



LIFESAVING SOCIETY ONTARIO REPORT 2019



LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent
drowning and reduce
water-related injury.

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. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society's training programs and drowning prevention education.

Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.

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

400 Consumers Road
Toronto, Ontario M2J 1P8
416-490-8844 Fax: 416-490-8766
experts@lifeguarding.com
www.lifesavingsociety.com
www.lifeguarddepot.com

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.

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.

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PRESIDENT'S REPORT

Be better. Do good. It's a theme underlying our National Lifeguard program, but speaks for the Society as a whole and summarizes the impressive accomplishments of 2019.

Building on a century of dependable growth and a clarity of mission, the Lifesaving Society – Canada's Lifeguarding Experts – helped more Ontarians learn to swim, be safe around the water, and to be rescue-ready in 2019 than ever before.

The recipe for success for the Lifesaving Society has always included three key components: our focus on **continuous improvement** as we build on our strengths, our **commitment to our mission and our values** as we find opportunities for growth, and our **collaborative approach to leadership**, uniting the strengths and talents of staff and volunteers with close community and industry connections. These principles and relationships position the Society well to continue to make an impact on the lives of Ontarians.

Lifesaving Society Ontario played a significant role in the development of the definition of non-fatal drowning that was confirmed at the 2019 World Conference on Drowning Prevention in Durban, South Africa.

Why is this important? A single definition of drowning in the absence of death makes it possible for the Drowning Prevention Research Centre Canada to move forward and begin collecting this key data. This information will improve our understanding of the full scope of the drowning problem with a richer, more comprehensive and nuanced evidence base to inform training program revisions, develop new research areas, and target public education efforts and messages.

As you read the many achievements in this report, you will appreciate the incredible amount of work that has been completed in our drowning prevention efforts. Although initial analysis indicates that drowning decreased in Ontario by 12% last year, we know there is more work to be done and we are poised and ready to face the challenges ahead.

Here are a few 2019 achievements to note:

- The number of Bronze awards earned reached another all-time high – especially noteworthy as the Society plans the roll out of its revised Bronze medal awards.
- Our research shows that new Canadians are at greater risk of drowning. We targeted newcomers in Toronto's diverse Thorncliffe community to raise awareness of water safety and provide drowning prevention education. We attended a Canadian citizenship ceremony and distributed water safety information to attendees and their families, providing a blueprint for reaching a key at-risk group.
- Our safety management team pursued safer swimming facilities through audits, management training for aquatic supervisors and managers, and by maintaining a close relationship with Public Health to ensure consistent, evidence-based standards and policies.
- We adopted a three-year period for the validity of our workplace EFA and SFA certifications to harmonize the Society's currency period with Ontario government regulations, CSA recommendations and the general practice among other workplace first aid providers
- We completed the first phase of Leadership revisions and resources and the program launched across the province. Our leadership team will now address the recertification procedure and begin the integration of Safety Management and Lifesaving Sport into the revised leadership system.
- Ontario affiliates, athletes and officials continue to provide tremendous support and talent to Lifesaving Sport as participation numbers increase, and Ontario sends highly qualified and dedicated volunteers and competitors to provincial, international and commonwealth competitions.

Significantly, 2019 ended with the retirement of our Executive Director, **Doug Ferguson**. The Society is in his debt for decades of remarkable leadership, visionary thinking and exemplary service. Doug created a resilient, forward-looking, financially stable and industry-leading organization with an enviable active volunteer base.

Although I write as a public health crisis disrupts everyday life around the globe, it is both reassuring and important to note that 2019 was a memorable and remarkably successful year for the Lifesaving Society in Ontario – a year that helped ensure that we, as an organization, continue to **Be better. Do good.**

Our skilled team of dedicated staff and talented volunteers place the Society in a strong position to build on more than a century of excellence in public service to the people of the province. When the world returns to normal, they will ensure that we continue to provide the research base, the training, the leadership, the safety standards, and the targeted public education needed to fulfill our drowning prevention mission in Ontario.

Andrea Herrmann



Ontario Branch Governors

John A. Macintyre	2014 -
Marc Neeb	2003 - 2014
David W. P. Pretty	1980 - 2002
William A.B. Anderson, OBE	1971 - 1979
Anthony G.S. Griffin	1963 - 1971

Ontario Branch Presidents

Andrea Herrmann	2018 - 2020
Brian Connors	2016 - 2018
Paul Hulford	2014 - 2016
Juanita Bueschleb	2012 - 2014
Julie MacIsaac	2010 - 2012
Patrick D'Almada	2008 - 2010
Alain Rabeau	2006 - 2008
Patricia Kitchen	2004 - 2006
Victoria Hemming	2002 - 2004
Bob Clark	2000 - 2002
Calum MacLeod	1998 - 2000
Randy Killey	1996 - 1998
Tom McCullough	1994 - 1996
Gerry D. Young	1992 - 1994
Susan Glover Takahashi, PhD	1990 - 1992
Anne Jackson	1988 - 1990
Brian Wynn	1986 - 1988
Ruth A. Cruikshank, PhD	1984 - 1986
Robbie Giles	1982 - 1984
Michael Davis	1980 - 1982
Judy Kent	1978 - 1980
Jack Bramm	1977 - 1978
Robert E. Lord	1976 - 1977
Jack Bramm	1974 - 1976
William M. Brummitt, M.D.	1972 - 1974
Stanley Richardson	1970 - 1972
Eva McDonald	1969
James L. Rowney	1967 - 1969
Kirk A.W. Wipper, C.M.	1965 - 1967
R. Bredin Stapells, Q.C.	1957 - 1965
M. Glynn Griffiths	1938 - 1957
John H. Crocker	1934 - 1938
Ernest A. Chapman	1928 - 1934
Arthur L. Cochrane	1919 - 1928
Arnold H. Morphy	1908 - 1919



Council of Officers – *Front row, from left:* Katie Short, Conny Smith, John Macintyre, Andrea Herrmann, Doug Ferguson, Heather Marcy, Jeff McCurdy. *Back row, from left:* Jennifer Miller, Rebecca Boyd, Sean Duffy, Bruce Hollowell, Adrian Wong, Minnie Fisher, Christine Pelletier, Marek Holke. *Photo by John William Bauld*

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, 2019, 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.

In 2019 the Society's net revenue of \$10,929,000 exceeded expenses from operations of \$10,359,000, generating a surplus of \$569,000 compared with a deficit of \$527,000 in 2018.

All revenue centres showed growth except for Merchandise. Notably, Fundraising, which represents funds received from government grants, corporate sponsorships and individual donations, increased by \$1,880,000 or 109%. For the first time in 2019, Swim to Survive applicants were able to submit claims online, which led to a significant increase in the number of applicants and faster processing and payout of claims. The Society is grateful to the federal and provincial governments, corporate sponsors and individual donors who continuously support the Society's Mission.

Water rescue and Literature net revenues of \$2,665,000 and \$1,622,000, respectively, were each up 3% in 2019 mainly attributable to First Aid and Lifesaving awards, while Leadership increased 5% due to growth in Instructor awards.

Investment income of \$1,542,000 was significantly higher in 2019, reversing the prior year's downturn. The Society recorded \$1.3 million in unrealized gains based on market values at December 31, plus \$248,000 in interest, dividend and distributions, resulting in an investment balance of \$9.7 million at year end (2018 \$8.2 million).

Merchandise net revenues were down \$277,000 or 37% in 2019 due to the discontinuation of the Actar product line by the supplier. The Society is working on a substitute product to meet affiliates' needs and replace this revenue stream.

Total expenditures of \$10,359,000 were up 29% in 2019 largely reflecting higher Swim to Survive and Swim to Survive Plus (Part of Public

Education) claims and provisions, consistent with the higher revenues recorded as the Society invested in technology to process claims faster and reach more students. Also, staff-related costs such as salaries and benefits were higher, as well as administrative costs, all of which are allocated to the programs, as we have continued to grow our organization with more staff and volunteers.

Management Training program expenses, including its allocation of allocated salaries, benefits and administrative costs, are shown separately from Safety Standards starting in 2019.

Subsequent to the year-end, the Society has been faced with the significant challenge of the COVID-19 pandemic. As its duration and impact is unknown at this time, so too is the related financial impact on the Society. Nevertheless, I believe that the Society is well-positioned to face the near-term financial challenges that lie ahead and to continue working towards its mission of drowning prevention and drowning prevention research.

Crystal Maloney, CPA, CMA, CFA



FINANCIAL HIGHLIGHTS

OPERATIONS

Net Revenue	2019		2018	
	\$		\$	
Fundraising	3,599,620	33%	1,719,690	23%
Water rescue	2,665,180	24%	2,586,300	35%
Literature	1,621,720	15%	1,570,390	21%
Investments	1,541,870	14%	(95,110)	-1%
Leadership	634,390	6%	602,890	8%
Merchandise	474,580	4%	751,540	10%
Safety standards	172,760	2%	156,170	2%
Affiliation fees	114,550	1%	109,620	1%
Lifesaving sport	87,550	1%	77,700	1%
Research	16,390	0%	13,230	0%
	10,928,610	100%	7,492,420	100%

Expenditures

Training programs	2,612,320	25%	2,212,020	28%
Swim to Survive	2,507,260	24%	1,231,510	15%
Member services	1,540,020	15%	1,306,945	16%
Public education	1,355,460	13%	745,280	9%
Lifesaving sport	680,880	7%	663,840	8%
Leadership	563,530	6%	820,015	10%
National levy	417,570	4%	405,020	5%
Research	218,355	2%	282,900	4%
Safety standards	200,930	2%	296,610	4%
Management training	143,885	1%	-	-
Amortization	119,180	1%	55,040	1%
	10,359,390	100%	8,019,180	100%

Net Contribution for the year

569,220	(526,760)
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BALANCE SHEET

Net Assets	2019	2018
Net working capital	(3,592,880)	(2,556,120)
Investments	9,658,740	8,184,350
Capital assets	292,720	161,120
	6,358,580	5,789,350

Fund Balances

General	3,306,530	2,773,840
Capital	2,764,730	2,697,320
Provincial lottery	234,590	229,810
DPRC	52,730	88,380
	6,358,580	5,789,350

AWARDS REPORT

TOP LINE SUMMARY

Swimming
Lifesaving
First Aid
Lifeguarding
Management Training
Lifesaving Sport
Leadership
Total

SWIMMING

Swim to Survive
Swim for Life

LIFESAVING

Junior Lifeguard Club
Canadian Swim Patrol
Bronze Star
Bronze Medallion
Distinction
Lifesaving Fitness
Boat Rescue

