Ontario Report
2016
Teaching Canadians to save themselves and rescue others

Annually, over 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. 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 World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. 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.
President’s Report

This 108th annual report highlights another year of impressive achievement by Lifesaving Society volunteers, affiliate members and partners. It is a rare organization that can sustain success over such a long time. Our organization is one of them.

One of the key elements of our success is the ability to remain focused on and guided by our mission. Drowning and water-related injury remain a serious problem in Ontario and a major public health issue around the world. Drowning is a complex social, physical and environmental problem, but because drownings tend to occur to one or two people at a time, the population at large, the media and governments rarely frame drowning as the major public health issue it is. Growing our capacity to address our drowning prevention mandate is essential.

The indicators in these pages are encouraging: increasing numbers of swimmers and lifesavers trained; increasing volunteer engagement in significant program development and drowning prevention initiatives; and increasing public education outreach. The Lifesaving Society has the organizational focus, the talented individuals, and the affiliate support to tackle the drowning problem long term.

I am thrilled to lead an organization that has had so many successes in 2016. We are working to make our website more user friendly to those looking for water safety information. We are working on a revision to the Bronze Medal awards to increase participation in lifesaving training and make the path to National Lifeguard certification smoother. We are developing the resource materials to support the launch of our revised leadership system. And we are fully engaged nationally in a myriad of projects and internationally in significant events like world lifesaving championships. We are thrilled to be part of the preparation for the ILS World Conference on Drowning Prevention in Vancouver, which will provide an exceptional educational opportunity for all Canadians interested in drowning prevention.

These investments of time, energy and money will provide ongoing dividends to the Society for many years to come by educating the next generation of lifesaving leaders, building bridges between organizations and establishing effective solutions to the drowning problem. I cannot wait to see what this organization accomplishes into the next decade.

The Society is grateful for the continued financial support of the Ontario Ministry of Education for the Society’s Swim to Survive School Grant program, and of the Ontario Trillium Foundation and PPL Aquatic Fitness and Spa Group Inc. for the Swim to Survive+ School Grant program.

With regret we marked the passing of three outstanding volunteers in 2016. Gail Andrews served the Society in a variety of roles over many years, perhaps most prominently as the Program Revisions Chair 1988 to 1991. Gail was a Lifesaving Society Canada representative at the 1994 inaugural meeting of the International Lifesaving Federation (ILS) created from the merger of World Life Saving (WLS) and the Fédération international de sauvetage (FIS). Dr. Bill Brummitt, the 11th president (1972–74) of the Lifesaving Society was a long-time national medical advisor and the man who championed CPR training in the Society’s program in the 1960s. Ted Durbacz served as a lifesaving sport official in Ontario pool and waterfront championships for over 25 years and more recently as Chair of the Safety Standards Committee on the Aquatic Safety Management Services Council.

Brian Connors

Counsel of Officers – Front row, from left: Jennifer Miller, Christine Pelletier, Brian Connors, Andrea Herrmann, Lisa Limarzi, Julie Turnbull. Back row, from left: Jason Joliceour, Nathalie Vallières, Noah Wayne, Doug Ferguson, Bruce Hollowell, Patrick King, Jeff Schultz, Cynthia Cakebread. Photo by Val Attanasio
We celebrated 125 years of Royal Life Saving Society drowning prevention throughout the Commonwealth in 2016. Former Lifesaving Society Ontario president Bob Clark chaired the Commonwealth 125th Anniversary Steering Committee. Among the many celebratory events and projects, the Society set an ambitious drowning prevention goal – the introduction of survival swimming in every Commonwealth nation. A significant step was the publication in February of the RLSS Survival Swimming Guide developed under the leadership of Public Education Director Barbara Byers.

The year ended in royal style at a Buckingham Palace reception hosted by the Society’s Commonwealth Patron, Her Majesty, Queen Elizabeth II – herself a Lifesaving Society award holder.

From small beginnings in London in 1891, the Royal Life Saving Society today encompasses thousands of volunteers and millions of lifesavers in 27 Member Branches working to eliminate drowning among the Commonwealth’s 2.2 billion people.

As a member of Lifesaving Society Canada, you share the outstanding heritage of our worldwide humanitarian charity and its lifesaving ideals. Thank you for being part of the global effort to eliminate drowning.

**Ontario Branch Governors**

<table>
<thead>
<tr>
<th>Name</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>John A. Macintyre</td>
<td>2014 -</td>
</tr>
<tr>
<td>Marc Neeb</td>
<td>2003 - 2014</td>
</tr>
<tr>
<td>David W. P. Pretty</td>
<td>1980 - 2002</td>
</tr>
<tr>
<td>Anthony G.S. Griffin</td>
<td>1963 - 1971</td>
</tr>
</tbody>
</table>

**Ontario Branch Presidents**

<table>
<thead>
<tr>
<th>Name</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Connors</td>
<td>2016 -</td>
</tr>
<tr>
<td>Paul Hulford</td>
<td>2014 - 2016</td>
</tr>
<tr>
<td>Juanita Bueschlieb</td>
<td>2012 - 2014</td>
</tr>
<tr>
<td>Julie MacIsaac</td>
<td>2010 - 2012</td>
</tr>
<tr>
<td>Patrick D’Almada</td>
<td>2008 - 2010</td>
</tr>
<tr>
<td>Alain Rabeau</td>
<td>2006 - 2008</td>
</tr>
<tr>
<td>Patricia Kitchen</td>
<td>2004 - 2006</td>
</tr>
<tr>
<td>Victoria Hemming</td>
<td>2002 - 2004</td>
</tr>
<tr>
<td>Bob Clark</td>
<td>2000 - 2002</td>
</tr>
<tr>
<td>Calum MacLeod</td>
<td>1998 - 2000</td>
</tr>
<tr>
<td>Randy Killey</td>
<td>1996 - 1998</td>
</tr>
<tr>
<td>Tom McCullough</td>
<td>1994 - 1996</td>
</tr>
<tr>
<td>Gerry D. Young</td>
<td>1992 - 1994</td>
</tr>
<tr>
<td>Susan Glover Takahashi, PhD</td>
<td>1990 - 1992</td>
</tr>
<tr>
<td>Anne Jackson</td>
<td>1988 - 1990</td>
</tr>
<tr>
<td>Brian Wynn</td>
<td>1986 - 1988</td>
</tr>
<tr>
<td>Ruth A. Cruikshank, PhD</td>
<td>1984 - 1986</td>
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<tr>
<td>Robbie Giles</td>
<td>1982 - 1984</td>
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<tr>
<td>Michael Davis</td>
<td>1980 - 1982</td>
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<tr>
<td>Judy Kertt</td>
<td>1978 - 1980</td>
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<td>Jack Bramm</td>
<td>1977 - 1978</td>
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<tr>
<td>Robert E. Lord</td>
<td>1976 - 1977</td>
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<tr>
<td>Jack Bramm</td>
<td>1974 - 1976</td>
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<tr>
<td>William M. Brummitt, M.D.</td>
<td>1972 - 1974</td>
</tr>
<tr>
<td>Stanley Richardson</td>
<td>1970 - 1972</td>
</tr>
<tr>
<td>Eva McDonald</td>
<td>1969</td>
</tr>
<tr>
<td>James L. Rowney</td>
<td>1967 - 1969</td>
</tr>
<tr>
<td>Kirk A.W. Wipper, C.M.</td>
<td>1965 - 1967</td>
</tr>
<tr>
<td>R. Bredin Stapells, Q.C.</td>
<td>1957 - 1965</td>
</tr>
<tr>
<td>M. Glynn Griffiths</td>
<td>1938 - 1957</td>
</tr>
<tr>
<td>John H. Crocker</td>
<td>1934 - 1938</td>
</tr>
<tr>
<td>Ernest A. Chapman</td>
<td>1928 - 1934</td>
</tr>
<tr>
<td>Arthur L. Cochrane</td>
<td>1919 - 1928</td>
</tr>
<tr>
<td>Arnold H. Morphy</td>
<td>1908 - 1919</td>
</tr>
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</table>
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, 2016, which 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's net revenue exceeded expenses from operations this year by $250,000 compared with $152,000 in the prior year. Overall net revenue increased by 3% over the prior year, while expenditures increased by 2%.

Increased revenues were driven by growth in Literature, Water Rescue, Merchandising, Leadership, and Safety Management, while Lifesaving Sport and Investment saw a marginal decline in revenues.

Literature net revenues experienced significant growth of 7% in 2016, partly attributable to growth in book sales notably the Canadian First Aid Manual, Canadian Life Saving Manual and Alert. Growth in Water Rescue translates to selling more books during the year. Water Rescue net revenues grew 2% over the prior year with the strongest growth in Bronze and First Aid certifications.

Acquisition of new Swim Program licensees, 8% growth in Merchandising as a result of increased sales to U.S. customers, plus a record 20 municipal safety audits in the year, all contributed to the growth in net revenues.

Fundraising net revenue was up 2% in 2016. This was due to provincial grant recognition to fund a Public Education boating project and a modest recovery in provincial Gaming lottery funds that declined in the prior year due to competing provincial lottery tickets.

Investment income, although down 3% year-over-year, was still significant with $772,000 being recognized in net revenues from our portfolio investments in 2016 compared with $777,000 in 2015. This represents a return of approximately 8% on our portfolio in the current year.

Total expenditures increased 2% from $7.1 million in 2015 to $7.3 million in 2016 related to higher salaries, benefits and administrative costs, all of which are allocated to the programs, as we have continued to grow our organization with more staff and volunteers. In particular, administrative expenses were up compared with the prior year related to costs incurred for the Lifesaving World Championships in the Netherlands, higher travel and accommodation costs resulting from hosting the AGM in Ottawa (vs. Toronto in 2015), and higher equipment service costs to maintain the increasing demand for innovative information technology.

