184	106	79	86	155
		2,754	1,696	649	177	3,416
LEADERSHIP	Instructor	35,091	26,127	19,435	12,693	28,205
	Examiner	3,806	3,162	3,195	2,146	3,138
	Trainer	1,043	1,116	803	608	763
		39,940	30,405	23,433	15,447	32,106
	JLC Member Recognition Seals	5,976	4,338	603	2,286	6,210



AFFILIATE RECOGNITION AWARDS

The Society recognizes affiliate members who deliver the Society’s training programs, promote Water Smart® public education, and raise funds in support of the Society’s drowning prevention mission. Most recognition awards are presented on the basis of points earned (see p. 9). The *Water Smart Award* and the *Jocelyn Palm Cup* are awarded from a list of nominees who meet established criteria.

ANTHONY G. S. GRIFFIN CUP: Awarded to the City of Toronto District with the largest lifesaving program. (The City does not participate in the Cochrane Cup category.)

1 st	Toronto – Etobicoke/York District	48,879
2 nd	Toronto – Toronto & East York	42,718
3 rd	Toronto – Scarborough District	40,148
4 th	Toronto – West Toronto/ York District	28,133
5 th	Toronto – North York District	25,480
	Total	185,385

ARTHUR LEWIS COCHRANE CUP: Awarded to the affiliate member with the largest lifesaving program.

1 st	City of Ottawa	174,232
2 nd	Lifeguarding Academy	140,860
3 rd	City of Mississauga	113,371
4 th	City of Brampton	96,552
5 th	City of Markham	83,936
6 th	Town of Oakville	71,009
7 th	City of Vaughan	55,023
8 th	City of Hamilton	50,250
9 th	City of Richmond Hill	50,206
10 th	City of London	45,930

ARNOLD H. MORPHY CUP: Awarded to the single-facility affiliate with the largest lifesaving program.

1 st	Brock University	27,158
2 nd	Carleton University	26,974
3 rd	Dovercourt Recreation Association	17,481
4 th	Onondaga Camp	16,230
5 th	Town of Essex	13,617
6 th	North York YMCA	13,266
7 th	Town of Whitchurch/Stouffville	13,141
8 th	Toronto Swim Centre Inc.	11,187
9 th	Mississauga YMCA	9,924
10 th	Town of Bradford W. Gwillimbury	8,621

DAVID W. PRETTY CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 100,000 and 250,000.

1 st	Town of Oakville	71,009
2 nd	City of Richmond Hill	50,206
3 rd	City of Burlington	35,284
4 th	Town of Milton	30,621
5 th	City of Windsor	21,652
6 th	City of Oshawa	18,798
7 th	City of Guelph	15,656
8 th	City of Barrie	14,932
9 th	City of Waterloo	14,178
10 th	Municipality of Clarington	13,519

BURLINGTON CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 50,000 and 100,000.

1 st	Town of Caledon	27,660
2 nd	Town of Newmarket	21,869
3 rd	Town of Aurora	18,842
4 th	Town of Halton Hills	14,174
5 th	City of Niagara Falls	7,619
6 th	City of Pickering	7,055
7 th	City of Peterborough	5,861
8 th	City of Belleville	5,584
9 th	City of Kawartha Lakes	4,874
10 th	City of Sault Ste. Marie	4,423

SCARBOROUGH CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 50,000.

1 st	City of Woodstock	13,854
2 nd	Town of Essex	13,617
3 rd	City of Orillia	13,401
4 th	Town of Whitchurch/ Stouffville	13,141
5 th	Town of LaSalle	9,809
6 th	Town of Bradford W. Gwillimbury	8,621
7 th	Town of Huntsville	7,474
8 th	Town of Georgina	7,460
9 th	Municipality of Lakeshore	7,280
10 th	Wilmot Township	6,344

M. G. GRIFFITHS CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population under 10,000.

1 st	Town of Hanover	3,112
2 nd	Municipality of Huron East	2,579
3 rd	Town of Arnprior	2,400
4 th	City of Temiskaming Shores	2,129
5 th	Township of Edwardsburgh/ Cardinal	2,028
6 th	Town of Kirkland Lake	1,788
7 th	Town of Cochrane	1,753
8 th	Town of Kapuskasing	1,721
9 th	Township of North Huron	1,683
10 th	Town of St. Marys	1,653

PRIVATE AFFILIATE AWARD: Awarded to the private affiliate with the largest lifesaving program.

1 st	Lifeguarding Academy	140,860
2 nd	Shendy's Swim School Inc.	42,384
3 rd	Forest City First Aid Inc.	29,153
4 th	First Aid 4 Job	19,658
5 th	Code of Confidence	19,580
6 th	Nisha Certification	18,863
7 th	Dovercourt Recreation Association	17,481
8 th	Jack of Sports	16,829
9 th	Felix's Swim School	16,591
10 th	Making Waves Swim School	14,495

ERNEST A. CHAPMAN CUP: Awarded to the affiliated camp with the largest lifesaving program.

1 st	Onondaga Camp	16,230
2 nd	Glen Bernard Camp	6,502
3 rd	Kilcoo Camp	5,007
4 th	Camp Can-Aqua	4,821
5 th	Taylor Statten Camp	4,742
6 th	Camp Tamarack	4,576
7 th	Camp Tanamakoon	3,871
8 th	Camp Tawingo	3,677
9 th	Camp Winnebago	3,350
10 th	Camp Wahanowin	3,030

JOHN H. CROCKER CUP: Awarded to the affiliated "Y" with the largest lifesaving program.

1 st	North York YMCA	13,266
2 nd	Mississauga YMCA	9,924
3 rd	Les Chater Family YMCA	8,402
4 th	Scarborough YMCA	8,069
5 th	YMCA of Niagara	7,339
5 th	Steve & Sally Stavro YMCA	7,339
7 th	Metro Central YMCA	7,282
8 th	Markham YMCA - Rudy Bratty	7,152
9 th	YMCA of Eastern Ontario - Kingston	6,485
10 th	YMCA SWO - Centre Branch	6,225

WILLIAM HENRY MEMORIAL CUP:

Awarded to the affiliated school with the largest lifesaving program.

1 st	Dunbarton High School	5,520
2 nd	Thousand Islands Secondary School	4,005
3 rd	Branksome Hall	3,242
4 th	Lakefield College School	1,779
5 th	Aldershot High School	1,375
6 th	Bishop Strachan School	1,290
7 th	Notre Dame Catholic High School	1,175
8 th	Bishop Alexander Carter Catholic S.S.	1,056
9 th	Bruce-Grey Catholic Education Centre	905
10 th	North Toronto Christian School	865

KIRK A. W. WIPPER CUP: Awarded to the affiliated university or college with the largest lifesaving program.

1 st	Brock University	27,158
2 nd	Carleton University	26,974
3 rd	York University	23,050
4 th	University of Toronto	10,575
5 th	CTS Canadian Career College	6,822
6 th	University of Waterloo	6,789
7 th	Western University	5,198
8 th	University of Ottawa	4,779
9 th	University of Guelph	4,479
10 th	Queen's University	3,888

R. BREDIN STAPELLS CUP: Awarded to the affiliate member with the largest leadership training program; and to the municipal affiliate with the largest leadership training program per capita.

Open category

1 st	Lifeguarding Academy	50,505
2 nd	City of Toronto	48,230
3 rd	City of Ottawa	43,960
4 th	City of Mississauga	33,875
5 th	City of Markham	24,270
6 th	City of Brampton	24,140
7 th	City of Richmond Hill	23,045
8 th	Town of Oakville	20,450
9 th	City of Vaughan	19,705
10 th	City of Kitchener	13,085

Per capita category

1 st	Town of Enlehart	0.25873
2 nd	Town of Essex	0.23327
3 rd	Town of LaSalle	0.17512
4 th	Town of Hanover	0.17040
5 th	Town of Orangeville	0.14983
6 th	Town of Caledon	0.13633
7 th	Township of Edwardsburgh / Cardinal	0.13534
8 th	Municipality of Port Hope	0.13333
9 th	City of Orillia	0.13065
10 th	Town of Perth	0.12816

WILLIAM M. BRUMMITT BOWL: Awarded to the affiliate with the largest first aid program.

1 st	City of Ottawa	74,142
2 nd	City of Brampton	42,488
3 rd	City of Mississauga	41,884
4 th	Lifeguarding Academy	40,324
5 th	City of Markham	32,997
6 th	Forest City First Aid Inc.	29,153
7 th	Town of Oakville	22,119
8 th	York University	21,260
9 th	First Aid 4 Job	19,658
10 th	Code of Confidence	19,400

JOHN E. MCCUTCHEON BOWL: Awarded to the single-facility affiliate with the largest first aid program.

1 st	Brock University	12,175
2 nd	Carleton University	10,234
3 rd	Elemental First Aid	8,291
4 th	Town of Essex	8,111
5 th	Dovercourt Recreation Association	7,694
6 th	Pair of Medics First Aid and CPR Training	6,675
7 th	Scarborough YMCA	5,814
8 th	Dunbarton High School	5,520
9 th	Mississauga YMCA	4,919
10 th	North York YMCA	4,906

JOCELYN PALM CUP: Awarded to the affiliate making the most outstanding contribution to the National Lifeguard Service.

City of Ottawa

WATER SMART® AWARD: Awarded to an affiliate for outstanding community service to drowning prevention education.

Norfolk County

SWIM TO SURVIVE® AWARD: Awarded to affiliate members and their board of education partners who provide Swim to Survive training to 80% or more of their target populations. In 2023, the following reached 90% of their student populations:

Town of Bracebridge
Town of Huntsville
City of Kawartha Lakes
Trillium Lakelands District School Board

DARNELL CHALLENGE CUP: Awarded to affiliate members or institutions that demonstrate a commitment to drowning prevention by mobilizing staff and volunteers to raise funds for Water Smart®.

Open category

PPL Aquatic, Fitness and Spa Group Inc.

