Teaching Canadians to save themselves and rescue others

Annually, over 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada’s lifeguarding experts, we set the standard for lifeguard training and certify Canada’s National Lifeguards.

Making Canadians Water Smart®

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

Drowning research

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

Setting the standard

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

Lifesaving sport

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

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 25 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada’s Full Member in the International Life Saving Federation. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as The Swimmers’ Life Saving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

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

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PRESIDENT’S REPORT

Looking back, 2018 was another successful year for the Lifesaving Society and a continuation of over a century of program excellence. You will find the hard work and dedication of talented volunteers and staff evident throughout this report.

As Canada’s lifeguarding experts, we are always looking for ways to reach more Canadians each year with our best-in-class programs, products and public education messages – all backed by thorough research and fact-based evidence. A perfect example is the 2018 focus on Family Swim to Survive. We worked with affiliates to provide families the opportunity to learn to survive an unexpected fall into water — together.

You will read about many other 2018 achievements in this annual report that mean more Ontarians are learning to swim, to be safe around the water, and to be rescue-ready.

Our revised Bronze awards will better prepare candidates with the skills and knowledge they need to succeed and excel in lifesaving roles. Revisions reinforce Bronze Cross as the Society’s assistant lifeguard certification and prepare candidates for safety supervision roles and for National Lifeguard training.

As the standard setter in aquatic safety, the Society developed the new Ontario Waterfront Safety Standards and released the highly anticipated 2018 edition of the Guide to Ontario Public Pools Regulation. Provincial government changes and their implementation provided the Society with the opportunity to demonstrate leadership and expertise, and facilitated an intensified collaboration with public health in Ontario: together, we are ensuring safer aquatic environments for everyone.

Customer service remains paramount and our services continue to evolve and improve. This year we made it easier to apply for the Swim to Survive school grant with an online application.

The Society released two important leadership resources in 2018. The Trainer Manual and Examiner Handbook are exceptional technical references for both aspiring candidates and experienced leadership personnel. The new Instructor Manual promises to be an equally valuable resource for the Society’s instructors.

Affiliates are increasingly realizing that lifesaving sport is a great way to engage youth, a fun way to practice lifesaving skills and a way to build passion and commitment for drowning prevention, lifeguarding and aquatics. As a result, we continue to experience growth in this area year after year.

We eagerly await confirmation of an internationally agreed definition of “non-fatal drowning,” which will facilitate data-collection in this dimension of the drowning problem. In turn, this will enable us to sharpen the tools in our drowning prevention arsenal to make them even more effective.

The province continues to experience a shortage in aquatic instructors. At a time when the nation’s youth are facing greater challenges entering the workforce, the leadership training and experience of Lifesaving Society programs deserve greater recognition and consideration. Lifeguarding and teaching swimming is not just a job — it’s part of a mission — a mission to prevent drowning and to keep Ontarians safe. The training may be challenging, but it equips candidates with the judgment, dedication and leadership skills to make a difference in so many ways throughout their lives.
Sadly, but with gratitude for their volunteer contributions to the Society, we record the 2018 passing of Cheryl Waterman (formerly Cakebread), Tony Kyle, Willy Mueller and Jim Smart.

Cheryl, a vibrant Windsor-Essex Instructor Trainer, was a great contributor to the Society’s Bronze Awards Committee and served most recently on the Leadership Task Force’s Instructor Trainer Committee.

Tony was active at community, regional, provincial and national levels. He served as a Field Rep in the Huron-Perth area and subsequently as Area Chair while active as a member of the National Lifeguard Committee. Tony was a major contributor to the second edition of Alert and led the Ontario Program Revisions Committee (1996–2000).

Willy was a lifelong supporter of the Lifesaving Society and a legend in aquatic circles in northern Ontario in the 1950s and ’60s. He helped develop and nurture the self-sufficiency of aquatic leadership in the north.

Leading Oshawa recreation, Jim was a strong supporter and early adopter of National Lifeguard certification as Canada’s lifeguard standard. He believed in competition as an incentive for lifeguard training and hosted an early prototype of the Ontario lifeguard championships in Oshawa.

Our drowning prevention mission is a great responsibility. With great responsibility comes great rewards. What can be more rewarding than knowing that as aquatic professionals, and as Lifesaving Society volunteers, we are working every day toward a province free of drowning and water-related injury?

Andrea Herrmann

Ontario Branch Governors

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

Ontario Branch Presidents

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

The summary financial information presented here is derived from the Royal Life Saving Society Canada, Ontario Branch (“the Society”) audited consolidated statements for the year ended December 31, 2018, which include the results of the Drowning Prevention Research Centre Canada, a federally incorporated registered charity controlled by the Society. Detailed audited consolidated financial statements of the Royal Life Saving Society Canada, Ontario Branch are available upon request.

The Society’s expenses exceeded net revenue from operations resulting in a deficit this year of $527,000 compared with a $464,000 surplus in the prior year. Overall net revenue decreased by 11% over the prior year, while expenditures were relatively flat.

Most revenue centres showed growth over the prior year. The largest increases were in Merchandise, Water Rescue, Safety Management, Leadership and Literature.

The deficit was mainly attributable to investment revaluation and currency exchange losses. These reduced investment income to a loss of $95,000 on investments totalling $8,184,000 at year-end, compared with $1,058,000 recognized in net revenues from our portfolio investments in 2017. It is important to recognize that we did not lock in this paper loss by selling. We continue to have a long-term time investment horizon over which we can reasonably expect continued strong investment returns.

Merchandise net revenues of $752,000 were 32% higher in 2018, primarily related to 2017 ACTAR back-orders fulfilled in 2018.

Water rescue net revenues of $2,586,000 were up 5% in 2018 mainly attributable to First Aid, Bronze Medallion and Bronze Cross programs. Safety Management net revenues of $156,000 were 55% higher in 2018 primarily due to the publication of the new Guide to Ontario Public Pools Regulation.

Fundraising net revenue was down 13% in 2018. This was largely due to higher grant recognition in 2017 than 2018 related to a Public Education boating project.

Total expenditures of $8,019,000 were relatively flat with 2017. Lower expenses in Public Education, corresponding to lower revenue items, offset higher administrative costs allocated to the programs as we continued to grow our organization with more staff and volunteers.

Leadership expenses, including administrative costs, are shown separately from Training Programs starting in 2018.

We replenished the capital fund this year by $135,000 to help ensure we maintain our past technology investments.
We remain financially healthy with investments in our marketable securities portfolio of $8.2 million at the end of 2018 (2017: $9.3 million).

We have many challenges, to be sure, but believe that they are manageable with continued prudent cost control and continued success in developing new products and programs. We remain committed to revising existing programs regularly to ensure their continued relevancy, and to refining processes that leverage technology to maximize efficiencies.

As a result, I believe that overall, the Society is financially well positioned to continue working towards its mission of drowning prevention in Ontario and drowning prevention research in Canada.