As a result of our financial performance we were able to replenish our capital fund investment this year by $210,000, which ensures we are well positioned to invest in future product and technology development while maintaining our past technology investments and periodically refreshing our Ontario-specific programs in the coming years. With the current year’s increase in the market value of our investments, we remain financially healthy with investments in our marketable securities portfolio of $8.9 million at the end of 2016 (2015: $9.4 million).

We have many challenges, to be sure, but believe that they are manageable with continued prudent cost control, our continued success in developing new products and programs, the commitment to revising existing programs regularly to ensure their continued relevancy, and refining processes that leverage technology to maximize efficiencies. As a result, I believe that overall, the Society is financially well positioned to continue its mission of drowning prevention in Ontario and drowning prevention research in Canada.

Crystal Maloney, CPA, CMA, CFA
## OPERATIONS

### Net Revenue

<table>
<thead>
<tr>
<th>Service</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water rescue</td>
<td>$2,286,042</td>
<td>$2,237,586</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$1,581,776</td>
<td>$1,545,973</td>
</tr>
<tr>
<td>Literature</td>
<td>$1,398,143</td>
<td>$1,306,359</td>
</tr>
<tr>
<td>Investments</td>
<td>$751,106</td>
<td>$776,713</td>
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<tr>
<td>Merchandise</td>
<td>$586,584</td>
<td>$541,883</td>
</tr>
<tr>
<td>Leadership</td>
<td>$553,172</td>
<td>$512,033</td>
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<tr>
<td>Safety management</td>
<td>$157,927</td>
<td>$148,883</td>
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<tr>
<td>Affiliation fees</td>
<td>$101,790</td>
<td>$98,429</td>
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<tr>
<td>Lifesaving sport</td>
<td>$68,051</td>
<td>$78,499</td>
</tr>
<tr>
<td>Research</td>
<td>$23,243</td>
<td>$20,540</td>
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</table>

### Expenditures

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training programs</td>
<td>$2,458,255</td>
<td>$2,378,388</td>
</tr>
<tr>
<td>Member services</td>
<td>$1,181,641</td>
<td>$1,075,585</td>
</tr>
<tr>
<td>Swim to Survive</td>
<td>$1,130,086</td>
<td>$1,148,110</td>
</tr>
<tr>
<td>Public education</td>
<td>$775,580</td>
<td>$816,576</td>
</tr>
<tr>
<td>Lifesaving sport</td>
<td>$609,420</td>
<td>$578,691</td>
</tr>
<tr>
<td>National levy</td>
<td>$405,659</td>
<td>$401,385</td>
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<tr>
<td>Safety management</td>
<td>$306,471</td>
<td>$267,744</td>
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<tr>
<td>Research</td>
<td>$231,086</td>
<td>$276,857</td>
</tr>
<tr>
<td>Amortization</td>
<td>$159,306</td>
<td>$171,643</td>
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</table>

### Net Contribution for the year

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$250,330</td>
<td>$151,919</td>
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</tbody>
</table>

## BALANCE SHEET

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net working capital</td>
<td>(3,283,875)</td>
<td>(4,181,558)</td>
</tr>
<tr>
<td>Investments</td>
<td>$8,881,223</td>
<td>$9,422,032</td>
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<tr>
<td>Capital assets</td>
<td>$254,391</td>
<td>$360,935</td>
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</table>

### Fund Balances

<table>
<thead>
<tr>
<th>Fund</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>$3,029,850</td>
<td>$2,975,961</td>
</tr>
<tr>
<td>Capital</td>
<td>$2,550,685</td>
<td>$2,339,657</td>
</tr>
<tr>
<td>Provincial lottery</td>
<td>$174,534</td>
<td>$187,465</td>
</tr>
<tr>
<td>DPRC</td>
<td>$96,670</td>
<td>$98,326</td>
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</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,851,739</td>
<td>$5,601,409</td>
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# Awards Report

## Top Line Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swimming</td>
<td>550,291</td>
<td>537,729</td>
<td>522,603</td>
</tr>
<tr>
<td>Lifesaving</td>
<td>57,469</td>
<td>53,880</td>
<td>53,402</td>
</tr>
<tr>
<td>First Aid</td>
<td>76,775</td>
<td>74,332</td>
<td>74,950</td>
</tr>
<tr>
<td>Lifeguarding</td>
<td>32,161</td>
<td>32,689</td>
<td>30,358</td>
</tr>
<tr>
<td>Safety Management</td>
<td>930</td>
<td>1,117</td>
<td>923</td>
</tr>
<tr>
<td>Lifesaving Sport</td>
<td>3,964</td>
<td>4,282</td>
<td>3,665</td>
</tr>
<tr>
<td>Leadership</td>
<td>31,537</td>
<td>29,779</td>
<td>29,578</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>753,127</strong></td>
<td><strong>733,808</strong></td>
<td><strong>715,479</strong></td>
</tr>
</tbody>
</table>

## Categories

### Swimming

- Swim to Survive: 57,896, 73,211, 64,913
- Swim for Life: 492,395, 464,518, 457,690

### Lifesaving

- Junior Lifeguard Club: 714, 732, 711
- Canadian Swim Patrol: 30,350, 27,776, 28,297
- Bronze Star: 8,780, 8,303, 7,644
- Bronze Medallion: 16,960, 16,222, 15,662
- Distinction: 24, 18, 30
- Lifesaving Fitness: 594, 775, 680
- Boat: 47, 54, 378

*JLC Member Recognition Seals*

### First Aid

- First Aid: 63,127, 60,414, 59,727
- CPR: 13,648, 13,918, 15,223

### Lifeguarding

- Supervision: 1,748, 2,331, 673
- Bronze Cross: 14,401, 13,981, 13,515
- National Lifeguard: 16,012, 16,377, 16,170

### Safety Management

- Aquatic Supervisor: 594, 677, 586
- Pool Operator: 168, 171, 76
- Safety Inspector & Auditor: 168, 269, 261

### Lifesaving Sport

- Athletes: 3,769, 4,109, 3,419
- Officials: 195, 173, 246

### Leadership

- Instructor: 27,578, 26,369, 25,786
- Examiner: 3,177, 2,850, 3,106
- Trainer: 782, 560, 686
<table>
<thead>
<tr>
<th>Year</th>
<th>Swimming</th>
<th>Lifesaving</th>
<th>First Aid</th>
<th>Lifeguarding</th>
<th>Safety Management</th>
<th>Lifesaving Sport</th>
<th>Leadership</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>53,402</td>
<td>74,950</td>
<td>30,358</td>
<td>923</td>
<td>3,665</td>
<td>29,578</td>
<td>715,479</td>
</tr>
</tbody>
</table>

Certifications earned 1908-2016

9,999,677

* JLC recognition seals are not included in the total certifications
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 Point System p. 11). 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.)