Municipal category

City of Markham

Single-facility category

Town of Bradford West Gwillimbury

Affiliate recognition awards point values

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 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

Rookie / Ranger / Star Patrol	7 / 7 / 7 points
Junior Lifeguard Club	10 points
Wading Pool Attendant	10 points
Safeguard	10 points
Patrol Rider	10 points
Bronze Star	10 points
Bronze Medallion	15 points
Bronze Cross	20 points
Distinction	30 points
National Lifeguard	40 points

First aid awards

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

Specialized training

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

Leadership training

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

TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by developing and supporting the delivery of training programs and related education products and services to prevent drowning and water-related injury and to train Ontarians how to swim and to rescue themselves and others in, on or around the water.

First aid test and program analysis

In 2023, to eliminate ambiguity, the First Aid Committee revised a few questions on the written EFA and SFA tests. Revisions to first aid resources continue and will be shared on the Lifesaving Society website in due course. The committee is also conducting an analysis of two potential new first aid programs.

Thank you to First Aid Chair **Andrew Oman** and committee members **Craig Jenner, Penny Lecour, Zane Muzaffar, Diana Reed, Scott Ruddle, Tamara Wood** and **Ben Zimmerman** for their hard work over the past year.

Lifeguard 4 Life podcast

In 2023, **Juanita Bueschleb** joined producer **Patrick King** and hosts **Stephanie Bakalar** and **Jason Jolicoeur** to discuss the Society's new Aquatic Supervisor and Aquatic Manager certifications. Podcasts are available on the Lifesaving Society YouTube channel, Anchor, Apple, Google and Spotify.

Literature review

Thank you to Training Programs Council members **Ashley Hutchison** and **Adrian Wong** who reviewed technical resources and provided invaluable feedback using both their aquatic and educational expertise.

Lifeguard Services Committee

We are grateful for the volunteer commitment of the Lifeguard Services Committee members who continue to invest their time, expertise and passion to enhance the delivery of the National Lifeguard program in Ontario. Led by Lifeguard Services Chair **Adrian Wong**, they are **Brook Beatty, Kevin Button, Kate Clarke, Shelley Makepeace, Mark Paravani, Robin Rankin** and **Scott Ruddle**.

In November, they were joined by new committee members **Stephanie Jarvis, Kate More, Peter Mumford, Blair Niblett, Tasha Richardson, Wasi Rizvi** and **Melvyn Wong**.

Update clinics

In 2023, the Lifesaving Society hosted update clinics for Instructor Trainers preparing to deliver the revised National Lifeguard program. Four update sessions focused on the steps for implementation and information related to the updated curriculum. We thank **Brook Beatty, Kevin Button, Kate Clarke, Scott Ruddle** and **Adrian Wong** for their leadership on these clinics.

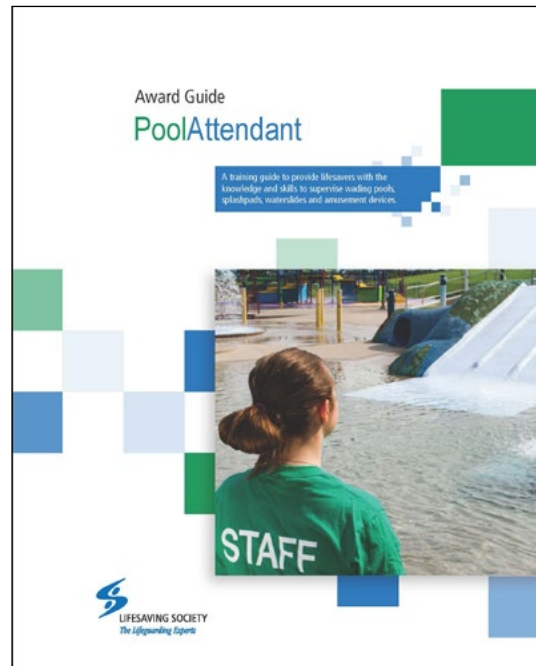
Virtual round-tables

To increase engagement with instructors delivering the National Lifeguard program, Lifeguard Services Committee members led by **Adrian Wong** and moderated by **Marek Holke**, delivered two round-table discussions via Zoom in 2023:

Spinal injuries: The term "immobilization" has given way to "spinal motion restriction." This discussion featured **Scott Ruddle** in conversation with National Lifeguard Instructors about the meaning of spinal motion restriction, how it differs from immobilization, strategies and techniques on training lifeguards, and more.

Single guard situations: "Single Lifeguard Situation" is a stand-alone evaluation item in the revised National Lifeguard program. This discussion featured **Shelley Makepeace** talking with National Lifeguard Instructors about single lifeguard emergency procedures and training strategies that help prepare lifeguards for real-life situations.

Over 100 people attended the live sessions and hundreds more viewed the posted recordings on the Society's website.



New Pool Attendant

In 2023, the Society revised, renamed and launched the new Pool Attendant certification designed to provide lifesavers with the knowledge and skill to supervise wading pools, splashpads, waterslides and amusement devices. The new Pool Attendant certification supersedes the now retired Wading Pool Attendant.

A series of virtual information sessions were hosted for Area Chairs, Affiliates and Instructors on the new program. These sessions were recorded and posted on the Society's website. Thanks go to Aquatic Proficiency Chair **Allison Courtney** for her work in revising and launching the program.

Resource development

The Resource Development Committee members **Wasi Rizvi**, **Carolyn Reinhart**, **Isha Maharaj** and **Sweeny Rose Esperanza** collaborated with the Bronze Family Committee to create a Bronze report card to help examiners evaluate and provide feedback to candidates. The report card is available on the Society's website.

In a collaboration with the Swim Committee, **Isha Maharaj** and **Sager Maharaj** used their equipment, photography and editing skills to capture images of learn-to-swim progressions for the Swim Licensee Dropbox of resources.

We thank the Town of Caledon (Southfields Community Centre pool), Resource Development Chair **Megan Mintz**, **Andrew Mintz** and our young volunteer actors: **Alex** (age 4) and **Emma** (age 2). These images are being used in current projects underway.

This summer's launch of the Society's Water Smart Parents campaign made use of the many resources, photos, videos, activities and ideas submitted from Resource Development Committee members **Dawson Parke**, **Sylvia Pearson** and **Megan Mintz** (and family).

Swim for Life

The Swim Committee had a busy year supporting both existing and new Swim Licensees including 77% more year-round licensees than in 2022.

The committee hosted four virtual Swim meetings with over 400 participants. These meetings allow affiliates to share ideas, network with other Swim affiliates and generate ideas for new resources that the committee will develop in 2024.

New resources were added to the Swim Licensee Dropbox including a new index to assist affiliates in finding things in the Dropbox more efficiently.

Thank you to Swim Chair **Lisa Brandie** and her committee members **Alax Brown**, **Erin Burrell**, **Elisabeth Drouillard**, **Aluna Jimenez**, **Lynda Kissner**, **Gretna Lalbachan**, **Elyse Laughton**, **Sarah Laughton** and **Christina Seehaver**.

WWRAC presentations

Society personnel made two presentations at events organized under the auspices of the Waterloo Wellington Regional Aquatic Council.

In Kitchener in May, Lifeguard Services Chair **Adrian Wong** with **Elyse Laughton** and **Sarah Laughton** (Swim Committee members) led an in-water training session called "Let's Go Back to Basics" for leadership personnel who train aquatic staff.

Lifesaving Society Program Manager **Marek Holke** facilitated the ever-popular First Aid and National Lifeguard "Myth Buster" session at the June WWRAC Symposium in the Township of Wilmot.

Waterpark Attendant project

In 2023, the Society collaborated with waterpark operators in the development and launch of the Waterpark Attendant certification course.

Great Wolf Lodge Niagara graciously hosted an in-person workshop on March 2–3. We thank **Patrick King** (VP Training Programs), **Jason Jolicoeur** (Leadership Chair), **Megan Mintz** (Resource Development Chair) and **Allison Courtney** (Aquatic Proficiency Chair) for their efforts in facilitating the workshop.

We also thank **Heather Hill**, **Rob Karim** and **Jonathan Duke** (Canada's Wonderland); **Steve Mayer** and **Kennedy Rawding** (Wet 'n' Wild Toronto); **Brent Gusnowski** and **Travis Vyse** (Great Wolf Lodge); **Cassandra Darby** (Hamilton Conservation); **Sandra Lalonde**, **Alec Brillon** and **Ashley Colin** (Calypso Ottawa) for their input, guidance and waterpark expertise.



Lifesaving Society personnel and industry experts at the Waterpark Attendant development workshop. *Kneeling, front row (from left):* Jason Jolicoeur, Kennedy Rawding, Ashley Colin, Alec Brillon. *Standing (from left):* Travis Vyse, Megan Mintz, Jonathan Duke, Allison Courtney, Patrick King, Heather Hill, Rob Karim, Cassandra Darby, Marek Holke.

LEADERSHIP

The Leadership Activity Centre contributes to the Society's mission by developing the instructors, coaches, examiners and trainers who teach Ontarians how to swim, how to rescue, and how to be safe in, on and around the water. Leadership supports the mandates of Training Programs, Lifesaving Sport, Safety Standards, Management Training, Public Education and Area Services.

This passionate group is led by Leadership vice president **Kerry Wakefield** and chairs **Elisabeth Drouillard**, **Jason Jolicoeur**, **Charlene Pugh**, **Tiffany Vis** and **Tamara Wood**.

Teaching online

Leadership Council members led three virtual and interactive sessions during May and June that focused on key concepts involved in teaching in blended or completely online formats. The target audience were trainers who teach Swim and Lifesaving Instructors, but also included Assistant Instructors, Examiners and First Aid Instructors. Thank you to **Tamara Wood** who developed the session.

Leadership recertification revamp

In 2023, the Leadership Council finished revamping the leadership recertification system and finalized the associated support pieces needed. We thank them – and everyone they tapped on the shoulder – for their hard work and patience. The exciting fruit of their efforts will be unveiled in 2024.