FIRST AID

First Aid
CPR

LIFEGUARDING

Supervision
Bronze Cross
National Lifeguard

MANAGEMENT TRAINING

Aquatic Supervisor
Pool Operator
Safety Inspector & Auditor

LIFESAVING SPORT

Athletes
Officials

LEADERSHIP

Instructor
Examiner
Trainer

*JLC Member Recognition Seals

2019	2018	2017
700,488	672,852	634,636
58,345	55,663	60,460
83,181	81,813	76,451
34,636	32,926	31,995
1,115	1,076	966
3,416	3,490	3,425
32,106	32,661	31,255
913,287	880,481	839,188
82,004	81,649	84,532
618,484	591,203	550,104
700,488	672,852	634,636
667	419	730
29,292	28,548	33,881
9,434	8,910	8,749
18,119	17,498	16,713
36	36	21
796	243	348
1	9	18
58,345	55,663	60,460
66,615	65,343	63,462
16,566	16,470	12,989
83,181	81,813	76,451
1,733	1,150	1,267
15,920	15,549	14,632
16,983	16,227	16,096
34,636	32,926	31,995
626	590	619
330	125	166
159	361	181
1,115	1,076	966
3,261	3,331	3,307
155	159	118
3,416	3,490	3,425
28,205	27,966	27,612
3,138	3,897	2,932
763	798	711
32,106	32,661	31,255
6,210	4,464	9,234

** JLC recognition seals are not included in the total certifications*

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 Point system). 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	70,696
2 nd	Toronto – North York District	52,551
3 rd	Toronto – Toronto & East York District	43,617
4 th	Toronto – Scarborough District	42,255
	Total	209,119

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

1 st	City of Ottawa	151,336
2 nd	City of Mississauga	116,478
3 rd	City of Markham	80,861
4 th	City of Brampton	78,113
5 th	City of Vaughan	73,295
6 th	City of Richmond Hill	65,628
7 th	Town of Oakville	59,423
8 th	First Aid 4 Job	56,673
9 th	City of Hamilton	55,718
10 th	Lifeguarding Academy	51,038

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

1 st	First Aid 4 Job	56,673
2 nd	Lifeguarding Academy	51,038
3 rd	Shendy's Swim School	27,979
4 th	Brock University	26,415
5 th	Carleton University	22,556
6 th	North York YMCA	20,426
7 th	Scarborough YMCA	17,993
8 th	Town of Essex	11,892
9 th	Dovercourt Recreation Association	10,670
10 th	Mississauga YMCA	10,544

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	City of Richmond Hill	65,628
2 nd	Town of Oakville	59,423
3 rd	City of Burlington	27,856
4 th	Town of Milton	27,446
5 th	City of Kitchener	24,602
6 th	City of Windsor	21,642
7 th	City of Barrie	17,430
8 th	City of Oshawa	16,759
9 th	City of Guelph	15,604
10 th	Town of Ajax	15,338

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 Newmarket	23,638
2 nd	Town of Halton Hills	19,168
3 rd	Town of Caledon	14,728
4 th	Town of Aurora	12,200
5 th	Municipality of Clarington	9,290
6 th	City of Brantford	9,020
7 th	City of Pickering	7,602
8 th	City of Belleville	4,829
9 th	City of Kawartha Lakes	4,375
10 th	City of Peterborough	4,150

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	Town of Essex	11,892
2 nd	Town of Bradford	
	West Gwillimbury	10,043
3 rd	City of Woodstock	10,011
4 th	Town of Lakeshore	9,621
5 th	Town of LaSalle	9,265
6 th	City of Orillia	9,219
7 th	Town of Whitchurch/Stouffville	8,785
8 th	Township of Uxbridge	5,674
9 th	Loyalist Township	4,967
10 th	Town of Orangeville	4,552

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	4,765
2 nd	City of Temiskaming Shores	2,366
3 rd	Township of North Huron	2,271
4 th	Town of Kirkland Lake	2,155
5 th	Town of Arnprior	2,040
6 th	Town of St. Marys	1,287
7 th	Town of Deep River	1,239
8 th	Town of Perth	909
9 th	Town of Minto	767
10 th	Town of Atikokan	748

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

1 st	First Aid 4 Job	56,673
2 nd	Lifeguarding Academy	51,038
3 rd	Shendy's Swim School	27,979
4 th	North York CPR	15,760
5 th	Zodiac Swim School	13,014
6 th	Code of Confidence	12,508
7 th	A Second Breath	11,764
8 th	Making Waves Swim School	11,367
9 th	Dovercourt Recreation Association	10,670
10 th	Training for Life	9,392

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

1 st	Onondaga Camp	7,252
2 nd	Glen Bernard Camp	6,720
3 rd	Camp Tawingo	4,514
4 th	Taylor Statten Camp Company	4,302
5 th	Camp Arrowhead	4,200
6 th	Kilcoo Camp Ltd.	3,895
7 th	Camp Kandalore	3,796
8 th	Camp Tanamakoon	3,424
9 th	YMCA Camp Wanakita	3,260
10 th	Camp Can-Aqua	3,241

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

1 st	Brock University	26,415
2 nd	Carleton University	22,556
3 rd	York University	21,493
4 th	University of Waterloo	9,560
5 th	University of Toronto	9,235
6 th	University of Ottawa	6,264
7 th	Trent University	5,914
8 th	Ryerson University	5,738
9 th	St. Clair College of Applied Arts & Technology	5,372
10 th	Western University	5,051

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

City of St. Catharines

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

Town of Bradford West Gwillimbury

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

1 st	North York YMCA	20,426
2 nd	Scarborough YMCA	17,993
3 rd	Mississauga YMCA	10,544
4 th	YMCA SWO - Stoney Creek	10,032
5 th	YMCA of Oakville	9,209
6 th	Markham YMCA - Rudy Bratty	7,556
7 th	YMCA SWO - Bostwick YMCA	7,538
8 th	YMCA of Eastern Ontario - Kingston	7,017
9 th	Metro Central YMCA	5,866
10 th	Brampton YMCA	5,567

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	City of Toronto	41,490
2 nd	City of Mississauga	22,850
3 rd	City of Markham	22,465
4 th	City of Richmond Hill	21,300
5 th	City of Vaughan	19,850
6 th	City of Brampton	18,035
7 th	Town of Oakville	14,475
8 th	Lifeguarding Academy	13,730
9 th	City of London	12,560
10 th	City of Hamilton	10,310

Per capita category

1 st	Town of Hanover	.3037
2 nd	Town of LaSalle	.1720
3 rd	City of Orillia	.1473
4 th	Town of Essex	.1296
5 th	City of Richmond Hill	.1052
6 th	Township of North Huron	.0942
7 th	City of Woodstock	.0855
8 th	Town of Oakville	.0793
9 th	Town of Milton	.0784
10 th	Town of Lakeshore	.0748

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

1 st	City of Toronto	81,951
2 nd	City of Ottawa	68,470
3 rd	First Aid 4 Job	56,673
4 th	City of Brampton	44,848
5 th	City of Mississauga	40,455
6 th	City of Markham	27,526
7 th	City of Vaughan	25,810
8 th	City of London	25,652
9 th	City of Hamilton	23,424
10 th	Town of Oakville	20,276

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

1 st	First Aid 4 Job	56,673
2 nd	Lifeguarding Academy	17,445
3 rd	Brock University	13,605
4 th	Shendy's Swim School	11,493
5 th	Scarborough YMCA	10,263
6 th	Carleton University	10,232
7 th	Training for Life	8,877
8 th	University of Waterloo	7,834
9 th	Town of Essex	7,269
10 th	Mississauga YMCA	7,264

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

1 st	Dunbarton High School	3,115
2 nd	Notre Dame Catholic High School	1,781
3 rd	Bishop Strachan School	1,354
4 th	Appleby College	1,152
5 th	Trinity College School	1,054
6 th	Branksome Hall School	1,000
7 th	Aldershot High School	990
8 th	St. Charles College	775
9 th	Jarvis Collegiate Institute	720
10 th	North Toronto Christian School	707

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:

1 st	PPL Aquatic, Fitness and Spa Group Inc.	\$30,000
2 nd	Town of Bradford	
	West Gwillimbury	\$4,461
3 rd	City of Windsor	\$2,903
4 th	Town of Whitchurch-Stouffville	\$1,247
5 th	Town of Lakeshore	\$1,201

Municipal category:

1 st	Town of Bradford	
	West Gwillimbury	\$4,461
2 nd	City of Windsor	\$2,903
3 rd	Town of Whitchurch-Stouffville	\$1,247
4 th	Town of Lakeshore	\$1,201
5 th	Town of Tecumseh	\$1,120

Single-facility category:

1 st	Town of Bradford	
	West Gwillimbury	\$4,461
2 nd	Town of Whitchurch-Stouffville	\$1,247
3 rd	Town of Lakeshore	\$1,201
4 th	Town of Tecumseh	\$1,120
5 th	City of Sault Ste Marie	\$525

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%) London District Catholic School Board, YMCA of Southwestern Ontario - Bob Hayward, YMCA of Southwestern Ontario – St. Thomas-Elgin, YMCA of Southwestern Ontario – Woodstock, City of London, Town of Ingersoll, Municipality of West Elgin, Municipality of Strathroy-Caradoc, Town of Tillsonburg, City of Woodstock, Municipality of Southwest Middlesex, Ottawa Catholic District School Board, Dovercourt Recreation Association, Ruddy Family YMCA-YWCA, Clarence-Rockland YMCA-YWCA, City of Ottawa

(98%) Upper Grand District School Board, YMCA-YWCA of Guelph, University of Guelph, City of Guelph, Township of Centre Wellington, Town of Minto, Town of Orangeville

(97%) Hastings & Prince Edward District School Board, City of Belleville, Prince Edward Fitness & Aquatic Centre, YMCA of Central Eastern Ontario – City of Quinte West Branch

(94%) Wellington Catholic District School Board, Township of Centre Wellington, Town of Orangeville, YMCA-YWCA of Guelph, University of Guelph, City of Guelph

(93%) Durham Catholic School Board, Township of Uxbridge, Town of Ajax, City of Oshawa, Boys & Girls Clubs of Durham, City of Pickering, Town of Whitby

(89%) Thames Valley District School Board, YMCA of Southwestern Ontario – Bob Hayward, YMCA of Southwestern Ontario – St. Thomas-Elgin, YMCA of Southwestern Ontario – Woodstock, City of London, Town of Ingersoll, Municipality of West Elgin, Municipality of Strathroy-Caradoc, Town of Tillsonburg, City of Woodstock, Municipality of Southwest Middlesex, YMCA of Southwestern Ontario – Stoney Creek, YMCA of Southwestern Ontario – Centre Branch, Municipality of Dutton-Dunwich

(85%) District School Board Niagara, Education Foundation Niagara, City of St. Catharines, Brock University, YMCA of Niagara, Ottawa-Carleton District School Board, Dovercourt Recreation Association, City of Ottawa

(84%) Durham District School Board, Township of Uxbridge, Town of Ajax, City of Oshawa, Boys and Girls Clubs of Durham, City of Pickering, Town of Whitby

Lifesaving Sport banners

Ontario Lifesaving Pool Champions:

Awarded to the affiliate with the highest overall point score at junior, senior, and masters pool championships.