<table>
<thead>
<tr>
<th>Rank</th>
<th>District</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Toronto – North York District</td>
<td>59,943</td>
</tr>
<tr>
<td>2nd</td>
<td>Toronto – Etobicoke/York District</td>
<td>59,643</td>
</tr>
<tr>
<td>3rd</td>
<td>Toronto – Toronto &amp; East York District</td>
<td>56,138</td>
</tr>
<tr>
<td>4th</td>
<td>Toronto – Scarborough District</td>
<td>43,170</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>218,894</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>City of Ottawa</td>
<td>149,797</td>
</tr>
<tr>
<td>2nd</td>
<td>City of Mississauga</td>
<td>111,737</td>
</tr>
<tr>
<td>3rd</td>
<td>City of Brampton</td>
<td>105,793</td>
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<tr>
<td>4th</td>
<td>City of Markham</td>
<td>75,250</td>
</tr>
<tr>
<td>5th</td>
<td>Town of Richmond Hill</td>
<td>69,760</td>
</tr>
<tr>
<td>6th</td>
<td>City of Vaughan</td>
<td>68,197</td>
</tr>
<tr>
<td>7th</td>
<td>City of Hamilton</td>
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<tr>
<td>8th</td>
<td>Town of Oakville</td>
<td>42,211</td>
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<tr>
<td>9th</td>
<td>City of London</td>
<td>41,926</td>
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<tr>
<td>10th</td>
<td>City of Burlington</td>
<td>27,612</td>
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</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Facility</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Toronto-Sheppard YMCA</td>
<td>26,569</td>
</tr>
<tr>
<td>2nd</td>
<td>Brock University</td>
<td>26,158</td>
</tr>
<tr>
<td>3rd</td>
<td>University of Waterloo</td>
<td>25,474</td>
</tr>
<tr>
<td>4th</td>
<td>Carleton University</td>
<td>17,705</td>
</tr>
<tr>
<td>5th</td>
<td>YMCA of Western Ontario</td>
<td>15,157</td>
</tr>
<tr>
<td>6th</td>
<td>Shendy’s Swim School</td>
<td>14,776</td>
</tr>
<tr>
<td>7th</td>
<td>Town of Essex</td>
<td>13,924</td>
</tr>
<tr>
<td>8th</td>
<td>Scarborough YMCA</td>
<td>12,166</td>
</tr>
<tr>
<td>9th</td>
<td>North York CPR</td>
<td>10,723</td>
</tr>
<tr>
<td>10th</td>
<td>Dovercourt Recreation Association</td>
<td>10,509</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Town of Richmond Hill</td>
<td>69,760</td>
</tr>
<tr>
<td>2nd</td>
<td>City of Oshawa</td>
<td>60,735</td>
</tr>
<tr>
<td>3rd</td>
<td>City of Burlington</td>
<td>57,585</td>
</tr>
<tr>
<td>4th</td>
<td>City of Kitchener</td>
<td>23,483</td>
</tr>
<tr>
<td>5th</td>
<td>Town of Milton</td>
<td>23,355</td>
</tr>
<tr>
<td>6th</td>
<td>City of Barrie</td>
<td>19,836</td>
</tr>
<tr>
<td>7th</td>
<td>City of Windsor</td>
<td>17,903</td>
</tr>
<tr>
<td>8th</td>
<td>Town of Ajax</td>
<td>15,782</td>
</tr>
<tr>
<td>9th</td>
<td>City of Oshawa</td>
<td>13,642</td>
</tr>
<tr>
<td>10th</td>
<td>City of Cambridge</td>
<td>12,990</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Town of Newmarket</td>
<td>22,221</td>
</tr>
<tr>
<td>2nd</td>
<td>Town of Halton Hills</td>
<td>13,929</td>
</tr>
<tr>
<td>3rd</td>
<td>Town of Caledon</td>
<td>12,304</td>
</tr>
<tr>
<td>4th</td>
<td>Town of Aurora</td>
<td>11,578</td>
</tr>
<tr>
<td>5th</td>
<td>City of Pickering</td>
<td>9,299</td>
</tr>
<tr>
<td>6th</td>
<td>Municipality of Clarington</td>
<td>8,033</td>
</tr>
<tr>
<td>7th</td>
<td>City of Brantford</td>
<td>7,417</td>
</tr>
<tr>
<td>8th</td>
<td>Town of Georgina</td>
<td>4,308</td>
</tr>
<tr>
<td>9th</td>
<td>City of Kawartha Lakes</td>
<td>3,981</td>
</tr>
<tr>
<td>10th</td>
<td>City of Sault Ste Marie</td>
<td>3,110</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Town of Essex</td>
<td>13,924</td>
</tr>
<tr>
<td>2nd</td>
<td>Town of LaSalle</td>
<td>13,089</td>
</tr>
<tr>
<td>3rd</td>
<td>Town of Whitchurch/Stouffville</td>
<td>6,943</td>
</tr>
<tr>
<td>4th</td>
<td>Town of Bradford W. Gwillimbury</td>
<td>6,598</td>
</tr>
<tr>
<td>5th</td>
<td>Town of Tillsonburg</td>
<td>6,578</td>
</tr>
<tr>
<td>6th</td>
<td>City of Woodstock</td>
<td>6,443</td>
</tr>
<tr>
<td>7th</td>
<td>Town of Orangeville</td>
<td>5,947</td>
</tr>
<tr>
<td>8th</td>
<td>Township of Uxbridge</td>
<td>5,420</td>
</tr>
<tr>
<td>9th</td>
<td>City of Belleville</td>
<td>4,963</td>
</tr>
<tr>
<td>10th</td>
<td>City of Orillia</td>
<td>4,213</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Town of Hanover</td>
<td>4,736</td>
</tr>
<tr>
<td>2nd</td>
<td>Municipality of Huron East</td>
<td>4,274</td>
</tr>
<tr>
<td>3rd</td>
<td>Town of Carleton Place</td>
<td>3,317</td>
</tr>
<tr>
<td>4th</td>
<td>Township of North Huron</td>
<td>2,438</td>
</tr>
<tr>
<td>5th</td>
<td>Town of Kirkland Lake</td>
<td>2,288</td>
</tr>
<tr>
<td>6th</td>
<td>Town of Amherst</td>
<td>2,247</td>
</tr>
<tr>
<td>7th</td>
<td>Town of Petrolia</td>
<td>1,645</td>
</tr>
<tr>
<td>8th</td>
<td>Town of Perth</td>
<td>1,169</td>
</tr>
<tr>
<td>9th</td>
<td>Town of St. Marys</td>
<td>1,060</td>
</tr>
<tr>
<td>10th</td>
<td>Town of Minto</td>
<td>875</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Affiliation</th>
<th>Lifesaving Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Code of Confidence</td>
<td>17,544</td>
</tr>
<tr>
<td>2nd</td>
<td>Zodiac Swim School</td>
<td>15,072</td>
</tr>
<tr>
<td>3rd</td>
<td>Shendy’s Swim School</td>
<td>14,776</td>
</tr>
<tr>
<td>4th</td>
<td>M M Security Service</td>
<td>11,996</td>
</tr>
<tr>
<td>5th</td>
<td>Making Waves Swim School</td>
<td>11,635</td>
</tr>
<tr>
<td>6th</td>
<td>A Second Breath</td>
<td>11,004</td>
</tr>
<tr>
<td>7th</td>
<td>North York CPR</td>
<td>10,723</td>
</tr>
<tr>
<td>8th</td>
<td>Dovercourt Recreation Association</td>
<td>10,509</td>
</tr>
<tr>
<td>9th</td>
<td>Swim Time</td>
<td>8,990</td>
</tr>
<tr>
<td>10th</td>
<td>Kids and Company</td>
<td>8,503</td>
</tr>
</tbody>
</table>
ERNEST A. CHAPMAN CUP: Awarded to the affiliated camp with the largest lifesaving program.

1st Onondaga Camp 8,424
2nd Glen Bernard Camp 5,969
3rd Camp Tawingo 5,090
4th Taylor Statten Camps 4,627
5th Camp Hurontario 3,943
6th Kilcoo Camp Ltd. 3,574
7th Camp Couchiching 3,255
8th Camp Ponacka 3,186
9th YMCA Camp Wanakita 3,186
10th Camp Can-Aqua 2,546

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

1st York University 26,616
2nd Brock University 26,158
3rd University of Waterloo 25,474
4th Carleton University 17,705
5th Western University 7,128
6th Queen’s University 6,808
7th University of Toronto 6,375
8th St. Clair College of Applied Arts & Technology 6,335
9th Ryerson University 5,446
10th Trent University 4,918

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

1st Toronto-Sheppard YMCA 26,569
2nd YMCA of Western Ontario (Stoney Creek) 15,157
3rd Scarborough YMCA 12,166
4th Mississauga YMCA 9,744
5th YMCA of Oakville 9,436
6th YMCA of Kingston 8,034
7th YMCA of Niagara (St. Catharines Walker) 7,286
8th YMCA of Central East – Belleville & Quinte Branch 5,189
9th YMCA of Central East – Balsillie Family Branch 5,129
10th YMCA of Owen Sound Grey Bruce 5,123

WILLIAM HENRY MEMORIAL CUP: Awarded to the affiliated secondary school with the largest lifesaving program.

1st Appleby College 1,665
2nd Aldershot School 1,350
3rd H.B. Bea Secondary School 881
4th Bishop Strachan School 861
5th Sir Frederick Banting Secondary School 781
6th St. Mildred’s Lightbourn School 559
7th North Toronto Christian School 534
8th Ridley College 400
9th Westmount Secondary School 391
10th Centennial Collegiate Vocational Institute 380

R. BREDN STAPELS 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

1st City of Toronto 66,850
2nd City of Mississauga 24,005
3rd City of Markham 22,820
4th Town of Richmond Hill 22,215
5th City of Ottawa 21,465
6th City of Brampton 16,080
7th City of Vaughan 15,335
8th City of London 12,595
9th City of Hamilton 11,240
10th Town of Oakville 10,090

Per capita category

1st City of Toronto .244
2nd City of Mississauga .2202
3rd City of Markham .1275
4th Town of Richmond Hill .1097
5th City of Temiskaming Shores .0766
6th City of Markham .0736
7th Town of Tillsonburg .0663
8th Town of Milton .0597
9th Wilmot Township .0580
10th City of Woodstock .0563

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

Brock University

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

City of Brampton

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

1st City of Toronto 85,717
2nd City of Ottawa 69,813
3rd City of Brampton 47,755
4th City of Mississauga 41,761
5th City of Hamilton 27,121
6th City of Markham 26,237
7th York University 25,136
8th City of Vaughan 25,034
9th City of London 22,489
10th University of Waterloo 20,664

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

1st University of Waterloo 20,664
2nd Brock University 15,039
3rd North York CPR 10,528
4th Toronto-Sheppard YMCA 8,934
5th Kids and Company 8,503
6th Town of Essex 8,459
7th Carleton University 8,125
8th Mississauga YMCA 6,909
9th Scarborough YMCA 6,681
10th Shendy’s Swim School 6,031
**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.

**Overall category**

1st PPL Aquatic, Fitness and Spa Group Inc. $27,950  
2nd City of Windsor $3,499  
3rd Town of Bradford West Gwillimbury $3,418

**Municipal category**

1st City of Windsor $3,499  
2nd Town of Bradford West Gwillimbury $3,418  
3rd Town of Whitchurch-Stouffville $2,143

**Single-Facility category**

1st Town of Bradford West Gwillimbury $3,418  
2nd Town of Whitchurch-Stouffville $2,143  
3rd YMCA of Owen Sound Grey Bruce $763

**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.

(100%) City of Belleville, Brock University, City of Kingston, Limestone District School Board, Loyalist Township, Niagara District School Board, Education Foundation of Niagara, YMCA of Niagara, Town of Pelham, City of St. Catharines, Queen's University

(97%) Town of Brant, City of Brantford, Brant Haldimand Norfolk County Catholic District School Board, Grand Erie District School Board, Norfolk County

(96%) City of Guelph, University of Guelph, YMCA-YWCA of Guelph, Town of Minto, Town of Orangeville, Upper Grand District School Board, Wellington Catholic District School Board, Township of Centre Wellington

(92%) Bob Hayward YMCA, Town of Dutton-Dunwich, Township of Glencoe, Town of Ingersoll, City of London, London Catholic District School Board, London YMCA, Stoney Creek YMCA, St. Thomas YMCA, Thames Valley District School Board, Town of Tillsonburg, Town of West Elgin, Town of Woodstock, Woodstock YMCA

(90%) Town of Ajax, Durham District School Board, Durham Catholic District School Board, Boys & Girls Club of Durham, City of Oshawa, City of Pickering, Town of Uxbridge, Town of Whitby

(87%) Town of Essex, Greater Essex County District School Board, Town of Lakeshore, Town of LaSalle, Town of Leamington, Conseil scolaire Providence, St. Clair College, Conseil scolaire Viamonde, City of Windsor, Windsor Essex Catholic District School Board, Town of Tecumseh

**Lifesaving Sport banners**

**Ontario Lifesaving Pool Champions:** Awarded to the affiliate with the highest overall point score at junior, senior, and masters pool championships.