Literature review

Thank you to **Jason Jolicoeur** and **Tiffany Vis** who brought valuable aquatic and educational expertise to their review of draft training program resources that are in development.

National trainer reappointments

In April, the Lifesaving Society reappointed 35 national trainers for two-year terms. National trainers are experienced and talented trainers who play a key leadership role in the development of instructor trainers across the province.

OTAS program revised

The Ontario Teachers' Aquatic Standard (OTAS) program is designed for secondary school teachers to introduce basic swimming skills, drills and progressions to students at indoor school pools. The newly revised program was launched in September with great success following a pilot (January through June 2023) by nine Ontario high schools involving 122 secondary school teachers.

Many thanks to the following for their input, hard work and dedication to the OTAS revisions: **George Kourtis**, **Jennifer Brunner**, **George Pachiadakis**, **Johannes Mesker** (Toronto District School Board); **Lucien Peron** (Toronto Catholic District School Board); **Delia Chan**, **Joe Grdisa**, **Andrea Breuer** (Peel District School Board); **Christine Campbell** and **Mike Ross** (Durham District School Board); **Celenna Ciuro** and **Joanne Walsh** (Ontario Physical and Health Education Association) and **Jeremy Wong**, representing private schools. Lifesaving Society volunteers and staff included: **Lori Groves**, **Jason Jolicoeur**, **Tasha Richardson**, **Perry Smith** and **Kerry Wakefield**.

Extended Swim Transition

To maximize the number of certified instructors available to provide swim lessons across Canada, the Lifesaving Society extended the 2022 Swim Transition period through June 30, 2023, keeping open the special pathways that facilitate the transition of Red Cross water safety instructors and trainers to Lifesaving Society certifications.

Thank you to **Kerry Wakefield** who conducted one final online Swim Transition Trainer Course in May for those across the country who had yet to transition.

Examiner mentor workshop

Kerry Wakefield, joined by Area Chair **Marta Wrzal**, presented "Become an Examiner Mentor" at the York Region Aquatic Council's May "Spring Thing" workshop at Vellore Village in Vaughan. For experienced instructors who wanted to become an examiner mentor, Kerry and Marta presented an overview of the Society's examiner mentor process. Discussion included challenges that organizations are facing and some potential solutions to support staff.

Quality assurance and certification review

The integrity of the Society's training programs depends upon maintenance of its certification standards. In 2023, a plethora of written complaints about standards, program delivery and the conduct of members and volunteers, triggered three full investigations by the Certification Review Committee. These investigations resulted in sanctions, temporary suspensions, revocations or decertification for offences.

Thank you to Corporate Secretary **Stas Bodrov** for his leadership and to all the volunteers who participated as Certification Review Committee members in 2023.

MANAGEMENT TRAINING

Management Training contributes to the mission of the Society by providing training and certification opportunities for leadership personnel who help aquatic facility owners, managers and operators prevent drowning and water-related incidents.

Paul Di Salvo, VP Management Training, guided the Society's Management Training Council through many exciting projects in 2023.

Professional development

Minnie Fisher, Professional Development Chair, ensured the successful delivery of Lifesaving Society sessions at the 2023 PRO Aquatic Conference. Minnie also planned and hosted the Society's "Canadian Symposium on the Use of Emerging Technology in Aquatic Safety Supervision" in Toronto in October. Delegates and speakers from around the world participated in person or online in this exciting day long event.

Aquatic management training

Jerry Lynch, Management Training Chair, oversaw the official launch and promotion of the Society's new Aquatic Supervisor and Aquatic Manager programs. Jerry provided input into the development of program support materials and update clinics for trainers and instructors. Success was clearly evident in the quick uptake of the revised programs.

Jerry also served as the final certifier of safety management leadership personnel who apprenticed in 2023.

Pool operations

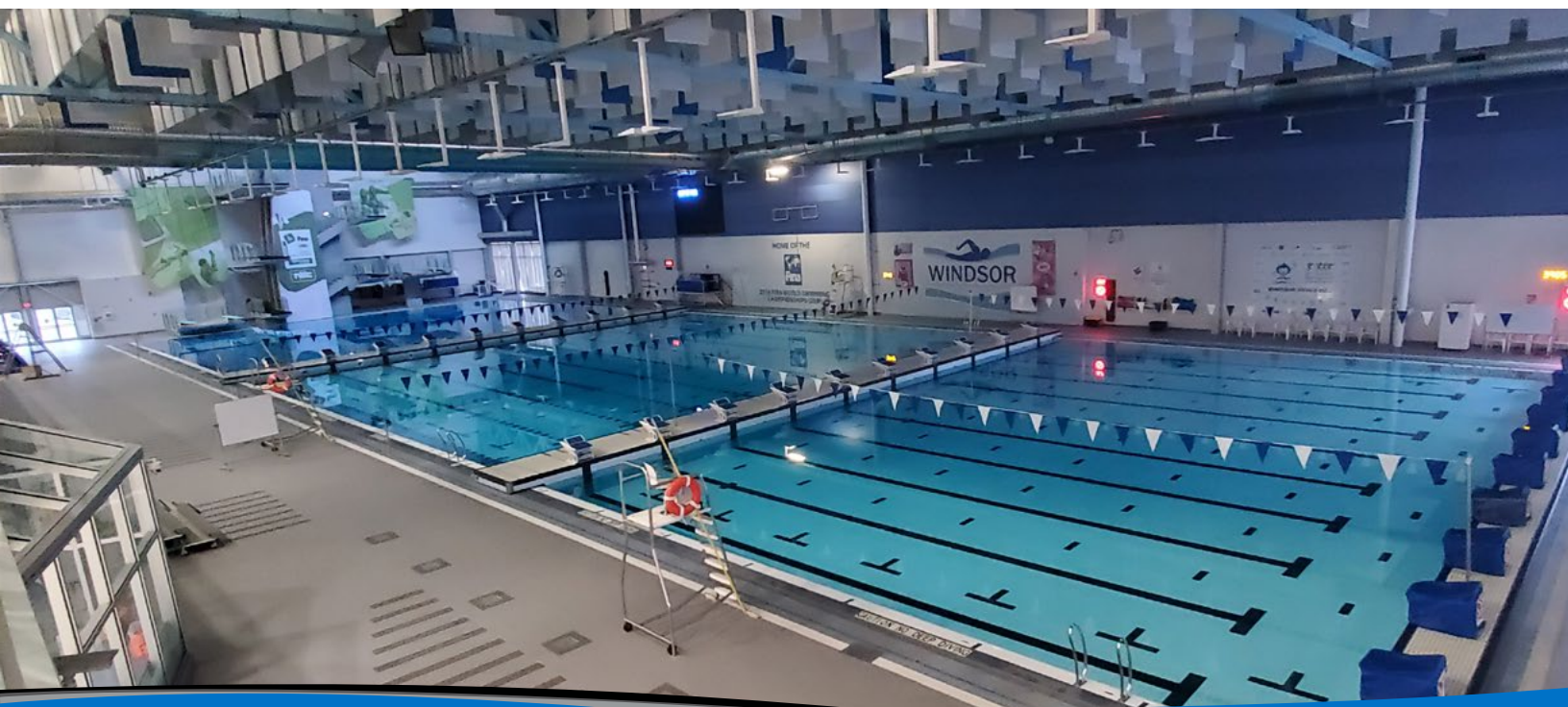
David Pignataro, Pool Operations Chair, continued work on the revision of the Society's Pool Operator programs in preparation for the development of new leadership materials in 2024. A survey was conducted seeking input to these revisions and Management Training Council discussions occurred. Efforts now turn to the development of the necessary resources with the help of the Leadership Council.

Management proficiency

Salman Siddiqui, Management Proficiency Chair, focused on a review of the Lifesaving Society Staff Shortage Report from 2018. With Salman's direction, a survey was conducted seeking to update the report and provide new resources to affiliates to help with staff retention and hiring.

Webinar

Nikolay Nikolov, Webinar Chair, researched topics for Lifesaving Society-hosted webinars. In 2023, he hosted webinars on topics that assisted pool operators in the management of safe aquatic facilities.



SAFETY STANDARDS

Safety Standards contributes to the mission of the Society by setting and clarifying standards and by providing tools that help pool and waterfront owners, managers and operators prevent drowning and maximize public safety.

Gary Sanger, VP Safety Standards, worked with Safety Standards Council Chairs in the development and delivery of many initiatives throughout 2023.

Research partnerships

Nathalie V Martin, Research Chair, continued research throughout the year with Society partners Toronto Metropolitan University, University of Windsor and Conestoga College. These are the Ontario post-secondary institutions that provide certification for public health inspectors.

Research topics in 2023 included the impact of the Covid protocols and an Analysis of Health and Safety Audits of Aquatic Facilities in Ontario: 2002–2020. Preparatory work was started on new projects for 2024.

Audit services

In 2023, the Lifesaving Society completed 12 safety audits of Ontario swimming pools and waterfronts.

Lisa Adams, Safety Audit Services Chair, continued development work on an aquatic industry safety awards program and updating audit resources for 2023. In addition, Lisa developed materials for the promotion of safety audits at the 2023 PRO Aquatics Conference exhibit session. She also coordinated revisions to the SEE audit checklists.

Guide to public pools regulation

With her committee members, **Janice Carroll**, Regulation Review Chair, revised the Society's *Guide to Ontario Public Pools Regulation* required to reflect changes in Regulation 565. The committee also began work on the development of new waterslide standards.

Standards online

Sean Duffy, Standards Chair, worked to move Lifesaving Society Ontario standards online. The Society's website - lifesavingsociety.com - now features nine standards. An additional 12 standards will be posted in 2024.

Sean also continued to update Covid-related resources for aquatic personnel. These guidelines are instrumental in the safe management of aquatic facilities.

National Safety Standards Commission

Sean Duffy joined the Lifesaving Society National Standards Commission representing Ontario. With his help and guidance, several new standards were developed and published on the Society's national website.

In October, Lifesaving Society Ontario hosted the in-person meeting of the National Safety Standards Commission.