Crystal Maloney, CPA, CMA, CFA

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### OPERATIONS

<table>
<thead>
<tr>
<th>Service</th>
<th>Net Revenue 2018</th>
<th>%</th>
<th>Net Revenue 2017</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water rescue</td>
<td>2,586,301</td>
<td>35%</td>
<td>2,455,634</td>
<td>29%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,719,688</td>
<td>23%</td>
<td>1,982,139</td>
<td>23%</td>
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<tr>
<td>Literature</td>
<td>1,570,394</td>
<td>21%</td>
<td>1,541,995</td>
<td>18%</td>
</tr>
<tr>
<td>Merchandise</td>
<td>751,544</td>
<td>10%</td>
<td>568,642</td>
<td>7%</td>
</tr>
<tr>
<td>Leadership</td>
<td>602,888</td>
<td>8%</td>
<td>562,029</td>
<td>7%</td>
</tr>
<tr>
<td>Safety management</td>
<td>156,167</td>
<td>2%</td>
<td>101,061</td>
<td>1%</td>
</tr>
<tr>
<td>Affiliation fees</td>
<td>109,623</td>
<td>1%</td>
<td>104,042</td>
<td>1%</td>
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<tr>
<td>Lifesaving sport</td>
<td>77,698</td>
<td>1%</td>
<td>76,422</td>
<td>1%</td>
</tr>
<tr>
<td>Research</td>
<td>13,229</td>
<td>0%</td>
<td>22,916</td>
<td>0%</td>
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<tr>
<td>Investments</td>
<td>(95,114)</td>
<td>-1%</td>
<td>1,057,710</td>
<td>13%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>7,492,418</strong></td>
<td>100%</td>
<td><strong>8,472,590</strong></td>
<td>100%</td>
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</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>2018</th>
<th>%</th>
<th>2017</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training programs</td>
<td>2,212,019</td>
<td>28%</td>
<td>2,777,106</td>
<td>35%</td>
</tr>
<tr>
<td>Member services</td>
<td>1,306,944</td>
<td>16%</td>
<td>1,343,249</td>
<td>17%</td>
</tr>
<tr>
<td>Swim to Survive</td>
<td>1,231,509</td>
<td>15%</td>
<td>1,190,114</td>
<td>15%</td>
</tr>
<tr>
<td>Leadership</td>
<td>820,014</td>
<td>10%</td>
<td>-</td>
<td>0%</td>
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<tr>
<td>Public education</td>
<td>745,282</td>
<td>9%</td>
<td>1,003,550</td>
<td>12%</td>
</tr>
<tr>
<td>Lifesaving sport</td>
<td>663,838</td>
<td>8%</td>
<td>644,778</td>
<td>8%</td>
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<tr>
<td>National levy</td>
<td>405,018</td>
<td>5%</td>
<td>400,641</td>
<td>5%</td>
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<tr>
<td>Safety management</td>
<td>296,610</td>
<td>4%</td>
<td>253,700</td>
<td>3%</td>
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<tr>
<td>Research</td>
<td>282,903</td>
<td>4%</td>
<td>262,979</td>
<td>3%</td>
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<tr>
<td>Amortization</td>
<td>55,039</td>
<td>1%</td>
<td>132,100</td>
<td>2%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>8,019,176</strong></td>
<td>100%</td>
<td><strong>8,008,217</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

**Net Contribution for the year**

(526,758)  464,373

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### BALANCE SHEET

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net working capital</td>
<td>(2,556,122)</td>
<td>(3,224,821)</td>
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<tr>
<td>Investments</td>
<td>8,184,354</td>
<td>9,313,175</td>
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<tr>
<td>Capital assets</td>
<td>161,122</td>
<td>227,758</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>5,789,354</strong></td>
<td><strong>6,316,112</strong></td>
</tr>
</tbody>
</table>

**Fund Balances**

| General                     | 2,773,841       | 3,197,980       |
| Capital                     | 2,697,323       | 2,796,682       |
| Provincial lottery          | 229,811         | 225,724         |
| DPRC                        | 88,379          | 95,726          |

**Total**

5,789,354  6,316,112
## TOP LINE SUMMARY

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<tbody>
<tr>
<td>Swimming</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Lifesaving</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>First Aid</td>
<td></td>
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<tr>
<td>Lifeguarding</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Safety Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifesaving Sport</td>
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</tr>
<tr>
<td>Leadership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
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<td></td>
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<tr>
<td><strong>SWIMMING</strong></td>
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<tr>
<td>Swim to Survive</td>
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<tr>
<td>Swim for Life</td>
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<tr>
<td><strong>LIFESAVING</strong></td>
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<tr>
<td>Junior Lifeguard Club</td>
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<td>Canadian Swim Patrol</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze Star</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Bronze Medallion</td>
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<td></td>
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</tr>
<tr>
<td>Distinction</td>
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<td>Lifesaving Fitness</td>
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<tr>
<td>Boat Rescue</td>
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<td><strong>FIRST AID</strong></td>
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<td>CPR</td>
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<td>Supervision</td>
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<tr>
<td>Bronze Cross</td>
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<tr>
<td>National Lifeguard</td>
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<td><strong>SAFETY MANAGEMENT</strong></td>
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<tr>
<td>Aquatic Supervisor</td>
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</tr>
<tr>
<td>Pool Operator</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Safety Inspector &amp; Auditor</td>
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<td><strong>LIFESAVING SPORT</strong></td>
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<tr>
<td>Athletes</td>
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<tr>
<td>Officials</td>
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<td><strong>LEADERSHIP</strong></td>
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<tr>
<td>Instructor</td>
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<tr>
<td>Examiner</td>
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<tr>
<td>Trainer</td>
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<td>2018</td>
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<td>--------</td>
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<tr>
<td><strong>Swimming</strong></td>
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<tr>
<td></td>
<td>672,852</td>
<td>634,636</td>
<td>550,291</td>
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<td></td>
<td>55,663</td>
<td>60,460</td>
<td>57,469</td>
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<td></td>
<td>81,813</td>
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<td>32,926</td>
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<td></td>
<td>1,076</td>
<td>966</td>
<td>930</td>
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<td></td>
<td>3,490</td>
<td>3,425</td>
<td>3,963</td>
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<td></td>
<td>32,661</td>
<td>31,255</td>
<td>31,537</td>
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<td><strong>Total</strong></td>
<td>880,481</td>
<td>839,188</td>
<td>753,126</td>
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<tr>
<td><strong>Lifesaving</strong></td>
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* 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.)

1st
Toronto — Etobicoke/York District
64,187

2nd
Toronto — North York District
53,452

3rd
Toronto — Toronto & East York District
49,654

4th
Toronto — Scarborough District
43,787

Total
211,080

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

1st
City of Ottawa
152,973

2nd
City of Mississauga
111,319

3rd
City of Brampton
98,423

4th
City of Markham
77,195

5th
City of Vaughan
76,707

6th
Town of Richmond Hill
63,548

7th
First Aid 4 Job
52,806

8th
Town of Oakville
52,435

9th
City of Hamilton
51,068

10th
Toronto Lifeguarding
44,509

1st
Town of Newmarket
21,217

2nd
Town of Halton Hills
19,735

3rd
Town of Caledon
18,726

4th
Town of Aurora
17,966

5th
City of Pickering
16,638

6th
Municipality of Clarington
13,177

7th
City of Brantford
12,437

8th
Town of Georgina
11,779

9th
City of Kawartha Lakes
11,364

10th
City of Sault Ste Marie
10,125

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

1st
First Aid 4 Job
52,806

2nd
Brook University
24,606

3rd
Toronto-Sheppard YMCA
21,861

4th
Shendy’s Swim School
19,287

5th
Carleton University
19,096

6th
University of Waterloo
16,431

7th
Dovercourt Recreation Association
13,493

8th
Scarborough YMCA
13,191

9th
Town of Essex
11,779

10th
Training for Life
11,364

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.