Lifesaving Club of Markham

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

Lifesaving Club of Markham

Junior Lifeguard Games – Pool

Lifesaving Club of Markham

Lifeguard Championships

Lifesaving Club of Markham

Junior Lifeguard Games – Waterfront

Saugeen Shores Lifesaving Club

Senior Lifesaving Championships – Waterfront

Saugeen Shores Lifesaving Club



Adrian Wong enjoyed the beach with his family during the Canadian Surf Lifesaving Championships in Halifax. *Photo by Wendy Mahony*

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

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.

Swim for Life

We welcomed several larger municipalities to our Swim Licensee team in 2019, and the Society's Swim for Life program continues to grow with a 5% annual increase in participation in 2019 (over 2018). In the past three years, Swim for Life participation has grown 25%.

Correspondingly, the number of licensees has so outgrown the capacity of the Society's headquarters to host their annual June gathering that, once again, it had to be convened at a local hotel. This was a great day of sharing ideas led by Swim Committee Chair **Lisa Brandie** and committee members **Lis Douillard, Sarah Laughton, Sharon Newman, Katherine Taylor** and **Kayla Pariselli**.

We thank all Swim licensees and our Swim Committee volunteers for their dedication and commitment to updating and developing new resources for the Swim for Life program.

New Bronze medal awards

In 2018, the number of all three Bronze certifications awards hit all-time highs. This feat was repeated in 2019 (see Awards Report, p. 6–7).

Throughout 2019, editorial work continued on the new *Bronze Medals Award Guide* including translation. Typesetting of the English and French award guides was completed by year-end.

The Bronze Family Committee focused its 2019 attention to plans for the implementation and roll out of the new Bronze awards and the development of support resources for affiliates, instructors

and candidates including update clinics, online references, communiques, lesson plans and workbooks.

Our thanks to Chair **Jason Jolicoeur** and committee members **Alexandra Brown, Kristen Curchin, Julia Cybulski, Bobby Farlow, Zak Kolasa, Stephanie Lue, Megan Metcalfe, Sarah Newton, Paige Palcit, George Turnbull** and **Julie Turnbull**.



President Andrea Herrmann presents the McCutcheon Bowl to First Aid 4 Job's Director Rocky Mehta (right) and Manager Surinder Sandhu.

Photo by John William Bauld



Jocelyn Palm (*second from right*) presents the Jocelyn Palm Cup to the City of St. Catharines (*from left*) Susanne Piva, Heather Bray and Jessica McCormick.
Photo by John William Bauld

First Aid

The First Aid Committee, under the leadership of **Rebecca Boyd**, reviewed the Society's first aid awards curriculum in light of recent recommendations made by the Canadian Standards Association (CSA) Technical Committee for workplace first aid. Potential changes will also take into consideration the recommendations of the International Liaison Committee on Resuscitation and its Consensus on Science with Treatment Recommendations, anticipated in the fall of 2020.

Rebecca conducted a review of the current first aid complement of program offerings. The first aid survey asked questions, gathered input and requested feedback on our current first aid programs and additional advanced first aid programs.

In November, in the interests of reducing confusion among employers and harmonizing the Society's currency period with Ontario government regulations, CSA recommendations and the general practice among other workplace first aid providers, the Society adopted a three-year period for the validity of its workplace EFA and SFA certifications (only).

Lifeguard Services

Patrick King, chair of the Lifeguard Services Committee, participated in the national review of the National Lifeguard program. This review was undertaken to ensure a logical and seamless flow from the revised Bronze medal awards and to assess new trends in lifeguarding for possible inclusion. Updates to the National Lifeguard awards will follow in due course.

The committee hosted a waterpark workshop to review the items and develop instructor resources and lesson plans.

Patrick and his committee have participated in several regional meetings and trainings to enhance and expand the delivery of the lifeguarding program and to educate instructors and aquatic supervisors on how to use a rescue tube properly. Patrick's group also promoted the delivery of National Lifeguard in high schools so students could achieve school credits.

With the changes to the Health Regulations in 2018, camps and affiliates who operate waterfront locations are promoting the use and delivery of the National Lifeguard Waterfront option.

Aquatic proficiency

Several changes are in the works for the Ontario Teachers Aquatic Standard award (OTAS) including a phase-out of the OTAS Examiner requirement in favour of National Lifeguard Examiner status for evaluation purposes.

The second change was the health regulations that affected the instructional and safety supervision requirements. The OTAS Committee, under the leadership of **Adrian Wong**, is addressing this issue and will make changes as required.

Royal Life Saving Society Commonwealth

The Lifesaving Society Ontario continues to assist Commonwealth Caribbean nations as requested. In 2019, trainers visited St. Lucia and Turks and Caicos to deliver trainer, examiner and instructor courses (with apprentices) as well as National Lifeguard, First Aid and Bronze medal courses.

Training has a dual purpose: to provide up-to-date certification and to develop local leadership personnel who can deliver such training on an ongoing basis. Thanks to **Patrick D'Almada**, past president, who leads this team of trainers.

Quality assurance and certification review

The integrity of the Society's training programs depends upon maintenance of its certification standards. In 2019, written complaints about standards, program delivery and the conduct of members and volunteers, led to seven full investigations by the Certification Review Committee. These investigations resulted in sanctions, temporary suspensions, revocations or decertification for offences that included improper examination procedure, forgery, theft and sexual assault.

Thanks to Corporate Secretary **Roberto Aburto** and Certification Review Chair **Kate Kreps** for their leadership.

LEADERSHIP

Leadership contributes to the mission of the Society by developing the instructors, coaches, examiners and trainers who deliver the leadership programs that in turn teach Ontarians how to swim, rescue themselves and others, and 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.

Vice President **Kerry Wakefield** leads the Leadership Council with chairs **Adam Eastman, Marek Holke, Katie Short** and **Tamara Wood**.

National trainers

National trainers are experienced and talented trainers who are instrumental in the development of instructor trainers across the province. In April, the Lifesaving Society appointed 41 national trainers for a two-year term.

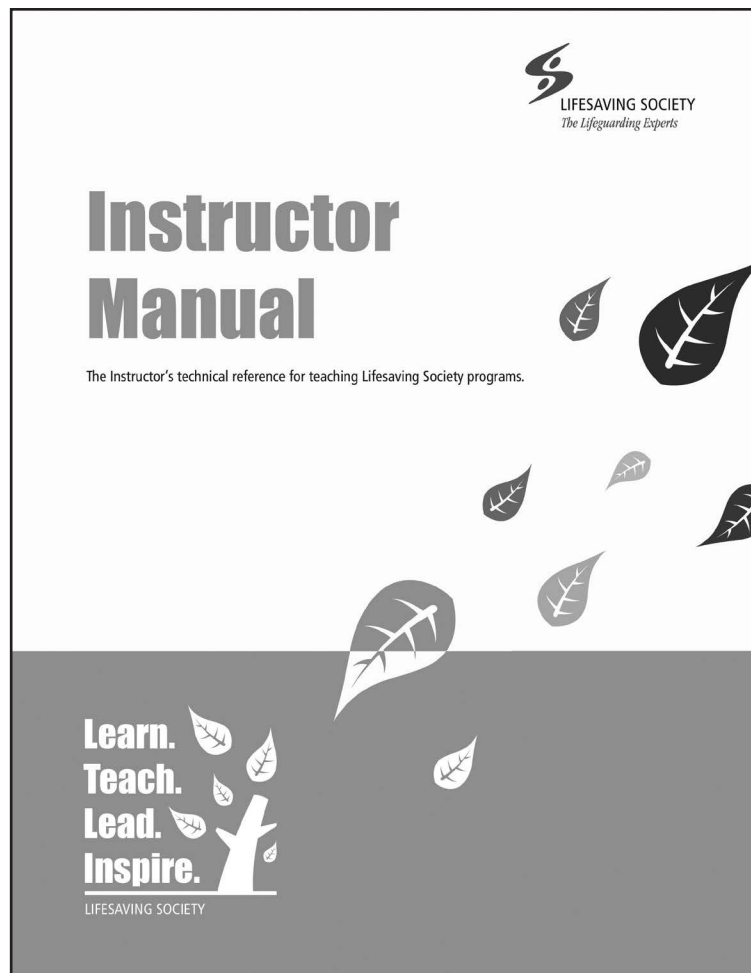
Area Chair Conference – Examiner Mentor

The Society introduced Examiner Mentor in 2019. These are experienced Lifesaving Society examiners appointed by the Society's Area Chairs to mentor examiner candidates through their apprenticeship (co-exams) and approve them for examiner certification.

The Leadership Council led a session at the 2019 Area Chair Conference in conjunction with Area Services to check in with Area Chairs to see how they were managing the implementation process in their area, and provided opportunity to share successes and brainstorm how to overcome challenges.

Instructor Manual

The new *Instructor Manual* provides instructors with the essentials needed to successfully teach, coach and evaluate Lifesaving Society programs. Used with award guides, the *Instructor Manual* (which replaces *Instructor Notes*) is the required text on all instructor courses. The manual



emphasizes the practical application of teaching and learning principles.

The Leadership Council provided invaluable content, feedback and editing of the new *Instructor Manual*. This completes the last of the three technical manuals that support the revised leadership system (*Trainer Manual* and *Examiner Handbook* are the others).

Officials Instructor

The Leadership Council in conjunction with the Sport Council began developing Officials Instructor content. This project will continue into 2020 with feedback from staff and volunteers.

Leadership Library

The Leadership Council continues its commitment to producing updated and relevant information. Throughout 2019, the Council began a review of material in the

Leadership Library to ensure that all the content is current. This project will continue in 2020.

Aquatic Safety Management

Management Training, Safety Standards and Leadership met in 2019 to review the competency matrix to determine the next steps for the development of courses. An updated framework has been completed and approved in preparation for the creation of instructor courses.

Revised recertification system

The Leadership Council continued a review of the recommendations made by the Leadership Task Force in 2015 concerning a revised instructor recertification system. This work will continue into 2020.



Participants complete the Board Rescue event at the Canadian Surf Lifesaving Championships in Halifax. *Photo by Wendy Mahony*

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 2019, competitors participated in all levels of competition including:

- 592 participants from 17 clubs took part in four TeleGames.
- 779 competitors participated in 11 regional sanctioned competitions.
- 834 competitors, representing 20 clubs, took part in seven provincial championships.
- 90 new Ontario Championships records were set – five Senior Lifeguard, 20 Senior Pool Lifesaving, 16 Masters Pool Lifesaving and 49 Junior Pool Lifesaving.