Incident management resources

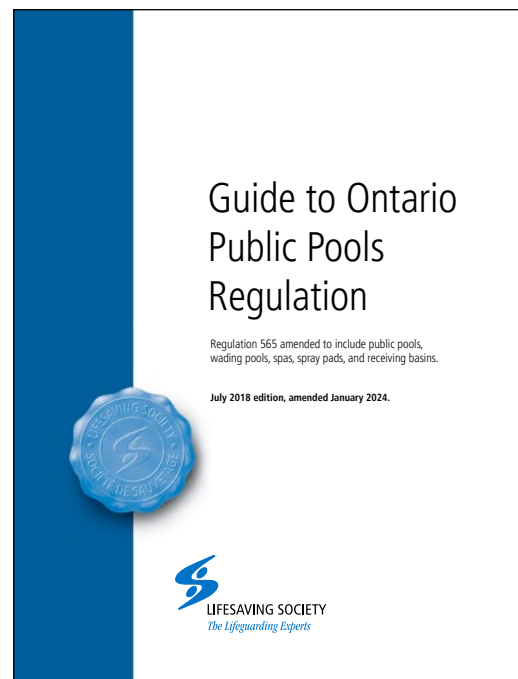
Teresa Taylor, Incident Management Chair, revised existing online incident management resources for pool operators so that they can more effectively plan for and manage major incidents. She also continued her research on critical incident stress and the development of related support resources for aquatic staff.

Court and inquest

Rob Richardson joined the Safety Standards Council in 2023 as Court and Inquest Chair. He was quick out of the gate by selecting a 2016 inquest inquiry in Australia. He conducted research, developed a draft report and shared it for comment. This report entitled *Yeoman Inquiry* focused on a diving injury at a public pool. The final report will be published on the Lifesaving Society Ontario website in 2024.

Expert witness

In 2023, the Lifesaving Society was retained as an expert in seven cases to assist law firms in reviewing incidents in aquatic settings in Ontario, Quebec, Alberta and Prince Edward Island.



LIFESAVING SPORT

Lifesaving sport is the only sport whose skills are first learned for humanitarian purposes. Through lifesaving sport, the Lifesaving Society seeks to engage and inspire youth in our drowning prevention mission.

Curtailed by the Covid pandemic since 2020, Lifesaving Sport roared back to life in Ontario in 2023. By the numbers:

- 8** Sanctioned regional competitions.
- 7** Provincial championships with 593 competitors representing 25 clubs.
- 4** TeleGames with 643 participants from 15 clubs.
- 1** Canadian championship with 175 athletes from 18 clubs.
- 1** Commonwealth championship with over 150 athletes and 150 international volunteers and officials.
- 1** International Surf Rescue Challenge in Texas with 6 Ontario athletes and coaches.

Ontario championships

Thirty-five Ontario championship records were set in 2023 pool competitions including nine Senior Lifesaving, 10 Masters and 16 Junior Lifesaving.

In February, 13 teams with 44 competitors from four clubs competed in the **Ontario Lifeguard Championships**. We thank **Colin Cabral** and **University of Waterloo** volunteers and staff for being such wonderful hosts.

In March, 89 Senior and 23 Masters competitors from 11 clubs competed in the **Senior & Masters Lifesaving Pool Championships**. We thank **Justin Cordivani** and **Town of Oakville** volunteers and staff for hosting this successful event.

The June **Ontario Junior Lifesaving Championships – Pool** was our biggest event of the season with 314 junior competitors from 19 clubs. **Jeff McCurdy** and **City of Markham** volunteers and staff rose to the challenge posed by the size of the event.

The provincial championship season wrapped up in August with the **Ontario Lifesaving Championships – Waterfront** with 121 competitors (48 Junior, 7 Masters, 66 Senior) from 11 clubs who enjoyed three days of competition on the shores of Lake Huron. **Michael Hundt**, **Saugeen Shores Lifesaving Club** and the **Town of Saugeen Shores** volunteers and staff hosted an outstanding and dynamic event.

Sanctioned events

A big thank you to the organizers, hosts and volunteers who made sanctioned regional competitions a great success: **Junior Lifesaving Invitational** (Orillia Lifesaving Team); **Sunset Competition** (Saugeen Shores); **Oktoberfest Lifesaving Competition** (University of Waterloo); **McMaster Lifeguard Competition** (McMaster University); **Lifesaving Club of Markham’s TwoGood Lifeguard Competition** (January), **Markham March Madness Junior Lifesaving Invitational** and **November Invitational** (Markham Pan Am Centre); **RVLC Holiday “Dasher” Junior Lifesaving Invitational** (Stronach Aurora Recreation Complex).

Canadian championships

In June, Ontario hosted 148 Senior and 27 Masters competitors from 18 clubs representing five provinces and California at the live streamed **Canadian Pool Lifesaving Championships**. Ontario was represented by 141 athletes from nine clubs. Our thanks to **Jen Knights** and **City of Windsor** volunteers and staff for hosting such a successful event.

Championships	Champion
ON Junior Lifesaving Waterfront Champions	Saugeen Shores Lifesaving Club
ON Junior Lifesaving Pool Champions	Lifesaving Club of Markham
ON Senior Lifesaving Pool Champions	Lifesaving Club of Markham
ON Senior Lifesaving Waterfront Champions	Saugeen Shores Lifesaving Club
ON Masters Lifesaving Pool Champions	Saugeen Shores Lifesaving Club
ON Masters Lifesaving Waterfront Champions	Georgina Rapids Aquatic Club
ON Lifeguard Champions	Lifesaving Club of Markham
CDN Pool Lifesaving Champions	Lifesaving Club of Markham
Overall	
ON Lifesaving Pool Champions	Lifesaving Club of Markham
ON Lifesaving Waterfront Champions	Saugeen Shores Lifesaving Club
ON Lifesaving Club Champions	Lifesaving Club of Markham

RLSS Commonwealth championships

The Lifesaving Society Canada hosted over 150 athletes and 150 international volunteers and officials from 11 commonwealth nations during the 2023 Royal Life Saving Society Commonwealth Lifesaving Championships at the Windsor International Aquatic and Training Centre September 13–17. The event was live streamed with viewership from around Canada and the world.

In Commonwealth championships, National Teams and National Development Teams compete against their peers from Commonwealth nations. **Team Australia** captured both titles.

Forty-three Ontario athletes, officials and support personnel participated. Ontarians competing for Canada were **Chloe Chen, Henrik Chiu, Alexa Hunyady, Ellie Schlotzhauer, Alexandro Tonarini** and **Wingcy Wong**.

The Society is grateful to the volunteers who generously gave their time to make this event happen including Ontario Officials: **Michelle Amar, Dalyah Baaklini, Rose-Gabrielle Baaklini, Shirley Baaklini, Brook Beatty, Rebecca Boyd, Cynthia Cakebread, Noreen Campbell, Edmund Chan, Mandy Chen, Ryan Foster, Clotilde Anne-Marie Friedmann, Nicholas Hay, Gabriela Lamoureux, Ryan Lamoureux, Hugo Rodrigues, Emily Sartor, Bram Schouten, Judith Schultz, Katie Short, Tara Van der linden, Lorraine Wilson-Saliba, Carmen Wong** and **Kevin Wong**.

Thank you to the **City of Windsor** for their generous hospitality and support and to the local organizing committee: **Cynthia Cakebread, Michael Chantler, Jason Jolicoeur, Zak Kolasa, Nikki LeBlanc, Kenn Little, Jeff McCurdy, Aidan Miess, Perry Smith, Kathleen Finn** and **Paul Stone**.

International Surf Rescue Challenge

In September, five Ontario athletes represented Canada at the International Surf Rescue Challenge in South Padre Island, Texas. The team of **Kaitlyn Burwell, Ainsley McMurray, Jacob Miess, Sebastian Paulins** (TPLS Lifesaving Club) and **Jonelle Halog** (Richmond Hill Lifesaving Club) was supported by coach **James Verreault**.

We salute

We salute all the officials and volunteers who support lifesaving sport activities throughout the year provincially, nationally, and internationally. Among them, we thank our volunteer Meet Managers and Referees who provided leadership for Ontario championships in 2023: **Cynthia Cakebread, Edmund Chan, Roger Graham, Bruce Hollowell, Sarah Ingleton, Shanna Reid, Hugo Rodrigues** and **Jeff Schultz**.

We salute the Ontario volunteers who provided leadership and support to the two Canadian championships in 2023: **Michelle Amar, Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Sarah Ingleton, Nolan Pitt, Shanna Reid, Hugo Rodrigues, Bram Schouten, Paul Stone, Tara Van der linden, Lorraine Wilson-Saliba, Carmen Wong** and **Kevin Wong**.

We salute the following affiliates for supporting their athletes in TeleGames and provincial championships: **Cooper Koo YMCA, The YMCA at the David Braley Vaughan Centre, City of Vaughan, City of Woodstock, Town of Orillia, Town of Wasaga Beach** and **West End YMCA**.

We offer special thanks to our sponsors for their continued support: **Journal Printing** and **LifeguardDepot.com**



PUBLIC EDUCATION

Public Education contributes 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 Ontarians' at-risk behaviour to eliminate drowning and water-related injury.

School grant program

The Society approved applications for 73,624 Grade 3 students and 19,872 Grade 7 students for Swim to Survive and Swim to Survive+ training respectively for the 2022/23 school year.

The school grant programs would not be possible without the generous support of the **Ontario Ministry of Education** since 2006. In November 2023, the Ministry confirmed a grant of \$1.76 million to support the Society's school grant program through the 2023/2024 school year.

Special thanks to **Jillian Hamilton** for her guidance and assistance as part of the Application Approval Committee. The Society greatly appreciates the long-standing and continuing support of **PPL Aquatic, Fitness and Spa Group** for the Swim to Survive and Swim to Survive+ programs.

In 2023, the Swim to Survive Committee, led by chair **Sydney Shep**, completed a draft teaching resource for Swim to Survive+ for review by school grant program users.

