



LIFESAVING SOCIETY
The Lifeguarding Experts



New Brunswick Report 2023



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
info@lifesavingnb.ca
www.lifesavingnb.ca
www.lifeguarddepot.com

PRESIDENT'S REPORT

I'm privileged and proud to share with you our 2023 New Brunswick Report, made possible by the ceaseless efforts of our dedicated volunteers and staff. As you read through, you'll find success stories from a year that saw our Society step forward with confidence as we completed our Swim Transition and major in-person events made their anticipated return.

April marked the return of the Society's Investiture of Commonwealth Honours, graciously hosted by our Honorary Patron, the Honourable Brenda Murphy, ONB, Lieutenant Governor of New Brunswick at Government House in Fredericton.

This welcome opportunity to recognize the accomplishments of our dedicated volunteers was long overdue. I thank Her Honour for presenting recipients with well-earned awards so they could be properly recognized by their family and peers. We were ecstatic to demonstrate our appreciation to those who help the Society to thrive.

The aquatics community loves to come together, and it gives me great joy that, in addition to our investiture ceremony, multiple events made their formal return to our annual calendar. In March, the Ville de Dieppe hosted our Pool Lifesaving Championships and in April, our annual general meeting, coupled with an aquatics round table, returned to its in-person format hosted by the City of Miramichi.

While I can't address every accomplishment of 2023 in my report, I'm particularly proud of completing our Swim Transition. The process of onboarding Red Cross Water Safety certification holders and training partners came to its formal conclusion at the end of June. Today, thanks to our many new swim instructors and affiliates, the Society's Swim for Life program reaches more New Brunswickers than ever before. I welcome everyone

who joined our ranks through our many transition pathways.

Swim for Life wasn't the only Society training program making a splash in 2023. In December, the Society completed the smooth roll out of our updated National Lifeguard program. The update ensured the curriculum and performance standards remain grounded in the competencies required by lifeguards and align with international standards and best practices. Many thanks to the staff and volunteers involved in this success.

The effort and care that goes into these updates is demonstrated in our yearly drowning reports. In August, the Society released its *2023 Maritimes Drowning Report*, which shows a decline in drowning-related deaths. This valuable data not only guides our decisions, but also provides us with real feedback on the effectiveness of our drowning prevention efforts.

Finally, there are many people to thank for the Society's growth and success in New Brunswick and I would be remiss if I didn't begin by thanking our new CEO, Sarah Hebb.

I thank our affiliate members, our instructors and examiners who represent the Society on a daily basis, our dedicated staff who ensure the quality of our services, our sister branches in Ontario and Atlantic Canada, and especially my exceptional colleagues on the Society's Board of Directors who devote their time to furthering our humanitarian cause.

Sincerely,

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, 2023. The Lifesaving Society New Brunswick is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

The hard work of our staff and volunteers yielded another prosperous year for the Society, generating a surplus of \$19,500 in 2023 compared to a surplus of \$6,000 the previous year. Total revenues increased by \$42,207 (14%) to \$321,678 while

total expenditures increased \$28,430 (10%) to \$302,155.

This strong performance was brought about by across-the-board growth in the Society's core revenue streams, notably a \$16,000 (66%) increase to operational grant given to the Society from Government of New Brunswick. Training Program revenues increased an impressive \$19,000 (32%) over the prior year led by increased participation in National Lifeguard and First Aid programs. Similarly, Literature revenues which support those Training Programs increased \$10,000 (23%) over year prior.

Total expenditures increased by \$28,430 (10%) to \$302,155 compared to previous year. Meeting and Travel expenses increased a significant \$5,000 (42%) due to increased travel needs and more acute inflationary pressures.

Administration, Salaries and Occupancy costs increased by \$18,000 (8%) as budgeted, for similar reasons. Training Program expenses increased by \$4,000 (50%) which reflects the corresponding growth in the same revenue accounts while Member Services expenses decreased by \$1,200 (7%). While these show an increased variance compared to prior year, they are in line with the increased business activity across the Society's revenue streams in 2023 and in line with budget.