- 190 competitors from 15 clubs participated in three Canadian Championships.
- 15 Ontario athletes, officials and support personnel attended the Commonwealth Festival of Lifesaving.
- 27 Lifesaving Society affiliates continued to support the development of lifesaving sport in their community with the Lifesaving Sport Fundamentals Program.

Special mention to these affiliates that offered the Lifesaving Sport Fundamentals Program and supported their athletes in TeleGames and provincial championships: **Brampton, Halton Hills, Mississauga, Vaughan and Woodstock.**

In October, 82 junior athletes along with 14 coaches participated in a Junior Pools Provincial Training Camp held at the University of Guelph. Thanks to **Michael Hundt** for spearheading this effort and to the following coaches who volunteered their time and expertise on the day of the event: **Hailey Burton, John Carey, Dennis Cook, Alexandra Ferguson, Jeff McCurdy, Jacob Miess, Sarah Monaco, Chantique Payne, Mackenzie Salmon, Bryan Tsang and Adrian Wong.**

The Ontario Lifesaving Sport Council welcomed a new Sport Officials Chair **Hugo Rodrigues** and a new Sport Promotion Chair **Connor Marois** in February.

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

Hosting

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

The season kicked off a little differently this year. In February, nine teams with 29 competitors representing four clubs competed in the Ontario Lifeguard Championships. Thanks to **Beth Fisher** and the **University of Guelph** staff and volunteers for being such wonderful hosts.

In March, 114 Senior and 23 Masters competitors from 12 clubs competed in the Senior & Masters Lifesaving Pool Championships. Thanks to **Steve Benning** and the **Town of Milton** staff and volunteers for hosting this successful event.



Eyeing the surf during the Oceanwoman event at the Canadian Surf Lifesaving Championships in Halifax.

Photo by Wendy Mahony

In May, Ontario welcomed 10 teams with 41 competitors from seven clubs representing four provinces to the Canadian Lifeguard Emergency Response Championships. Congratulations to the club champions – the **Lifesaving Club of Markham**. Thanks to **Lesley Franklin** and the **Town of Oakville** staff and volunteers for hosting a great event.

In June, Ontario welcomed 190 Senior and 25 Masters competitors from 23 clubs representing four provinces to the Canadian Pool Lifesaving Championships. Congratulations to the club champions – **Pan Am Lifesaving**. Thanks to **Jeff McCurdy** and the **City of Markham** volunteers and staff for hosting another successful event.

Participation in June's Ontario Junior Lifeguard Games – Pool grew again with 443 junior competitors from 14 clubs. Thanks to **Jeff McCurdy** and the

City of Markham volunteers and staff for undertaking the challenge of hosting this event.

The provincial championship season wrapped up with the Ontario Lifesaving Championships – Waterfront, where 225 competitors (103 Juniors, 12 Masters, 110 Seniors) from 11 clubs enjoyed three days of competition on the shores of Lake Huron. Thanks to **Michael Hundt**, the **Saugeen Shores Lifesaving Club** and the **Town of Saugeen Shores** volunteers and staff for hosting an extremely successful event.

Volunteers

Countless officials and volunteers support lifesaving sport activities throughout the year provincially, nationally and internationally.

Eleven sanctioned regional competitions were held thanks to the commitment and

dedication of these key volunteers: **Mandy Chen, Ryan Foster, Roger Graham, Michael Hundt, Jeff McCurdy, Taylor McElwain, Arlen Panchoo, Jeff Schultz** and **Adrian Wong**.

Thanks to the meet managers and referees who volunteered their leadership at provincial championships: **Cynthia Cakebread, Edmund Chan, Adam Eastman, Ryan Foster, Nic Hay, Bruce Hollowell, Sarah Ingleton, Connor Marois, Shanna Reid, Hugo Rodrigues, Jeff Schultz** and **Carmen Wong**.

Ontario volunteers provided leadership and support to three Canadian Championships. Thanks to **Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Roger Graham, Sarah Ingleton, Connor Marois, Matt Rayner, Hugo Rodrigues, Jeff Schultz, Perry Smith** and **Nathalie Vallières**.

Ontario volunteers continued to support the National Lifesaving Sport Commission in 2019. Thanks to **Steve Box** (Past Commissioner), **Rebecca Boyd** (Event Management), **Alexandra Ferguson** (Athlete Representative), **Wendy Mahony** (Support Services), **Perry Smith** (International), **Laura Tracey** (High Performance) and **Nathalie Vallières** (Communications).

Thanks to Ontario volunteers who officiated at the Commonwealth Festival of Lifesaving in Leeds, England: **Cynthia Cakebread**, **Roger Graham**, **Sarah Ingleton**, **Bryden Pitt**, **Hugo Rodrigues**, **Perry Smith**, **Sydney Smith** and **Lorraine Wilson-Saliba**.

Ontario volunteers **Rebecca Boyd** and **Perry Smith** provide leadership on the International Life Saving Federation Sport Commission. Perry also provides leadership on the Commonwealth Sport Development Committee.

International

In November, six Ontario athletes were selected to represent Canada at the Commonwealth Festival of Lifesaving in Leeds, England. Congratulations to **Colette Barrett** (Saugeen Shores Lifesaving Club), **Alessandro Ferreira** (Brampton YMCA Barracuda Lifesaving Club), **Jayson Horseman** (Saugeen Shores Lifesaving Club), **Madi McNeill** (Saugeen Shores Lifesaving Club), **Justin Medeiros** (Brampton YMCA Barracuda Lifesaving Club), **Natalia Perico** (Saugeen Shores Lifesaving Club) and **Conor Smyth** (Pan Am Lifesaving). The team was supported by **Bruce Hollowell** (Manager).

Ontario athletes took home three medals – **Conor Smyth** won gold in Swim and Tow and silver in Lifesaving Medley; **Natalia Perico** won bronze in Line Throw.



Competitors gear up during the Canadian Surf Lifesaving Championships in Halifax.
Photo by Wendy Mahony

PUBLIC EDUCATION

Public Education activities contribute to the mission of the Society by increasing awareness of the risks associated with activities in, on and around water. The aim is to modify Ontarians' at-risk behaviour to eliminate drowning and water-related injury.

Thanks to Vice President **Christine Wagg** for her leadership in 2019, and to interim Community Outreach Chair **Jack Mair**, Multicultural Chair **Eduardo Montes**, Social Media Chair **Megan Hutchison**, Schools Chair **Heather Marcy**, Swim to Survive Chair **Tanya Wolsegger**, Indigenous Chair **Mitchell Blimkie** and Municipal Chair **Judith Shultz**.

Swim to Survive® School Grant program

During the 2018/2019 school year, 102,793 children in Ontario had the opportunity to participate in Swim to Survive. This included 2,343 schools in 51 boards with 95 municipalities, YMCAs and private pools. These partnerships reached 72% of all Grade 3 students in Ontario. Thank you to all the applicants who supported the program with in-kind donations and tireless dedication.

Without the generous support of the Ontario Ministry of Education, the continued success of the Swim to Survive School Grant program would not be possible. To date 1,032,587 students have received funding to participate in the program.

Special thanks to **Jillian Hamilton** for her 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.

New guide in development

Thanks to **Tanya Wolsegger** for leading the development of a revised Teaching Swim to Survive guide, which will include activities for each item, lesson plans and other helpful tips for instructors.

New award guide

The Society launched a new combined *Swim to Survive and Swim to Survive+ Award Guide* in English and French. The guide helps instructors plan, teach and evaluate both programs.

Promoting the benefits of Swim to Survive

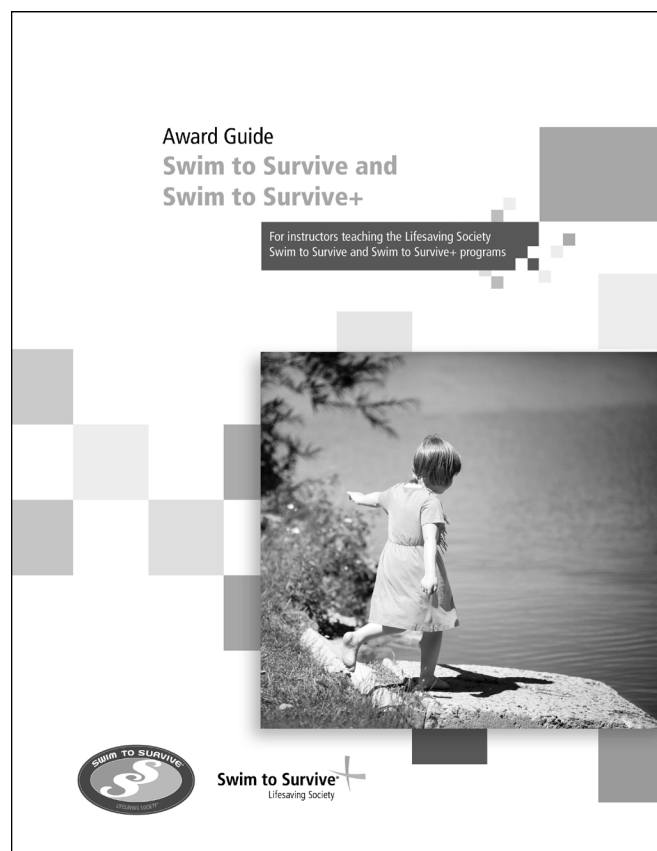
In February, the Society sent letters to Ontario Members of Provincial Parliament (MPP) and Ontario recreation directors outlining the success of Swim to Survive and Swim to Survive+ programs in their areas and highlighting all of the partners involved.

At the Vellore Village Community Centre in Vaughan in May, **MPP Michael Tibollo**,

Mayor Maurizio Bevilacqua and **Ward 3 Councillor Rosanna DeFrancesca** were among those on hand to watch a live Swim to Survive+ in-water session. Thanks to the **City of Vaughan** and its staff, especially **Josie Filippelli-Giovenco**, for making the event such a success.

Swim to Survive partners meeting

In May the Lifesaving Society hosted its annual Swim to Survive partners meeting, which provides applicants the opportunity to network and develop program best practices. It also provides the Society with an opportunity to share information, new learnings and research findings.



This year 32 partners attended, representing municipalities, YMCAs, schoolboards, public health and universities. The meeting focused on the use of the new online application and submission for reimbursement system, which launched in 2018.

Swim to Survive Plus

Thanks to the generous support of the **Ontario Ministry of Education** and **PPL Aquatic, Fitness and Spa Group Inc.**, 26,039 Grade 7 students across the province received funding to participate in the School Grant Program for Swim to Survive+ during the 2018/2019 school year. Participants included 545 schools together with 54 Society affiliates. Thanks to this continued support, children have two opportunities to learn swimming survival skills during their elementary school years.

Thanks to **Jillian Hamilton** for her guidance and assistance with the Application Approval Committee for the 2018/19 school year.

