



LIFESAVING SOCIETY

*The Lifeguarding Experts*

# New Brunswick Report 2022





## 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

I am pleased to present our 2022 New Brunswick Report – what will be remembered as a watershed year for the Society. While the Swim Transition initiative rightfully owned the spotlight, there were many other noteworthy accomplishments across the Society's activity centres. I invite you to dive in for a detailed read on how our volunteers and staff rigorously pursued a myriad of projects in the pursuit of drowning prevention throughout our province.

Although New Brunswick began 2022 in the shadow of Covid-19, by February most restrictions that constrained the Society's activities were over. While we're likely to feel the effects of the pandemic for years to come, this long-awaited return to unrestricted in-person participation allowed the Society to focus on new challenges and look forward with confidence. This was very welcome news, as 2022 would become a very busy year for the Society.

In January, the Canadian Red Cross announced it would wind down its swim and lifeguard programs by the end of 2022 while encouraging its training partners to transition to the Lifesaving Society Swim for Life program. Accomplishing this Swim Transition was no small feat and took a province-wide effort from not only the Society's staff and volunteers, but from the entire aquatics industry in New Brunswick. The smooth and successful accomplishment of this mammoth project is a testament to our entire community. On behalf of the Lifesaving Society New Brunswick, I would like to thank the Canadian Red Cross for their outstanding cooperation throughout this year of transition.

Having worked feverishly throughout the spring and summer on Swim Transition, by fall the Society's focus shifted to the rollout of our updated National Lifeguard

program. In November, over 30 National Lifeguard Instructors, Examiners and Trainers gathered at U de M to learn about the new content and engage in spirited Q&As. As a participant myself, I can personally attest to the enthusiastic discussions, debates and learning that always seems to occur when the Society's top leadership personnel come together in person. I congratulate the Society's National Lifeguard Chair **Alex Mullin** for his excellent leadership throughout the event. It was great to see everyone back together.

Unfortunately, it can't all be good news. September 8 marked the passing of the Society's Royal Patron, **Her Majesty Queen Elizabeth II**. The members of the Lifesaving Society Canada thank her for her unwavering interest in the success of the Society, her enduring support for our humanitarian work and her generosity in hosting many of our members at Buckingham Palace. On behalf of the

Lifesaving Society New Brunswick, I take this opportunity to extend our sincere condolences once again to the Royal Family.

I'll end by noting how thoroughly proud I am of our Society's achievements throughout 2022. I sincerely thank our staff, volunteers and Affiliate Members for their contributions to such a meaningful year. Particularly, I thank my fellow directors around the Society's Board table for their sound judgment and leadership.

Our Society's future is bright.

Best regards,

**Marcel McLaughlin**





# 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, 2022. The Lifesaving Society New Brunswick is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

The story of the Lifesaving Society's 2022 financials is a positive one. The Society generated a surplus of \$6,000 in 2022 compared to a surplus of \$82,000 the previous year. Total revenues decreased by \$60,000 (17%) to \$279,000 while total

expenditures increased \$16,000 (6%) to \$273,000.

The decrease to the Society's revenue came almost entirely from a reduction in government grants which fell \$83,000 (77%) compared to the previous year. This decrease, while significant, was in line with budget and is resulted from all levels of government winding down their financial support programs to businesses effected by the Covid-19 pandemic.

Although total revenues fell due to the stark drop in government funding, the Society's core revenue streams saw moderate to strong growth in 2022. Notably, Literature revenues increased by \$9,000 (25%) over the prior year. This is in line with the strong performance of the Society's leadership and training programs resulted from a year of mostly unrestricted aquatic programming.

Total expenditures increased by \$16,000 (6%) to \$273,000 and were in line with the budget. Compared to previous year, Meeting and Travel expenses increased by \$4,000 (51%), Member Services expenses increased \$4,000 (26%) and Training Program expenses increased \$4,000 (68%). While these show a large variance compared to prior year, they are in line with the increased business activity across the Society's revenue streams in 2022.

With core revenues growing, expenditures being controlled and a strong balance sheet, the Lifesaving Society New Brunswick is on strong footing for continued growth and is well positioned to aggressively pursue its drowning prevention mission in the coming years.