Saugeen Shores Lifesaving Club

**Ontario Lifesaving Waterfront Champions:** Awarded to the affiliate with the highest overall point score at junior, senior, and masters waterfront championships.

Saugeen Shores Lifesaving Club

**Ontario Lifesaving Club Champions:** Awarded to the affiliate with the highest overall point score from all seven Ontario lifesaving championships.

Saugeen Shores Lifesaving Club

**Individual banner champions**

**Senior Lifesaving Championships — Pool**

Guelph Marlin Aquatic Club

**Junior Lifeguard Games — Pool**

Saugeen Shores Lifesaving Club

**Lifeguard Championships**

Richmond Hill Lifesaving Club

**Junior Lifeguard Games — Waterfront**

Guelph Marlin Aquatic Club

**Senior Lifesaving Championships — Waterfront**

Toronto Police Lifeguard Service
Point System

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

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rookie/Ranger/Star Patrol</td>
<td>7 / 7 / 7</td>
</tr>
<tr>
<td>Junior Lifeguard Club</td>
<td>10 points</td>
</tr>
<tr>
<td>Wading Pool Attendant</td>
<td>10 points</td>
</tr>
<tr>
<td>Safeguard</td>
<td>10 points</td>
</tr>
<tr>
<td>Patrol Rider</td>
<td>10 points</td>
</tr>
<tr>
<td>Bronze Star</td>
<td>10 points</td>
</tr>
<tr>
<td>Bronze Medallion</td>
<td>15 points</td>
</tr>
<tr>
<td>Bronze Cross</td>
<td>20 points</td>
</tr>
<tr>
<td>Distinction</td>
<td>30 points</td>
</tr>
<tr>
<td>National Lifeguard</td>
<td>40 points</td>
</tr>
</tbody>
</table>

### First Aid Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaphylaxis Rescuer</td>
<td>2 points</td>
</tr>
<tr>
<td>Basic First Aid</td>
<td>4 points</td>
</tr>
<tr>
<td>CPR -A / -B / -C</td>
<td>4 / 6 / 8 points</td>
</tr>
<tr>
<td>CPR-HCP</td>
<td>8 points</td>
</tr>
<tr>
<td>Emergency First Aid</td>
<td>12 points</td>
</tr>
<tr>
<td>AED</td>
<td>10 points</td>
</tr>
<tr>
<td>Airway Management</td>
<td>15 points</td>
</tr>
<tr>
<td>Standard First Aid</td>
<td>25 points</td>
</tr>
</tbody>
</table>

### Specialized Training

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifesaving Fitness Bronze / Silver / Gold</td>
<td>5 / 7 / 9 points</td>
</tr>
<tr>
<td>Boat Rescue</td>
<td>10 points</td>
</tr>
<tr>
<td>Lifesaving Sport Officials</td>
<td>15 points</td>
</tr>
</tbody>
</table>

### Leadership Training

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Instructor</td>
<td>15 points</td>
</tr>
<tr>
<td>Assistant Instructor</td>
<td>20 points</td>
</tr>
<tr>
<td>Swim Instructor</td>
<td>40 points</td>
</tr>
<tr>
<td>Lifesaving Instructor</td>
<td>40 points</td>
</tr>
<tr>
<td>Advanced Instructor</td>
<td>20 points</td>
</tr>
<tr>
<td>Exam Standards Clinic</td>
<td>15 points</td>
</tr>
<tr>
<td>Update Clinics</td>
<td>15 points</td>
</tr>
<tr>
<td>Specialized Instructors</td>
<td>30 points</td>
</tr>
<tr>
<td>Trainer Clinics</td>
<td>30 points</td>
</tr>
<tr>
<td>Lifesaving Sport Coach</td>
<td>30 points</td>
</tr>
</tbody>
</table>
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.

Swim for Life

The Swim for Life program continues to grow with several new affiliates joining in 2016. Thanks to Kerry Wakefield and her committee who conducted staff training and update clinics for new licensees.

Safeguard

The Society’s Safeguard certification program had another successful year with over 1,000 participants. This program provides safety supervision training for guardians (e.g., day camp counsellors, counsellors-in-training) who accompany groups of young people to pools or waterfronts. We encourage affiliates to offer this training program widely to increase the safety supervision of our most vulnerable youth. Thanks to Adrian Wong who continues to promote this essential training program.

Revised Wading Pool and Slide Attendant

The Wading Pool and Slide Attendant award was revised and piloted in 2016. Thanks to Patrick King and his committee for their good work.
Transition from old to new CPR and First Aid guidelines

The transition from the old to the new CPR and First Aid Guidelines was completed by December 31, 2016. The Lifesaving Society and its fellow national training agencies reviewed the recommendations and agreed upon a consistent interpretation and consensus in the guidelines for Canada. The Society’s updated publications are complete and available through lifeguarddepot.com. In addition, a downloadable PowerPoint presentation was created and made available online to ensure a consistent introduction and implementation of the new guidelines for instructors and lifeguards. Thanks to Carl Rotmann for ensuring our standards are in line with industry practices and Rebecca Boyd and her committee for ensuring the transition from old to the new guidelines ran smoothly.

Bronze Awards Video

The Society completed its Bronze Awards Video in 2016, designed specifically for instructors teaching Bronze Star, Medallion and Cross. The video features real kids, like the ones you teach. The purpose of this video is to provide a visual resource to introduce and review lifesaving knowledge and skills that candidates must learn and practice. The running time is 43 minutes and features the following topics: The Rescue Process, Ladder Approach, Rescuer’s Checklist, Submerged Victim Recovery, Defenses and Releases, Spinals and Surface Dives. Thanks to Jason Jolicoeur for his contributions.

Brian Connors presents the Griffin Cup to Laura Menecola and Mary Elmaassarany. Photo by Val Attanasio
New Bronze Cross Workbook

The new Bronze Cross Workbook was designed for use with the Canadian Lifesaving Manual. The workbook guides candidates through Bronze Cross course content. The 48-page workbook makes learning outside the pool easier to administer as take-home course work and gives candidates a handy study guide once completed. Thanks to Jason Jolicoeur and his committee for their commitment to providing candidate resources.

Leadership implementation and launch

The Leadership Task Force completed their review in 2016 and the next steps are to develop and produce support manuals, guides and curriculum standards for instructors, coaches, examiners and trainers. Thanks to Vice President Kathleen Finn and Leadership Chair Carolyn Tyner for their leadership in the development of resources for the revised programs. The leadership recertification system has also been revised. A communication and implementation plan is underway to provide updates for provincial trainers, instructor trainers, area chairs and affiliates.
Brian Connors presents the Griffin Cup to Jenn Ciavoliello and Laura Menecola. Photo by Val Attanasio.
Lifesaving Sport

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

Lifesaving sport in Ontario involves a myriad of activities in competition, coaching, officiating, training and development. In 2016, competitors and support personnel participated in TeleGames, regional, provincial, national and international competitions including:

- 819 participants from 23 clubs took part in four Telegames.
- 655 competitors participated in 14 regional sanctioned competitions.
- Almost 700 competitors, representing 24 clubs, took part in seven provincial championships.
- 106 competitors from 10 clubs travelled to three Canadian Championships.
- Almost 75 Ontario athletes, officials, coaches and support personnel attended the World Lifesaving Championships.
- 30 Lifesaving Society affiliates ran the Lifesaving Sport Fundamentals program.

In addition, Lifesaving Sport expanded its social media reach this year with the addition of a Lifesaving Society Ontario – Lifesaving Sport Facebook page, along with the Society’s Twitter and Instagram accounts. The Canadian Officials Manual and Officials Award Guide were also completed and printed, and we welcomed three new chairs in April.

Special mention to these affiliates that offered the Lifesaving Sport Fundamentals program as well as supporting their athletes in TeleGames and provincial championships: Brampton, Halton Hills, Markham, Orangeville, Tillsonburg, Vaughan, University of Waterloo, Woodstock and the YMCA of Owen Sound Grey Bruce.

Thanks to our sponsors for their continued support: Blistex, Journal Printing, lifeguarddepot.com and Ryder.

Hosting

The Lifesaving Society is pleased to partner with our affiliates in bringing lifesaving sport opportunities to their communities.

The season kicked off with the Senior & Masters Lifesaving Pool Championships in March with 115 Senior and 41 Masters competitors from 13 clubs. Thanks to Don Burton, Beth Fisher, the University of Guelph, Guelph Gryphons and Guelph Marlins staff and volunteers for graciously hosting this successful event.
In June, 242 junior competitors from 16 clubs descended on the YMCA of Owen Sound Grey Bruce for a jam-packed Junior Lifeguard Games – Pool. Thanks to Lisa Adams, Shanna Reid, the YMCA of Owen Sound Grey Bruce, and the Saugeen Shores Lifesaving Club staff and volunteers for hosting a successful event.

In August, 14 teams with 56 competitors representing eight clubs competed in the Ontario Lifeguard Championships. Thanks to Julie Dawley, Matt Delaere and the Town of Tillsonburg staff and volunteers for being such supportive hosts.

Ontario volunteers continued to support the National Lifesaving Sport Commission in 2016. Thanks to Steve Box (Sport Commissioner), Rebecca Boyd (Event Management Manager), Alexandra Ferguson (Athlete Representative), Wendy Mahony (Support Services Manager), Hugo Rodrigues (Communications Manager), Nathalie Vallières (Communications Manager) and Emily Verreault (Athlete Representative).

