

New Brunswick Report **2024**



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.

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PRESIDENT'S REPORT

The year 2024 offered the Lifesaving Society New Brunswick something we haven't seen in a while: a chance to catch our breath and focus on steady progress. No sudden staff changes, no emergency pivots—just time and space for our dedicated staff and volunteers to quietly get on with the important work of building a Canada free from drowning.

But don't confuse stability with standing still. Beneath the surface, meaningful new projects took shape.

Our New Brunswick *Program Guide* underwent a complete overhaul—rebuilt as a digital publication to improve access and usability. Designed to meet meaningful accessibility standards, it also includes practical features our instructors and affiliate partners rely on: internal bookmarks for navigation and hyperlinks to key policies. In a world where online resources are the standard, not the exception, this was a notable step forward.

We also turned our attention to first aid. In response to the Government of New Brunswick's adoption of CSA workplace first aid standards, the Society launched its own initiative to align our offerings. It's a significant undertaking—but one that ensures our programs remain relevant, recognized, and responsive to provincial needs.

At the national level, we contributed to major updates of the Society's Canadian Swim Patrol and Swim for Life programs. With two decades of delivery experience to draw from, it was time to reassess, refine, and improve. New Brunswick played an active role in the early stages—participating in discussions and contributing to initial data collection. The project continues in earnest and will shape the next generation of swimming instruction in Canada.

Of course, while program development is essential, we must never lose sight of why we do this work. The release of the *2024 Canadian Drowning Report* was a sobering reminder that fatal drowning remains one of the leading causes of preventable death in Canada. We reflect that reality on our cover, which features a graphic interpretation of where Canadians drown (see page 10). This data grounds us in the seriousness of our mission—and motivates us to keep pushing forward.

That motivation was clearly reflected in the continued growth of our leadership certifications—a key measure of our ability to meet the needs of New Brunswick communities. With more Lifesaving Society instructors, examiners, and trainers joining the ranks, our affiliate partners are well-positioned to meet community demand and deliver high-quality programming across the province.

It was also a standout year for Lifesaving Sport. In August, New Brunswick proudly hosted the Canadian Surf Lifesaving Championships, welcoming over one hundred athletes and sixty volunteers from across Canada—including Nova Scotia, Quebec, Ontario, and British Columbia. Our sincere thanks go to our fellow branches, especially Ontario, for their support. The event's glowing reviews were a testament to the team effort behind the scenes and the dedication of everyone involved.

Finally, I express my sincere gratitude to the many people and partners who continue to make our Society's success in New Brunswick possible. To our affiliate members, instructors, and examiners – thank you for representing the Society every day in your communities. To our many valued volunteers – whether serving on councils or supporting events across the province – your time and dedication are deeply appreciated. And to my colleagues on the Board of Directors – thank you for your energy, insight, and clear-eyed governance.

It's been an exceptional year. I look forward to what we'll achieve next.

Sincerely,

Sarah-Ann Price



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, 2024. The Lifesaving Society New Brunswick is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

The Society concluded 2024 with a surplus of \$112,000, a substantial increase over the \$19,500 surplus achieved in 2023. Total revenues climbed to \$427,000—an increase of \$105,000 (33%) over the previous year—while expenditures rose modestly by \$13,000 (4%) to \$315,000. The Society’s actual surplus outpaced the budgeted projection by \$53,000, positioning the organization on strong financial footing.

This growth was led by gains across core revenue streams. Training revenues increased \$10,000 (13%) over the prior year, bolstered by fee adjustments in key programs and higher participation in National Lifeguard and Bronze Medallion certifications. Literature revenue rose by \$4,300 (8%), mirroring the increase in training volumes. Leadership program revenues climbed \$5,000 (34%) as demand for instructor and trainer certifications continued to grow. Fundraising and other income categories also exceeded expectations, particularly in commissions, investment interest, and provincial grants.