With revenue growth well ahead of increasing expenditures and robust balance sheet, our Society is on strong financial footing. I am confident that the Lifesaving Society New Brunswick is well positioned to meet future challenges and invest enthusiastically in our drowning prevention mission over the coming years

Sincerely,

Chris Frame

Vice President – Finance



FINANCIAL HIGHLIGHTS

Operations

Net Revenue	2023		2022	
	\$		\$	
Service contract	98,100	30%	96,292	34%
Training programs	77,256	24%	58,277	21%
Literature	54,076	17%	43,815	16%
Government grants	40,000	12%	24,000	9%
Member fees	16,803	5%	12,567	4%
Leadership	15,539	5%	11,664	4%
Merchandise	5,994	2%	7,124	3%
Interest & other	5,205	2%	3,958	1%
Fundraising	3,251	1%	16,871	6%
Aquatic Safety Standards	3,000	1%	3,438	1%
Lifesaving sport	2,453	1%	1,465	1%
	321,678	100%	279,471	100%

Expenditures

Admin, salaries & occupancy	242,576	81%	224,499	82%
Meetings & travel	17,988	6%	12,698	5%
Member services	16,093	5%	17,341	6%
Training program	12,866	4%	8,554	3%
National levy	10,441	3%	9,118	3%
Lifesaving sport	1,290	1%	315	0%
Aquatic Safety Standards	900	0%	1,200	1%
	302,155	100%	273,725	100%

Net Surplus/Loss for the year

	19,523	5,746
--	--------	-------

Balance Sheet

Net Assets

Net working capital	48,950	11,534
Capital assets	285,075	302,968
	334,025	314,502

Fund Balances

	334,025	314,502
	334,025	314,502

AWARDS REPORT

TOP LINE SUMMARY		2023	2022	2021
	Swimming	22,810	15,102	7,051
	Lifesaving	1,389	1,165	797
	First Aid	1,683	1,715	1,424
	Lifeguarding	1,048	999	878
	Safety Mangement	5	5	7
	Lifesaving Sport	10	10	14
	Leadership	703	720	673
		27,648	19,716	10,844
SWIMMING	Swim to Survive	300	40	26
	Swim for Life	22,510	15,062	7,025
		22,810	15,102	7,051
LIFESAVING	Canadian Swim Patrol	786	581	366
	Bronze Star	148	110	92
	Bronze Medallion	454	438	339
	Distinction	0	1	0
	Boat Rescue	1	35	0
		1,389	1,165	797
FIRST AID	First Aid	1,400	1,483	1,257
	CPR	283	232	167
		1,683	1,715	1,424
LIFEGUARDING	Safeguard	18	10	11
	Bronze Cross	413	396	311
	National Lifeguard	617	593	556
		1,048	999	878
MANAGEMENT TRAINING	Aquatic Supervisor	3	3	3
	Pool Operator	1	0	3
	Aquatic Safety Inspector	1	2	1
		5	5	7
LIFESAVING SPORT	Athletes	5	0	8
	Officials	5	10	6
		10	10	14
LEADERSHIP	Instructor	511	511	459
	Examiner	140	140	162
	Trainer	69	69	52
		703	720	673
	JLC member recognition seals	0	234	0

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	10,179
2 nd	Greater Moncton YMCA	9244
3 rd	YMCA of Greater Saint John	5466
4 th	City of Fredericton	5260
5 th	YMCA of Fredericton	5125
6 th	Town of Riverview	4566
7 th	Ville de Dieppe	4396
8 th	City of Miramichi	3599
9 th	Town of Woodstock	3109
10 th	Municipal District of St. Stephen	3051

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	City of Miramichi	3599
2 nd	Woodstock Recreation & Community Services	3109
3 rd	Municipal District of St. Stephen	3051
4 th	District of Carleton North	2126
5 th	Bathurst Aquatic Centre	1950
6 th	Edmundston Sports pavilion	1815
7 th	Municipalité Régionale de Tracadie	1576
8 th	Campbellton	1008
9 th	Nutrien Civic Centre	990
10 th	Town of Hampton	545

Seasonal Affiliates

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	District of Carleton North	2126
2 nd	Magic Mountain	1480
3 rd	Camp Glenburn	668
4 th	Town of Hampton	545
5 th	Salisbury Lions Pool	280
5 th	Parlee Beach Provincial Park	280
6 th	Edith Lank Memorial Christian Camp	130
7 th	Perth-Andover Recreation Commission	118
8 th	Town of Hartland	114
9 th	Sandy Cove Bible Camp	100

Largest First Aid Program

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

1 st	YMCA of Greater Moncton	3694
2 nd	Saint John Aquatic Center Commission	2874
3 rd	ML Instructions	2740
4 th	YMCA of Fredericton	2030
5 th	City of Miramichi	1594
6 th	Town of Riverview	1551
7 th	YMCA of Greater Saint John	1531
8 th	City of Fredericton	1390
9 th	Municipal District of St. Stephen	1126
10 th	5CDSG Gagetown Aquatics	1021

Largest Leadership Program

Awarded to the affiliate member with the largest leadership program.