Sincerely,

**Chris Frame**

Vice President – Finance



# FINANCIAL HIGHLIGHTS

## Operations

Net Revenue	2022		2021	
	\$		\$	
Service contracts	96,292	34%	94,939	28%
Training programs	58,277	21%	54,824	16%
Literature	43,815	16%	34,983	10%
Government grants	24,000	9%	107,154	32%
Fundraising	16,871	6%	17,439	5%
Member fees	12,567	4%	9,309	3%
Leadership	11,664	4%	10,572	3%
Merchandise	7,124	3%	8,070	2%
Interest & other	3,958	1%	1,155	1%
Aquatic Safety Standards	3,438	1%	-	0%
Lifesaving sport	1,465	1%	980	0%
	<b>279,471</b>	<b>100%</b>	<b>339,425</b>	<b>100%</b>

## Expenditures

Admin, salaries & occupancy	222,509	82%	222,962	87%
Member services	17,341	6%	13,805	5%
Meetings & travel	12,698	5%	8,401	3%
National levy	9,118	3%	6,741	3%
Training program	8,554	3%	5,068	2%
Aquatic safety standards	1,200	1%	-	0%
Lifesaving sport	315	0%	227	0%
	<b>273,725</b>	<b>100%</b>	<b>257,204</b>	<b>100%</b>

## Net Surplus/Loss for the year

5,746	82,221
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## Balance Sheet

### Net Assets

Net working capital	11,534	(12,902)
Capital assets	302,968	321,660
	<b>314,502</b>	<b>308,758</b>

### Fund Balances

314,502	308,758
<b>314,502</b>	<b>308,758</b>

# AWARDS REPORT

TOP LINE SUMMARY		2022	2021	2020
	Swimming	15,102	7,051	5,657
	Lifesaving	1,165	797	450
	First Aid	1,715	1,424	1,139
	Lifeguarding	999	878	652
	Safety Mangement	5	7	4
	Lifesaving Sport	10	14	5
	Leadership	720	673	368
		<b>19,716</b>	<b>10,844</b>	<b>8,275</b>
SWIMMING	Swim to Survive	40	26	0
	Swim for Life	15,062	7,025	5,657
		<b>15,102</b>	<b>7,051</b>	<b>5,657</b>
LIFESAVING	Canadian Swim Patrol	581	366	183
	Bronze Star	110	92	27
	Bronze Medallion	438	339	240
	Boat Rescue	35	0	0
		<b>1,165</b>	<b>797</b>	<b>450</b>
FIRST AID	First Aid	1,483	1,257	1,006
	CPR	232	167	133
		<b>1,715</b>	<b>1,424</b>	<b>1,139</b>
LIFEGUARDING	Safeguard	10	11	0
	Bronze Cross	396	311	242
	National Lifeguard	593	556	410
		<b>999</b>	<b>878</b>	<b>652</b>
MANAGEMENT TRAINING	Aquatic Supervisor	3	3	2
	Pool Operator	0	3	0
	Aquatic Safety Inspector	2	1	2
		<b>5</b>	<b>7</b>	<b>4</b>
LIFESAVING SPORT	Athletes	0	8	0
	Officials	10	6	5
		<b>10</b>	<b>14</b>	<b>5</b>
LEADERSHIP	Instructor	511	459	271
	Examiner	140	162	77
	Trainer	69	52	20
		<b>720</b>	<b>673</b>	<b>368</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>	YMCA of Greater Moncton	11,017
2 <sup>nd</sup>	Saint John Aquatic Center	
	Commission	7,420
3 <sup>rd</sup>	YMCA of Fredericton	4,779
4 <sup>th</sup>	Town of Riverview	4,208
5 <sup>th</sup>	ML Instructions	3,742
6 <sup>th</sup>	City of Fredericton	3,627
7 <sup>th</sup>	Ville de Dieppe	3,451
8 <sup>th</sup>	YMCA of Greater Saint John	3,250
9 <sup>th</sup>	City of Miramichi	2,921
10 <sup>th</sup>	Town of Woodstock	2,335

## 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	2,921
2 <sup>nd</sup>	Town of Woodstock	2,335
3 <sup>rd</sup>	Edmundston Sports pavilion	1,843
4 <sup>th</sup>	Municipalité Régionale de Tracadie	1,835
5 <sup>th</sup>	Municipal District of St. Stephen	1,725
6 <sup>th</sup>	Bathurst Aquatic Centre	1,258
7 <sup>th</sup>	Nutrien Civic Centre	960
8 <sup>th</sup>	Village of Bath	721
9 <sup>th</sup>	Petitcodiac Community Pool	525
9 <sup>th</sup>	Salisbury Lions Pool	525

## Seasonal Affiliates

Awarded to the seasonal affiliate with the largest lifesaving program.