On the expense side, total expenditures remained below budget by \$31,000 (9%) despite planned increases in staffing and program delivery. Salaries and benefits increased \$9,900 (5%) over 2023, reflecting a full year with the new staff structure and other anticipated salary adjustments. Member Services expenses were \$5,800 (28%) under budget, aided by cost controls in insurance, audit services, and inventory management. Meeting and travel expenditures were also lower than anticipated, helping to offset increases in operational costs.

Lifesaving Sport activity posted a minor deficit relative to budget due to the hosting of the 2024 Canadian Surf Lifesaving Championships. While revenue and expense projections were originally higher, final costs were largely borne by the Ontario branch, resulting in lower-than-expected activity in both categories.

With revenues exceeding expectations and expenditures carefully managed, the Lifesaving Society New Brunswick is well positioned to continue advancing its drowning prevention mission in the years ahead.

Sincerely,

Chris Frame

Vice President – Finance



FINANCIAL HIGHLIGHTS

Operations

Net Revenue	2024		2023	
	\$		\$	
Service contract	101,625	24%	98,100	30%
Training programs	87,488	21%	77,256	24%
Literature	58,375	14%	54,076	17%
Fundraising	56,425	13%	3,251	1%
Government grants	55,000	13%	40,000	12%
Leadership	20,872	5%	15,539	5%
Membership fees	18,861	4%	16,803	5%
Merchandise	14,719	3%	5,994	2%
Interest & other	8,371	2%	5,205	2%
Lifesaving sport	5,753	1%	2,453	1%
Aquatic Safety Standards	-	0%	3,000	1%
	427,489	100%	321,678	100%

Expenditures

Admin, salaries & occupancy	255,284	82%	242,576	81%
Meetings & travel	17,234	5%	17,988	6%
Member services	14,449	5%	16,093	5%
Training program	14,401	5%	12,866	4%
National levy	10,433	3%	10,441	3%
Lifesaving sport	3,511	1%	1,290	1%
Aquatic Safety Standards	-	0%	900	0%
	315,314	100%	302,155	100%

Net Surplus/Loss for the year

	112,175	19,523
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Balance Sheet

Net Assets

Net working capital	178,727	48,950
Capital assets	267,476	285,075
	446,203	334,025

Fund Balances

	446,203	334,025
	446,203	334,025

AWARDS REPORT

TOP LINE SUMMARY		2024	2023	2022
	Swimming	20,974	22,810	15,102
	Lifesaving	1,324	1,389	1,165
	First Aid	1,633	1,683	1,715
	Lifeguarding	1,093	1,048	999
	Safety Management	4	5	5
	Lifesaving Sport	107	10	10
	Leadership	856	703	720
		25,991	27,648	19,716
SWIMMING	Swim to Survive	276	300	40
	Swim for Life	20,698	22,510	15,062
		20,974	22,810	15,102
LIFESAVING	Canadian Swim Patrol	596	786	581
	Bronze Star	216	148	110
	Bronze Medallion	508	454	438
	Distinction	0	0	1
	Boat Rescue	4	1	35
		1,324	1,389	1,165
FIRST AID	First Aid	1,411	1,400	1,483
	CPR	222	283	232
		1,633	1,683	1,715
LIFEGUARDING	Safeguard	21	18	10
	Bronze Cross	419	413	396
	National Lifeguard	653	617	593
		1,093	1,048	999
MANAGEMENT TRAINING	Aquatic Supervisor	1	3	3
	Pool Operator	2	1	0
	Aquatic Safety Inspector	1	1	2
		4	5	5
LIFESAVING SPORT	Sport Fundamentals	57	0	0
	Athletes	17	5	0
	Officials	33	5	10
		107	10	10
LEADERSHIP	Instructor	609	528	511
	Examiner	155	136	140
	Trainer	92	39	69
		856	703	720
	JLC Member Recognition Seals	252	0	234

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 st	Saint John Aquatic Center Commission	11,938
2 nd	Greater Moncton YMCA	9,813
3 rd	City of Fredericton	7,062
4 th	YMCA of Fredericton	5,390
5 th	Town of Riverview	5,154
6 th	YMCA of Southwestern New Brunswick	3,575
7 th	Université de Moncton	3,168
8 th	Municipal District of St. Stephen	3,115
9 th	Ville de Dieppe	3,035
10 th	City of Miramichi	2,963