1 st	YMCA of Greater Saint John	1520
2 nd	Town of Riverview	1330
3 rd	City of Fredericton	1190
4 th	District of Carleton North	960
5 th	YMCA of Greater Moncton	935
6 th	YMCA of Fredericton	775
7 th	Saint John Aquatic Center Commission	670
8 th	Ville de Dieppe	615
9 th	Edmundston sports pavilion	560
10 th	Municipal District of St. Stephen	550

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.



Joey Doucet of the YMCA of Greater Moncton accepts the award for largest lifesaving program at the 2022 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.

This was the year of project completion: the Swim Transition completed in June, allowing Training Programs to turn attention to bringing new Swim Affiliates online and addressing the challenges faced by new affiliates. The National Lifeguard update wrapped up at the end of December, too.

With major projects coming to a successful end, the time was right for the Society's Training Program Council to spend time planning what's next. In the fall, the council met to lay the frameworks for multiple overlapping projects on the horizon including upcoming program updates.

A Year of growth

Throughout 2022, growth in participation of the Society's programs was easily tied to the increased onboarding of instructors, trainers and lifeguards through the Swim Transition. In 2023, however, growth was consistent across each program stream with a 35% increase in Bronze Star and a 22% increase in National Lifeguard compared to the year prior.

Even with growth in certifications through the year, we continued working with affiliates to address their challenges in recruitment and program delivery. An aquatics round table was held in April where the Society had the opportunity to hear from 10 affiliates in Miramichi on the challenges they face and how we can help and begin gathering ideas for the future.

Book updates

National Lifeguard Award Guide updates

The Lifesaving Society made a few editorial clarifications to the *National Lifeguard Award Guide*. The changes, mostly in Appendix A, clarified three of the notes and two of the must sees. The changes were made available to all National Lifeguard instructors via a download on the Society's website.

Instructor Manual: new appendix now available

The Lifesaving Society's *Instructor Manual* was updated to include an appendix on online and blended learning. The appendix guides instructors and trainers through the dos and don'ts of teaching Lifesaving Society courses online or in blended learning formats.



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.

Last year Lifesaving Sport experienced a series of highs and lows. While the cancellation of the New Brunswick Emergency Response Championships was disappointing, the Society was thrilled to see the successful return of the New Brunswick Pool Lifesaving Championships for the first time since the pandemic.

2023 New Brunswick Championships

Thirty-nine athletes competed across two New Brunswick Championships in 2023 with a modest increase in participation from New Brunswick athletes.

In March, the Society convened the New Brunswick Pool Lifesaving Championships for the first time since 2019, hosted by the **Ville de Dieppe** at the Dieppe Aquatics and Sports Centre. The event was a closely contested duel between the **Ville de Dieppe** and **City of Fredericton** teams with Dieppe edging out a narrow victory and being crowned Pool Club Champions.

In August, **Parlee Beach Provincial Park** and the **Parlee Beach Lifesaving Club** jointly hosted the New Brunswick Waterfront Lifesaving Championships. Though the event continued to miss the out of province athletes it historically attracted, local participation was strong with three clubs from New Brunswick and PEI competing at the championships. Congratulations to the **City of Fredericton** who were the Waterfront Club Champions.

The New Brunswick Championships were supported by over 40 volunteers whom we thank for their generous donation of time, particularly our key officials: **Mike Maguire, Doug Trentowsky, David Dumont, Mikaël Doucet, Justine Blizzard** and, **Beth and Ryan Ferguson**.

2023 Canadian Championships

In August, the **Parlee Beach Lifesaving Club** was the only New Brunswick team to participate at a Canadian Championships in 2023, competing at the Canadian Surf Lifesaving Championships hosted by Nova Scotia at Martinique Beach and Rainbow Haven Beach. Congratulations to **Gabrielle Leger** and **Jocelyne Melanson**, who won the bronze medal in the Open Women's Board Rescue.