WCDP 2019

The World Conference on Drowning Prevention (WCDP) was held in Durban, South Africa, October 7–10. The theme of the conference was “Ubuntu, Growing global drowning prevention capacity.” Lifesaving South Africa hosted the conference, co-sponsored by the World Health Organization. More than 20 representatives from Canada attended.

The WCDP is the International Life Saving Federation’s flagship educational event, a biennial conference that brings together the world’s foremost experts, research, systems and information on drowning prevention, rescue, lifesaving and water safety. The exchange, debate and development are designed to find ways to reduce death and injury in all aquatic environments worldwide.

Ontario presenters were **Barbara Byers** (Public Education Director), **Dr. Tessa Clemens** (Lifesaving Society Drowning Research, CDC Foundation Health Scientist) and **Eric Shendelman** (Canadian Drowning Prevention Coalition rep). Ontario attendees were **Becky Lehman** (Leadership Director), **Kerry Wakefield**

(Leadership Council VP) and **Bobby White** (Chief Administrative Officer, Lifesaving Society Canada).

“Watch me not your phone” poster

The Society produced its pertinent messaging artwork in an 11”x17” poster format for affiliate members to post in their facilities. The poster reminds parents not to be distracted by their phones when their children are in or near water.



Water Smart at citizenship ceremonies

The Society was invited to attend citizenship ceremonies in Scarborough and to set up a Water Smart information booth. The Society was present as 4,800 people received their Canadian citizenship, and provided them with information on where to find swimming lessons, general water-safety tips and our multilingual Water Smart tip cards. Thanks to **Citizenship Judge Albert Wong** for including the Lifesaving Society in these momentous ceremonies.

Indigenous outreach

The Society retired and replaced the Aboriginal Outreach name with Indigenous to reflect federal and provincial initiatives. The Indigenous Committee continued its work developing relationships with communities in eastern and northern Ontario with the focus on delivering the Lifesaving Society’s Swim to Survive, Swim to Survive+ and Safeguard programs. A variety of camp formats were used in 2019 and included camp staff and over 50 children. Additionally, the committee is developing a list of recommendations to assist in implementing a drowning prevention program for First Nations, Métis and Inuit communities (and others) throughout Ontario. Thanks to Indigenous Chair **Mitchell Blimkie** and **Melanie Blimkie** for their ongoing contribution to drowning prevention.

In school

The Society revised teacher lesson plans for Swim to Survive+ in 2019 to meet Ontario’s curriculum expectations. The Grade 8 lesson plan was also updated, focusing on drowning prevention and statistics. Thanks to **Heather Marcy** for her significant contributions to the Swim to Survive and Swim to Survive+ programs.

National Drowning Prevention Week (July 21–27)

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.

The Society developed and promoted an implementation package, which was distributed electronically and available on the website. Each day consisted of a theme with links to activities. Daily themes were promoted on social media. Area chairs and affiliate members were encouraged to interact with the Society using their



City of Toronto and Lifesaving Society staff pose at the Leaside Outdoor Pool on July 24 during the launch of a new program to deliver water safety information and Swim to Survive lessons in Thorncliffe. *From left:* Sarah Gillett, Justine Annis, Kyle Brocales, Barbara Byers, Buddy the Lifeguard Dog, Daniel Di Matteo and Mayor John Tory.

own social media accounts and to share key messages. The 2019 hashtags were #ndpw2019 and #snpn2019.

Thanks to **Megan Hutchison** for her contributions to the Society's strong social media presence during the summer months and in particular during NDPW.

STARTboating

The Society continued to support and promote the online boating safety program STARTboating, which targets new boaters, particularly new Canadians, who may be experiencing recreational boating for the first time. STARTboating is a comprehensive program designed to teach basic boating and water safety skills, and available in English, French, Mandarin, Cantonese, Hindi and Tagalog.

The Society undertook a significant marketing campaign for the 2019 boating season. It included a national billboard campaign in partnership with **Pattison Outdoor**; a complete Canada-wide campaign with **Boating Industry Canada** including ad placements in their weekly e-newsletter (distributed to 6,500 Canadian marine retailers); promotion of startboating.ca at new Canadian welcome centres across the country and with other boating safety stakeholders.

The campaign was funded by the **Search and Rescue New Initiatives Fund**, established by the federal government and managed by **Public Safety Canada**.

Reaching new Canadians in Thorncliffe

The Lifesaving Society directed a program that delivered water safety information and Swim to Survive lessons to new Canadian families in the Thorncliffe neighbourhood of Toronto during the summer. The program aimed to increase water safety knowledge to stress the importance of acquiring swimming skills; to encourage participation in free Swim to Survive and Family Swim to Survive lessons, and; to encourage enrollment in swimming lessons. The program, which was a resounding success, achieved the following results:

- Water safety presentations in 15 Language Instruction for Newcomers to Canada (LINC) classes and 3 Early On classes for parents of young children.

- 128 participants in the LINC classes and 110 completed surveys.
- 15 surveys from the Early ON classes.
- 2 three-week sessions for the camp program.
- 26 counsellors and volunteers participated in a Safeguard training day and received a certificate.
- 138 campers participated in the Swim to Survive program and 19 achieved the standard.
- 86 campers completed surveys.
- 12 weekends for Family Swim to Survive and approximately 60 participants.

Thanks to the **Dr. Tom Pashby Sports Safety Fund** for funding the program and specifically directors **Bill Pashby** and **Bob Allan**. Thanks to **The Neighbourhood Organization** for their support and participation and the **City of Toronto** for their support in delivering lessons at the Leaside Outdoor Pool.

Water Smart Contest

In 2019 there were three contests. The 7 & under age group competed in a community level colouring contest. The 8 to 12-year-old age group submitted pictures of a Water Smart superhero reflecting their hero's name and Water Smart super power. Three were chosen as provincial winners:

- 1st – Lucia Milbourne-Johnson, Brampton
- 2nd – Angelina Abou-Nehme, Ottawa
- 3rd – Emily Landeta, Mississauga

The 13 to 17-year-old age group submitted a Water Smart video reflecting the Society's Water Smart messages. Three entries were chosen as provincial winners:

- 1st – J. Botehlo, Brampton
- 2nd – J. Henry, Brampton
- 3rd – Alex Hotson, Gravenhurst

Thank you to **Judith Schultz** for helping to make the contest such a success.

2019 drownings

Interim data collected from media and internet reports indicated a decrease in drowning incidents (-12%) versus 2018 in Ontario. This decrease was less than the national trend (-14%). The most significant decreases were in boating fatalities (-26%) and non-aquatic activity involving people unexpectedly falling into the water (-37%). There were decreases in all age groupings. While the overall totals in Ontario were lower than 2018, of note was the spike in drownings in July (30), representing one third of all drownings for the year.

Customized multilingual tip cards

The Society promoted its five Water Smart tip cards targeted at new Canadians, each available in 12 languages. The cards are available to all affiliates.

Many affiliate members ordered the cards in multiple languages. In addition, the Society made the artwork available to affiliate members for customization with their own logos and website addresses for self-printing and distribution: the cities of Barrie, Markham and Mississauga capitalized on this option.

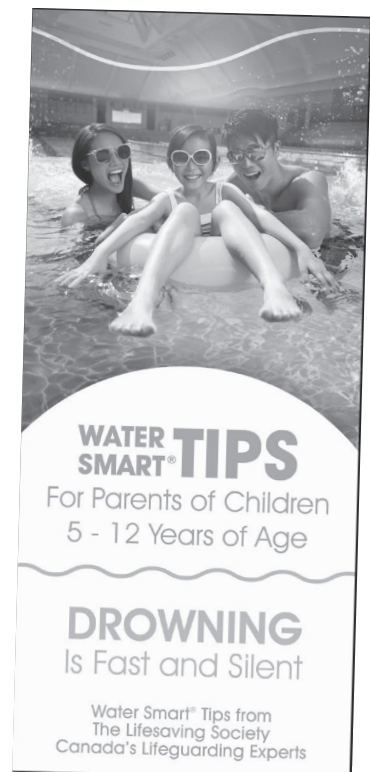
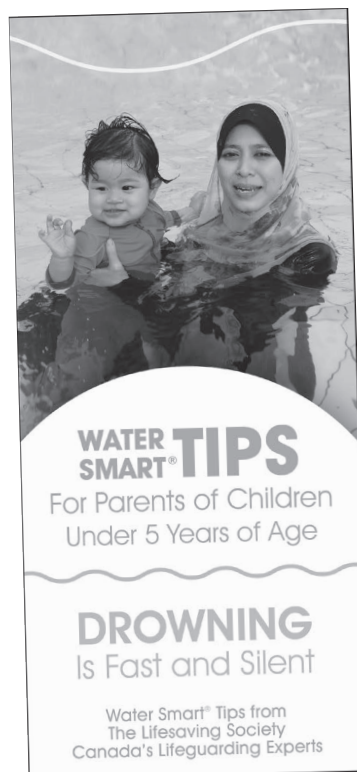
Canadian Drowning Prevention Coalition

The Canadian Drowning Prevention Coalition (CDPC), formed in 2016, brings together stakeholders in the Canadian drowning prevention effort.

The steering committee of the coalition appoints technical working group leaders for each focus area of drowning prevention in Canada. The technical working group leaders form multi-sectoral working groups to create recommendations for high impact actions to reduce drowning in one of the focus areas.

In 2019, five of the seven technical working groups conducted situational assessments and a sixth is conducting a scoping review. The fourth and fifth editions of the Canadian Drowning Prevention Plan were published.

From Ontario, **Barbara Byers** is chair of the New Canadian Technical working group; **Michael Shane** is co-chair of the Drowning in Supervised Settings working group, and; **Dr. Susan Glover-Takahashi** and **Adrian Cossu** are co-chairs of the Water Transport-Related Drownings working group.



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.

2019 Drowning Reports

The Drowning Prevention Research Centre Canada (DPRC) produced the *Canadian Drowning Report 2019 Edition* in English and French; a two-page national infographic in English and French, and; provincial drowning infographics for British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Newfoundland & Labrador, the Maritimes and Northern Canada (Northwest Territories, Yukon and Nunavut). The reports highlight the drownings from 2007–2016 and provide unofficial interim data from the media and internet reports from 2017 and 2018.

Data collection

The DPRC oversaw the data collection from provincial coroner and medical 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 available.

Progress in defining non-fatal drowning

The DPRC – the lead agency for drowning and water-incident research in Canada – continued to make progress in developing the partnerships and processes required to collect, analyze and report on non-fatal drownings in Canada. Combining non-fatal drowning data and rescue intervention data with fatal drowning data will more



accurately represent the drowning burden in Canada and allow the Society to:

- better measure its injury prevention strategies,
- hone its public education campaigns,
- provide evidence-based support of its training programs, and
- enable its affiliates to analyze their own data.

In 2019, the Society facilitated a working group of experts, who focused on further developing a proposed clarification statement and practical categorization framework that provides coherence and uniformity for the term “non-fatal drowning.” The group also outlined a process for stakeholder review and ratification of the clarification statement and category descriptions, as well as a communication plan.