Ontario volunteers continued to support the National Lifesaving Sport Commission in 2016. Thanks to Steve Box (Sport Commissioner), Rebecca Boyd (Event Management Manager), Alexandra Ferguson (Athlete Representative), Wendy Mahony (Support Services Manager), Hugo Rodrigues (Communications Manager), Nathalie Vallières (Communications Manager) and Emily Verreault (Athlete Representative).

Volunteers

Countless officials and volunteers support lifesaving sport activities throughout the year at home and abroad.

Fourteen sanctioned regional competitions were held thanks to the commitment and dedication of these key volunteers: Doug Bohnert, Rebecca Boyd, Matthew Bulman, Adrian Cossu, Christina Ferrone, Michael Hundt, Stephen Keelty, Jeff McCurdy, Laura O’Driscoll, Chantique Payne, Charlene Pugh, Shanna Reid, Hugo Rodrigues, Katie Short, Alvin Tedjo and Johnathan Wyatt.

Thanks to the meet managers and referees who volunteered their leadership at provincial championships: Doug Bohnert, Carrie Bowie, Cynthia Cakebread, Edmund Chan, Bruce Hollowell, Sarah Ingleton, Dawn Larson, Shanna Reid, Hugo Rodrigues, Jeff Schultz, Katie Short, Perry Smith and Andrew Wakefield.

Ontario volunteers provided leadership and support to three Canadian championships. Thanks to Doug Bohnert, Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Adrian Cossu, Alan Groome, Shanna Reid, Hugo Rodrigues, Scott Ruddle, Perry Smith, Paul Stone and Carmen Wong.
International

In July, four Ontario athletes were selected to Canada’s Representative Team at the Sanyo Bussan International Lifesaving Cup in Japan. Congratulations to William Dansereau (Ottawa Valley Lifesaving Club), Dan Grbac (Toronto Police Lifeguard Service), Carlin Reid (Toronto Police Lifeguard Service) and James Verreault (Ottawa Valley Lifesaving Club). Highlights included a gold and silver medal for Dan Grbac in Beach Sprint. The team was supported by Laura Tracey (Manager).

In September, 13 Ontario athletes were selected to Canada’s national teams at the World Lifesaving Championships in The Netherlands. Congratulations to Madison Ashton (Saugeen Shores Lifesaving Club), Haylie Burton (Guelph Marlin Aquatic Club), Dennis Cook (Richmond Hill Lifesaving Club), Margot Cunningham (Guelph Marlin Aquatic Club), Gavin Coward (Lifesaving Club of Markham), Alexandra Ferguson (Paradise Beach Lifesaving Club), Dan Grbac (Toronto Police Lifeguard Service), Carolyne Godon (Ottawa Valley Lifesaving Club), Jacob Miess (Toronto Police Lifeguard Service), McLean Reid (Toronto Police Lifeguard Service), Mackenzie Salmon (Saugeen Shores Lifesaving Club), Emma Tonellato (Guelph Marlin Aquatic Club) and James Verreault (Ottawa Valley Lifesaving Club). Highlights included a new Canadian record in the Women’s Manikin Relay (Carolyne, Haylie, Margot), bronze medal for Dan Grbac in Beach Sprint, bronze medal for Dennis Cook in Beach Flags, and a gold medal in the Simulated Emergency Response Championships (team member McLean Reid). The teams were supported by Chantique Payne (Coach) and Jeff Schultz (Manager).

Athletes from the Ottawa Lifesaving Club, Ottawa Valley Lifesaving Club, Paradise Beach Lifesaving Club, Richmond Hill Lifesaving Club, Rouge Valley Lifesaving Club, Saugeen Shores Lifesaving Club and the Toronto Police Lifeguard Service also had the opportunity to experience international competition at the Masters and Interclub Championships at Rescue 2016.

In November, William Dansereau (Ottawa Valley Lifesaving Club) was selected to Canada’s Representative Team at the Orange Cup in the Netherlands and the German Cup in Germany. The team was supported by Chantique Payne (Coach) and Jeff Schultz (Manager).
Public Education activities contribute to the mission of the Society by increasing awareness of the risks associated with activities in, on and around water. The aim is to modify Ontarians’ at-risk behaviour to eliminate drowning and water-related injury.

**Swim to Survive® School Grant program**

Over the 2015/2016 school year, 86,640 Ontario children had the opportunity to participate in the Swim to Survive program. Participants included 2,146 schools in 52 boards together with 85 municipalities, YMCAs and private pools. These partnerships reached 67% of all Grade 3 students in Ontario. Thank you to all the applicants who supported the program with in-kind donations and many hours.

The generous support of the Ontario Ministry of Education enabled the continued success of the Swim to Survive School Grant program. To date 755,413 students have received funding to participate in the program. Special thanks to Nicholas Faclaris for his guidance and assistance with the Application Approval Committee and to the countless volunteers across the province whose work makes the Swim to Survive School Grant Program possible.

**Swim to Survive partners meeting**

In May, 40 municipal and school board partners including Todd Bright from the Ministry of Education came together to discuss best practices for the Swim to Survive School Grant program. Thanks to Shanna Reid for providing a stimulating presentation that highlighted suggestions and alternate sponsorship possibilities for the program at the community level.

**New national Swim to Survive materials**

In January the National Public Education Commission led by Julie MacIsaac, with volunteers and staff from each province, came together to determine the new national Swim to Survive materials. These include a new Swim to Survive Award Guide, instructor worksheet and candidate certificate.

**Swim to Survive+**

Based on the original Swim to Survive program, Swim to Survive Plus teaches Grade 7 students survival swimming skills performed while wearing clothes to approximate real-life situations. Students also learn how to assist their friends to safety in an aquatic emergency.
Thanks to the generous support of our sponsors PPL Aquatic, Fitness and Spa Group Inc. and the Ontario Trillium Foundation, Grade 7 students across the province were able to participate in a School Grant program for Swim to Survive+. In all, 13,979 Grade 7 students received funding to participate in the program during the 2015/2016 school year. Participants included 324 schools together with 34 Society affiliates.

Study reveals new Canadian “tweens” at higher risk for drowning

A new study commissioned by the Lifesaving Society found tweens age 11 to 14 who are new to Canada are five times more likely to be unable to swim than their Canadian born classmates. The study also found that despite this, 93% of new Canadian tweens say they participate in activities in, on or around water.

The Society released initial findings from a study designed to better understand the attitudes and behaviours of these new Canadian tweens as well as those born in Canada around the topic of swimming and water safety. The research, titled *The Influence of Ethnicity on Tweens’ Swimming & Water Safety in Canada*, measured the extent of tweens’ participation in water-related recreational activities to understand their swimming abilities and behaviours. This study built on important research commissioned by the Society in 2010 that found new Canadian adults were four times more likely to be unable to swim than those born in Canada.

An event to announce the findings was held at The Regent Park Aquatic Centre in Toronto on June 28, where Public Education Director Barbara Byers briefed the media on the research findings. Grade 7 students from Winchester Public School demonstrated their Swim to Survive skills.

Family Swim to Survive

In June, the Lifesaving Society launched a new program – Family Swim to Survive. Nineteen municipalities from across the province implemented the new program targeting those new to Canada or new to the community. Municipalities offered the program in a number of different ways including drop-in, lessons, a one-time special event, etc. In September, a survey regarding the program was completed and the response was positive: 93% of affiliates agreed that the program was a positive experience for their community and 92% will continue to offer the program in the future. A poster and bucksip were created to assist in the promotion of the new program.

Thanks to Public Education Council members Christine Wagg (VP Public Education), Stephanie Bakalar (Social Media Chair), Mitchell Blinke (Aboriginal Outreach Chair), Heather Marcy (Schools Chair), Christine Mitchell (Community Outreach Chair), Eduardo Montes (Multicultural Outreach Chair) and Tanya Wolsegger (Swim to Survive Chair) who were instrumental in ensuring the launch and success of the program.

RLSS Commonwealth
Survival Swimming Guide

The Royal Life Saving Society set an ambitious and important drowning prevention goal during its 125th anniversary year – the implementation of survival swimming in every commonwealth nation during 2016 at least to fledging status. For nations where survival swimming is in place, the challenge was to scale it up so that it is available to everyone and to assist nationals for whom survival swimming is not yet a reality. The Ontario Branch assisted by creating the RLSS Survival Swimming Guide, designed to help instructors plan, teach and evaluate three survival swimming skills (roll into deep water, tread to keep head above water for 30–90 seconds, and swim in a controlled direction in any manner for 10–50 metres). Since different nations have different water environments, the intent is for the model to be adapted for the skills that may be offered in any nation’s survival swimming program.

National Drowning Prevention Week (July 19–27)

The Lifesaving Society designates the third week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention. NDPW provides a focus around which community Water Smart® educators can plan news releases, do television and radio interviews, and deliver public demonstrations and other events. Many successful community events are launched with a mayor’s proclamation of Drowning Prevention Week.

The Society was active on Facebook, Twitter, Instagram and LinkedIn, focusing on different drowning prevention topics each day. Society members were encouraged to
use the hashtags #ndpw2016 and #snpn2016 to share messages through their own social media networks. The week saw significant engagement by affiliates and volunteers, and increased traffic across all channels. The Society provided a variety of resources on our website to assist Society members in focusing attention on drowning and drowning prevention messages in their communities.

Thanks to summer student Megan Hutchison who was the prime deliverer of public education messages on social media beginning in June until the end of August.

Start Boating!

