



# NEW BRUNSWICK REPORT 2020



LIFESAVING SOCIETY  
*The Lifeguarding Experts*



## LIFESAVING SOCIETY

*The Lifeguarding Experts*

### Working to prevent drowning and reduce water-related injury.

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.

### 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. 89029 3897 RR0001  
All donations gratefully received. Tax receipts issued for donations of \$25 or more.

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

Lifesaving Society New Brunswick  
70 Melissa Street, Fredericton, New Brunswick E3A 6W1  
Tel: 506-455-5762  
Fax: 506-450-7946  
info@lifesavingnb.ca  
www.lifesavingnb.ca  
www.lifeguarddepot.com

# PRESIDENT'S REPORT

Organizations, like people, must determine the spirit they adopt when they face adversity. As lifeguards, we know to meet adversity with action. In March, as New Brunswick implemented measures to slow the spread of COVID-19, the Society jumped into action. Immediate precautions were implemented to ensure a safe work environment for staff, and a course of action was plotted to navigate through the months ahead. As a result, in a year where the world experienced upheaval, the Society achieved results that will serve us well for years to come.

The hosting of the Society's May AGM in a virtual environment was one such example of innovative action. Not simply that we adopted the new technology of the day, but in the detailed effort of leveraging

that technology to its maximum. The outcome was significant – a professional event that was well attended and well received. More importantly, the investment in staff training and software for the AGM was integrated into daily operations adding one more tool to our tool belt.

The innovations continued with the unprecedented supports provided for our affiliates. Namely, the currency period of vocational awards was extended for those whose certifications would have otherwise expired, allowing pools and waterfronts to focus on their reopening plans. In July, the Society published the bilingual *Guide to Reopening Pools and Waterfronts* and made it available for free to all affiliates of the Lifesaving Society.

Covid's unpredictable nature meant each week brought with it new pandemic-related challenges requiring our daily attention. Nevertheless, projects crucial to the Society's success were kept on track: new policies were introduced, new books were published, and, in December, we launched the revised Bronze medal awards with a suite of support resources.

The Society's Board of Directors also persevered in its continuous effort towards responsible governance. The Board believes in the benefits of diversity. We recognize that diversity of thought makes prudent business sense and that there is a significant relationship between diversity of gender in leadership positions, and organizational performance.

Correspondingly, in November, the Board adopted policies that will

recruit new men and women to our Board and Activity Centre Councils with diverse skills, experience, and background that better reflect our membership

Of course, our efforts would be blunted without adequate resources. Many of our achievements in 2020 were made possible by the timely and robust financial support provided by the **Government of Canada** and the **Government of New Brunswick**. We are immensely thankful for their support.

I also express many thanks to my fellow Board members, our affiliates, our volunteers, and our professional staff – including **Angela Johnson** and **Luc Sonier** who stepped down from their roles with the Society in 2020. Together, our hard work turned a year of adversity into a year of achievement. It is has been an honour and a privilege to serve as President of the Lifesaving Society New Brunswick. I'm confident that our future is bright.

Best regards

**David Dumont**



# FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society New Brunswick Branch Inc. audited financial statements for the year ended December 31, 2020. The Lifesaving Society New Brunswick is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

The Society generated a surplus of \$46,000 in 2020 compared to a deficit of \$14,000 the previous year. Total revenues increased by \$17,000 (7%) to \$276,000 while total expenditures decreased \$43,000 (16%) to \$230,000.

The increase to the Society's revenue came predominantly from government grants, which increased by \$71,000 (297%) in 2020, attributed to the Canadian Emergency Wage Subsidy and the Government of New Brunswick through the Regional Development Fund. These programs were created to support businesses significantly impacted by COVID-19 and are not a sustainable revenue source.

The Society's traditional revenue streams decreased substantially over the prior year. Training program revenue fell \$20,000 (36%) and literature revenues dropped \$11,000 (31%) due primarily to the spring lockdown requiring all aquatic facilities to close. Core programs such as Bronze and First aid fell 32% while National Lifeguard decreased 15% over the prior year.

With the Society's core revenue streams predictably diminished by Covid, early decisions were made to limit spending. As a result, total expenditures decreased by \$43,000 (16%) to \$230,000. The savings came predominantly in salaries and administration from the three-month vacancy of the Training Program Manager and savings in utilities, postage and office

supplies consistent with the temporary office closure in the spring. Meeting and travel expenses decreased over \$17,000 (80%) due to meetings, including the AGM, being hosted by videoconference and travel being largely prohibited. Additionally, we recovered previously written off bad debt of \$7,500 linked to the 2018 closure of St. Patrick's Family Centre.