Under 20,000 Population

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

1 st	Municipal District of St. Stephen	3,115
2 nd	City of Miramichi	2,963
3 rd	Town of Woodstock	2,166
4 th	Nutrien Civic Centre	2,099
5 th	Edmundston Sports pavilion	1,346
6 th	Municipalité Régionale de Tracadie	1,215
7 th	District of Carleton North	1,159
8 th	Bathurst Aquatic Centre	919
9 th	Town of Hampton	875
10 th	Campbellton	840

Seasonal Affiliates

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	Magic Mountain	1,160
2 nd	District of Carleton North	1,159
3 rd	Town of Hampton	875
4 th	Camp Glenburn	528
5 th	Grand Falls Parks and Leisure Services	420
6 th	Camp Shiktehawk	332
7 th	Parlee Beach Provincial Park	300
8 th	Town of Hartland	255
9 th	Perth-Andover Recreation Commission	120
9 th	Tantramar	120

Largest First Aid Program

Awarded to the affiliate member with the largest first aid program.

1 st	YMCA of Greater Moncton	4,188
2 nd	Saint John Aquatic Center Commission	2,548
3 rd	YMCA of Fredericton	2,375
4 th	ML Instructions	2,000
5 th	Town of Riverview	1,919
6 th	City of Miramichi	1,578
7 th	Municipal District of St. Stephen	1,435
8 th	City of Fredericton	1,252
9 th	YMCA of Southwestern New Brunswick	1,120
10 th	Woodstock Recreation & Community Services	938

Largest Leadership Program

Awarded to the affiliate member with the largest leadership program.

1 st	Saint John Aquatic Center Commission	2,505
2 nd	City of Fredericton	1,595
3 rd	YMCA of Greater Moncton	1,250
4 th	Municipal District of St. Stephen	880
5 th	Town of Riverview	860
6 th	Nutrien Civic Centre	745
7 th	YMCA of Southwestern New Brunswick	700
8 th	District of Carleton North	640
9 th	Rescue Aides First Aid and Aquatic Training	610
10 th	Université de Moncton	520

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.



Sam Hamilton of the Saint John Aquatic Center Commission accepts the award for *Largest lifesaving program – 2023* at the New Brunswick AGM.

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.

2024 marked the beginning of implementing changes to our First Aid Program to comply with the new CSA Standards. As we move further into 2025, our project to be fully CSA compliant is well underway. We want to thank **Grégoire Cormier** for his leadership with this project as well as **Morgan Easton** (First Aid Chair). Your hard work is invaluable in our progress to meeting these standards.

To close out 2024 and enter 2025, we have also developed a revised and fully accessible version of our Program Guide. Our 2025 Program Guide is fully AODA compliant, meaning it is made in a higher level of accessibility to all.

At a national level, we have a Swim and Canadian Swim Patrol revision in the works. This process has begun with the consultation of our stockholders. A national survey went out to our instructors and trainers in this stream, prompting many responses from our province. This revision will continue throughout 2025.

We saw a steady increase in our Leadership programs in 2024, particularly at the Trainer level. This continues to strengthen our programs across the board. Our Lifeguard certification also saw a slight increase over the past year. This positive trend is setting us in the right direction and supporting our efforts to battle the Lifeguard shortage in the province. All other programs in Swim, Lifesaving, and First Aid, have either seen a slight decrease or have remained steady from year turnover.

In 2024, we added new members to the Training Program Council. Members of the council now include:

Morgan Easton – First Aid Chair

Angela Johnson – Swim for Life and Leadership Chair

Alex Mullin – National Lifeguard Chair

Ben Tremblay – Sport Rep

Solange Wehrmann – Bronze programs Chair

What's to come?

As we look ahead, we will continue to lead the way in water safety and education in the province. We want to focus on reaching underserved communities as we look for ways to bridge the gap on participating and/or receiving water safety programming. Together, we can make a difference in water safety education and being Water Smart in New Brunswick.