In July, the Society was informed that a project that submitted under the Search and Rescue New Initiative Fund (SAR NIF) was approved by Public Safety Canada called “Start Boating! (A Boating Course for New Boaters),” a comprehensive education program designed to educate boaters about how to reduce marine search-and-rescue incidents, how to call for help and how to survive while waiting.

This national program focuses specifically on the two highest at-risk vessel categories: human-powered vessels and small open-motor boats. Although suitable for all boaters, the program is targeted primarily to the tens of thousands of new boaters who take to Canada’s waterways every year, many without any knowledge or experience.

Start Boating! is comprised of four individual programs with content for particular vessel types: small outboard boats, canoes, kayaks and stand-up paddle boards. The programs will be available in six languages including English and French. Production began in the summer of 2016 with plans for launch in 2017.

Water Smart Contest

In 2016 the Water Smart Contest was modified to reach an additional age group (13–17-year-olds). The 7 & under age group competed in a community level colouring contest. The 8–12-year-old age group submitted pictures of a Water Smart superhero reflecting their hero’s name and Water Smart super power.

From the record number of 99 entries, three were chosen as provincial winners:

1st – Raychel Kaarto, Toronto
2nd – Samantha Frederick, Orangeville
3rd – Ava Wiercienski, Toronto

2016 drownings

Interim data collected from media and Internet reports indicated a significant increase in drowning incidents (+27%) versus 2015 in Ontario. This increase differed dramatically from the national trend (-5%). The most significant increase by age group for the second consecutive year was in the 20–34 age group (+38%). This age group traditionally has the highest drowning rate given their attraction to high risk-taking behaviour. Land, ice or air transportation incidents and aquatic activity incidents showed the highest increases. The hot, sunny summer weather is judged to have contributed to the increase in drownings in Ontario.
Research

The Lifesaving Society reports on drowning and preventable water-related deaths provincially and nationally to provide a comprehensive fact base on the drowning problem to guide the Society and other organizations in developing effective drowning prevention solutions. Ongoing research and analysis supports the Society’s evidence-based water-rescue training and drowning prevention education.

Drowning Prevention Research Centre

The Society provides administrative and management support for the Drowning Prevention Research Centre Canada (DPRC) – the lead agency for drowning and water-incident research in Canada. The Centre conducts research into fatal and non-fatal drowning, significant aquatic injury and rescue interventions. The role of the DPRC is to provide the facts – the who, what, where, when and why of water-related incidents and injuries.

2016 Drowning reports


Data collection

The DPRC oversaw the data collection from provincial coroner and media examiners in all provinces and territories. The research process involves data collection, research tabulations and analysis. Water-related death data for the provinces and territories is extracted from the office of the chief coroner or medical examiner.

The DPRC collected interim, preliminary data derived from media releases, media clippings, news reports and Internet searches. This interim data is verified and included in the coroner data collection process when it is accessible.
Safety Management

Aquatic Safety Management Services contributes to the mission of the Society by setting and clarifying standards that help pool and waterfront owners, managers and operators to prevent drowning and maximize public safety in their aquatic environments.

Court and inquest

A review was completed by Court and Inquest Committee Chair Teresa Taylor of a case involving the owners of a public waterfront. This review offered the Lifesaving Society position on the case (Schweitzer v. Fredericton [City], Province of New Brunswick, Attorney General of Canada) and made recommendations regarding the implied expectations of owners of public waterfront property. The review will be published in 2017.

Record number of safety audits completed in 2016

The objective of an audit is to maximize the safety of aquatic facilities thereby reducing the likelihood of aquatic-related injury and drowning. In 2016, comprehensive safety audits were completed at more than 20 locations throughout Ontario, which set a record for the highest number of audits completed in one year.

UDATA

To assist in the audit process, the software program UDATA was modified and a tablet was purchased to assist the chief auditor and the team in the collection of data and photographs.

Safety audit literature review process

A review of the process was led by Audit Services Chair Cheryl Sibany. Special thanks to Bob Clark and Teresa Taylor for their support refining the comprehensive literature review process. And thanks to Bruce Hollowell, Christine Mitchell, Eric Shendelman and David Ward for lending their waterfront expertise to designing a recreation camps waterfront gathering form.

Dazzling presentations

Several presentations were delivered in Ontario and across Canada in 2016 including: Atlantic Canada, Brampton, Hamilton YMCA, Manitoba, Ottawa, PRO Aquatics and York Region Aquatics Council.

Design and Operation of Healthy Swimming Pools symposium

In May the Lifesaving Society hosted the Design and Operation of Healthy Swimming Pools symposium. Over 50 delegates attended this one-day meeting where speakers from across Canada spoke on a variety of topics aimed at delivering the most up-to-date information on safe pool operation. Topics included: Lifeguard Lung, Toxic Soup, Modernization of the Public Pool Regulations and Public Health and Aquatics: Same Goal – Different Approaches. Thanks to Minnie Fisher for organizing this under the new professional development portfolio.

Partners in research

Under the direction of Research Chair Nathalie Vallières the Society continued its strong partnership with Ryerson University. Results of an admissions study were released and a survey of lifeguard standards across Canada and internationally was completed. In the fall, the team conducted research on aquatic safety; specifically, the air quality at indoor swimming pools. Study results will be released in 2017.

National Safety Standards Commission

Ontario participated as a member of the National Safety Standards Commission in the development of several new standards. These will be available on the Lifesaving Society national website (lifesaving.ca). Thanks to Janice Carroll for her participation.

Blue Flag

The Ontario Branch participated as a member on Canada’s Blue Flag Jury and inspected several candidate beaches in 2016. Thanks to Jerry Lynch for his help with this project.

New signage standards

The Standards Committee, under the direction of Chair Lisa Adams, obtained Society approval for the design of 10 aquatic safety signs, which will be available for purchase in 2017.

Customer feedback survey

Aquatic Safety Management Services surveyed its audit customers to ensure it was providing organizations with quality services and products. The short survey was designed to gather feedback on the recent safety audits completed by the Society. The results indicated that our clients were extremely satisfied overall and reinforced the Society’s commitment to providing quality services and products.
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 is governed by a volunteer Board of Directors nominated by provincial/territorial branches and elected at the Society’s AGM. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Training Programs, Lifesaving Sport, Aquatic Safety Management and International Relations. A 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 eight activity centre councils composed of professionals in recreation, education, business, finance, management, and medical and legal professions.

Ontario Board of Directors

The Board of Directors is composed of 18 members who govern 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 chairs and area chairs, and approve all activity centre plans.

In April Patricia McMullen resigned as Treasurer. We welcomed Crystal Maloney as Treasurer, Leo Jaciw-Zurakowsky as VP Information Services and Christine Wagg as VP Public Education.

Commonwealth Honour Award recipients – Front row, from left: Paula Stevens, Alexandria Weatherup-Leach, Jocelyn Palm, John Bankes, The Honourable Elizabeth Dowdeswell, OC, OOnt (Patron), Brian Connors, Patricia McMullen, Andrea Herrmann, Kerry Wakefield.

Back row, from left: Lisa Derousie, Debra Mackay, Jason Jolicoeur, Christine Wagg, Patricia Kitchen, Peter Tozer, Patrick King, Scott Ruddle, Adrian Wong, Peter Mumford, Laura Tracey, Jeff McCurdy, Karen Cooke. Photo by Val Attanasio

Ontario Council of Officers

The Council of Officers is composed of 18 people, two representing each activity centre council (see below), the president 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 term. The Council of Officers, chaired by the president, 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 Council of Officers meetings.
Ontario activity centre councils

Activity centre councils are composed of chairs who oversee specific portfolios necessary to manage the work of the activity centre. Chairs recruit and develop committee members.

Each activity centre is chaired by the related vice president or another individual appointed by the Board of Directors. Activity centre portfolio chairs are appointed by the Board for a two-year term. Any member of the Society may attend and speak at activity centre council meetings.

In April the Sport Council appointed Bryan Tsang as Sport Development Chair, Stephen Benning as Sport Official Chair and Adrian Cossu as Sport Promotions Chair. Fundraising Council appointed Heather Kazan to Fundraising Events Chair and Julie Turnbull to Gaming Chair. Public Education council appointed Eduardo Montes as Multicultural Outreach Chair, Mitchell Blimkie as Aboriginal Outreach Chair and Stephanie Bakalar as Social Media Chair. Safety Management council appointed Lisa Adams as Safety Standards Chair and Peter Mumford as Aquatic Management Training Chair.

In April the Sport Council appointed Bryan Tsang as Sport Development Chair, Stephen Benning as Sport Official Chair and Adrian Cossu as Sport Promotions Chair. Fundraising Council appointed Heather Kazan to Fundraising Events Chair and Julie Turnbull to Gaming Chair. Public Education council appointed Eduardo Montes as Multicultural Outreach Chair, Mitchell Blimkie as Aboriginal Outreach Chair and Stephanie Bakalar as Social Media Chair. Safety Management council appointed Lisa Adams as Safety Standards Chair and Peter Mumford as Aquatic Management Training Chair.

In 2016, there were eight activity centre councils: Training Program, Lifesaving Sport, Public Education, Safety Management, Drowning Research, Fundraising, Member Services and Area Services. The Leadership Task Force completed its two-year term in April 2016.

In September the Fundraising Council appointed Adam Eastman to the Corporate Sponsorship & Donations Chair. In October the Public Education Council appointed Patrick McBain as Municipal Chair. In November the Sport Council appointed Mackenzie Salmon as Athlete Representative.

The following volunteer chairs resigned in 2016: Alexandria Weatherup-Leach (sport official), Lori Garcia (sport promotions), Edwin Tang (special events), Yorick Tong (multicultural outreach), Scott Bilodeau (social media), Joanne Wilson (court and inquest), Lisa Limarzi (municipal), Chantelle Gallaugher (corporate sponsorship & donations), Johnathan Wyatt (athlete representative), Noah Wayne (research) and Peter Mumford (aquatic management training).