1st
Town of Richmond Hill
63,548

2nd
Town of Oakville
52,356

3rd
City of Burlington
30,495

4th
Town of Milton
29,336

5th
City of Kitchener
19,909

6th
City of Windsor
18,519

7th
City of Guelph
18,283

8th
City of Barrie
17,651

9th
City of Oshawa
17,433

10th
Town of Ajax
14,848

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

1st
First Aid 4 Job
52,806

2nd
Toronto Lifeguarding
44,509

3rd
Lifeguarding Academy
28,339

4th
Code of Confidence
19,497

5th
Shendy’s Swim School
19,287

6th
Dovercourt Recreation Association
13,493

7th
Making Waves Swim School
12,964

8th
North York CPR
12,135

9th
Training for Life
11,364

10th
Zodiac Swim School
10,125

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

1st
Town of LaSalle
13,057

2nd
Town of Essex
11,779

3rd
Town of Bradford W. Gwillimbury
9,453

4th
City of Woodstock
8,066

5th
Town of Whitchurch-Stouffville
7,330

6th
Town of Tillsonburg
6,804

7th
City of Orillia
6,723

8th
Township of Uxbridge
6,020

9th
City of Belleville
5,724

10th
Town of Lakeshore
5,713

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

1st
First Aid 4 Job
52,806

2nd
Toronto Lifeguarding
44,509

3rd
Lifeguarding Academy
28,339

4th
Code of Confidence
19,497

5th
Shendy’s Swim School
19,287

6th
Dovercourt Recreation Association
13,493

7th
Making Waves Swim School
12,964

8th
North York CPR
12,135

9th
Training for Life
11,364

10th
Zodiac Swim School
10,125

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

1st
Town of Hanover
4,033

2nd
Town of Carleton Place
2,264

3rd
Town of St. Marys
2,203

4th
Township of North Huron
2,156

5th
Town of Amprion
2,125

6th
Municipality of Huron East
2,022

7th
Town of Kirkland Lake
1,870

8th
Town of Iroquois Falls
1,483

9th
Town of Deep River
1,277

10th
Town of Perth
968

TORONTO CUP: Awarded to the private affiliate with the largest lifesaving program.

1st
First Aid 4 Job
52,806

2nd
Toronto Lifeguarding
44,509

3rd
Lifeguarding Academy
28,339

4th
Code of Confidence
19,497

5th
Shendy’s Swim School
19,287

6th
Dovercourt Recreation Association
13,493

7th
Making Waves Swim School
12,964

8th
North York CPR
12,135

9th
Training for Life
11,364

10th
Zodiac Swim School
10,125
ERNEST A. CHAPMAN CUP: Awarded to the affiliated camp with the largest lifesaving program.

1st Onondaga Camp 6,773
2nd Glen Bernard Camp 6,059
3rd Camp Timberlane 4,234
4th Camp Tawingo 4,173
5th Camp Ponacka 3,516
6th Kiloo Camp Ltd. 3,303
7th YMCA Camp Wanakita 2,889
8th Camp Winnebagoe 2,874
9th YMCA Camp Kitchikewana 2,868
10th Camp Tanamakoon 2,736

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

1st Toronto-Sheppard YMCA 21,861
2nd Scarborough YMCA 13,191
3rd Mississauga YMCA 10,700
4th YMCA of Oakville 8,756
5th YMCA of Western Ontario (Stoney Creek) 7,920
6th YMCA of Kingston 7,212
7th YMCA of Owen Sound Grey Bruce 5,677
8th YMCA across Southwestern Ontario (Sarnia-Lambton) 5,215
9th YMCA of Simcoe Muskoka (Barrie) 5,119
10th Markham YMCA 5,055

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

1st Sir Wilfrid Laurier Collegiate Institute 332
2nd Bishop Strachan School 1,008
3rd Appleby College 1,400
4th Aldershot High School 1,025
5th Bishop A Y Jackson Secondary School 715
6th Branksome Hall School 768
7th North Toronto Christian School 726
8th H.B. Beal Secondary School 715
9th A Y Jackson Secondary School 359
10th Sir Wilfrid Laurier Collegiate Institute 332

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

1st Brock University 24,606
2nd York University 22,983
3rd Carleton University 19,096
4th University of Waterloo 16,431
5th Trent University 6,317
6th Western University 5,218
7th St. Clair College of Applied Arts & Technology 5,038
8th Ryerson University 4,351
9th Queen’s University 4,304
10th University of Toronto 4,127

JOSEPH BREDIN STAPELLS CUP: Awarded to the affiliated university or college with the largest leadership training program; and to the municipal affiliate member with the largest leadership training program per capita.

Open category

1st City of Toronto 44,855
2nd City of Markham 23,970
3rd City of Mississauga 22,500
4th Town of Richmond Hill 19,350
5th Toronto Lifeguarding 17,410
6th City of Vaughan 15,510
7th City of Ottawa 14,985
8th City of Brampton 13,690
9th City of Burlington 11,585
10th Town of Oakville 11,190

Per capita category

1st Town of Hanover .2043
2nd Town of LaSalle .1695
3rd Township of North Huron .1566
4th Town of Essex .1492
5th Town of Richmond Hill .0956
6th Town of Caledon .0950
7th Town of Bradford West Gwillimbury .0943
8th Town of Tillsonburg .0941
9th City of Markham .0773
10th Town of Kirkland Lake .0725

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

Brock University

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

University of Ottawa

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

1st City of Toronto 85,504
2nd City of Ottawa 73,046
3rd First Aid 4 Job 52,806
4th City of Brampton 43,370
5th City of Mississauga 43,288
6th City of Vaughan 29,154
7th City of Markham 27,467
8th City of Hamilton 21,942
9th City of London 21,563
10th York University 21,338

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

1st First Aid 4 Job 52,806
2nd Brock University 13,332
3rd University of Waterloo 12,671
4th Training for Life 10,664
5th Toronto-Sheppard YMCA 9,271
6th Carleton University 7,866
7th Town of Essex 7,484
8th Kids and Company 7,249
9th Scarborough YMCA 7,036
10th Shendy’s Swim School Inc. 7,009
**DARNELL CHALLENGE CUP:** Awarded to affiliate members or institutions that demonstrate a commitment to drowning prevention by mobilizing staff and volunteers to raise funds for Water Smart.

**Overall category:**

1st PPL Aquatic, Fitness and Spa Group Inc. $29,965
2nd Town of Bradford West Gwillimbury $2,710
3rd City of Windsor $2,453
4th City of Thunder Bay $2,406
5th Town of Richmond Hill $1,848

**Municipal category:**

1st Town of Bradford West Gwillimbury $2,710
2nd City of Windsor $2,453
3rd City of Thunder Bay $2,406
4th Town of Richmond Hill $1,848
5th Town of Whitchurch-Stouffville $1,324

**Single-facility category:**

1st Town of Bradford West Gwillimbury $2,710
2nd Town of Whitchurch-Stouffville $1,324
3rd Town of Tillsonburg $1,154
4th Town of Tecumseh $834
5th Town of Essex $558

**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.

(99%) Limestone DSB, City of Kingston, Loyalist Township, City of Belleville, Queen’s University, Upper Grand District School Board, Wellington Catholic District School Board, Township of Centre Wellington, Town of Minto, City of Guelph, YMCA-YWCA of Guelph, Town of Orangeville

(98%) Thames Valley District School Board, London Catholic District School Board, City of London, Town of Dutton-Dunwich, Town of Ingersoll, Township of Southwest-Middlesex, St. Thomas YMCA, Town of Tillsonburg, City of Woodstock, Municipality of West Elgin, Bob Hayward YMCA, Stoney Creek YMCA, London YMCA, Woodstock YMCA, Municipality of Strathroy-Caradoc

(96%) Trillium Lakelands School Board, Town of Huntsville, Town of Bracebridge, City of Kawartha Lakes, Gravenhurst YMCA, JS Safety Training, District School Board of Niagara, Education Foundation of Niagara, Brock University, City of St. Catharines, YMCA of Niagara

(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.