New Canadian outreach

In 2023, the Lifesaving Society developed a New Canadian Outreach program that provides tools to Society affiliates and partners to help them deliver water safety messages to people new to Canada. This initiative also encourages affiliates and partners to offer Swim to Survive and Family Swim to Survive opportunities.

Affiliates in four provinces and the NWT joined 69 Ontario affiliates, partners and organizations in this initiative, which included the distribution of 154,500 Water Smart Tip Cards in multiple languages and 10,000 StartBoating.ca promo cards.

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. In 2023, the Communications team led a successful campaign to support parents in protecting their children in and around water. The Water Smart® Parents campaign featured a new website and accompanying social media and media relations campaign.



Anyone can drown, no one should.

The UN General Assembly Resolution on Global Drowning Prevention designated July 25 as World Drowning Prevention Day to be observed globally every year. Activities in Canada varied by province and social media channels were the primary messaging vehicle. Lifesaving Society Ontario shared media posts.

Water Smart contest

Municipal Chair, **Judith Schultz** led the 2023 Water Smart photo contest won by **Michelle Cronin**.

Research

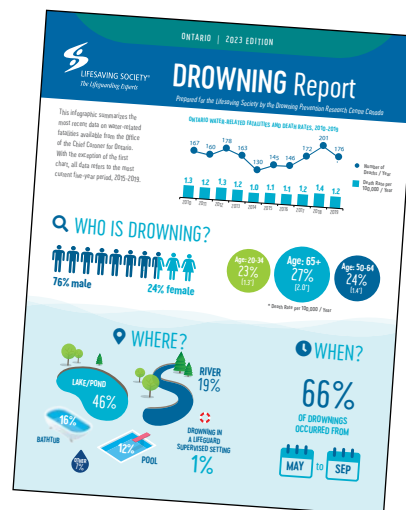
The Lifesaving Society reports on drowning and unintentional water-related deaths. These reports provide a comprehensive fact base to guide the Society and others in developing effective drowning prevention solutions.

Water-related death data for Canadian provinces and territories is extracted from the Offices of Chief Coroners and Medical Examiners by the Drowning Prevention Research Centre Canada (DPRC) – the lead agency for drowning and water-incident research in Canada.

Fatal drowning

In 2023, the Lifesaving Society published infographic reports for Ontario, Manitoba, the Maritimes and Newfoundland and Labrador using data from 2010 to 2019. Due to delays in data collection in some provinces and territories caused by Covid-19, the Society was unable to produce a 2023 national drowning report.

The Society also produced weekly preliminary data reports from May to September, based on media releases, news reports and internet searches. Tracking preliminary data is an important first step in understanding fatal drowning trends in any given year. Interim data is verified and included in the coroner data collection process once coroner data becomes available.



Interim data

Interim data for Ontario indicated a possible decrease in drowning incidents (-13%) compared to 2022. An increase in media reports involving bathing and non-aquatic activity (combined increase of +67%) was offset by a decrease in reports involving aquatic activities (-18%), boating (-27%) and land, ice or air transportation (-50%).

In Ontario, more drownings among children under 5 years were reported than in previous years, and the number of media reports involving young adults 15–24 years increased (+80%). However, there were noticeable decreases (-71%) in reported drownings among adults 30–39 years.

By comparison, interim data for Canada as a whole indicated a slight overall decrease in fatal drownings (-3%). Increases in reported drownings in Nova Scotia (+57%), British Columbia (+21%) and Quebec (+13%) were offset by decreases in Alberta (-46%), Newfoundland and Labrador (-44%), Saskatchewan (-60%), and Ontario (-13%). Reported boating fatalities (+3%) and private pool fatalities (+18%) increased.

Non-fatal drowning

For every fatal drowning in Ontario, there are nearly four non-fatal drownings serious enough to require a visit to a hospital emergency department. This was one of the key findings of a research study conducted for the Lifesaving Society Ontario by the Drowning Prevention Research Centre Canada with Public Health Ontario.

The study, *Ontario Non-Fatal Drowning Report, 2023 Edition*, reported on 5,684 drowning-related emergency department visits over the ten-year period 2012–2021 (an average of 568 per year).

For 2021, the most recent year for which full data was available, the rate of visits increased to 4.3 per 100,000 population (641 visits) versus 4.0 in 2020 (568 visits). During the 2012–2021 period, 996 patients were hospitalized after being transferred from an emergency department due to non-fatal drowning (an average of 100 per year).

164 Average number of drowning deaths each year*

100 Average hospitalizations due to non-fatal drowning each year

568 Average emergency department visits due to non-fatal drowning each year

Drowning is the process of experiencing respiratory impairment from submersion/immersion in liquid. Drowning can be fatal or non-fatal. In non-fatal drowning, the respiratory impairment is stopped before death. Non-fatal drowning can result in a range of outcomes, from no injuries to serious injuries or permanent disability.

The 2023 Ontario non-fatal drowning report provides new information on non-fatal drowning by including information on the location of non-fatal drowning. The Drowning Prevention Research Centre Canada and Public Health Ontario collaborated to analyze data from the Canadian Institute for Health Information (CIHI) National Ambulatory Care Reporting System (NACRS).

The full burden of non-fatal drowning is unknown. This report does not include non-fatal drowning incidents where the person was treated at the scene of the drowning and did not seek further medical attention, those who attended a family physician or clinic, and those who did not receive any treatment at all. If data from these sources were available, the number of non-fatal drownings included in this report would be even higher.

Emergency department visits and hospitalizations due to non-fatal drowning
During 2012–2021, there were 5,684 emergency department visits due to non-fatal drowning, an average of 568 per year. The rate[†] of visits increased to 4.3 per 100,000 in 2021 (641 visits), compared to 4.0 per 100,000 in 2020 (568 visits).

NUMBER AND RATE OF EMERGENCY DEPARTMENT (ED) VISITS DUE TO NON-FATAL DROWNING, ONTARIO, 2012–2021

Year	ED visits per 100,000 population	Number of ED visits
2012	3.8	509
2013	3.5	479
2014	3.8	522
2015	3.8	523
2016	4.5	625
2017	3.8	537
2018	4.4	636
2019	4.3	608
2020	4.0	568
2021	4.3	641

*Average number of water-related fatalities per year where drowning was a primary or contributory cause of death in Ontario, during the most recent 10 years for which data were available, 2010–2019.
† All rates in this report are crude annual rates per 100,000 population.

164 Nombre moyen de décès par noyade chaque année*

100 Nombre moyen d'hospitalisations dues à des noyades non mortelles chaque année

568 Nombre moyen de visites aux services des urgences dues à des noyades non mortelles en moyenne chaque année

La noyade est une insuffisance respiratoire résultant de la submersion ou de l'immersion en milieu liquide. La noyade peut être mortelle ou non mortelle. Dans les cas de noyade non mortelle, l'insuffisance respiratoire est interrompue avant le décès. La noyade non mortelle peut entraîner des conséquences diverses, allant de l'absence de blessures à des blessures graves ou à un handicap permanent.

Le rapport de 2023 sur les noyades non mortelles en Ontario fournit de nouvelles données sur les noyades sur l'endroit où elles se produisent. Le Centre canadien de recherche sur la santé et le Centre canadien de recherche sur la santé ont collaboré pour analyser les données du Système national d'information en santé (SNIS).

Le fardeau complet des noyades non mortelles est inconnu. Ce rapport n'inclut pas les noyades non mortelles pour lesquelles l'individu n'a pas eu recours à d'autres soins médicaux, celles qui ont été traitées par un médecin de famille ou dans un établissement de soins de santé, et celles qui n'ont reçu aucun traitement. Si ces données étaient disponibles, le nombre de noyades non mortelles incluses dans ce rapport serait encore plus élevé.

Les visites aux services des urgences dues à des noyades non mortelles ont augmenté de 4,3 par 100 000 en 2021 (641 visites), comparativement à 4,0 par 100 000 en 2020 (568 visites).

LE NOMBRE ET LE TAUX DE VISITES AUX SERVICES DES URGENCES DUES À DES NOYADES NON MORTELLES EN ONTARIO, 2012–2021

Année	Taux de visites par 100 000 personnes	Nombre de visites
2012	3,8	509
2013	3,5	479
2014	3,8	522
2015	3,8	523
2016	4,5	625
2017	3,8	537
2018	4,4	636
2019	4,3	608
2020	4,0	568
2021	4,3	641

*Nombre moyen de décès par noyade non mortelle par année où la noyade était la cause principale ou contributive du décès en Ontario, au cours des 10 dernières années pour lesquelles des données étaient disponibles (2010–2019).
† Tous les taux de ce rapport sont des taux annuels bruts par 100 000 personnes.



The *Ontario Non-Fatal Drowning Report, 2023 Edition* provides new information on non-fatal drowning by including information on the location of incidents. Overall, emergency department visits due to non-fatal drowning were most frequently associated with boating. Non-fatal drowning that resulted in hospitalization most frequently occurred in pools.

Non-fatal drowning rates were highest among children and youth. This differs from fatal drowning trends in Ontario where rates are highest among older people.

Males accounted for approximately two-thirds of non-fatal drownings. This differs from fatal drowning where males account for close to 80%.

Non-fatal drowning definition

Non-fatal drowning can result in costly hospital stays and long-term health problems. Information on non-fatal drowning is key to understanding the true extent of the drowning problem in Canada. To adequately capture this information, researchers identified a need for clarification of the term “non-fatal drowning” and a universal system for categorizing it.

In 2023, DPRC researchers worked with other international experts to finalize a categorization framework for non-fatal drowning based on the feedback from those who piloted the draft framework. The revised framework was presented at the International Life Saving Federation World Conference on Drowning Prevention in December.

Mapping boating-related drowning incidents

Work continued with the DPRC on an innovative three-year Transport Canada-funded boating safety project to map boating-related incidents in three recreational boating communities in Quebec, Ontario and British Columbia. In 2023, incident data was collected from May–September and analysis began in October. The final report will be submitted to Transport Canada in 2024.