Members of the Board, activity centre councils and Council of Officers are listed on the inside back cover. The Society’s executive director is an ex-officio member of the Board of Directors and Council of Officers. 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 Area Services Council is comprised of the Area Services Chair and five regional representatives elected by area chairs. The VP Member Services chairs the Council.

Area chairs

The Board of Directors appoints chairs to represent the Society in designated geographic areas. These volunteer area chairs operate in 50 regions of Ontario. Area chairs recruit volunteer committee members and field representatives to help serve the area.

The Society appointed new area chairs in 2016. In January Adam Eastman was appointed Area Chair for Lanark-Leeds & Grenville. In March Sean Duffy was appointed Area Chair for Ottawa. In January Ruth Van Rooijen (Lanark-Leeds & Grenville) resigned as Area Chair. In March Christine Wagg (Ottawa) resigned as Area Chair. In May Rebecca Taylor (Toronto – Etobicoke/York District) resigned as Co-Chair. In December Courtney Martin (Lake Superior) resigned as Co-Chair.
Member Services Council

Ontario Conference

The City of Ottawa hosted the 107th Ontario Annual General Meeting and Area Chair Conference, April 1–3. Ottawa City Hall was the site of the Governor’s Investiture recognizing volunteers with the President’s List and Commonwealth Honour Awards. Affiliate and Rescue awards presentations and social followed the AGM. Area chairs convened their annual conference over the following two days. Thanks to Ottawa staff and volunteers for their hospitality, specifically Tyler Bennet, Ryan Callaghan, Noreen Campbell, Sue Chiumera, Celine Filion, Marnie Jones, Megan Leah, Caroline McGarrity, Jennie Queen, Nicole Trudeau-Saikley and Sharona Yake.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate in the University of Toronto Faculty of Physical Education and Health who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. In 2016 the prize was presented to Julianna Rossos.

Hilary M. Weston Award

The Hilary M. Weston Award is awarded to youth financially unable to participate in the Society’s training program. The Society provides selected youth with the examination and required support literature.

Commonwealth Honour Awards

Commonwealth Honour Awards recognize leadership and service to the Society. Service Commendations (formerly Certificate of Thanks) honour volunteers for significant contributions to the aims of the Society.

Award recipients undergo lifesaving training under the auspices of an affiliate member whom the Society invites to waive its registration fees. In 2016, 404 individuals earned Lifesaving Society certifications through the Hilary M. Weston Award.

Rescue Award of Merit

The Lifesaving Society honours individuals who step forward in an emergency to help someone in distress. The Society’s Rescue Award of Merit is presented to an individual involved in a water-related rescue, or to Lifesaving Society award holders for a non-aquatic rescue.

In 2016, the Society awarded the Rescue Award of Merit to Jessika Alessi-Zimmer, Nathan Borg, Owen Collins, Brian Ford, Elizabeth Lach, Laura Shrigley, Sana Siddiqui and Kristina Veri.
In 2016, the Service Commendation was awarded to Emily Beijes, Stanislav Bodrov, Jonathan Brooker, Sheryl Gilbert, Erin Horlock, Kirk McKee, Anna Morrell, Ann Myslicki, Alyce Sutcliffe, David Van Elswyk, Ruth Van Rooijen, Emily Verreault and Marta Wrzal.

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2016, the Service Medal was awarded to: Karen Cooke, Lisa Derousie, Michael Hundt and Laura Tracey.

The Service Cross honours meritorious service of at least 15 years. In 2016, the Service Cross was awarded to: Peter Tozer and, Patricia Herrmann, Kirk McKee, Jeff McCurdy, Christine Wagg, Kerry Wakefield and Adrian Wong.

Recipients are eligible for a Bar to Service Medal at intervals of four years. In 2016, the Bar to Service Medal was awarded to: Andrea Herrmann, Jason Jolicoeur, Patrick King, Debra Mackay, Jeff McCurdy, Christine Wagg, Kerry Wakefield and Adrian Wong.

The Service Cross honours meritorious service of at least 15 years. In 2016, the Service Cross was awarded to: Jennifer Knights, Patricia Herrmann, Scott Ruddie, Peter Tozer and Alexandria Weatherup-Leach.

Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2016, the Bar to Service Cross was awarded to: Kenn Little and Paula Stevens.

The Lifesaving Society values the contributions and countless hours our volunteers contribute. Our volunteers provide extra hands that enable the Society to complete business in multiple activity centers that might not otherwise get done. Our volunteers provide valuable input to the Society’s leadership and direction. The Society is successful in retaining volunteers for years across multiple activity centers building the institutional knowledge.

We would like to thank all the volunteers for their hard work and dedication to the Society.

In 2016, Ontario staff and volunteers continued to contribute to National Society and international initiatives. Wendy Mahony continues to provide Branches with member management software and PCO data management and liaison with Transport Canada. Juanita Bueschleb represents Ontario as the National Society Board member. Paul Hulford and Brian Connors serve as member representatives. The following serve on national committees: Juanita Bueschleb (Roles and Responsibilities Task Force Chair and Strategic Planning Chair), Patricia Kitchen (Roles and Responsibilities Task Force Committee member), John Bankes (Governor), Steve Box (Budget and Audit Committee), Andrew Strachan (Budget and Audit Chair, Operations Management Committee Chair and Treasurer) and Tina Asselin (Budget and Audit).

Patricia Kitchen served as the Society’s International Relations Commissioner until May. Bob Clark serves as the Society’s International Relations Commissioner and as the RLSS Commonwealth 125th Committee Chair. Barbara Byers serves on the RLSS Commonwealth 125th Committee for the Survival Swimming Guide. Barbara Byers serves as a member of the ILS Drowning Prevention Commission. Perry Smith serves as a member of the ILS Rescue Commission. Patrick D’Almada serves as the Safety Standards Commissioner. Patricia McMullen serves as the Finance Commissioner. Julie MacIsaac serves as the National Public Education Commissioner. Steve Box served as the Sport Commissioner until November. Michael Shane and Janice Carroll sit on the National Standards Commission. Doug Ferguson sits on the ILS Business Commission. Michael Shane sits on the Blue Flag Jury for Canada.
Office staff

The Lifesaving Society Ontario employs 44 full time staff members, including nine directors and eight managers. In 2016 we welcomed Heather Clarke to the staff team. Amy Lowe was promoted to Leadership Manager in September.

Summer and part-time staff included: Kacper Bugaj, Adelina D. De Oliveira, Dylan Fernandes, Megan Hutchinson, Rebecca Meehan, Joanna Saul, Mihail Salariu, Sarah Wash and Cally Ye.

Bruce Ferguson, Wes Machnio, Phil McCurdy and Rick Walters continue to provide information technology support for the Society in Ontario.

The Society employed the following permanent staff in 2016:

**Doug Ferguson**, Executive Director
**Genevieve Fernandes**, Executive Director’s Secretary
**Perry Smith**, Director
**Carol Cruikshank**, Manager
**Becky Lehman**, Manager
**JP Molin**, Manager
**Amy Lowe**, Manager
**Lori Groves**, Admin Assistant
**Barbara Byers**, Director
**Sindy Parsons**, Manager
**Daksha Moti**, Admin Assistant
**Lucie Simoes**, Drowning Data Collector
**Tessa Clemens**, Drowning Research

**Aquatic Safety Management**

**Michael Shane**, Director
**Ann Palmer**, Admin Assistant

**Lifesaving Sport**

**Lorraine Wilson-Saliba**, Director
**Jennifer Kessell**, Admin Assistant

**Finance**

**Dawn Maragh**, Director
**Kevin Jackson**, Purchasing Manager
**Shirley Wong**, Bookkeeper
**Naeem Iqbal**, Accounts Payable
**Yee Lau**, Accounting Clerk
**Rhonda Pennell**, Accounts Receivable

**Fundraising**

**Heather Clarke, Kelly Manoukas**, Fund Developer
**Laurie Priestman**, Admin Assistant

**Merchandise**

**Brian Miess**, Director
**Pam D’Costa-Dupley**, Admin Assistant
**Renata Jaciw-Zurakowsky**, Corporate Sales Representative
**Ateeq Lacheq**, Merchandise Clerk
**James Mahony**, Shipper-Receiver

**Member Services**

**Ed Bean**, Communications Director
**Adrian Herscovici**, Communications Manager
**Matt Boehm**, Graphic Designer
**Sheri Krauss**, Member Services Director
**Heather Williams**, Member Services Manager
**Lorna Seukumar, Amy Lowe**, Admin Assistant
**Peter Mahony**, Member Services Clerk
**Adelina D. De Oliveira, Lorna Seukumar**, Member Services Clerk
**Rebecca Meehan, Inthu Ravindran**, Member Services Clerk
**Jean Crane**, Member Services Clerk
**Iris Harrison**, Receptionist
**Wendy Mahony**, Information Services Director
**Thelma Zosa, Nadia Luck**, Admin Assistant
**Rocky Lu**, Admin Assistant
**Colin Cruikshank**, Information Services Clerk
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.

In the community

Water Smart® and Swim to Survive® campaigns raised over $62,000 in 2016. Volunteers and donors across Ontario accepted the challenge for fundraising in a variety of ways. Total funds raised in 2016 are the highest to date.

Thank you and congratulations to all of our supporting affiliates.

Congratulations to our top three affiliates for their commitment to drowning prevention that mobilizes staff and volunteers to raise funds for Water Smart:

1. PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) led the overall ranking for the ninth year in a row. Since 2008, PPL Inc. has raised $75,000 for Swim to Survive and $180,000 for the Swim to Survive+ (Plus) program. Thanks to Dale Papke (CEO), Paul Denstedt (President), Tim Bown (Vice President and swim-a-thon event organizer) and event coordinators Caroline Cooper, Danielle St. James and the entire staff for their outstanding work and ongoing support of the Water Smart program.