LifeguardDepot.com Canadian Lifeguard Challenge (CLC)

Three New Brunswick athletes, **Marcel Bourgeois, Gabrielle Leger** and **Jocelyne Melanson**, competed in the 2023 Canadian Lifeguard Challenge hosted by the LifeguardDepot.com at Martinique Beach in August. The CLC is a competition for high performance surf lifesaving athletes intended to encourage participation in surf lifesaving in Canada.



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 annual general meeting (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 (BOD) 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 AGM. No person or body external to the Society is entitled to appoint any directors.

Mikaël Doucet, who was our Vice President without portfolio, stepped down from the BOD this year, as well as **Jaclyn Murgatroyd**, who

was our Corporate Secretary. **Doug Trentowsky** was voted in as our next Vice President without portfolio.

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 Program Council, **Nancy Perry** resigned as Swim Chair. Nancy is succeeded in this role by **Shannon Cabel**.

On the Lifesaving Sport Council, **Maureen MacNeil** resigned as Championships Chair.

Annual meeting

The Lifesaving Society New Brunswick convened in-person for the 2023 AGM, hosted by the City of Miramichi on April 29. We acknowledge the contributions of volunteers **David Shea** and **Shannon Cabel** who helped make the event a success.

Commonwealth Honours

The Society's Investiture of Commonwealth Honours also made a return in April at Government House in Fredericton, graciously hosted by our Honorary Patron, the Honourable Brenda Murphy, ONB, Lieutenant Governor of New Brunswick.

Volunteers serving nationally

In 2023, **Grégoire Cormier** represented New Brunswick on the National Training Program Commission and the National Safety Standards Commission.

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

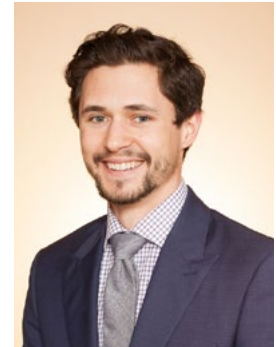
The Society employs four full-time staff members at its Melissa Street headquarters in Fredericton. In April, **Sarah Hebb** succeeded **Ryan Ferguson** as the Society's CEO, **Grégoire Cormier** continued as the Society's Program Manager, and **Ryan Munn** continued in his role as Member Services Assistant.

In September, the Society welcomed **Rachel LaForge** as Communication Administrator – Atlantic Canada. Rachel is located in the New Brunswick office, but provides communications aid to the Atlantic branches under her remote position in the Ontario branch as outlined in the Atlantic Canada Support Services agreement.

Lifesaving Society New Brunswick Board of Directors

From the top, left to right:

Marcel McLaughlin, President
Frederick C. McElman, CM, QC, Governor
David Dumont, Past President
Sarah-Ann Price, President Elect
Chris Frame, Vice President – Finance
Samantha Kuhn, Vice President – Member Services
Adam Munn, Vice President – Training Programs
Marcel Bourgeois, Vice President – Lifesaving Sport
Doug Trentowsky, Vice President without portfolio
Sarah Hebb, Chief Executive Officer (ex officio)



Council chairs

Lifesaving Sport Council

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

Training Programs Council

Joey Doucet, Bronze Revisions and Leadership
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 2023, the Society received donations from:

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

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

There were no donations in the *Bronze Club* (\$100 to \$299) and *Friends of the Society* (\$25 to \$99) categories in 2023.

In memoriam and tributes

The Society is honoured to receive donations in memory or in honour of individuals. In 2023, we received donations in memory of **Laurence Dumont**, mother of our current past president **David Dumont** in the name of **Service New Brunswick**. The donation reflects David's long-time commitment to **Service New Brunswick**.

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 the **Government of New Brunswick** for its continued generous support of the Lifesaving Society, as well as the **Government of Canada**.

We sincerely appreciate the generous support of the **Arthur and Sandra Irving Foundation**.

We gratefully acknowledge the continued support of **Lifesaving Society Ontario**.

Great Canadian Giving Challenge

Thank you to all our donors who contributed to the Society during the Great Canadian Giving Challenge which spanned the month of June. We are extremely grateful for each and every one of our donors who continue to support the Society in our mission to see a New Brunswick free from drowning and water-related injury. We could not do this without you.

If you are interested in making a donation to the Lifesaving Society New Brunswick you can do so through the link to Canada Helps on our website.

Support drowning prevention in New Brunswick

Donate to the Lifesaving Society online. Visit 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.