World Conference on Drowning Prevention

Ontario was well represented at the 2023 ILS World Conference on Drowning Prevention in Perth, Australia, December 5–7.

Barbara Byers, Tessa Clemens, Lisa Hanson Ouellette, Jason Jolicoeur, Becky Lehman, Eric Shendelman, Perry Smith, and Kerry Wakefield were among 750 representatives from over 50 countries. The conference focused on shaping a global drowning prevention strategy and mobilizing for local action.

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 volunteer Board of Directors nominated by provincial/territorial branches and elected at the Society's annual general meeting by 10 Branch Representatives. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Training Programs, Public Education, Lifesaving Sport, Safety Standards and International Relations. A national management team is comprised of senior staff of the 10 branches.

Lifesaving Society Ontario is governed by an elected volunteer Board of Directors with a volunteer Council of Officers and nine activity centre councils composed of professionals in recreation, education, business, finance, management and the medical and legal professions.

Ontario Board of Directors

The Board of Directors governs the Lifesaving Society Ontario 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. Directors appoint all officers, including council and area chairs, and approve activity centre plans.

In April, President-elect **Jennifer Knights** replaced **Kathleen Finn** who stepped down as President.

Ontario Council of Officers

The Council of Officers is composed of two representatives of each activity centre council, the president as chair and the president-elect. Members of the Council of Officers are nominated by the respective activity centre council and appointed by the Board of Directors for two-year terms.

The Council of Officers represents active, affiliate and award members; manages topics not assigned to a single activity centre (e.g., governance review) or topics that are the responsibility of multiple activity centre councils (e.g., affiliate recognition review); and monitors the work of the Board of Directors. Any member of the Society may attend and speak at meetings of the Council of Officers.

2023 Council of Officers



Alison Courtney Megan Mintz Mitch Blimkie Judith Schultz



Jeff McCurdy Hugo Rodrigues Sean Duffy Nathalie V Martin



Minnie Fisher Jerry Lynch Jennifer Miller Christine Pelletier



Jacob Fitts Heather Morris-Stokes Charlene Pugh Tamara Wood



Pat Lewis Eddie Tang Jennifer Knights Brian Miess (ex-officio)

Activity Centre Councils

Lifesaving Society Ontario organizes its drowning prevention work in activity centres: Training Program, Leadership, Public Education, Safety Standards, Management Training, Lifesaving Sport, Fundraising, Member Services and Area Services.

Activity centre councils are chaired by the topical vice-president or an individual appointed by the board. Councils are composed of portfolio chairs (appointed by the board for a two-year term) who oversee specific portfolios necessary to manage the work of the activity centre. Chairs recruit and develop committee members.

Any member of the Society may attend and speak at activity centre council meetings.

On the Lifesaving Sport Council, **Ellie Scholtzhauer** was appointed Athlete Rep in June. **Leslie Aziz** moved from Development Chair to Outreach Chair in November. The Chair without Portfolio position was retired.

On the Training Programs Council, **Ashley Hutchison** was appointed Bronze Chair in June replacing **Jason Jolicoeur** who took up an appointment as Chair on the Leadership Council.

On the Member Services Council, **Alberto Berumen** was appointed Volunteer Personnel Chair in January.

Members of activity centre councils are listed on the inside back cover. The Society's CEO is an ex-officio member of the Board of Directors and Council of Officers. Senior Officers and staff Directors are ex-officio members of their corresponding activity centre councils.

Area Services Council

The Area Services Council provides support services for Area Chairs, their volunteer personnel, and the individual members who support community delivery of drowning prevention activity. The VP Member Services chairs the council, which is comprised of the Area Services Chair and five Regional Representatives elected by area chairs.

Area Chairs

The Board of Directors appoints chairs to represent the Society in designated geographic areas (see inside back cover). These volunteer area chairs operate in 38 regions of Ontario. Area chairs recruit volunteer committee members and field representatives to help serve the area.

The Society appointed new area chairs in 2023. In January, **Colton Maracle** became co-Chair for Huron-Perth replacing **Amy Crawford**. **Nicole Wilson** became co-Chair in Toronto/North York replacing **Mary Elmaassarany**.

In May, **Marilyne Jones** was appointed co-Chair for Grey-Bruce, succeeding **Bert Lennox**. **Kim Durant** became co-Chair for Lanark, Leeds & Grenville and **Adriana Pires** became co-Chair for Toronto/Etobicoke. Both resigned in November.

In June, **Nicholas Hay** was appointed co-Chair for Chatham Kent.

In November, **Nicola Taccone** was appointed co-Chair for Oakville succeeding **Jonathan Brooker**. **Tara Quesnel** succeeded **Lori Gibeau** as Area Chair for Cornwall. **Mackenzie Cameron** resigned as co-Chair for Peterborough-Northumberland-Hastings. **Anthony Duong** was appointed Area Chair for Sudbury-Manitoulin succeeding **Kirk McGee** and **Laura Tagliafierro**.

President Jen Knights (*centre*) presents the Society's Burlington Cup to the Town of Newmarket – the municipal affiliate with the largest lifesaving program in a community with a population between 50,000 and 100,000. *From left:* Tori Audette, Samantha Maratta, Padi Safdari, Daniel Morson.

Photo by Maria Gagliardi





VP Patrick King (*centre*) presents the Society's 2022 Stapells Cup for the largest leadership training program to Affiliate Member Lifeguarding Academy principals Pedram Ghafoori and Cristina Wang.

Photo by Maria Gagliardi

Member Services Council

Annual Conference

Lifesaving Society Ontario hosted its 114th Annual General Meeting and Affiliate Recognition Awards presentations on the evening of April 21, 2023 at the Holiday Inn Toronto International Airport. The Society's area chairs convened the following day – in person for the first time since 2019.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate in the University of Toronto Faculty of Kinesiology & Physical Education who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. The 2023 prize was presented to **Lucy Tempest**.

Eva McDonald, a member of the Lifesaving Society for over 40 years, graduated from the Faculty and was President of its Alumni Association.

Hilary M. Weston Award

Twenty individuals earned Lifesaving Society certifications through the Hilary M. Weston Award for youth who would otherwise be unable to afford to participate in the Society's training program. The Society provides selected youth with the examination and required support literature. Award recipients undergo lifesaving training under the auspices of an affiliate member whom the Society invites to waive its registration fees.

Rescue Award of Merit

The Rescue Award of Merit was neither awarded nor presented in 2023.



VP Kenn Little (*centre*) presents the Society's 2022 Water Smart Award for outstanding community service to drowning prevention education to Cortnee Andrade (*left*) and Michelle Jelly representing the Town of Bradford West Gwillimbury.

Photo by Maria Gagliardi



President Jen Knights (*centre*) presents the Society's 2022 David Pretty Cup to the Town of Oakville. *From left:* Jennifer Fruscella, Nicola Taccone, Brittany Popoff, Justin Cordivani and Jonathan Brooker.

Photo by Maria Gagliardi



Queen's Park Investiture of Royal Life Saving Society Commonwealth Honour Awards. *Front row, from left:* Heather Kazan, Jeff McCurdy, Jennifer Knights, Her Honour Edith Dumont, John Macintyre, Eddie Tang, Crystal Maloney. *Back row, from left:* Patricia Lewis, Salman Siddiqui, Sean Duffy, Paul Di Salvo, Stanislav Bodrov, Connor Marois, Patrick Almada, Megan Metcalfe.

Photo by John Bauld

Commonwealth Honour Awards

On December 5, 2023, The Honourable Edith Dumont, Lieutenant Governor of Ontario, hosted an investiture at Queen's Park for recipients of the Society's Commonwealth Honour Awards, which recognize volunteer leadership and service to the Society.

The *Service Commendation* honours volunteers for significant contributions to the aims of the Society. Service Commendations were awarded to: **Melanie Blimkie, Connor Marois, Megan Metcalfe** and **Salman Siddiqui**.

The *Service Medal* acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. Service Medals were awarded to: **Stanislav Bodrov, Sean Duffy, Patricia Lewis, Crystal Maloney** and **Eddie Tang**.

Recipients are eligible for a *Bar to Service Medal* at intervals of four years. The Bar to Service Medal was awarded to **Paul Di Salvo, Heather Kazan** and **John Macintyre**.

The *Service Cross* recognizing meritorious service of at least 15 years was awarded to: **Jeff McCurdy** and **Adrian Wong**.

Honorary Life Member recognizes exemplary representatives of the Society who have contributed in a substantial and measurable way to the Society's mission. **Cynthia Cakebread** was invested as Honorary Life Member.

Honorary Life Governor recognizes exemplary representatives of the Society who have contributed in a substantial and measurable way to the Society's mission. **Patrick D'Almada** was invested as Honorary Life Governor.



Lifesaving Society Ontario Governor John Macintyre received the Bar to Service Medal from Her Honour, Edith Dumont, Lieutenant Governor of Ontario.

Photo by John Bauld

Personnel

The Lifesaving Society Ontario builds organizational strength through a very healthy and diverse volunteer system. In 2023, Ontario staff and volunteers continued to contribute to the National Society and international initiatives.

Lifesaving Society Canada

Andrea Herrmann is the Society's national President.

Jennifer Knights is Ontario's Member Representative to the national Society and serves on the national Nominations Committee. **Julie Dawley** is a member of the national Board of Directors and serves on the national Bylaw Committee.

Patricia Kitchen is the national Public Education Commissioner. **Barbara Byers** and **Lisa Hanson Ouellette** are members of the commission.

In the spring of 2023, the national Lifesaving Sport Commission was reconstituted with Branch representatives. **Brian Miess** represents Ontario. **Steve Box** is the national Commissioner and also serves on the Society's Finance and Audit Committee.

Sean Duffy and **Michael Shane** are members of the national Safety Standards Commission. **Brian Connors** is Commissioner-elect.

Marek Holke and **Sindy Parsons** represent Ontario on the Training Program Commission.

Patrick D'Almada chairs the Society's International Relations Committee of which **Barbara Byers**, **Bob Clark**, **Becky Lehman** and **Perry Smith** are members.