The overarching rationale for these tasks was to improve the clarity, reliability and uniformity of scientific communication and the comparability of scientific investigations and data concerning non-fatal drowning. This will result in improved and more comprehensive reporting of the burden of drowning, which in turn will facilitate advancement of the community, national and global drowning agenda.

SAFETY STANDARDS

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

Audit services

Safety Audit Services Chair **Paul Di Salvo** took steps in 2019 to further refine the Lifesaving Society audit software to ensure all gathering files and reports reflected the changes to the regulations and standards created by the Lifesaving Society. In addition, the Lifesaving Society was enlisted to complete safety audits at all Canadian Forces Bases across Canada. A new UDATA template was created for the national application at these bases.

This year the Lifesaving Society completed 19 safety audits in swimming pools and waterfronts in Ontario. Universities continue to request safety audits as their insurer CURIE is paying for 100% of all costs.

Thanks to committee members **Blake Chauvin, Brandon Krupa, David Pignataro** and **Viktor Verblac**.

Court and Inquest

The Court and Inquest Committee completed its review of the Mitchell Inquest.

A new review continues led by Court and Inquest Chair **Teresa Taylor** involving a public inquest in Quebec, where 14-year-old Blessing Claude Moukoko died after being recovered from the bottom of a public pool: he was participating in a school swimming lesson program at the time.

Thanks to committee member **Shaun Pearl** and **Alexandria Weatherup-Leach** for their assistance with this ongoing review.

Inflatable waterpark safety standards

Regulation Review Committee Chair **Janice Carroll** and committee members **Alex Chu**, **Paul Di Salvo** and **David Pignataro** participated in drafting the first Lifesaving Society "Inflatable Waterpark Safety Standards." After a thorough review of the literature and a one-day workshop of experts in Toronto, the standards were written and later approved. We anticipate production of these standards in 2020.

Research partners

Under the direction of Research Chair **Nathalie Vallières**, the Society continued its research with **Ryerson University**. The results of the research completed on "Air Quality Part 2" were released and were a focus of various fall presentations in Ontario. Thank you to the **Town of Ajax** and the **City of Markham** for providing the testing facilities.

In addition, the Society and **Conestoga College** agreed to a partnership in 2019 and began a new project involving the review of inspection data from public health inspector visits to public pools.

National Safety Standards Commission

Ontario participated as a member of the National Standards Commission in the development of several new standards, which are available on the Lifesaving Society national website (lifesaving.ca).

Thanks to **Lisa Adams** who represented Ontario on the National Safety Standards Commission.

Expert witness

The Lifesaving Society was retained as an expert witness in five cases in 2019 and assisted in the review of incidents in aquatic settings in Ontario, Quebec and Prince Edward Island. Thanks to Vice President Safety Standards **Gary Sanger** for his assistance with the reviews of these cases.

Blue Flag

The Ontario Branch participated as a member on Canada's Blue Flag Jury and inspected several candidate beaches in 2019. Thanks to **Jerry Lynch** for his help with this project.

MANAGEMENT TRAINING

Management Training contributes to the mission of the Society by establishing training opportunities along with certifying instructors, examiners and trainers that help owners, managers and operators of aquatic facilities take steps to prevent drowning and water-related incidents in addition to maximizing public safety in their aquatic venues.

The new award guide for the Aquatic Supervisor program was approved in 2019. Work continues on Levels 2 and 3 of the management training programs. Thanks to Management Training Council Chair **Jerry Lynch** and committee members **Brenda Lance** and **Jennifer Miller** for their help with the work on Level 2.

Inspiring presentations

Chair Professional Development **Minnie Fisher** coordinated several presentations that were delivered in Ontario and across Canada in 2019 including: PRO Aquatics (six educational sessions), York Region Aquatic Council Spring Workshop, PRO Forum, Durham Region Aquatic Council

Workshop, British Columbia Recreation and Parks Association.

Vice President of Management Training **Jennifer Knights** also delivered a webinar to the Canadian Institute of Public Health Inspectors.

Safe water symposium

In May the Lifesaving Society hosted the Symposium on the Design and Operation of Healthy Swimming Pools in Toronto. In this one-day session, experts discussed the most up-to-date information on the design and operation of healthy, safe swimming pools. Topics included:

- *Model Aquatic Health Code – CDC Analysis of the Future of Pool Operation* by **Dr. Michael J. Beach**, PhD, Deputy Director, Centers for Disease Control and Prevention.
- *Ryerson University – Noise: A Research Study with Solutions* by **Dr. Chun-Yip Hon**, PhD CPHI(C) CRSP, CIH, Ryerson University and **Darek Osostowicz**, Aquatics Manager, City of Mississauga.
- *The Science Behind Changes to the Ontario Public Pool Regulations* by **Hilary Stone** and **Duri Song**, senior program and policy advisors, Ontario Ministry of Health and Long-Term Care.
- *Chloramine Training 101 – a solution for the Ministry of Labour Orders* by **Kathleen Finn**, Lifesaving Society Vice President and **Conny Smith**, Supervisor of Operations Aquatics, City of Cambridge.

Thanks to the **City of Toronto** for hosting this event.

Pool operations

Chair of Pool Operations Committee **Conny Smith** and her committee continued their work updating the Lifesaving Society Pool Operator program and its resources. In 2019, the emphasis of the committee's work was on leadership development with several new pool operator instructors certified.



Commonwealth Honour Award Recipients – *Front row, from left:* Jennifer Miller, Katie Short, John Macintyre, The Honourable Elizabeth Dowdeswell, Andrea Herrmann, Rebecca Boyd, Jane McGee, Janet McCurdy. *Back row, from left:* Roberto Aburto, Teresa Taylor, Sarah Newton, Brook Beatty, Conny Smith, Brian Connors, Leslie Aziz, Robert Clark, Heather Kress, Cynthia Cakebread, Heather Marcy, Margaret Lizzotti, Amy Nelder.

Photo by John William Bauld

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, Safety Standards and International Relations. A management team is comprised of senior staff of the 10 branches.

Ontario Board of Directors

The Board of Directors is composed of 16 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 2019 there were no changes on the Board of Directors.

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 2019 there were nine activity centre councils: Training Program, Lifesaving Sport, Public Education, Safety Standards, Leadership, Fundraising,

Member Services, Area Services and Management Training.

In January **Judith Schultz** was appointed Public Education Municipal Chair. In May, **Stephen Benning** was appointed Lifesaving Sport Event Management Chair, **Hugo Rodriques** was appointed Lifesaving Sport Officials Chair and **Connor Marois** was appointed Lifesaving Sport Promotions Chair.

Volunteers **Andrew Wakefield** (Lifesaving Sport Event Management Chair) and **Stephen Benning** (Lifesaving Sport Officials Chair) resigned in 2019.

In November, the Public Education Council changed the title of the Aboriginal Outreach Chair to Public Education Indigenous Chair.

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 38 regions of Ontario. Area Chairs recruit volunteer committee members and field representatives to help serve the area.



Governor John Macintyre presents the Rescue Award of Merit to Alexandra Schneider.
Photo by John William Bauld



Governor John Macintyre presents the Rescue Award of Merit to Andy Simone.
Photo by John William Bauld

The Society appointed new Area Chairs in 2019. In January **Emma Strickland** was appointed Area Co-Chair – Lake Superior. In May **Bruce Parkin** was appointed Area Co-Chair – Waterloo-Wellington and **Andrew Oman** was appointed Area Co-Chair – North Bay-Nipissing. In August **Patricia Wilson** was appointed Area Chair – Upper Ottawa Valley and **Kirk McKee** was appointed Area Co-Chair – Sudbury-Manitoulin. In August **Felicia Arsenault** (Area Chair Upper Ottawa Valley) resigned.

Member Services Council

Ontario Conference and Governor's Awards Gala

The Lifesaving Society hosted the 110th Ontario Annual General Meeting on April 12 at the Holiday Inn Toronto International Airport Hotel. Area Chairs gathered for the annual conference at the same location over the following two days.

Fairview Theatre was the site of the third annual Governor's Awards Gala on February 28. This event recognizes affiliates as well as volunteers with the Commonwealth Honour Awards and Rescue Awards of Merit.



The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario, presents Robert Clark with the Honorary Life Governor award.
Photo by John William Bauld

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 2019 the prize was presented to **Laura Holman**.

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. Award recipients undergo lifesaving training under the auspices of an affiliate member whom the Society invites to waive its registration fees. In 2019, **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 2019, the Society awarded the Rescue Award of Merit to: **Jake Cancade, Alex Chu, Ashley Clark, Matteo Dicorato, Caleb Dyck, Zachary Dyck, Henry Hua, Laura Karpouzis, Frank Kraljevic, Scott Labrosse, Amanda Meliambro, Nathanael Redecop, Holly Richard and Darby Spicer**.

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. In 2019, the Service Commendation was awarded to: **Sean Duffy** (Ottawa), **Mary Elmaassarany** (Innisfil), **Leo Jaciw-Zurakowsky** (Pickering), **Patricia Lewis** (Toronto), **Crystal Maloney** (Toronto), **Shaun Pearl** (Newmarket) and **Eddie Tang** (Markham).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2019, the Service Medal was awarded to: **Jonathan Brooker** (Toronto), **Sheryl Gilbert** (Cobalt), **Erin Horlock** (Courtice), **Stephanie Lue** (Whitby), **Jerry Lynch** (Hanmer), **John Macintyre** (Etobicoke) and **Anna Morrell** (Toronto).

Recipients are eligible for a Bar to Service Medal at intervals of four years. In 2019, the Bar to Service Medal was awarded to: **Leslie Aziz** (Mississauga), **Lynda Bowman** (Bracebridge), **Heather Kress** (Oakville), **Sarah Newton** (Essex), **Andrew Oman** (North Bay),



Ontario Board of Directors – *Front row, from left:* Roberto Aburto, Crystal Maloney, John Macintyre, Andrea Herrmann, Doug Ferguson, Brian Connors, Cynthia Cakebread. *Back row, from left:* Jeff Schultz, Kerry Wakefield, Jennifer Knights, Leo Jaciw-Zurakowsky, Christine Wagg, Kathleen Finn, Joel Kruzich, Gary Sanger. *Photo by John William Bauld*

Bruce Parkin (Fergus) and **Katie Short** (Kanata).

The Service Cross honours meritorious service of at least 15 years. In 2019, the Service Cross was awarded to: **Roberto Aburto** (Ottawa), **Felicia Arsenault** (Petawawa) and **Lynn Galioto** (Milton). Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2019, the Bar to Service Cross was awarded to: **Brook Beatty** (Brampton), **Brian Connors** (Burlington), **Bert Lennox** (Hanover), **Margaret Lizzotti** (Thorold), **Lynn Loubert** (London), **Heather Marcy** (Stratford), **Janet McCurdy** (Salford), **Jane McGee** (Wallaceburg), **Micole Rubinoff** (Stouffville), **Conny Smith** (Cambridge) and **Roy Warren** (Thunder Bay).