Despite the challenges of the past year and the ones that lie ahead, the Society is well positioned and has the resources to continue to invest in technology to meet new program delivery demands and to maximize affiliate services as we work together to prevent drowning in New Brunswick.

# FINANCIAL HIGHLIGHTS

## Operations

Net Revenue	2020		2019	
	\$		\$	
Government grants	95,162	34%	24,000	9%
Service contract	92,567	33%	90,494	35%
Training programs	36,003	13%	56,020	22%
Literature	23,953	9%	34,520	13%
Member fees	7,923	3%	7,771	3%
Fundraising	7,303	3%	18,837	7%
Leadership	7,061	3%	12,307	5%
Merchandise	6,145	2%	13,074	5%
Lifesaving sport	99	0%	2,288	1%
	<b>276,216</b>	<b>100%</b>	<b>259,311</b>	<b>100%</b>

## Expenditures

Admin, salaries & occupancy	206,114	89%	215,816	79%
Training program	8,751	4%	6,354	2%
National levy	6,146	3%	10,667	4%
Member services	5,185	2%	13,697	5%
Meetings & travel	4,086	2%	20,910	8%
Lifesaving sport	0	0%	5,719	2%
	<b>230,282</b>	<b>100%</b>	<b>273,163</b>	<b>100%</b>

## Net Surplus/loss for the year

45,934	(13,852)
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## Balance Sheet

### Net Assets

Net working capital	(114,275)	(180,888)
Capital assets	340,813	361,492
	<b>226,538</b>	<b>180,604</b>

### Fund Balances

226,538	180,604
<b>226,538</b>	<b>180,604</b>

# AWARDS REPORT

TOP LINE SUMMARY		2020	2019	2018
	<b>Swimming</b>	5,657	13,394	13,600
	<b>Lifesaving</b>	450	1,323	1,276
	<b>First Aid</b>	1,139	1,559	1,465
	<b>Lifeguarding</b>	652	999	949
	<b>Management Training</b>	4	9	8
	<b>Lifesaving Sport</b>	5	178	170
	<b>Leadership</b>	368	742	476
		<b>8,275</b>	<b>18,204</b>	<b>17,944</b>
<b>SWIMMING</b>	<b>Swim to Survive</b>	0	680	863
	<b>Swim for Life</b>	5,657	12,714	12,737
		<b>5,657</b>	<b>13,394</b>	<b>13,600</b>
<b>LIFESAVING</b>	<b>Canadian Swim Patrol</b>	183	792	756
	<b>Bronze Star</b>	27	125	104
	<b>Bronze Medallion</b>	240	405	416
	<b>Boat Rescue</b>	0	1	0
		<b>450</b>	<b>1,323</b>	<b>1,276</b>
<b>FIRST AID</b>	<b>First Aid</b>	1,006	1,388	1,234
	<b>CPR</b>	133	171	231
		<b>1,139</b>	<b>1,559</b>	<b>1,465</b>
<b>LIFEGUARDING</b>	<b>Safeguard</b>	0	34	0
	<b>Bronze Cross</b>	242	402	398
	<b>National Lifeguard</b>	410	563	551
		<b>652</b>	<b>999</b>	<b>949</b>
<b>MANAGEMENT TRAINING</b>	<b>Aquatic Supervisor</b>	2	4	3
	<b>Aquatic Safety Inspector</b>	2	5	5
		<b>4</b>	<b>9</b>	<b>8</b>
<b>LIFESAVING SPORT</b>	<b>Sport Fundamentals</b>	0	112	139
	<b>Athletes</b>	0	7	18
	<b>Officials</b>	5	59	13
		<b>5</b>	<b>178</b>	<b>170</b>
<b>LEADERSHIP</b>	<b>Instructor</b>	271	447	332
	<b>Examiner</b>	77	175	105
	<b>Trainer</b>	20	90	39
		<b>368</b>	<b>742</b>	<b>476</b>

# AFFILIATE RECOGNITION AWARDS

The Lifesaving Society New Brunswick recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year

## Open Category

Awarded to the affiliate member with the largest lifesaving program.