Wendy Mahony continues to provide provincial/territorial Branches with member management support.

International Life Saving Federation

Barbara Byers chairs the Child Drowning Committee on the ILS Drowning Prevention Commission. **Rebecca Boyd**, **Nathalie V Martin** and **Perry Smith** serve on the ILS Sport Commission. In 2023, ILS named Perry a Grand Knight in the Order of Lifesaving for extraordinary volunteer service.

Tessa Clemens was a panelist and moderator at the 2023 ILS World Conference on Drowning Prevention in Perth, Australia.



COMMONWEALTH
DROWNING
PREVENTION

RLSS Commonwealth

As the Canadian national president, **Andrea Herrmann** represents Canada on the RLSS Commonwealth Council.

Bob Clark is a member of the Royal Life Saving Society Commonwealth Board of Trustees and chairs the RLSS Heritage Committee. **Becky Lehman** is Director of Education and Training Programmes and leads the Commonwealth Lifeguard Certification Reciprocity Project. **Perry Smith** represents Canada on that project, leads the Bronze Medallion Review Working Group and sits on the Commonwealth Sport Development Committee.

World Health Organization

Tessa Clemens is a member of the Working Group on Non-fatal Drowning, which developed a definition and categorization framework to provide coherence and uniformity for the term non-fatal drowning.

Other national organizations

Brian Miess serves as a member of the Canadian Waterpark Committee of the World Waterpark Association (WWA).

Michael Shane sits on the Standards Council of Canada. He and **Jerry Lynch** sit on the Blue Flag Jury for Canada.

Training and development in the Caribbean

In 2023, the Society sent trainers to Antigua, Cayman Islands, Grenada, Turks and Caicos and Jamaica on behalf of Lifesaving Society Canada's International Development Assistance program. The Society is currently working with 11 Caribbean nations to develop self-sufficiency in survival swimming, lifesaving, lifeguard and leadership programs, and to build sustainable lifesaving organizations.

We thank National Trainers **Patrick D'Almada**, **Lisa Adams** and **Perry Smith** for their leadership in assisting the Caribbean nations to accomplish their drowning prevention goals in 2023.

Information and communication services

Information Services continued to support Ontario and other provincial branch staff, while creating and improving upon the digital amenities the Society offers to its members. Communications services and Information services staff work closely together to serve the needs of the Society's individual and affiliate members through a variety of channels. Of note in 2023, we:

- Published four issues of *Lifeline* for 163,000 subscribers.
- Distributed 29 direct email campaigns to members.
- Completed the transfer of Red Cross Training Partner and member data through the Swim Transition program, and provided continuous development and support to the online Swim Transition Instructor Clinic.
- Developed and launched a Commonwealth Lifesaving Championships website for international coaches and competitors attending the RLSS Commonwealth Lifesaving Championships in Windsor.
- Assisted Lifesaving Society Newfoundland and Labrador in obtaining and configuring new servers and network devices, improving inter-branch connectivity, collaboration, and performance.
- Improved on our internal cyber security practices, such as implementing multifactor authentication for our cloud infrastructure.
- Completed updates to the online leadership recertification feature to accommodate the point system launching in 2024.
- Made changes to the affiliate licensing and renewal system, improving our internal processes and refining our customer experience.
- During National Drowning Prevention Week, supported parents in protecting their children around water with a new Water Smart® Parents website and accompanying social media and media relations campaign.
- Supported the ongoing and project-specific communication requirements of the Society's activity centres.

Office staff

In 2023, the Society welcomed **Thevaranjini Theivendram** (IS Support Admin), **Emma Cox** (Project Manager, Research), **Kathleen Finn** (Senior Officer), **Liam Hollowell** (IS Specialist, Member Data Management), **Rachel Laforge** (Communications Administrator, Atlantic Canada) and **Manon Seiller** (IT Project Manager).

Daniel Di Matteo was promoted to Support Specialist. **Ateeq Laeeq** was promoted to Inventory Manager. **Nadia Luck** was promoted to Strategic Initiatives Manager. **Ann Palmer** was promoted to Events Manager. **Lisa Hanson Ouellette** was promoted to Senior Research Officer. **Peter Mahony** was promoted to Senior Information Services Officer succeeding **Wendy Mahony** who moved to Senior IT Projects Officer. **JP Molin** moved to Training Programs as First Aid Manager.

We welcomed back **Induja Barnes** (IS Support Admin) and **Rebecca Meehan** (Leadership Recert Admin). We bid farewell to **Carol Cruikshank** who retired in March.

Part-time staff in 2023 included **Iris Harrison**, **Ottley Whitby**, **Kim Forrest**, **Yashita Bhalia** (Receptionists); **Salma Abdule**, **Sumaiyah Abdule**, **Ivtej Mann**, **Anjali Ramesh**, **Krystal Rush** (Support Admins), **Tirath Singh** (IT Specialist), **Bianca Fazzari** (Outreach Coordinator) and **Lauren Dalueg** (Research Assistant).

Barbara Byers moved from full time to part time as Advisor to the CEO. **Ed Bean** serves as a part-time member of the Society's communications team.

Phil McCurdy continues to provide information technology support for the Society in Ontario.



Seated, from left: Induja Barnes, Pam D’Costa-Dupley, Salma Abdule, Sumaiyah Abdule, Rebecca Meehan, Amanda Wilson, Brian Miess, Stephanie Bakalar, Marek Holke, Nadia Luck, Laurie Priestman, Cherry Bertrand, Genevieve Fernandes. *Second row, from left:* Dora Seaver, Lorna Seukumar, Fiona Ye, Dawn Maragh, Daksha Moti, Vivian Murray-Black, Iris Harrison, Becky Lehman, Ann Palmer, Nicholas Tsenis, Liam Hollowell, Brennan Curtis, Ed Bean, Lisa Hanson Ouellette, Manon Seiller, Anissa Spears, Lori Groves, Catherine Reyes, Wendy Mahony, Eva Leung. *Back row, from left:* Ottley Whitby, Greg Parsons, Perry Smith, Aidan Miess, JP Molin, Brian Kitamura, Adrian Herscovici, Ateeq Laeeq, James Mahony, Daniel Di Matteo, Ranjini Theivendram.

Photo by John Bauld

The Society employed the following permanent staff in 2023:

Genevieve Fernandes, Secretary to the CEO
 Nadia Luck, Manager
 Brian Miess, CEO

Training Programs

Cherry Bertrand, Specialist
 Marek Holke, Manager
 Becky Lehman, Senior Officer
 Rebecca Meehan, Admin Assistant
 Sindy Parsons, Manager
 Nicholas Tsenis, Manager
 JP Molin, Manager

Public Education, Research

Emma Cox, Manager
 Tessa Clemens, Manager
 Lori Groves, Manager
 Lisa Hanson Ouellette, Senior Officer
 Lucie Simoes, Drowning Research Associate

Aquatic Safety Management

Michael Shane, Director

Finance

Naeem Iqbal, Accounts Payable
 Eva Leung, Bookkeeper
 Dawn Maragh, CFO
 Laurie Priestman, Admin Assistant
 Lorna Seukumar, Accounting Clerk
 Anissa Spears, Accounts Receivable
 Fiona Ye, Manager

Business Development

Pam D’Costa-Dupley, Admin Assistant
 Kathleen Finn, Senior Officer
 Renata Jaciw-Zurakowsky, Senior Officer
 Ateeq Laeeq, Manager
 James Mahony, Shipper-Receiver
 Aidan Miess, Manager
 Greg Parsons, Order Desk
 Perry Smith, Manager
 Amanda Wilson, Shipper-Receiver

Communication Services

Stephanie Bakalar, Manager
 Juanita Bueschleb, Manager
 Carol Cruikshank, Manager
 Ryan Ferguson, Manager
 Adrian Herscovici, Senior Officer
 Brian Kitamura, Graphic Designer
 Rachel Laforce, Communications Admin

Operations

Wendy Craggs, Specialist
 Daniel Di Matteo, Specialist
 Yvonne Gomez, Admin Assistant
 Daksha Moti, Admin Assistant
 Vivian Murray-Black, Manager
 Ann Palmer, Manager
 Catherine Reyes, Admin Assistant
 Dora Seaver, Admin Assistant
 Sheri Stewart, Senior Officer

Information Services

Induja Barnes, Admin Assistant
 Brennan Curtis, Manager
 Liam Hollowell, Specialist
 Rocky Lu, Project Specialist
 Teodoro Mabbayad, Manager
 Peter Mahony, Senior Officer
 Wendy Mahony, Senior Officer
 Manon Seiller, Manager
 Ranjini Theivendram, Specialist

FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support public education activities that prevent drowning and water-related injury.

Our 2023 Water Smart® and Swim to Survive® campaigns raised \$34,678. Volunteers and donors across Ontario accepted the challenge for fundraising in a variety of ways. We thank all our supporting affiliates.

Community events

In 2023, our affiliates continued to organize Water Smart fundraising activities including the sale of freezies, swim-a-thons, 500 Metre Swim and April Pools Day events. We thank aquatic staff members from facilities in **Belleville, Bradford West Gwillimbury, Georgina, Markham, Newmarket, St. Catharines** and **Tecumseh** for their efforts.

We would also like to thank **Charlotte Byrne** of St. Francis Xavier High School in Ottawa for hosting a Charity Bazaar to raise funds for Water Smart Drowning Prevention.

PPL Swim-a-thon

PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) raised \$25,234 in their annual swim-a-thon. Our thanks to **Paul Denstedt** (President), **Tim Bown** (Vice President and event organizer) and event coordinators **Megan Asotra**, and the entire staff of 200 for their outstanding work.