Lifesaving Club of Markham

**Swim to Survive® Award**

(100%) Algoma District School Board, Sault Ste. Marie Family YMCA, Ottawa Catholic District School Board, Ottawa-Carleton District School Board, Dovercourt Recreation Centre, City of Ottawa, Ruddy Family YMCA, Toronto Catholic District School Board, City of Toronto

**Photo by Lorraine Wilson-Saliba**
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

- Core Instructor: 15 points
- Assistant Instructor: 20 points
- Swim Instructor: 40 points
- Lifesaving Instructor: 40 points
- Advanced Instructor: 20 points
- Exam Standards Clinic & Examiner Course: 15 points
- Update Clinics: 15 points
- Specialized Instructors: 30 points
- Trainer Clinics & Courses: 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

The Swim Committee had a significant changeover in 2018 as Kerry Wakefield assumed the VP Leadership portfolio and Lisa Brandie became chair of the Swim Program Council. Lisa rebuilt the committee with the following volunteers: Lis Drouillard, Sarah Laughton, Debbie MacKay, Sharon Newman, Kayla Pariselli and Katherine Taylor.

The Swim Licensee meeting in June was held at a larger venue (Radisson Hotel Toronto East) to accommodate an increase in participants. It was a great day of sharing ideas that will guide the development of future resources.

Thanks to all the Swim Committee members for their dedication and commitment.

Andrea Herrmann (centre) presents the M.G. Griffiths Cup to Bert Lennox (left) and Steph Burt from the Town of Hanover. Photo by John William Bauld
Bronze medals revisions

Following months of piloting across the country, the National Training Program Commission hosted a workshop at the Ontario Branch in June to finalize content of the revised Bronze medals. Representatives from all branches attended. Jason Jolicoeur and Perry Smith participated on behalf of Ontario. Thank you to the many municipalities, YMCAs, camps, instructors and examiners who piloted the proposed content and provided valuable feedback.

The workshop participants were cognizant of the fact that candidates arrive in Bronze Star and Bronze Medallion with various aquatic backgrounds and skill levels. Some enter the Bronze family of awards directly from learn-to-swim programs while others may enjoy the advantages of Swim Patrol training or swim team experience. Still others may be self-taught and have never taken formal aquatic lessons. The design of the new awards continues to accommodate them all.

The Bronze Medallion was the first award introduced by the Society in 1892 and has been earned by millions of people around the world. Over 30,000 Canadians earn Bronze Medallion certification every year. Bronze Medallion certifications in Ontario reached an all-time high (17,498) in 2018.
Training and development in the Caribbean

The Lifesaving Society Ontario assists commonwealth nations in the Caribbean by providing advice on drowning prevention in addition to training and development. In 2018 we sent trainers to Jamaica, St. Lucia, Barbados and Trinidad and Tobago. Sessions were sponsored and supported by Speedo International Ltd. and Laerdal Medical.

Thanks to Rebecca Boyd, Patrick D’Almada and Kathleen Finn for their leadership in assisting the Caribbean nations to accomplish their goals in drowning prevention.

Quality assurance and certification review

The integrity of our training programs depends upon maintenance of its standards. In 2018 the Certification Review Committee conducted seven full investigations that resulted in sanctions, temporary suspensions, revocations or decertification for offences that included forgery, theft and sexual assault.

Thanks to Roberto Aburto and Kate Kreps for their leadership.
LEADERSHIP

Leadership contributes to the mission of the Society by developing the instructors, coaches, examiners and trainers who deliver leadership programs, which 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.

Launch of new leadership council

The Society created a new VP Leadership position and added four new project-based chair positions, all of which were filled. Welcome Vice President Kerry Wakefield and chairs: Adam Eastman, Marek Holke, Katie Short and Tamara Wood.

New leadership literature resources

The Leadership Council provided invaluable content, feedback and editing into the new candidate resources (available in English and French) to support its revised leadership system.

The new Trainer Manual is the required text for candidates on Lifesaving Society trainer courses. It is the Lifesaving Society trainer’s technical reference and companion to the leadership award guides. Collectively, these resources provide trainers with the knowledge and tools to effectively plan and deliver the certifications in the Lifesaving Society leadership system.

The new Examiner Handbook is the required text for candidates on Lifesaving Society examiner courses. It provides the essential knowledge and tools required to plan and conduct Lifesaving Society examinations.

Examiner Mentor

The Society is introducing Examiner Mentors 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.

In 2018, the Leadership Council in conjunction with Area Services developed the application, learning opportunity and assessment for new Examiner Mentors. The councils also worked together to update the area chairs on the new process and their appointment of the first round of examiner mentors for 2019. The materials were distributed in 2018 for the launch of the program in 2019.

Revised recertification system

The Leadership Council started a review of the recommendations made by the Leadership Task Force in 2015 concerning a revised instructor recertification system.

Trainer update clinics

Trainer updates concluded on December 31, 2018. Over 600 Lifesaving Society trainers attended the national trainer led clinics.
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 an array of activities in competition, coaching, officiating, training and development. In 2018, competitors participated in TeleGames, regional, provincial, national and international competitions including:

- 647 participants from 17 clubs took part in four TeleGames.
- 705 competitors participated in 10 regional sanctioned competitions.
- 734 competitors, representing 24 clubs, took part in seven provincial championships.
- 51 new Ontario Championships records were set – seven Senior Pool Lifesaving, 14 Masters Pool Lifesaving and 30 Junior Pool Lifesaving.
- 181 competitors from 14 clubs participated in three Canadian Championships.
- 50+ Ontario athletes, officials, coaches and support personnel attended the World Lifesaving Championships.
- 26 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, as well as supporting their athletes in TeleGames and provincial championships: Brampton, Halton Hills, Orangeville, Vaughan, Woodstock and the YMCA of Owen Sound Grey Bruce.

Jeff McCurdy led a competition alignment and review project aimed at improving the development of lifesaving sport athletes. As a result, a new menu and program of events for lifesaving sport competition was developed and a new Ontario Competition Manual was produced.

The Ontario Lifesaving Sport Council welcomed a new Vice President Jeff Schultz, a new High Performance Chair Michael Hundt and a new Coaching Chair Leslie Aziz in April.

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

Photo by Wendy Mahony
Hosting

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

The season kicked off with the Senior & Masters Lifesaving Pool Championships in March with 87 Senior and 25 Masters competitors from 12 clubs. Thanks to Charlene Pugh, the Richmond Hill Lifesaving Club and the Town of Richmond Hill staff and volunteers for hosting this successful event.

In May, Ontario welcomed 11 teams with 44 competitors from eight clubs representing three provinces to the Canadian Lifeguard Emergency Response Championships. Congratulations to the club champions – the Richmond Hill Lifesaving Club. Thanks to Steve Benning and the Town of Milton staff and volunteers for hosting a great event.

In June, Ontario welcomed 172 Senior and 31 Masters competitors from 26 clubs representing five provinces to the Canadian Pool Lifesaving Championships. Congratulations to the club champions – the Lifesaving Club of Markham. Thanks to Jeff McCurdy and the City of Markham volunteers and staff for hosting the largest CPLC to date.