1 <sup>st</sup>	Magic Mountain	1,240
2 <sup>nd</sup>	Village of Bath	721
3 <sup>rd</sup>	Camp Glenburn	645
4 <sup>th</sup>	Village of Petitcodiac	525
4 <sup>th</sup>	Salisbury Lions Pool	525
5 <sup>th</sup>	Florenceville-Bristol	329
6 <sup>th</sup>	Parlee Beach Provincial Park	300
7 <sup>th</sup>	Perth-Andover Recreation Commission	267
8 <sup>th</sup>	Town of Hartland	236
9 <sup>th</sup>	Village of Plaster Rock	211

## Largest First Aid Program

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

1 <sup>st</sup>	YMCA of Greater Moncton	4,502
2 <sup>nd</sup>	ML Instructions	3,742
3 <sup>rd</sup>	Saint John Aquatic Center	
	Commission	2,015
4 <sup>th</sup>	Town of Riverview	1,813
5 <sup>th</sup>	City of Miramichi	1,806
6 <sup>th</sup>	YMCA of Fredericton	1,759
7 <sup>th</sup>	YMCA of Greater Saint John	1,485
8 <sup>th</sup>	Municipal District of St. Stephen	960
9 <sup>th</sup>	City of Fredericton	932
10 <sup>th</sup>	Town of Woodstock	740

## Largest Leadership Program

Awarded to the affiliate member with the largest leadership program.

1 <sup>st</sup>	YMCA of Greater Moncton	1,925
2 <sup>nd</sup>	Saint John Aquatic Center	
	Commission	1,125
3 <sup>rd</sup>	YMCA of Fredericton	885
4 <sup>th</sup>	City of Fredericton	855
5 <sup>th</sup>	Ville de Dieppe	810
6 <sup>th</sup>	Municipalité Régionale de Tracadie	550
7 <sup>th</sup>	Village of Bath	480
7 <sup>th</sup>	City of Miramichi	480
8 <sup>th</sup>	Town of Riverview	400
9 <sup>th</sup>	Université de Moncton	380

## 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.



## 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.*

2022 was a return to form for the Lifesaving Society training programs. Over 19,000 candidates participated across all the Society's streams – the most ever in a calendar year and nearly 10,000 more than the year prior. This success is mostly attributed to having nearly 12 months without interruption to aquatic programming, and the "Swim Transition".

### Swim Transition in New Brunswick

Swim Transition was the priority project of 2022 for the Lifesaving Society, both in New Brunswick and across Canada. The project was an enormous undertaking and required considerable contributions from Lifesaving Society and Canadian Red Cross staff and volunteers from across the country (see sidebar).

Provincially, New Brunswick's Swim Transition was extremely successful with every aquatic facility in New Brunswick choosing to the Lifesaving Society's National Lifeguard and Swim Instructors programs to use as certifications with their aquatic staff. 12 new facilities signed on to the Society's Swim for Life program with over 100 Red Cross certifications holders taking advantage of the individual transition pathways.

Thank to all the staff and volunteers who travelled many, many miles to spend their evenings and weekends delivering transition clinics across New Brunswick.

### National Lifeguard update

The Lifesaving Society updated the National Lifeguard program following a review to ensure its curriculum and performance standards remain current, relevant and grounded in the competencies required by lifeguards.

The update included: New recertification specific test sheets, changes to the National Lifeguard Examination Policy and equipment list, and an updated *National Lifeguard Award Guide*.

In November, over 30 National Lifeguard instructors, examiners and trainers came together at the **U de M** to learn about the changes and engage each other in thoughtful discussion and debate on incorporating the new content into National Lifeguard courses and exams.