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 training; by encouraging innovation in techniques, and; by providing opportunities for volunteer recruitment, retention and leadership development.

Lifesaving Sport faced another hurdle this year with the cancellation of the New Brunswick Emergency Response Championships. However, we saw development in both the Pool and the Waterfront Lifesaving Championships with growing numbers in both events.

2024 New Brunswick Championships

In 2024, New Brunswick saw a notable increase in participation, with 68 athletes competing across two provincial championships.

In March, the **Canada Games Aquatic Centre** hosted the New Brunswick Pool Lifesaving Championships featuring 28 athletes from two Clubs. Later in August, the **Parlee Beach Provincial Park** in collaboration with the **Parlee Beach Lifesaving Club** hosted the New Brunswick Waterfront Lifesaving Championships. The event continued to miss the out of province athletes it historically attracted, but had three Clubs from New Brunswick and PEI competing. Congratulations to Club Champions: **Canada Games Aquatic Centre** (Pool) and **Parlee Beach Lifesaving Club** (Beach).

2024 Canadian Championships

In August, the Lifesaving Society New Brunswick, with the help of Ontario, Quebec and Nova Scotia branches, organized the 2024 Canadian Surf Lifesaving Championships with host **Parlee Beach Provincial Park** and the **Parlee Beach Lifesaving Club**. The event attracted 103 athletes and 60 volunteers from New Brunswick, Nova Scotia, Quebec, Ontario and British Columbia. Congratulations to **Royal City Aquatics** for the Club overall Championship.

Parlee Beach Lifesaving Club and **Canada Games Aquatic Centre** were both present at the Canadian Surf Lifesaving Championships. **Parlee Beach Lifesaving Club** received a gold for junior men surf swim (**Keegan MacDougall**), bronze for open men board rescue (**Keegan MacDougall** and **Marcel Bourgeois**) and a bronze for both the open men (**Keegan MacDougall**, **Denny Paribok**, **Aaron Sellers** and **Marcel Bourgeois**) and open women ocean relay (**Gabrielle Léger**, **Jocelyne Melanson**, **Julianne Levesque** and **Catherine Laplante**). The **Canada Games Aquatic Centre** received gold in both the open women (**Jennifer Moore**) and open men (**Ben Tremblay**) 2 km beach run. **Parlee Beach Lifesaving Club** finished seventh overall and **Canada Games Aquatic Centre** finished ninth overall.

Coaches and officials

In 2024, New Brunswick saw the development of one Coach Trainer and two Official Instructors, with the goal of certifying more trainers and instructors continue developing the sport program. Additionally, 33 new officials were trained to support the continued growth of the program.

We would also like to extend our deepest thanks to the over 100 volunteers who generously donated their time to support the championships, especially our key officials: **Ryan Ferguson**, **Mike Maguire**, **Doug Trentowsky**, **Ben Tremblay** and **Marcel Bourgeois**.

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.

At the AGM in April, the Society's Board of Directors elected President Elect **Sarah-Ann Price** as President and **Adam Munn** as the new President Elect. Joining the board were **Mathieu Manuel** as Corporate Secretary, **Joey Doucet** as Vice President Training Programs, **Dave Shea** as Vice President Member Services, and **Gamal Ahmed** as Vice President Fundraising. The Board bid adieu to **David Dumont** and **Samantha Kuhn**. **Marcel McLaughlin** assumed the role of Past President.

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.

On the Training Programs Council, **Joey Doucet** left his role as Leadership and Bronze Chair in April in order to join the Board. **Shannon Cabel** stepped down as Swim for Life Chair in June, with **Angela Johnson** filling the position that month as well as the Leadership Chair position. **Solange Wehrmann** filled the position of Bronze Chair, also in June.

On the Lifesaving Sport Council, **Nikita Bailey** resigned as Development Chair in June, with **Ben Tremblay** filling in the position that same month. **Gabrielle Léger** resigned as Athlete Representative in order to fill the Coaches and Officials Chair role, while **Eloise Soucy** became the Athlete Representative. **Jacques Levesque** joined the Sport Council as Championships Chair, also in June.