Also in June, participation at the Ontario Junior Lifeguard Games – Pool grew by a whopping 43%, with 387 junior competitors from 16 clubs. Thanks to Jeff McCurdy and the City of Markham volunteers and staff for undertaking the challenge of hosting this event.

In August, six teams with 23 competitors representing four clubs competed in the Ontario Lifeguard Championships. Thanks to Lesley Franklin and the Town of Oakville staff and volunteers for being such wonderful hosts.

The provincial championship season wrapped up with the Ontario Lifesaving Championships – Waterfront, where 212 competitors (108 Junior, 12 Masters, 92 Senior) from 12 clubs enjoyed three days of competition in the City of Toronto. Thanks to Andrea Chow and the City of Toronto, along with Bruce Hollowell and the Toronto Police Lifeguard Service for hosting.

Volunteers

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

Ten sanctioned regional competitions were held thanks to the commitment and dedication of these key volunteers: Adrian Cossu, Miranda Dell’Anna, Ryan Foster, Hannah Hopper, Michael Hundt, Jeff McCurdy, Laura O’Driscoll, Arlen Panchoo, Jeff Schultz, Adrian Wong and John Wyatt.

Thanks to the meet managers and referees who volunteered their leadership at provincial championships: Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Bruce Hollowell, Sarah Ingleton, Andrew Mintz, Hugo Rodrigues, Nathalie Vallières and Carmen Wong.

Ontario volunteers provided leadership and support to three Canadian championships. Thanks to Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Bruce Hollowell, Laura O’Driscoll, Shanna Reid, Hugo Rodrigues, Perry Smith and Carmen Wong.

Ontario volunteers continued to support the National Lifesaving Sport Commission in 2018. 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 the Ontario volunteers who officiated at the World Lifesaving Championships in Adelaide: Michelle Amar, Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Anne Marie Friedmann, Sarah Ingleton, Shanna Reid, Hugo Rodrigues, Perry Smith and Carmen Wong.

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, 15 Ontario athletes were selected to Canada’s national teams at the World Lifesaving Championships in Adelaide, Australia. Congratulations to Haylie Burton, Russell Burton, Sebastian Reimer (Guelph Marlin Aquatic Club), Dennis Cook, Kai Dingman (Richmond Hill Lifesaving Club), Jessey The Elf, Scano Hewa Batuwitage, Owen Hollowell, Carlin Reid (TPLS Lifesaving Club), Mya Falcon, Janelle Gursoy, Ethan Placek (Pan Am Lifesaving), Alexandra Ferguson, Jacob Miess (Paradise Beach Lifesaving Association) and Jordan Stott (Halton Hills Lifeguard Club).

Highlights included new Canadian records, a new world record and gold medal in Line Throw (Jordan Stott), and a bronze medal in the Simulated Emergency Response Championships (Jacob Miess, Carlin Reid). The teams were supported by Don Burton (Coach) and Laura Tracey (Manager).

Athletes from the Guelph Marlin Aquatic Club, Paradise Beach Lifesaving Association, Richmond Hill Lifesaving Club, Saugeen Shores Lifesaving Club, TPLS Lifesaving Club, and the Vaughan Lifesaving Club also had the opportunity to experience international competition at the Masters and Interclub championships at the World Lifesaving Championships.

Highlights at the Masters Championships included multiple Canadian records: a gold medal in Line Throw (Richmond Hill Lifesaving Club – Liz Neely), a silver medal in Line Throw (Richmond Hill Lifesaving Club – Michelle Amar, Charlene Pugh), a silver medal in Line Throw (Saugeen Shores Lifesaving Club – Sarah Ingleton, Shanna Reid), a silver medal in Line Throw (Vaughan Lifesaving Club – Bob Isbister, Tom Yeh) and a bronze medal in Medley Relay (Richmond Hill Lifesaving Club – Michelle Amar, Liz Neely, Charlene Pugh).

Highlights at the Interclub Championships included a silver medal in Line Throw (Richmond Hill Lifesaving Club – Bernardo Cardona, Dennis Cook), a silver medal in Beach Run for (TPLS Lifesaving Club – Jessey The Elf) and a bronze medal in Beach Run Relay (TPLS Lifesaving Club – Jessey The Elf, Owen Hollowell).
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 Public Education Christine Wagg for her leadership in 2018.

Swim to Survive® School Grant program

During the 2017/2018 school year, 86,210 children had the opportunity to participate in the Swim to Survive program. Participants included 2,012 schools in 50 boards, with 93 municipalities, YMCAs and private pools. These partnerships reached 67% of all Grade 3 students in Ontario. Thank you to all the applicants who supported the program with in-kind donations and 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 929,794 students have received funding to participate in the program.

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.

Swim to Survive partners meeting

In June the Lifesaving Society hosted its annual Swim to Survive partners meeting, which provides applicants the opportunity to come together and network with one another 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, school boards, public health and universities. The new online application was unveiled at the meeting with a demonstration.

New Swim to Survive online application

The Ontario Ministry of Education provided funding to the Lifesaving Society to develop an online registration page for the Swim to Survive application process. This tool is for Swim to Survive and Swim to Survive+ applicant organizations, their partners and program administrators who manually complete forms and deal with paper based-delays.

The Swim to Survive bilingual online registration page will simplify and speed up the application process and support application reviews and approvals while providing key reporting about the program. The goal is to improve the overall efficiency of running the program, to gain more control and insight into the financial aspect of grant applications, and to assist in reducing the program administration process.
Swim to Survive Plus

Thanks to the generous support of the Ontario Ministry of Education and PPL Aquatic, Fitness and Spa Group Inc., 26,637 Grade 7 students across the province received funding to participate in the School Grant Program for Swim to Survive+ during the 2017/2018 school year. Participants included 497 schools together with 54 Society affiliates. Thanks to this continued support, school-age children have two opportunities to learn swimming survival skills.

In 2018 the Swim to Survive+ parent handouts and letters were translated into 10 languages in addition to English and French; they were made available to teachers and published on the Society’s website.

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

Swim to Survive+ video

The Society held a Swim to Survive+ video contest in the spring. The contest was for 11 to 14-year-olds who participated in Swim to Survive+ swim lessons with their class when they were in Grade 7. They were asked to make and submit a video for other kids to see, explaining how the Swim to Survive+ program works and why they think it is important. A judging panel chose the following winners:

1st – Michelle Alovetdinov, Bella Beaman, Ava Marsh and Brooke McDaniel from Aldershot School in Burlington.

2nd – Charlie Stewart from Markham.

3rd – Brett Kuzyk from Orangeville.

Thanks to Swim to Survive Chair Tanya Wolseger for her work on the video contest.

Family Swim to Survive

In February the Lifesaving Society promoted “Family Swim to Survive on Family Day.” Twenty municipalities from across the province hosted the program targeting those new to Canada or new to the community. The program was also promoted during National Drowning Prevention Week – Wednesday, July 18 was themed Swim to Survive Day, where all Ontarians were encouraged to learn the Swim to Survive skills and affiliate members were encouraged of offer Family Swim to Survive lessons.

Many affiliate members also offered Family Swim to Survive lessons on Saturdays and Sundays during recreational swims, primarily in the May to September period.

In December, the Lifesaving Society hosted a meeting with 17 affiliate members representing 14 affiliates, who provided feedback to strengthen and expand the Family Swim to Survive program.

Thanks to Multicultural Outreach Chair Eddie Montes who piloted a Family Swim to Survive Day with a large new-Canadian community at Lowertown Pool in Ottawa, and thanks to Swim to Survive Chair Tanya Wolseger for helping to promote the program.