The Honorary Life Member recognizes exemplary representatives of the Society who have contributed in a substantial and measurable way to the Society's mission. In 2019, **Penny Lecour** (North Bay) and **Jennifer Miller** (Kitchener) were invested as Honorary Life Members.

Personnel

The Lifesaving Society Ontario builds its organizational strength through a very healthy volunteer system.

In 2019, Ontario staff and volunteers continued to contribute to National Society and international initiatives. **Wendy Mahony** continues to provide provincial/territorial branches with member management software. **Brian Connors** represents Ontario as the National Society Board member. **Andrea Herrmann** serves as Ontario member representative.

The following serve on national committees: **Patrick King** (National Lifeguard Review), **Steve Box** (Finance and Audit), **Brian Connors** (Strategic Planning), **Bob Clark** (National Policy), **Dr. Susan Glover Takahashi** (International Relations) and **John Bankes** (Governor).

Patricia Kitchen serves as Past International Relations Commissioner.

Patrick D'Almada serves as the Safety Standards Commissioner and on the International Relations Committee.

Bob Clark serves as the Society's International Relations Commissioner.

Perry Smith sits on ILS Sport Commission, International Relations Commission and RLSS Commonwealth – Lifeguard Certification Reciprocity Project.

Steve Box, Rebecca Boyd, Alexandra Ferguson, Laura Tracey, Wendy Mahony, Nathalie Vallières and **Wendy Schultenkamper** sit on the Sport Commission.

Michael Shane, Carolyn Tyner and **Lisa Adams** sit on the National Safety Standards Commission.

Barbara Byers serves on the Public Education Commission, the International Relations Commission and the ILS Drowning Prevention Commission.

Michael Shane and **Barbara Byers** serve on the Canadian Drowning Prevention Coalition.

Michael Shane sits on the Blue Flag Jury for Canada.



Ontario Staff – *Front row seated, from left:* Pam D’Costa Dupley, Thelma Zosa, Heather Williams, Brian Miess, Doug Ferguson, Rhonda Pennell, Nadia Luck, Lucie Simoes, Wendy Mahony. *Middle row standing, from left:* Shirley Wong, Eva Leung, James Mahony, Lorna Seukumar, Dawn Maragh, Wendy Craggs, Michael Shane, Daksha Moti, Iris Harrison, Becky Lehman, Lorraine Wilson-Saliba, Sheri Stewart, Jennifer Kessell, Lori Groves, Carol Cruikshank, Ed Bean, Induja Barnes, Jean Crane, Ann Palmer, Renata Jaciw-Zurakowsky, Sindy Parsons, Anissa Spears, Laurie Priestman. *Back row, from left:* Peter Mahony, Barbara Byers, Ateeq Laeeq, Reggie Andreas, Kevin Jackson, Phil McCurdy, Nicholas Tsenis, Gaurang Kumar, JP Molin, Adrian Herscovici, Colin Cruikshank, Daniel Di Matteo, Rocky Lu, Greg Parsons. *Photo by John William Bauld*

Office staff

The Lifesaving Society Ontario employs 53 full time staff members, including 10 directors. The Society appointed **Brian Miess** Deputy Executive Director as of July 1. In October, the Merchandise activity centre was reorganized and renamed Business Development. **Renata Jaciw-Zurakowsky** was promoted to Business Development Director and **Greg Parsons** to Project Coordinator. We welcomed **Daniel Di Matteo**, **Eva Leung** and **Anissa Spears** to the staff team and we said goodbye to **James Ali**, **Matthew Boehm**, **Kevin Jackson**, **Amy Lowe**, **Madison Myers** and **Mihail Salariu**.

Summer and part-time staff included: **Meagan Byrd**, **Kacper Bugaj**, **David Castro**, **Danielle Maragh**, **Mya McDonald**, **Aidan Miess**, **Jacob Miess**, **Samuel Morrison**, **Joanna Saul**, **Archsanar Srimurugathan**, **Alyce Sutcliffe**, **Sarah Wash** and **Cally Ye**.

Wes Machnio and **Phil McCurdy** continue to provide information technology support for the Society in Ontario.

The Society employed the following permanent staff in 2019:

Doug Ferguson, Executive Director
 Brian Miess, Deputy Executive Director
 Genevieve Fernandes, Executive Director’s Secretary

Leadership

Becky Lehman, Director
 Nicholas Tsenis, Admin Assistant

Fundraising

Laurie Priestman, Admin Assistant

Training Programs

Perry Smith, Director
 Carol Cruikshank, Manager
 Sindy Parsons, Manager
 Reggie Andreas, Admin Assistant

Public Education

Barbara Byers, Director
 Lori Groves, Manager
 Daksha Moti, Admin Assistant
 Lucie Simoes, Drowning Data
 Dr. Tessa Clemens, Drowning Research

Aquatic Safety Management

Michael Shane, Director
 Ann Palmer, Admin Assistant

Finance

Dawn Maragh, Director
 Kevin Jackson, Purchasing Manager
 Shirley Wong, Bookkeeper
 Eva Leung, Bookkeeper
 Naeem Iqbal, Accounts Payable
 Lorna Seukumar, Inthu Ravindran, Accounting Clerk
 Rhonda Pennell, Lorna Seukumar, Accounting Clerk

Business Development

Brian Miess, Renata Jaciw-Zurakowsky, Director
 Pam D’Costa-Dupley, Admin Assistant
 Renata Jaciw-Zurakowsky, Corporate Sales Representative
 Greg Parsons, Project Coordinator
 Daniel Di Matteo, Customer Service Representative
 Ateeq Laeeq, Merchandise Clerk
 James Mahony, Shipper-Receiver
 Greg Parsons, Anissa Spears, Shipper-Receiver

Lifesaving Sport

Lorraine Wilson-Saliba, Director
 Nicholas Tsenis, Admin Assistant

Communication Services

Ed Bean, Director
 Adrian Herscovici, Manager
 JP Molin, Manager
 Ryan Ferguson, Manager
 Nadia Luck, Admin Assistant
 Matt Boehm, Graphic Designer

Member Services

Sheri Stewart, Director
 Heather Williams, Manager
 Thelma Zosa, Admin Assistant
 James Ali, Gaurang Kumar, Member Services Clerk
 Wendy Craggs, Member Services Clerk
 Cornelia Chu, Member Services Clerk
 Jean Crane, Member Services Clerk
 Amy Lowe, Rhonda Pennell, Member Services Clerk
 Iris Harrison, Receptionist
 Jennifer Kessell, Receptionist

Information Services

Wendy Mahony, Director
 Nadia Luck, Admin Assistant
 Rocky Lu, IT Support Specialist
 Peter Mahony, IT Support Specialist
 Bruce Ferguson, Network Technician
 Colin Cruikshank, Application Developer

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.

Thanks to the work of our 2019 Fundraising Council volunteers: Vice President **Kenn Little**, Special Events Chair **Eddie Tang**, Annual Events Chair **Heather Kazan** and Personal Giving Chair **Patricia Lewis**.

In the community

Water Smart® and Swim to Survive® campaigns raised over \$44,000 in 2019. Volunteers and donors across Ontario accepted the challenge for fundraising in a variety of ways. Thank you and congratulations to all of our supporting affiliates.

Congratulations to the following affiliates for their commitment to drowning

prevention, mobilizing staff and volunteers to raise funds for Water Smart.

Overall – **PPL Aquatic, Fitness and Spa Group Inc.** (Pool People Limited) led the overall ranking for the twelfth year in a row raising \$30,000. Thanks to **Paul Denstedt** (President), **Tim Bown** (Vice President and swim-a-thon event organizer) and event coordinators **Megan Asotra**, **Sabrina D’Amico** and **Andrew Demianiv** and the entire staff of 200 for their outstanding work.

Municipal – The **Town of Bradford West Gwillimbury** led the municipal rankings by raising \$4,461. Thanks to **Stephanie Gillard**, **Sabrina Gregorio**, **Jacob Kennedy**, **Teresa Taylor** and the Bradford aquatic staff.

Single-facility – The **Town of Bradford West Gwillimbury** led the single-facility ranking for the seventh year in a row by raising \$4,461. Thanks to **Stephanie Gillard**, **Sabrina Gregorio**,

Jacob Kennedy, **Teresa Taylor** and the Bradford aquatic staff.

Once again our affiliates organized events including swim-a-thons, tread-a-thons, a car rally, freezie sales and sport events to name a few. Thanks to the aquatic staff from facilities in: **Bradford West Gwillimbury**, **St. Catharines**, **Lakeshore**, **PPL Aquatic, Fitness and Spa Group Inc.**, **Tecumseh**, **Toronto**, **Whitchurch-Stouffville** and **Windsor**.

For the third year, **Shendy’s Swim School** organized its “Bake Fresh” spring fundraiser. Shendy’s collected orders for frozen baked goods from **Don’s Bakery Muskoka** and donated the proceeds to the Society’s drowning prevention initiatives. Thanks to **Eric Shendelman**, owner of Shendy’s Swim School and **Bryan Foster** and **Jana Foster** from Don’s Bakery for their efforts.



April Pools Day 2019 – Buddy the Lifeguard Dog with Town of Bradford West Gwillimbury lifeguards Jaime Wade and Kate O’Brien, teaching water safety messages and encouraging people to participate in a game to win prizes. *Photo by Chris Gillard*



April Pools Day 2019 – First Aid Instructor Adam Lopes teaching CPR to all ages.

Photo by Chris Gillard

In 2019, **Margaret Lizzotti** pushed for and singlehandedly managed to secure the production of a Lifesaving Society Pandora® charm, which proved a big hit among members. Ten percent of each charm sold was donated to the Society.

Events

Since 2008 the *Lifesaving Society April Pools Day* has raised over \$36,000 for drowning prevention education. In our twelfth year over \$3,100 was raised thanks to participating aquatic staff from facilities in **Bradford West Gwillimbury, St. Catharines, Whitchurch-Stouffville, and Windsor.**

For the eleventh year, lifeguards took part in the annual *Lifesaving Society 500 Metre Swim for 500 Lives*. Facilities from **Bradford West Gwillimbury, Clarington, Markham, Richmond Hill, Sault Ste. Marie, St. Catharines, Whitchurch-Stouffville** and **Windsor** raised \$4,300. Thanks to all that participated. Since 2010 the event has raised \$57,500.