Annual meeting

The Lifesaving Society New Brunswick convened its AGM on April 27, 2024, hosted by the City of Saint John at the Chateau Saint John. **Gary Sullivan**, City Councillor from Saint John welcomed participants to the City.

Commonwealth Honours

While the Society was unable to convene an Investiture ceremony in 2024, **Doug Trentowsky** was awarded the King Charles III Coronation Medal at a ceremony at Government House in October. Doug (fondly known as Mr. Lifesaving) has volunteered with the Lifesaving Society for over 40 years. From serving President of the Board to humbly timing at a lifesaving championship – he's done it all. We can't think of anyone more worthy of this recognition.



Volunteers serving nationally

In 2024, **Grégoire Cormier** continued to represent New Brunswick on the National Training Program Commission, and was joined by **Adam Munn** and **Joey Doucet** when the Commission expanded its membership. Grégoire continued his role on the National Safety Standards Commission throughout 2024 as well.

David Dumont represented New Brunswick on the Society's National Board of Directors from January to April while **Marcel McLaughlin** joined the National Board upon David's departure. **Doug Trentowsky** continued to chair the Commonwealth Honours and awards committee nationally.

Lifesaving Society New Brunswick Board of Directors

From the top, left to right:

Sarah-Ann Price, President
Frederick C. McElman, CM, KC, Governor
Marcel McLaughlin, Past President
Adam Munn, President Elect
Mathieu Manuel – Corporate Secretary
Chris Frame, Vice President – Finance
Dave Shea, Vice President – Member Services
Joey Doucet, Vice President – Training Programs
Marcel Bourgeois, Vice President – Lifesaving Sport
Gamal Ahmed, Vice President – Fundraising
Doug Trentowsky, Vice President without portfolio
Sarah Hebb-Thomas, Chief Executive Officer (ex officio)

Headquarters and office staff

The Society maintained its three staff components throughout 2024 with **Sarah Hebb-Thomas** as CEO and **Grégoire Cormier** and **Ryan Munn** continuing in their roles as Program Manager and Member Services Assistant respectively.

Council chairs

Lifesaving Sport Council

Marcel Bourgeois, VP – Lifesaving Sport
Jacques Levesque, Championships Chair
Éloïse Soucy, Athlete Representative
Ben Tremblay, Development
Christine Ryan, High Performance
Gabrielle Leger, Coaches and Officials

Training Programs Council

Solange Wehrmann, Bronze programs Chair
Morgan Easton, First Aid
Alex Mullin, National Lifeguard
Angela Johnson, Swim for Life and Leadership

Member Services Council

David Shea, Vice President - Member Services
Justine Blizzard, Volunteer Recognition



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 give funds towards the Society's work. In 2024, the Society received donations from:

Distinction Club (\$500 or more): **Arthur, Sandra & Sarah Irving, Doug Ferguson, Fred McElman, Wendy Mahony.**

Merit Club (\$300 to \$499): **Doug Trentowsky.**

Bronze Club (\$100 to \$299): **David Dumont, Lisa Hanson-Ouellette.**

There were no donations in the *Friends of the Society* (\$25 to \$99) category in 2024.

In memoriam and tributes

The Society is honoured to receive donations in memory or in honour of individuals. In 2024, we received donations in memory of **Donnie Ring** from **Arthur, Sandra & Sarah Irving.**

Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters.

We thank **SE Mutual Insurance** for its support of CSLCs and **McInnes Cooper** and **NB Liquor** for its donations.

We thank the **Government of New Brunswick** for its continued generous support of the Lifesaving Society.

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

Support drowning prevention in New Brunswick

Donate to the Lifesaving Society online. Visit 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.



Our cover

A graphic illustration of where Canadians drown: Lakes/ponds (35%), Rivers (26%), Bathtubs (13%), Pools (9%), Ocean (6%), Other (11%). Derived from the Society's 2024 Canadian Drowning Report.