Aboriginal outreach

The Aboriginal Outreach Committee continued building partnerships 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 to First Nations Metis Inuit communities. Thanks to Aboriginal Outreach Chair Mitchell Blimkie for his work to reach this important group.

Schools

The development of cross-curricular lesson plans for teachers began in 2018. These lesson plans reach beyond the Swim to Survive teacher audience. They focus on Water Smart® messages for a variety of grade levels and meet expectations in various Ontario curriculum documents.

Thank you to Schools Chair Heather Marcy for her leadership and expertise in this area.

National Drowning Prevention Week (July 15–21)

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 own social media accounts and to share key messages. The 2018 hashtags were #ndpw2018 and #snpn2018.

Thanks to Social Media Chair Megan Hutchison for her contributions to the Society’s strong social media presence during the summer months and in particular during National Drowning Prevention week.
Community outreach

A Simcoe Muskoka Drowning Prevention Alliance was formed in 2018 composed of representatives from multiple sectors. The first community event was held in Wasaga Beach in June during the Wasaga Beach Waterfront Festival. Social media accounts were created and a social media representative was recruited to help manage them.

Thanks to Community Outreach Chair Christine Mitchell for her leadership in creating community drowning prevention alliances.

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 goal in 2018 was to drive traffic to the STARTboating website (startboating.ca) by leveraging the mass audience on platforms such as Facebook, Google Search and Google Display Network to drive a new and inexperienced boater audience to the website. As a result, traffic to the website increased considerably over the preceding period and over the previous year.

In addition to the social media campaign, STARTboating was promoted extensively to new boaters and new Canadians using a variety of outreach methods including outdoor advertising, ads in boating magazines and multicultural publications, and on the Weather Network. The campaign was funded by the Search and Rescue New Initiatives Fund, established by the federal government and managed by Public Safety Canada.

Water Smart Contest

In 2018 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. From the 90 entries, three were chosen as provincial winners:

1st – Valerie Carson, St Thomas.
2nd – Johnson Jiang, Toronto.
3rd – Polly Wu, Toronto.

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

1st – Baillie Louck, Sarnia.
2nd – Erica Pederssen, St. Thomas.
3rd – University of Ottawa, Ottawa.

2018 drownings

Interim data collected from media and internet reports indicated an increase in drowning incidents (+8%) versus 2017 in Ontario. This increase was greater than the national trend (+4%). Significant increases were in aquatic activity or swimming (+33%) and non-aquatic or falling into water (+33%), while boating fatalities were slightly lower (-9%). The most significant increase by age group was in the 20–39 age group (+43%). This age group traditionally has the highest drowning rate given their attraction to high-risk-taking behaviour. A significant decline occurred in the 60+ age group (-40%). The hot summer weather may have contributed to the increase in aquatic and swimming incidents in Ontario due to greater participation, particularly compared to the cooler weather in 2017.

Multilingual Water Smart tip cards

In June the Society created and produced five different 4x9”, double-sided Water Smart tip cards targeted at new Canadians, each with a different message. The first card is for parents of children 5–12 years of age; the second is for parents of children under 5 years; the third is about parent supervision; the fourth has tips for parents on lifejackets and PFDs, and; the fifth has tips for cold-water safety. Each card is available in 12 languages.

In August and September, four presentations were made to new Canadians at the Newcomer Centre of Peel, where the cards were distributed. Thanks to Rosette Boloko for participating in the presentations.

CSBC boating safety media outreach

For the second summer in a row, the Lifesaving Society assisted the Canadian Safe Boating Council (CSBC) by assuming the role of regional boating safety outreach director for Ontario. Ontario was one of four regions (Atlantic Canada, Ontario, Prairies and B.C.) chosen to assist the CSBC in extending their messaging to the boating public.

The Society’s Ontario public education director assumed the role and hired a student to promote CSBC boating safety initiatives. CSBC funds provided the salary for the summer coordinator Zev Shapero and the associated overhead and expenses. In addition to his CSBC duties, Zev assisted with the Ontario social media plan.
RESEARCH
The Lifesaving Society reports on drowning and preventable water-related deaths provincially and nationally to provide a comprehensive fact base on the drowning problem to guide the Society and other organizations in developing effective drowning prevention solutions. Ongoing research and analysis supports the Society’s evidence-based water-rescue training and drowning prevention education.

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

2018 Drowning Reports

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 accessible.

Defining non-fatal drowning
The DPRC continued to make progress on its goal to develop the partnerships and processes required to collect, analyze and report on non-fatal drownings in Canada.

Non-fatal drowning and rescue intervention data will help the DPRC to represent Canada’s drowning burden more accurately; help guide the Society’s public education campaigns; provide evidence-based support for the Society’s lifesaving training programs, and; enable Society affiliates to analyze their own data.

The Lifesaving Society hosted a working group meeting in August with six senior international research experts. The goal was to recommend a Clarification Statement and practical Category Descriptions that provide coherence and uniformity for the term “non-fatal drowning.”
SAFETY MANAGEMENT

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

Management Training Council

In 2018 we welcomed new Aquatic Management Training Chair Jerry Lynch. During the year, the Aquatic Supervisor Training (AST) program was revised and a new award guide drafted. Work continues on Level 2 and 3 of the management training programs. Thank you to committee member Juanita Bueschleb for her help with preliminary Level 2 work.

Audit services

Chair Paul Di Salvo updated all inspector and auditor checklists in 2018 to reflect recent changes to the public pool regulation. Updates were also made to the Lifesaving Society audit software. A Chief Auditor Update Clinic was delivered in October.

This year the Lifesaving Society completed 18 safety audits in swimming pools and waterfronts. Universities insurer CURIE is now on board with comprehensive audits paying for 100% of all costs.

Sharing expertise

Chair Minnie Fisher coordinated several presentations that were delivered in Ontario and across Canada in 2018 including: ASPHIO (Association of Supervisors of Public Health Inspectors), PRO Aquatics (six educational sessions and two certification courses), York Region Aquatic Council Spring Workshop (YRAC), PRO Forum, Simcoe Muskoka Aquatic Council (SMAC) and the Atlantic Recreation & Facilities Conference.

Court and inquest

Court and Inquest Chair Teresa Taylor completed a review involving a public inquest in Western Australia. The incident occurred at a family daycare where Lachlan James Mitchell drowned after being left unattended in an outside garden. At the time of the incident, the daycare was operating out of a residential home with a backyard swimming pool.

The chief recommendation from the Lifesaving Society is: a home childcare agency may choose to permit children who are six years old or older, who receive home child care at the premises, to use or have access to a pool or other body of water as long as someone who meets the qualifications for a lifeguard set out in Ontario Regulation 565 (public pools) is present. Recommendations also included having an increased level of inspection of the premises with specific attention paid to the pool safety barriers and any climbable hazards, as well as reinforcement of the need for direct supervision. The review will be published on the Society’s website.

Thanks to committee member Shaun Pearl for his assistance with the review.

Pool Operator updated

Chair of Pool Operations Committee Conny Smith updated the Lifesaving Society Pool Operator program. A revised exam, PowerPoint presentation and workbook were completed. The committee’s work emphasized leadership development with several new pool operator instructors certified in 2018.