## Swim Transition

On January 12, 2022, the Canadian Red Cross announced that it was “winding down its swim and lifeguard programming to direct more attention to surging humanitarian demands in other areas – such as disaster and pandemic response, opioid harm reduction and caregiving for seniors. Specifically, Red Cross is encouraging its water safety training partners to transition to the swim and lifeguarding programs of the Lifesaving Society Canada through the course of this year.”

“Swim Transition” was the umbrella title coined to describe the Canada-wide, joint and collaborative effort of both agencies to make it as painless as possible for aquatic facilities and thousands of individuals to transition to Lifesaving Society programming and certifications before Red Cross aquatic programs and certifications were retired as of December 31, 2022.

Special transition pathways were created for Red Cross-certified individuals who wished to transfer their certifications to corresponding Lifesaving Society awards. The development of the e-learning Swim Instructor Transition Clinic for Water Safety Instructors hosted at [e-livesaving.ca](http://e-livesaving.ca) in English and French was a major initiative.

“It took a village” to make this seminal Swim Transition work as seamlessly as possible. Thank you to all the Lifesaving Society staff and volunteers across Canada who went above and beyond the call of duty.

Lastly, we thank the Canadian Red Cross for the trust placed in us to carry on their fine legacy in learn to swim and water safety education.

## 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.*

2022 began as another challenging year for Lifesaving Sport with restrictions on in-person gatherings necessitating the cancellation of the New Brunswick Pool Lifesaving Championships and the Canadian Lifeguard Emergency Response Championships. Happily, as the year progressed, optimism grew that in-person sport had made a full-time return in New Brunswick.

In August, the **Parlee Beach Provincial Park** and 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 featured a record number New Brunswick athletes. Congratulations to the **City of Fredericton** who won a tightly contested championship.

Thank you to all the athletes, coaches, officials and volunteers who supported Lifesaving Sport in 2022.





## 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.

There were no appointments or resignations to or from Society's Board of Directors in 2022.

### 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.

There were no appointments or resignations to or from the Society's Activity Centre Councils in 2022.

### Annual Meeting

The Lifesaving Society New Brunswick convened another video conference AGM April 30, 2022. We acknowledge the contributions of the following volunteers who made the event a success: **David Shea, Liette Nicholson-Crabb, Angela Johnson, Nikita Spencer, Justine Blizzard, Sarah Williams** and **Peter Mahony**.

### Commonwealth Honours

Sadly, due to restrictions on public gatherings in the early part of the year, and to safeguard the health and wellbeing of our volunteers and staff, no Commonwealth Honours were presented in 2022.

### Volunteers serving nationally

In 2022, **Grégoire Cormier** represented New Brunswick on the National Training Program Commission and the National Safety Standards Commission. **Morgan Easton** participated in the ILCOR working group.

**David Dumont** represented 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. **Ryan Ferguson** continued as the Society's CEO, **Grégoire Cormier** as the Society's Program Manager, and **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:

Marcel McLaughlin, President  
David Dumont, Past President  
Sarah-Ann Price, President Elect  
Jaclyn Murgatroyd, Corporate Secretary  
Chris Frame, Vice President – Finance  
Samantha Kuhn, Vice President – Member Services  
Adam Munn, Vice President – Training Programs  
Marcel Bourgeois, Vice President – Lifesaving Sport  
Mikaël Doucet, Vice President without portfolio  
Ryan Ferguson, Chief Executive Officer (ex officio)



## Governor

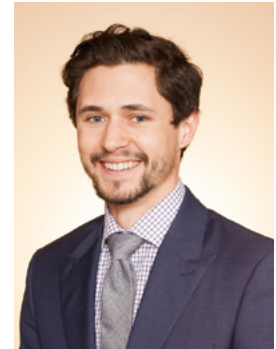
**Frederick C. McElman, CM, QC**



## Council chairs

### Lifesaving Sport Council

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



### 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

Justine Blizzard, 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 give funds towards the Society's work. In 2022, the Society received donations from:

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

*Bronze Club* (\$100 to \$299): **Grégoire Cormier**

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

## 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 2022, we received a donation from the **Arthur & Sandra Irving Foundation** 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**.

Finally, we gratefully acknowledge the continued support of **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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