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, Timothy Bean, Barbara & Jim Byers, Dennis & Joan Duncan, Douglas Ferguson, Joel Kruzich, Robert Lord, John A. Macintyre, Calum MacLeod, Wendy Mahony, Deborah Nathan, Rob Richardson.**

Merit Club (\$300 to \$499): **Guy Holt, Nigel Mahabir, Emile Mason, Tom McCullough, Andrew Taylor.**

Bronze Club (\$100 to \$299): **Michelle Amar, Benjamin Ayton, William & Ruth Bealor, Barb & Dave Bjarneson, Dr. Keith Brown, Jane Campbell, Susan Corak, Michelle Dharmalingam, Jaclyn Dunlop, Michelle Duwyn, Alexandra Ferguson, Andrea Herrmann, Ann & Kevin Jackson, Heather Johnston, Robert Kavanagh, Rebecca Lehman, Patricia Anne Lewis, Kenn Little,**

Mahesh Manikonda, Dawn Maragh, Jeffrey Mayne, Sandra Macdonald, Bonnie Morton, Ann Palmer, Christopher Pietrangelo, Richard Plourde, Allan J. Ritchie, Fred Sauer, Laura Sfreddo, Michael Shepley, Julie Turnbull, Laura Wagner, Christy Wallace, Roy & Gayle Warren, Lorraine & Olof Saliba, Ryan K. Winger, Qing Zhang.

United Way

Thank you to those who provide support through the United Way Campaign donor designation program. In 2019 we received \$770.

Benevity Community Impact

Thank you to those who provide support through Benevity Community Impact. In 2019 we received \$2,300.

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.**

R. Bredin Stapells, Q.C. bequest

In 2019, the Society was the grateful recipient of a generous bequest from the estate of R. Bredin Stapells, Q.C. Bredin served as the sixth president of the Lifesaving Society Ontario (1957 to 1965) and as the Society's national president (1973 to 1979). A graduate of the University of Toronto, Osgoode Hall, and the London School of Economics, Bredin was a lifelong supporter and benefactor of the Society. The establishment of a single, professional lifeguard standard was one of Bredin's dreams and he personally oversaw the development and launch of the National Lifeguard Service across Canada. The Stapells Cup, the Society's annual affiliate recognition award for exceptional leadership training, is named in his memory.

The David and Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the Society's historical record. In 2019 we received donations from: **Wendy Mahony.**

Hilary M. Weston Award

The Society instituted the Hilary M. Weston Award in 2001 in recognition of her patronage as the Past Lieutenant Governor. See the Member Services section in this report for details.

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, five recipients have completed their lifeguard certification and one recipient was certified as an instructor.

In memoriam donations

The Society is honoured to be the recipient of donations in memory of individuals. In 2019 we received donations in memory of: **William James Bewley** from John, Sharon & Florence Blaicher; **Bernie Bulat** from Kenn Little & Michael Wilcox; **Peter Cakebread** from Kenn Little; **Shauna Cousineau** from Kenn Little; **James Lehman** from Rebecca Lehman; **Michael McGee** from Robert Clark; **Pauline Moreland** from Kenn Little & Michael Wilcox; **Mark Palmer** from Ann & Aaron Palmer; **Chris Rawnsley** from Susan Corak; **Cheryl Bealor Waterman** from Bill & Ruth Bealor; **Doris Wilson** from Kenn Little.

In honour donations

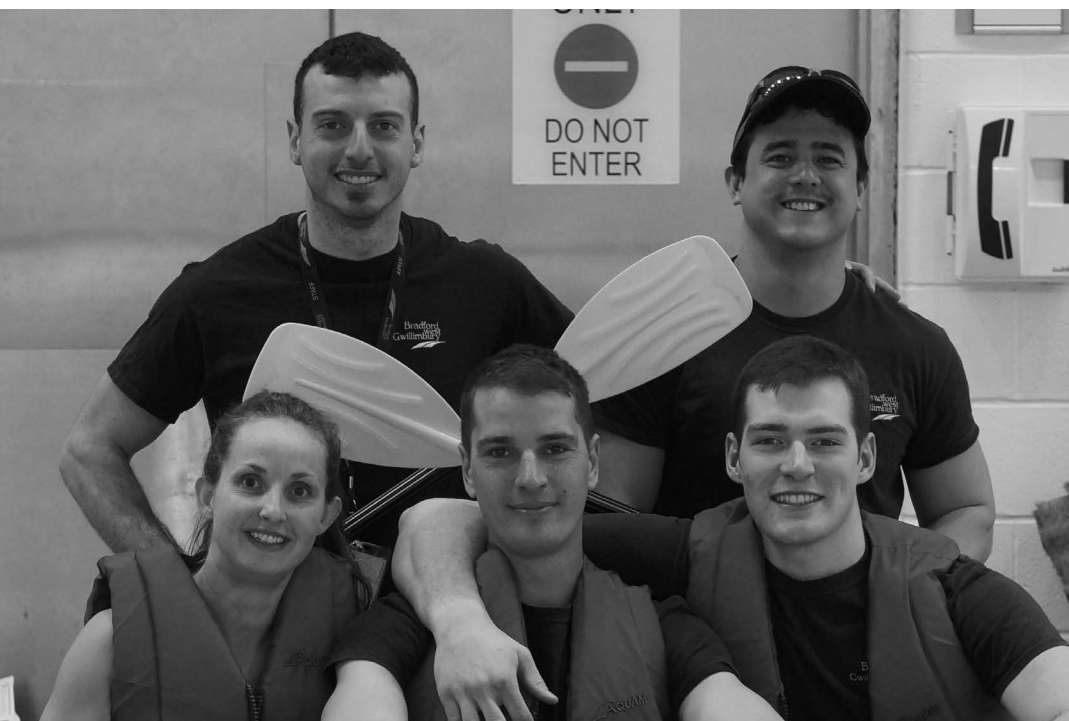
The Society is pleased to be the recipient of donations in honour of individual milestones. In each case the Society informs the individual in whose name the donation is given. In 2019 we received donations in honour of: **Kenn Little** from Jodi Burgon; **Eric Shendelman** from IDEO.

Lifesaving Sport

Special thanks to **Journal Printing** for supporting the Ontario and Canadian Lifesaving Championships.

Gaming

Nevada Lottery tickets in 2019 netted over \$71,000. Thanks to Bazaar Marketing President **Tim Stuart**, Vice President **Gary Jacob**, Vice President **Peter Speck** and the support team **Sharmaine Barnes, Shirley Brady, Cathy Smith** and Bazaar's regional sales reps **Pryce Goulding, Susan Meneely, Judy Muldoon** and **Morris Zuchter**. Thank you to all participating Ontario retail store owners.



April Pools Day 2019 – Team Bradford Fire posing before the boat race: three teams competed in a relay race in which rowers had to paddle to a victim and pull the victim into the boat four times.

Photo by Chris Gillard

MBNA® Affinity Mastercard

Holders of the Lifesaving Society Mastercard® Platinum Plus and Preferred Mastercard raised \$1,290 through purchases and card registrations. In April the Toronto-Dominion Bank (operating as a division of MBNA) decided not to renew the affinity card agreement with the Society, which then terminated at year-end. The Society is grateful to all the cardholders who supported the Society by carrying the card over so many years.

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. (PPL)** 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: **Benson Kearley IFG Insurance Brokers, Consolidated Pool & Spa Industries, Dynamic Connections, Elm Sales and Equipment, Fabco Plastics Wholesale Ltd, Hayward Pool Products Canada Inc., Humberview Chevrolet Buick GMC, Hydropool Industries, Leo Marbelite Inc., MC Mechanical Services Inc., Michael Shepley – Professional Corporation, More Management Services Inc., Muraca Group, Mursatt Chemicals, Northeastern Swimming Pool Distributors, Northern Stainless and Rail Products, Power Body Fitness, Sherrard Kuzz LLP, Sportsart Fitness, The Aries Group and The House.**

Additional donations were received from: **4503431 Canada Inc., Dr. Tom Pashby Sports Safety Fund, NJN Jewellers Inc., Waterloo Regional Aquatics Council and the Cecil and Dorothea Wiley Family Fund.**



April Pools Day 2019 – Buddy the Lifeguard Dog learning CPR with his new friends in the Town of Bradford West Gwillimbury. *Photo by Chris Gillard*

LIFESAVING SOCIETY

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

Honorary Patron

The Honourable Elizabeth Dowdeswell,
Lieutenant Governor of Ontario

2019 Board of Directors

Governor

John Macintyre

Past President

Brian Connors

President

Andrea Herrmann

President Elect

Julie Dawley

Corporate Secretary

Roberto Aburto

Treasurer

Crystal Maloney

VP Fundraising

Kenn Little

VP Information Services

Leo Jaciw-Zurakowsky

VP Lifesaving Sport

Jeff Schultz

VP Member Services

Cynthia Cakebread

VP Public Education

Christine Wagg

VP Safety Standards

Gary Sanger

VP Strategic Planning

Joel Kruzich

VP Training Programs

Kathleen Finn

VP Management Training

Jennifer Knights

VP Leadership

Kerry Wakefield

Training Programs Council

Aquatic Proficiency

*Adrian Wong**

Bronze Medal Awards

Jason Jolicoeur

First Aid Services

*Rebecca Boyd**

Instructor Trainers

Carolyn Tyner

Lifeguard Services

Patrick King

Medical Advisory

Carl Rotmann

Swim Program

Lisa Brandie

Public Education Council

Community Outreach

Christine Mitchell

Municipal

Patrick McBain, Judith Schultz

Multicultural Outreach

Eduardo Montes

Indigenous

Mitchell Blimkie

Schools

*Heather Marcy**

Social Media

Megan Hutchison

Swim to Survive

*Tanya Wolsegger**

Lifesaving Sport Council

Athlete Representative

Mackenzie Salmon

Coaching

Leslie Aziz

Event Management

Andrew Wakefield, Stephen Benning

Sport Development

Bryan Tsang

Sport Officials

Stephen Benning, Hugo Rodrigues*

Sport Promotion

Connor Marois

Technical

*Jeff McCurdy**

High Performance

Michael Hundt

Safety Standards Council

Court & Inquest Findings

Teresa Taylor

Major Incident Management

*Bruce Hollowell**

Regulation Review

Janice Carroll

Research

*Nathalie Vallières**

Safety Audit Services

Paul Di Salvo

Safety Standards

Stas Bodrov

Management Training Council

Aquatic Management Training

Jerry Lynch

Professional Development

*Minnie Fisher**

Pool Operator

*Conny Smith**

Member Services Council

Affiliate Services

*Christine Pelletier**

Annual Conference

*Jennifer Miller**

Rescue Commendations

Jennifer Evans

Volunteer Personnel

Darlene Horner

Area Services Council

Area Services

*Heather Morris-Stokes**

Central

Melissa Willson

East

*Sean Duffy**

Greater Toronto

Anna Morrell

North

Penny Lecour

West

Kathy Fisher

Leadership Council

Chair

Adam Eastman

Chair

*Katie Short**

Chair

*Marek Holke**

Chair

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