1 <sup>st</sup>	Saint John Aquatic Center Commission	7,788
2 <sup>nd</sup>	YMCA of Greater Moncton	6,178
3 <sup>rd</sup>	City of Fredericton	3,633
4 <sup>th</sup>	YMCA of Greater Saint John	3,316
5 <sup>th</sup>	City of Miramichi	3,124
6 <sup>th</sup>	Town of Riverview	2,930
7 <sup>th</sup>	Town of Woodstock	2,321
8 <sup>th</sup>	YMCA of Fredericton	2,197
9 <sup>th</sup>	Edmundston Sports pavilion	1,564
10 <sup>th</sup>	Town of St. Stephen	1,243

## Under 20,000 Population

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population under 20,000.

1 <sup>st</sup>	City of Miramichi	3,124
2 <sup>nd</sup>	Town of Riverview	2,930
3 <sup>rd</sup>	Town of Woodstock	2,321
4 <sup>th</sup>	Edmundston Sports pavilion	1,564
5 <sup>th</sup>	Town of St. Stephen	1,243
6 <sup>th</sup>	City of Bathurst	928
7 <sup>th</sup>	Village of Bath	796
8 <sup>th</sup>	Village of Centreville	275
9 <sup>th</sup>	Saint-Louis-de-Kent	215
10 <sup>th</sup>	Town of Hartland	160

## Seasonal Affiliates

Awarded to the seasonal affiliate with the largest lifesaving program.

1 <sup>st</sup>	Camp Glenburn	1,081
2 <sup>nd</sup>	Village of Bath	796
3 <sup>rd</sup>	Village of Centreville	275
4 <sup>th</sup>	Parlee Beach Provincial Park	240
5 <sup>th</sup>	Town of Hartland	160
6 <sup>th</sup>	Florenceville-Bristol	35

## Largest First Aid Program

Awarded to the affiliate member with the largest First Aid Program.

1 <sup>st</sup>	YMCA of Greater Moncton	2,948
2 <sup>nd</sup>	City of Miramichi	1,809
3 <sup>rd</sup>	Saint John Aquatic Center Commission	1,648
4 <sup>th</sup>	YMCA of Greater Saint John	1,126
5 <sup>th</sup>	Shauna Graves	1,126
6 <sup>th</sup>	Town of Woodstock	1,100
7 <sup>th</sup>	City of Fredericton	951
8 <sup>th</sup>	YMCA of Fredericton	852
9 <sup>th</sup>	Town of Riverview	842
10 <sup>th</sup>	Secourisme Doucet First Aid	757

## Largest Leadership Program

Awarded to the affiliate member with the largest leadership program.

1 <sup>st</sup>	Saint John Aquatic Center Commission	1,720
2 <sup>nd</sup>	Town of Riverview	800
3 <sup>rd</sup>	City of Miramichi	680
4 <sup>th</sup>	YMCA of Greater Moncton	650
5 <sup>th</sup>	City of Fredericton	635
6 <sup>th</sup>	Village of Bath	560
7 <sup>th</sup>	Town of Woodstock	255
8 <sup>th</sup>	Town of St. Stephen	240
9 <sup>th</sup>	Shippagan Regional Pool	30
10 <sup>th</sup>	Edmundston Sports pavilion	15

## 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 Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment. For a detailed breakdown of the point system visit our [website](#).



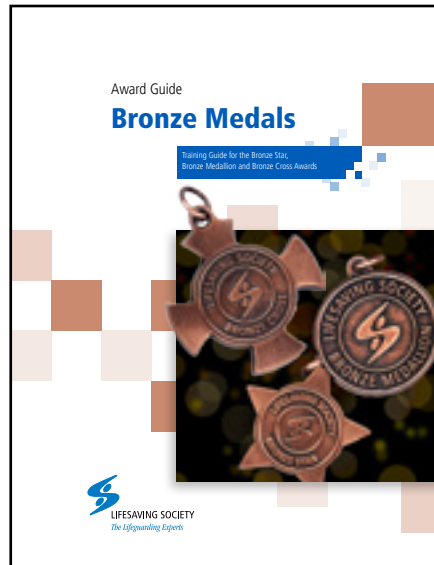
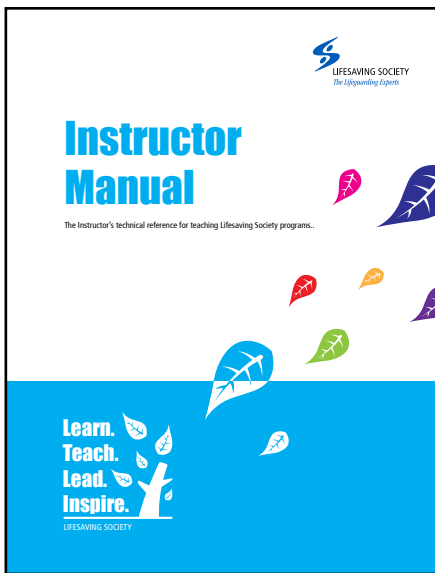
**Jill Greene**, Community Recreation Worker – Aquatics, Town of Riverview accepts the Society's affiliate award for the Largest Lifesaving Program from Society Program Manager **Grégoire Cormier** (left).



# TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and the knowledge they need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

Despite a year of constrained aquatic programming, 2020 was rife with accomplishments. We supported aquatic operators with resources to keep their pools running safely. We published the new *Instructor Manual*. We launched the highly anticipated revised Bronze medal awards and we continued to welcome new affiliates to our Swim for Life program.



## Bronze revisions

In December, the Society launched the revised Bronze medal awards with improved program progressions and more focused curriculums. Bronze Star zeroes in on swimming proficiency and fitness; Bronze Medallion brings back swimming strokes; Bronze Cross now contains the fundamental lifeguarding skills and concepts needed to prepare deck and beach-ready Assistant Lifeguards.

To support the updated curriculum, new resources were developed including the new *Bronze Medals Award Guide*, Bronze Medallion and Cross candidate workbooks, new test sheets, a standardized recertification process, and an online update pathway to get Lifesaving Instructors, Examiners and Trainers up to speed.

## Policy changes

Over the course of 2020 and following consultation with the Society's affiliate members, leadership personnel and aquatic industry leaders, the Society made several changes to program policies.

In February, the Society adopted a 3-year period for the validity of its Emergency First Aid and Workplace Standard First Aid certifications in the interests of reducing confusion among employers and harmonizing the Lifesaving Society currency period with New Brunswick government regulations, CSA recommendations and the general practice among other workplace first aid providers.

In July, the Lifesaving Society Canada adopted 15 years as the minimum age prerequisite for certification as a Swim Instructor, Lifesaving Instructor, or National Lifeguard. The change was a first step in addressing chronic staff shortages throughout the aquatics industry – particularly for seasonal affiliates who rely on pre-summer training for seasonal staff.

Also in July, the Society broadened access to its Bronze Cross and National Lifeguard courses by accepting, for prerequisite purposes, Workplace Standard First Aid certifications provided by all training agencies approved by the Government of New Brunswick.



## Safety standards

Following the advice and best practices of Public Health, the Lifesaving Society New Brunswick, with partners across the aquatics industry, published a series of guidelines, recommendations, and information bulletins to help affiliates continue to serve their communities while keeping patrons and staff safe through the Covid-19 pandemic.

The Society published its New Brunswick *Guide for Reopening Pools and Waterfronts* in English and French, and made it available in July to all members of the Society free of charge.

## Drowning report

The Society published 2020 editions of the Canadian and Maritime drowning reports prepared by the Drowning Prevention Research Centre Canada. The most recent data showed a small increase in the number drowning fatalities in the Maritimes but the contributing factors remain the same. Not wearing a lifejacket or PFD is still the single largest factor and males continue to account for nearly 9 out of 10 drowning deaths.

The Society has been researching and reporting on water-related deaths in Canada for over 30 years. The Society uses the drowning data to ensure its training programs and public education activities are properly focused and guided by a comprehensive fact base.



# MEMBER SERVICES

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

## Governance

The National Society (Lifesaving Society Canada) is governed by a Board of Directors nominated by Branches and elected by the members at the Society's AGM. National commissions are led by volunteer commissioners. These commissions are: Public Education, Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

## New Brunswick Board of Directors

A volunteer Board of Directors governs the Lifesaving Society New Brunswick 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.

In August, after years of diligent service, **Luc Sonier**, Vice President Member Services, stepped down from the Society's Board of Directors.

## Activity centre councils

Activity centre councils are composed of chairs, appointed by the Board of Directors for a two-year term, who oversee specific portfolios necessary to manage the work of the activity centres. Chairs recruit and develop committee members. A vice president, or another individual appointed by the Board of Directors, chairs each activity centre council.

In February, the Training Program Council welcomed **Nancy Perry** and **Alex Mullin** as the Swim Program Chair and National Lifeguard Chair, respectively. In October, **Grégoire Cormier** stepped down from his position as Technical Chair on the Lifesaving Sport Council to join the Society's professional full-time staff.