In addition to PPL Aquatic, Fitness and Spa Group itself, we thank the following businesses that generously donated through PPL's swim-a-thon in support of the Society's Swim to Survive Plus program: **Backyard Brands Inc., Consolidated Pool & Spa Industries, Covertech Industries Limited, Fabco Plastic Wholesale, FCA Insurance, Michael Shepley, Mursatt Chemicals Ltd., Northern Rail, Powerbody Fitness, SCP Distributors, Sherrard Kuzz LLP Employment & Labour Lawyers, Sportsart Fitness, The Aries Group, and TRUX International Inc.**



Darnell Challenge Cup

The Society awards its Darnell Cup to affiliate members or institutions that demonstrate a commitment to drowning prevention by mobilizing staff and volunteers to raise funds for Water Smart education. The Cup is presented in three categories – Overall, Municipal and Single-Facility. For 2023:

PPL Aquatic, Fitness and Spa Group Inc. led the overall ranking for the sixteenth year in a row. Since 2008, PPL Inc. has donated over \$447,234 for Swim to Survive and Swim to Survive Plus programs.

The City of Markham led the municipal facility ranking by raising \$3,788. Our thanks to The Lifesaving Club of Markham athletes and coaches led by **Bryan Tsang** and **Jeff McCurdy** at the Markham Pan Am Centre.

The **Town of Bradford West Gwillimbury** led the single-facility ranking by raising \$2,573. Our thanks to **Teresa Taylor**, Aquatic Supervisor; **Michelle Jelly**, Aquatic Programmer; **Cortnee Andrade**, Aquatic Leader and the BWG staff.



Donation from Waterloo Wellington Regional Aquatic Council presented by (from left): Jennie Miller, Jason Jolicoeur, Amy Ross, Colton Maracle, Beth Fisher and Bruce Parkin.

Photo by Maria Gagliardi

Corporate and partner support

The work of the Lifesaving Society is made possible in part by the generous support of our partners. We gratefully acknowledge the contributions of the **France-Anne Sweeny** "Making A Difference" Fund held at Waterloo Region Community Foundation (WRCF), Libess Service, Smile Orthodontics and Waterloo Wellington Regional Aquatic Council.

Gaming

Nevada Lottery tickets netted \$33,022 thanks to participating Ontario retail store owners.

David and Olive Pretty Archives

In 2023, we received donations from **Ed Bean, Dennis & Joan Duncan, Silvia Neuteboom** and **Scott Ruddle** to this fund that supports the collection, preservation and display of materials important to the historical record of the Society's lifesaving work. The fund is named in honour of Mrs. J.M. (Olive) Pretty, Secretary-Treasurer of the Ontario Branch (1932 to 1956) and her son David who served in multiple volunteer roles over eight decades including Governor of the Lifesaving Society Ontario.

Hilary M. Weston Award

The Hilary M. Weston Award provides lifesaving training opportunities for individuals who otherwise would be financially unable to participate in the Society's lifesaving programs. These bursaries enabled 20 young Ontarians to earn Society certifications in 2023.

Megan Holliday Memorial Fund

The fund honours the memory of Megan Holliday, an exceptional athlete from London, Ontario and covers the lifeguard certification costs of London-area recipients. There were no recipients in 2023.

In memoriam donations

The Society is honoured to be the recipient of in memoriam donations. In 2023, donations were received in memory of **Delores Carman Bryan** from Dawn Maragh; **Luc Cepisca** from Samantha Mincone; **Jim Lehman** from Rebecca Lehman; **Jakey Marczenko** from Laurie Swinwood; **Murray Kenneth Little** from Renata Jaciw-Zurakowsky & Patricia Lewis; **Margaret Ann Percy** from Kenn Little; **Nessanth Ravindran** from Dawn Maragh; **Chris Rawnsley** from Susan Corak; **Gordon R. Whiteley** from Edward Bean.

In honour donations

In 2023, we received a donation in honour of **Crowe Soberman Partners** from Crowe Soberman LLP; **Wendy Mahony** from Andrea Herrmann, and; **Kenn Little** from Don Wilson.

Donor clubs

With private thanks to our anonymous donors, the Society is pleased to acknowledge with gratitude the following individuals who financially supported the Society's work in 2023.

Distinction Club (\$500 or more): **Edward Bean, Timothy Bean, Barbara & Jim Byers, Dennis & Joan Duncan, Doug Gillespie, Robert Lord, John A. Macintyre, Calum MacLeod, Crystal Maloney, Deborah Nathan, Ryan K. Winger.**

Merit Club (\$300 to \$499): **Timothy Bown, Andrea Herrmann, Guy Holt, Renata Jaciw-Zurakowsky, Charlene Pugh, Gary Sanger, Sabrina Sequira.**

Bronze Club (\$100 to \$299): **Jamil Rawdah Al Balah, Christian Aleman, Bassam Almoli, Liam Appleton, Sarah Arian, Stephen Assaly, Patricia Batty, Mavis Bhatia, Sabrina Brij, Victoria Bryce, Juanita Bueschleb, Keith Burrkett, Hassan Butt, Richard Cao, Brittany Caracheo, Spencer Chadderton, Mandy Chen, Dacey Dang, Sam Dunn, Michelle Duwyn, Issam El-Herte, Matthew Farzaneh, Rosario Fillippo, Beth Fisher, Steve Frenkiel, Rajeev Gupta, David He, Zachary Hufnaglah, Dante Jorge, Suvan Joshi, Robert Kavanagh, Fawaz Khan, Jennifer Knights, Amanda Lai, Yee Lam, Winnie Lau, Nicholas Lavie, Rebecca Lehman, Patricia Anne Lewis, Angel Lin, Kenneth Little, Vidya Maitraiya, Dawn Maragh, Samantha Mincone, E. D. Mitchell, Karimulla Mohammad, Jacob Moots, Gabriela Mroczek, Sung Fat Ng, Rahul Nirula, Jayden Nyagomo, Helene Paulyn, Dulina Rajapaksha, Rhianna Reyes, Rob Richardson, Jennifer Rush, Sena Sarwari, Fred Sauer, Laura Sfredo, Yash Shah, Michael Shepley, Matthew Sorensen, Mateo Testani-Calitri, Michael Trujillo, Domenic Tudino, Roy & Gayle Warren, Paul Weir, Don Wilson, Olof & Lorraine Wilson-Saliba, Salome Wong, Terry Wong, Madison Wu, Nathan Yu, Gordon Zhang, Finn (Guo) Zheng.**

In 2023, we also received \$886 from individuals who donated through the **United Way** and \$2,925 through **Benevity Community Impact**.

Royal Circle of Friends

The Society acknowledges donors who have made deferred gifts through wills, trusts, insurance or estate plans. Thank you to **Adam & Rachele Eastman, Mark Feigenbaum** and **Cheryl Sibany**.

LIFESAVING SOCIETY ONTARIO

2023 Activity Centre Council Chairs and Area Chairs

COUNCIL CHAIRS

Training Programs Council

Aquatic Proficiency
*Allison Courtney**
Bronze Medal Awards
Ashley Hutchison
First Aid Services
Rebecca Boyd, Andrew Oman
Lifeguard Services
*Adrian Wong**
Swim Program
Lisa Brandie
Resource Development
*Megan Mintz**

Public Education Council

Community Outreach
Christine Wareing
Municipal Affiliates
*Judith Schultz**
Schools
*Mitchell Blimkie**
Social Media
Megan Hutchison
Swim to Survive
Sydney Shelp

Lifesaving Sport Council

Athlete Representative
Ellie Schlotzhauer
Chair without Portfolio
Mackenzie Salmon
Coaching
Brittany Wong
Event Management
*Jeff McCurdy**
Sport Development
Leslie Aziz
Sport Officials
*Hugo Rodrigues**
Technical
Rebecca Boyd

Safety Standards Council

Court & Inquest Findings
David Pignataro, Rob Richardson
Major Incident Management
Teresa Taylor
Regulation Review
Janice Carroll
Research
*Nathalie V Martin**
Safety Audit Services
Salman Siddiqui, Lisa Adams
Safety Standards
*Salman Siddiqui, Sean Duffy**

Management Training Council

Aquatic Management Training
*Jerry Lynch**
Aquatic Proficiency
Salman Siddiqui
Pool Operator
Conny Smith, David Pignataro
Professional Development
*Minnie Fisher**
Webinar
Cameron Miotto, Nikolay Nikolov

Leadership Council

Chair
Elisabeth Drouillard
Chair
Jason Jolicoeur
Chair
*Charlene Pugh**
Chair
*Tamara Wood**
Chair
Tiffany Vis

Member Services Council

Affiliate Services
*Christine Pelletier**
Annual Conference
*Jennifer Miller**
Rescue Commendations
Jennifer Evans
Volunteer Personnel
Alberto Berumen

Fundraising Council

Fundraising Events
Heather Kazan
Personal Giving
*Pat Lewis**
Planned Giving
Tony Zhang
Social Media
*Eddie Tang**

Area Services Council

Area Services
*Heather Morris-Stokes**
Central
Melissa Willson, Megan Kirk-Steele
East
*Jacob Fitts**
Greater Toronto
Tanya Wolsegger
North
Amanda Nadeau, Penny Lecour
West
Kathy Fisher

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London-Middlesex
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Hamilton-Wentworth
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Huronia
Christine Wareing
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Durham
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Kawartha-Haliburton
Heidi Fisher
Peterborough-Hastings-Northumberland
Alyssa Heffernan & Mackenzie Cameron
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Tanya Grierson & Tim Boone
Lanark-Leeds & Grenville
Tara van der Linden
Cornwall
Lori Gibeau
Ottawa
Sean Duffy & Jacob Fitts

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Temiskaming
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Lake Superior
Tiffany Vis & Emma Strickland
Dryden-Kenora
Crystal Stokes
Toronto-Etobicoke-York
Jen Ciavoliello & Adriana Pines
Toronto-North York
Wendy Hoehle & Anna Morrell & Nicole Wilson
Toronto-Scarborough
Valarie Morgado & Nicole Alleyene
Toronto & East York
Micah Serrano & Giselle Vidar

Affiliate Branches

Nunavut
Kaitlin Coleman

*Representative to the Council of Officers



LIFESAVING SOCIETY
The Lifeguarding Experts