New Guide to Ontario Public Pools Regulation

Regulation Review Committee Chair Janice Carroll and committee members Alex Chu, Paul Di Salvo and David Pignataro were involved in the review of the amendments to the public pool and spa regulations, which was used to update the Society’s Guide to Ontario Public Pools Regulation. The guide was published in July in time for the public release of the new regulations. More than 1,500 copies were sold in two months and 600 distributed to public health inspectors in Ontario. Thanks to the Association of Supervisors of Public Health Inspectors for their help in promoting the guide to their members.

Waterfront safety standards

Janice Carroll, along with experienced waterfront operator Bruce Hollowell, continued their work on revisions to the Society’s existing Waterfront Safety Guidelines. A new guide (retitled Ontario Waterfront Safety Standards) was written in the fall and will be published in the spring.

Partners in research

Research Chair Nathalie Vallières continued research work with partner Ryerson University. Results on the topic of “noise” were released and were a focus of various fall presentations. Thank you to the Town of Ajax and the City of Mississauga for providing the required facilities.

The Society approached Conestoga College for future research initiatives beginning in 2019.

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).

Lisa Adams rejoined the team in the fall.

Blue Flag

The Ontario Branch participated as a member on Canada’s Blue Flag Jury and inspected several candidate beaches in 2018. Thanks to Jerry Lynch for his work.
MEMBER SERVICES

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

Governance

The National Society is governed by a volunteer Board of Directors nominated by provincial/territorial branches and elected at the Society’s AGM. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Training Programs, Lifesaving Sport, Aquatic Safety Management and International Relations. A management team is comprised of senior staff of the 10 branches.

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 April, Kerry Wakefield was appointed VP Leadership; Paula Stevens resigned as VP Sport; Julie Dawley resigned as VP Member Services and VP Area Services and was appointed President Elect; Cynthia Cakebread was appointed VP Member Services and VP Area Services, and; Jeff Schultz was appointed VP Sport.

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 a 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 2018 there were nine activity centre councils: Training Program, Lifesaving Sport, Public Education, Safety Standards, Leadership, Fundraising, Member Services, Area Services and Management Training.

In April, the Leadership Council appointed Adam Eastman, Marek Holke, Katie Short and Tamara Wood as Chairs. The Swim Program Council appointed Lisa Brandie as Swim Program Chair. The Lifesaving Sport Council appointed Michael Hundt as Lifesaving Sport High Performance Chair and Leslie Aziz as Lifesaving Sport Coaching Chair. The Safety Standards Council appointed Stas Bodrov as Safety Standards Chair and Member Services appointed Darlene Horner as Volunteer Personnel Chair.
The Area Services Council appointed Heather Morris-Stokes as Area Service Chair. In August Jerry Lynch was appointed Aquatic Management Training Chair.

The following volunteers resigned in 2018: Kerry Wakefield (Swim Program Chair), Sarah Newton (Aquatic Management Training Chair), Stas Bodrov (Lifesaving Sport Coaching Chair), Jeff Schultz (Lifesaving Sport High Performance Chair), Michael Szarka (Volunteer Chair), Cynthia Cakebread (Area Service Chair), Heather Morris-Stokes (Area Service Central Area Rep), Marek Holke (Area Service Greater Toronto Rep), Tanya Grierson (Area Service East Area Rep), Lisa Adams (Safety Standards Chair), Adam Eastman (Corporate Sponsorship & Donations Chair), Adrian Cossu (Lifesaving Sport Promotions Chair) and Patrick McBain (Public Education Municipal 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.

The Society appointed new Area Chairs in 2018. In March, the Area Services Council appointed Micah Serrano (Area Chair – East York), Tanya Wolsegger (Area Chair – Brampton-Caledon) and Leslie Aziz (Area Co-Chair – Mississauga). In April, Melissa Willson was appointed (Area Chair – Halton), Sarah Newton (Area Co-Chair – Windsor-Essex) and George Turnbull (Area Co-Chair – Windsor-Essex). In August, Laura McMaster was appointed (Area Co-Chair – Peterborough-Northumberland-Hastings).

The following volunteers resigned in April: Cynthia Cakebread (area chair Windsor-Essex), Marek Holke (area chair Brampton-Caledon), Rachel Pearson (area chair Peterborough-Hastings-Northumberland) and Jessica Ferraro (area chair Toronto South).

**Member Services Council**

**Ontario Conference and Governor’s Awards Gala**

The Lifesaving Society hosted the 109th Ontario Annual General Meeting on April 13 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 second annual Governor’s Awards Gala on March 1. This event recognizes affiliates as well as volunteers with the President’s List, Commonwealth Honour Awards and Rescue Awards of Merit.
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 2018 the prize was presented to Anastasia Vlahiotis.

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 2018, 338 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 2018, the Society awarded the Rescue Award of Merit to: Navah Ball, Christine Carlini-Griffio, Catherine Corriveau, Harvinder Dhillon, Tiffany Gallant, Yves Goyette, Aaron Huinink, Kyle Jung, Stavros Lalos, Morgan Perozak, Manuela Sanchez, Brian Schmidt, Margaret Stobo, Tiffany Vis and Jonna Zechner.

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 2018, the Service Commendation was awarded to: Erin Beresford (Wasaga Beach), Mitchell Blimkie (Deep River), Tim Boone (Stirling), Joanne Carriere (Cornwall), Jenn Ciavoliello (Milton), Kristen Curchin (Leamington), Adam Eastman (Kemptville), Elizabeth Fisher (Mississauga), Heidi Fisher (Omemmee), Minnie Fisher (Richmond Hill), Matthew Garber (Pickerling), Meghan Kirk-Steele (Rosseau), Laura Merlo (Etobicoke), Leana Moffitt (Fort Frances), Kimberly O’Neill (Lindsay), David Pignataro (Toronto), Casey Pyykkä (Keewatin), Vicki Rutherford (Hagersville), Sheryl Seward (Bowmanville), Laura Tagliafierro (Sudbury), Giselle Vidal (Toronto), Melissa Willson (Georgetown) and Tanya Wolsegger (Tottenham).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2018, the Service Medal was awarded to: Adrian Cossu (Mississauga), Paul Di Salvo (Toronto), Chris Fields (Corunna), Daniel Geiger (Mississauga), Heather Kazan (Markham), Chris Mahoney (Wallaceburg), Christine Mitchell (Orillia), Amanda Nadeau (Timmins), Paul Stone (Toronto), George Turnbull (Essex), Julie Turnbull (Essex) and Andrew Wakefield (Markham).
Recipients are eligible for a Bar to Service Medal at intervals of four years. In 2017, the Bar to Service Medal was awarded to: Lisa Adams (Owen Sound), Paul Baril (Hearst), Alexandra Ferguson (Whitby), Marek Holke (Oakville), Paul Hulford (Ottawa), Amy Nelder (Stratford), Hugo Rodrigues (Cornwall) and Teresa Taylor (Bradford).

The Service Cross honours meritorious service of at least 15 years. In 2018, the Service Cross was awarded to: Sarah Ingleton (Mississauga), Lynda Kissner (Dunnville), Carolyn Tyner (Belleville) and Tamara Wood (Pickering).

Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2018, the Bar to Service Cross was awarded to: Rebecca Boyd (Woodstock), Bruce Broker (York), Cynthia Cakebread (Windsor) and Shanna Reid (Port Elgin).

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 2018, the Honorary Life Member was awarded to: Juanita Bueschleb (Mississauga) and Gary Sanger (Ajax).

Personnel

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

In 2018, 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.


Office staff

The Lifesaving Society Ontario employs 51 full time staff members, including 10 directors and eight managers. In 2018, we welcomed Reggie Andreas, Cornelia Chu, Greg Parsons and Nicholas Tsenis to the staff team. Becky Lehman was promoted to Leadership Director. Manager Sindy Parsons moved from Public Education to Training Programs. Lori Groves was promoted to Manager in Public Education.