## Annual meeting

The Lifesaving Society New Brunswick convened its inaugural video conference AGM May 14, 2020. We acknowledge the contributions of the following volunteers who made the event a success: **Luc Sonier, David Shea, Gabrielle Léger, Samantha Kuhn, Nikita Spencer, Nancy Perry, Alex Mullin, Joey Doucet, Mikael Doucet, Marcel McLaughlin** and **Peter Mahony**.

## Commonwealth honours

Sadly, due to restrictions on public gatherings, and to safeguard the health and wellbeing of our volunteers and staff, no Commonwealth Honours were presented in 2020.

We thank the **Honourable Brenda Murphy**, Lieutenant Governor of New Brunswick, for graciously accepting our request to become our Honorary Patron, and for Her Honour's letter congratulating the Society's tireless volunteers for their continued success.

## Volunteers serving nationally

In 2020, **Angela Johnson, Adam Munn, Joey Doucet** and **Grégoire Cormier** all represented New Brunswick on the National Training Program Commission. In June, **Lisa Hanson Ouellette** retired from her role as Technical Manager on the National Sport Commission.

**Stephen Hanlon** continued to represent New Brunswick on the Society's National Board of Directors and **Doug Trentowsky** continued to chair the National Honours and Awards Committee.

## Headquarters and office staff

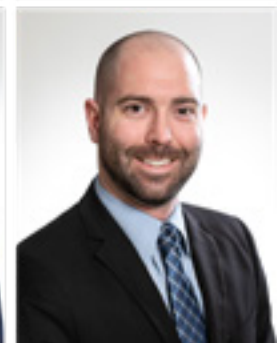


The Society employs four full-time staff members at its Melissa Street headquarters in Fredericton. In January, **Ryan Ferguson** succeeded **Doug Ferguson** as the Society's CEO. In July, the Society bid farewell to **Angela Johnson** and in October, welcomed **Grégoire Cormier** (above) as the Society's new Program Manager. **Sarah Hebb** and **Ryan Munn** continued in their roles as Member Services Manager and Assistant respectively.

## Lifesaving Society New Brunswick Board of Directors

From the top, left to right:

David Dumont, President  
Stephen Hanlon, Past President  
Marcel McLaughlin, President Elect  
Ryan Ferguson, Chief Executive Officer (ex officio)  
Marcel Bourgeois, Vice President – Lifesaving Sport  
Frederick C. McElman, CM, QC, Governor  
Adam Munn, Vice President – Training Programs  
Sarah-Ann Price, Corporate Secretary  
Luc Sonier, Vice President – Member Services  
Mikaël Doucet, Vice President without portfolio



## Council chairs

### Lifesaving Sport Council

Gabrielle Léger, Athlete Rep  
Maureen MacNeil, Championships  
Nikita Spencer, Development  
Christine Ryan, High Performance  
Grégoire Cormier, Technical

### Training Programs Council

Joey Doucet, Bronze Revisions and Leadership  
Nancy Perry, Swim for Life  
Morgan Easton, First Aid  
Alex Mullin, National Lifeguard

### Member Services Council

Samantha Kuhn, Volunteer Recognition  
David Shea, Annual Conference

# FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support our drowning prevention priorities.

## Donor clubs

The Society's donor clubs acknowledge individuals who donate funds towards the Society's work. In 2020, the Society received donations from the following;

Distinction Club (\$500 or more):

**David Dumont, Doug Trentowsky, Fred McElman**

Merit Club (\$300 to \$499):

**Stephen Hanlon, Wendy Mahony**

Bronze Club (\$100 to \$299):

**Terry Carroll, Shannon Cabel, Doug Ferguson**

Friends of the Society (\$25 to \$99):

**Alexandra Ferguson**

## In memoriam and tribute donations

The Society is honoured to receive donations in memory or in honour of individuals. In 2020, we received donations in memory of **Donnie Ring** from **Arthur, Sandra** and **Sarah Irving** and in memory of **Michael Demerchant** from **David Dumont**.

## Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters. In 2020, we received a donation from the **Ptarmigan Foundation (Arthur, Sandra and Sarah Irving)** who we thank for their continuous support of drowning prevention in New Brunswick.

We thank the **Government of New Brunswick** for its continued generous support of the Lifesaving Society, as well as the **Government of Canada** and the **Community Investment Fund**, which supported the Society with funding throughout the COVID-19 pandemic.

Finally, we gratefully acknowledge the continued contributions of the **Lifesaving Society Ontario**.

Donate to the Lifesaving Society online. Visit [www.lifesavingnb.ca](http://www.lifesavingnb.ca) and click the Donate Now button. A new window will open where you have options to direct your donation to specific funds or causes.

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