2. The City of Windsor led the municipal rankings for the second year in a row, raising $3,499. Thank you to Stephen Brown, Cheryl Cakebread, Sean Filbey, Jen Knights, Kenn Little, Nada Tremblay, Graeme Tyrell, Luke Zarlenga and the aquatic staff of Windsor.

3. The Town of Bradford West Gwillimbury led the single-facility ranking for the fourth year in a row by raising $3,135. Thanks to Stephanie Gillard, Bethany Kuboniwa, Teresa Taylor and the Bradford aquatic staff.

Once again our affiliates organized various events including relays, tournaments, beach parties, craft and vendor sales to name a few. Thanks to the aquatic staff from facilities in: Barrie, Belleville, Bradford West Gwillimbury, Essex, Georgina, Kawartha Lakes, Kingston, LaSalle, London, Markham, Norfolk-Delhi, Oakville, Ottawa, Owen Sound, PPL Aquatic, Fitness and Spa Group Inc., Peterborough-Hastings & Northumberland, Richmond Hill, St. Catharines, Saugeen Shores, Tecumseh, Tillsonburg, Whitchurch-Stouffville and Windsor.

Blake Kazan-Tang enjoying her Lifesaving Society Snappy Towel. Photo by Heather Kazan
Events

The spring auction following the Society’s AGM in April raised $2,200 for the Water Smart drowning prevention campaign. Thanks to all who contributed. Individual donors: Lynda & Bruce Bowman, Margie Lizzotti. Business and organization donors: Art Gallery of Ontario, Casa Loma, CN Tower/La Tour CN, Druxy’s Inc., Hallmark Canada, Hockey Hall of Fame, International Life Saving, Maple Leaf Sports & Entertainment, Mariposa Cruises, Microsoft Canada Inc., N.W.L.S.A. ROC, Ontario Science Centre, Pakistan Life Saving Foundation, Royal Ontario Museum, RLSS Australia, Shaw Festival – Niagara-on-the-Lake, SIR Corp (Service Inspired Restaurants), The Niagara Parks Commission, Treetop Trekking – Horseshow Valley Barrie. We also received donations from businesses in Ottawa. These donations will be used for the June aquatic campaign, which coincides with the annual Parks Recreation and Culture team event. Thank you to: Aqua Sport, Booster Juice, Boston Pizza, Chances R, Cosmic Adventures, Costco, Expedition Toys, St. Laurent Shopping Centre, Lulu Lemon, Vittoria Trinidad. Thank you also to Gowlings WLG (Canada) LLP for their generous donation.

Since 2008 the Lifesaving Society April Pools Day has raised over $27,000 for drowning prevention education. In our ninth year over $3,000 was raised thanks to participating aquatic staff from facilities in Bradford West Gwillimbury, Essex, LaSalle, St. Catharines, Whitchurch-Stouffville and Windsor.

For the eighth year, lifeguards across the province took part in the annual Lifesaving Society 500 Metre Swim for 500 Lives. Facilities from Belleville, Bradford West Gwillimbury, Essex, Kawartha Lakes, Kingston, Markham, Owen Sound, Richmond Hill, St. Catharines and Whitchurch-Stouffville raised $7,586. Thanks to all that participated. Since 2010, the event has raised $40,586 and 2,059 lifeguards have participated.

The Lifesaving Society Rescue Tube Relay was held in August with funds going to support the Society’s drowning prevention campaign. Thanks to Ashley Percy and the City of Windsor for running and cycling to raise over $1,300. Since 2010, 480 lifeguards in seven regions have raised $21,300 for drowning prevention education.

Alyssa Heffernan, area chair for Peterborough-Hastings & Northumberland, organized another successful Vendor and Craft Show & Sale. Thanks to Alyssa, all the vendors and Buddy the Lifeguard Dog, who was also in attendance. This year’s event raised over $1,600 for drowning prevention awareness.

Merchandise

Band for a Cause: Wristband sales raised $564 for the Swim to Survive program. Since 2006 19,976 bands have been sold, raising over $29,464. Thanks to the City of Brampton, Kirkland Lake Recreation Department, Brianna MacKay, Ryerson University, Town of Saugeen Shores and T.W.S.S. Inc. for their support.

Lifesaving Society Snappy Towel: In 2016 over $800 was raised for the Swim to Survive+ program through the sale of Snappy Towels. The 72 towels sold provided 53 pre-teens with Swim to Survive+ (Plus) training.

Donor clubs

The Society is pleased to acknowledge individuals who donate funds towards the Society’s work.

Distinction Club ($500 or more): John F. Bankes, Ed Bean, Tim Bean, Dr. Steve Beerman, Barbara & Jim Byers, Dennis & Joan Duncan, Doug Ferguson, Robert Lord, John A. Macintyre, Calum MacLeod, Wendy Mahony, Deborah Nathan, Marc Neeb, Jocelyn Palm, Robert Richardson, Paula Stevens, Dr. Susan Glover, Takahashi, Ryan K. Winger, Tom Yeh, David Yenoukian.

Merit Club ($300 to $499): Brad Bean, Guy Holt, Kenn Little, Tom McCullough, Muriel Nathan, Laura Sfreddo, Paul Weir.


United Way

Thank you to those who provide support through the United Way Campaign donor designation program. In 2016 we received $674.

Royal Circle of Friends

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

The David and Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the Society’s historical record. In 2016 we received donations from: Wendy Mahony, Tom McCullough.

Brian Jones Memorial Fund

This fund honours the memory of Brian Jones, a respected leader of the Society who died in 1992. The fund supports drowning prevention education for the residents of eastern Ontario. In 2016 we received a donation from: Natalie Nadashi.
Royce Crossley-Hickman Fund – National Lifeguard Award

The Royce Crossley-Hickman Fund honours the memory of an exceptional young athlete and lifeguard from the County of Simcoe, who tragically passed away in 2009. In 2016 we received a donation from: Gale Payne.

Megan Holliday Memorial Fund

The fund honours the memory of this exceptional athlete and covers the lifeguard training costs of London-area recipients. Donations to date total $3,600. Since inception, four recipients have completed their lifeguard certification and one recipient was certified as an instructor. In 2016, one recipient completed National Lifeguard certification in the London area.

In memoriam donations

The Society is honoured to be the recipient of donations in memory of individuals. In 2016 we received donations in memory of: Debra Boehm from Kelly Manoukas; Dr. William (Bill) Brummitt from Simone Alter, Jeremy Alter, Ed Bean and Jocelyn Palm; Jack Courtemanche from Sharon Blaicher; Ted Durbacz from Ed Bean; Ivan & Clair Emmerton from Bruce Emmerton; Marlow Lusi from Margaret Lizzotti; Anna Olga Jones from Natalie Nadasdi; Betty Lenore Kitchen from Barbara & Jim Byers; Jim Lehman from Becky Lehman; Donald Maunsell from Laura Streddo; Lynn Moorcroft from Anne & Kevin Jackson; Italia Oliverio from Kenn Little & Michael Wilcox; Mark Palmer from Ann & Aaron Palmer; Lawrence Priestman from Laurie Priestman; Chris Rawnsley from Susan Corak; Andy Scherban from Laura Streddo; Jeremy Tyrrell from Kenn Little; Louise Wamboldt from Kenn Little & Michael Wilcox; Aileen Wilcox from Kenn Little; Larry Wilcox from Laura Streddo; Paytlyn Woodcock from the Marshalls (Toronto) on behalf of staff; Michael Yenoukian from Hansi Ju, Adriano Picerno, David & Saraya Yenoukian.

In honour donations

The Society is pleased to be the recipient of donations in honour of individual milestones. In each case the Society informs the individual in whose name the donation is given. In 2016 we received donations in honour of: Callum Robson Young from Muriel Nathan; Dale & Wendy Papke from Greg Wouters; Jim Raddysh from Meredith Raddysh; Nathan Kapitor from Michelle Duwyn.
Lifesaving sport

Special thanks to Blistex Corp. for its generous support of Ontario’s Lifeguard and Lifesaving championships since 2006 with over $46,500 in cash and products donated for our Lifesaving Sport athletes. Thanks to Farshad Appoo (Ryder Trucks) for his support of the Ontario Lifesaving Championships and the Canadian Surf Lifesaving Championships.

Gaming

Nevada Lottery tickets in 2016 netted over $40,300. Thanks to Bazaar Marketing President Tim Stuart and Vice President Gary Jacob, and the support team Sharmaine Barnes, Kim Battista, Shirley Leslie, Cathy Smith and Peter Speck, and Bazaar’s regional sales reps Pryce Goulding, Susan Goulding, Judy Muldoon and Morris Zuchter. Thank you to all participating Ontario retail store owners.

MBNA® Affinity MasterCard

Holders of the Lifesaving Society MasterCard® Platinum Plus and Preferred MasterCard raised $2,177 through purchases and card registrations. Thank you to all card holders for their continued support.

Generous support

The work of the Lifesaving Society is made possible due in part to the generous support of our partners. We gratefully acknowledge the contribution of the following organizations and companies.

Thanks to PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) for their support of the Swim to Survive+ program. Donations for Swim to Survive+ were also received through PPL’s annual swim-a-thon from: Accu Tab Chlorination, Adriatic Insurance Brokers Ltd, Al’s Aeration, Aquatech Logistics Inc., Basic Concrete Cutting, Benson Kearley IFG Insurance Brokers, Blue Seas Enterprises Inc., Consolidated Pool and Spa Industries, Courtesy Chevrolet, Dynamic Connections Inc., Fabco Plastics Wholesale Ltd, Federal Wireless.
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Ontario Branch of The Royal Life Saving Society Canada. Established 1908.

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