Summer and part-time staff included: Kacper Bugaj, Meagan Byrd, David Castro, Gaurang Kumar, Danielle Maragh, Mya McDonald, Aidan Miess, Jacob Miess, Madison Myers, Mihail Salaru, Joanna Saul, Zev Shapero, Archsanan Srimurugathasan, Alyce Sutcliffe, Sarah Wash and Cally Ye.

Wes Machnio, Phil McCurdy and Murtaza Koser provide information technology support for the Society in Ontario.
The Society employed the following permanent staff in 2018:

Doug Ferguson, Executive Director
Genevieve Fernandes, Executive Director’s Secretary

Training Programs
Perry Smith, Director
Carol Cruikshank, Manager
Becky Lehman, Sindy Parsons, Manager
Amy Lowe, Manager
Lori Groves, Reggie Andreas, Admin Assistant

Leadership
Becky Lehman, Director
Nicholas Tsenis, Admin Assistant

Public Education
Barbara Byers, Director
Sindy Parsons, Lori Groves, Manager
Daksha Moti, Admin Assistant
Lucie Simoes, Drowning Data
Tessa Clemens, Drowning Research

Aquatic Safety Management
Michael Shane, Director
Ann Palmer, Admin Assistant

Lifesaving Sport
Lorraine Wilson-Saliba, Director
Jennifer Kessell, Nicholas Tsenis, Admin Assistant

Finance
Dawn Maraghi, Director
Kevin Jackson, Purchasing Manager
Shirley Wong, Bookkeeper
Naeem Iqbal, Accounts Payable
Lorna Seukumar, Accounting Clerk
Rhonda Pennell, Accounts Receivable

Fundraising
Laurie Priestman, Admin Assistant

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

Communication Services
Ed Bean, Director
Adrian Herscovici, Manager
JP Molin, Manager
Nadja Luck, Admin Assistant
Matt Boehm, Graphic Designer

Member Services
Sherri Stewart, Director
Heather Williams, Manager
Thelma Zosa, Admin Assistant
James Ali, Member Services Clerk
Wendy Craggs, Member Services Clerk
Inthu Ravindran, Cornelia Chu, Member Services Clerk
Jean Crane, Member Services Clerk
Amy Lowe, Admin Assistant
Iris Harrison, Receptionist
Jennifer Kessell, Receptionist

Information Services
Wendy Mahony, Director
Nadja Luck, Admin Assistant
Rocky Lu, Admin Assistant
Peter Mahony, Admin Assistant
Bruce Ferguson, System Administrator
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 2018 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 $50,000 in 2018. Volunteers and donors across Ontario accepted the fundraising challenge 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 eleventh year in a row. Since 2008, PPL Inc. has donated $310,000 for Swim to Survive and Swim to Survive Plus programs. Thanks to Paul Denstedt (President), Tim Bown (Vice President and swim-a-thon event organizer) and event coordinators Megan Asostra, Sabrina D’Amico and Andrew Demianiw and the entire staff of 200 for their outstanding work.

Single-facility – The Town of Bradford West Gwillimbury led the single-facility ranking for the sixth year in a row by raising $2,710. Thanks to Stephanie Gillard, Rayne Mazanik, Teresa Taylor and the Bradford aquatic staff.

Other affiliates organized events including swim-a-thons, a boat rescue challenge, beach parties and sport events to name a few. Thanks to the aquatic staff from facilities in: Aurora, Georgina, Kawartha Lakes, Kitchener, Oshawa, Tecumseh, Thunder Bay, Tillsonburg, Whitchurch-Stouffville and Windsor.
Events

Since 2008 the Lifesaving Society April Pools Day has raised over $33,000 for drowning prevention education. In our eleventh year over $3,100 was raised thanks to participating aquatic staff from facilities in Bradford West Gwillimbury, Essex, Iroquois Falls, Oakville, St. Catharines, Whitchurch-Stouffville, Woodstock and Windsor.

For the tenth year, lifeguards took part in the annual Lifesaving Society 500 Metre Swim for 500 Lives. Facilities from Barrie, Bradford West Gwillimbury, Castlegar (B.C.), Essex, Kawartha Lakes, Kingston, Markham, Owen Sound, Richmond Hill, St. Catharines, St. Clair College, Toronto, Vaughan, Whitchurch-Stouffville and Windsor raised $6,800. Thanks to all that participated. Since 2010 the event has raised $53,200.

Merchandise

Band for a Cause: Wristband sales raised $800 for the Swim to Survive program. Since 2006, 21,000 bands have been sold, raising over $30,000. Thanks to Brendaid, City of Ottawa, County of Brant, Elite Swim School, Shelley Gunn, Toronto – Etobicoke/York District and Town of Saugeen Shores for their support.

Donor clubs

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

Distinction Club ($500 or more): John F. Bankes, Ed Bean, Tim Bean, Barbara & Jim Byers, Dennis & Joan Duncan, Douglas Ferguson, Kevin Jones, Robert Lord, John A. Macintyre, Calum MacLeod, Wendy Mahony, Trevor Martin, Deborah Nathan, Marc Neeb, Rob Richardson.


United Way

Thank you to those who provide support through the United Way Campaign donor designation program. In 2018 we received $1,000.

Royal Circle of Friends

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

The David and Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the Society’s historical record. In 2018 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 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 2018 we received donations in memory of:

- **Dennis Craggs** from Laurie Priestman;
- **Mrs. Duda** from Kenn Little;
- **Cerone Griffin** from Margaret & Gary Lizzotti;
- **Rhoda Knight** from Terry Knight;
- **Paul Anthony (Tony) Kyle** from Ed Bean, Scott Andrew Collyer, Patricia Kitchen, Lynn Loubert;
- **Katharine Lonergan** from Barbara & Jim Byers, Ed Bean;
- **Jim Lehman** from Rebecca Lehman;
- **Robbie McDowell** from Laurie Priestman;
- **Mark Palmer** from Ann and Aaron Palmer;
- **John Piazza** from Kenn Little;
- **Lawrence Priestman** from Laurie Priestman;
- **Chris Rawnsley** from Susan Corak;
- **Susanna Roth** from Kenn Little;
- **James Crawford Smart** from the Keegan Family;
- **Cheryl Waterman** from City of Windsor (Admin Team, Aquatics Team) and 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 2018 we received a donation from **Kevin Jones**.

Lifesaving Sport

Special thanks to **Ryder Trucks** for supporting the Ontario and Canadian Lifesaving Championships.

Gaming

Nevada Lottery tickets in 2018 netted over $71,000. Thanks to Bazaar Marketing President **Tim Stuart** and Vice President **Gary Jacob**, and the support team **Sharmaine Barnes, Kim Battista, Shirley Bradley, Cathy Smith and Peter Speck**, and Bazaar’s regional sales reps **Praye Goulding, Susan Meneely, Judy Muldoon and Morris Zuchter**. Thank you to all participating Ontario retail store owners.

MBNA® Affinity MasterCard

Holders of the Lifesaving Society MasterCard® Platinum Plus and Preferred MasterCard raised $1,800 through purchases and card registrations. Thank you to all card holders for their continued support.

Generous support

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


Additional donations were received from: **E B Image Products, Waterloo Regional Aquatics Council and Zenan Custom Cresting**.
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Ontario Branch of The Royal Life Saving Society Canada. Established 1908.

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