



Alberta and Northwest Territories Annual Report

April 1, 2013 - March 31, 2014



LIFESAVING SOCIETY®

The Lifeguarding Experts



LIFESAVING SOCIETY®

The Lifeguarding Experts

Teaching Canadians to save themselves and rescue others

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

Making Canadians Water Smart®

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

Drowning research

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

Setting the standard

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

Lifesaving sport

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

13123 - 156 Street
Edmonton, AB
T: 780.415.1755
F: 780.427.9334
E: experts@lifesaving.org
W: www.lifesaving.org

Registered Charity No.
11912 9021 RR0001

All donations gratefully received.
Tax receipts issued for donations.

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THE LIFESAVING SOCIETY

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

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 World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

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

President and Chief Administrative Officer Report

The Society enjoyed another successful year in 2013 as we continued to expand our drowning prevention reach.

MORE PEOPLE TRAINED

The Lifesaving Society Alberta and Northwest Territories boasts an extraordinary complement of volunteers – serving on our board, advisory councils and service units; providing of their time for Society and community events; and delivering our programs and services in support of our health and safety mandate for drowning and injury prevention.

More than 194,000 individuals from across Alberta and the Northwest Territories participated in our training programs. We reached Alberta and Northwest Territories residents with our Water Smart® public education messages within our initiatives such as Lifejacket Loaner Station and NWT Water Smart® programs. We thank our partners for supporting our 2013 Water Smart® public education campaign.

As our Financial Report makes clear, our strength in numbers includes financial health and stability.

NEW PROGRAMS, PRODUCTS, SERVICES

You will read about new programs, products and services developed in 2013, like the in-person leadership recertifications, the new National Lifeguard Pool Recertification Guide for candidates, and Bronze Medals lesson plans.

NATIONAL AND INTERNATIONAL LEADERSHIP

Lifesaving Society Alberta and Northwest Territories personnel were involved in national and international initiatives in 2013.

Alberta athletes and officials were part of the 2013 Lifesaving Championships at the World Games in Cali, Columbia and the Commonwealth Lifesaving Championships in Canberra, Australia.

We attended and presented an Open Water Wisdom poster presentation at the ILS World Conference on Drowning Prevention in Potsdam, Germany, as well as at the Canadian Injury Prevention and Safety Promotion Conference in Montreal Quebec where we also presented a poster on the Northwest Territories Water Smart program.

We piloted new leadership competencies and provided support to the National Leadership Revisions Committee. We also hosted a collaborative national and branch program meeting in September 2013.

CELEBRATION

We enter 2014 celebrating the 50th anniversary of the National Lifeguard program – a testament to the vision of the founders who established a single lifeguard standard for Canada. It is time to join the celebration. Can you host an event?

Put on your bathing suit and recertify using the updated standards? Or introduce a youth to the joy that becoming a National Lifeguard can bring? The challenge is on!

BE BETTER, DO GOOD

Strength in our training programs and services comes from those who deliver it. We are moving forward in making our leadership training better, and changes are reflective of the needs and challenges of today's aquatic community and reflect the best ways to deliver our programs and services in an ever-changing environment.

The Society recognizes the value of all of our strategic partnerships with affiliates and organizations across Alberta and the Northwest Territories and look forward to creating more in the future.

We invite you to reflect on the reasons that you volunteer within this great organization and what compels you to stay engaged. Can you open the door for another to join the ranks of volunteers that support us in the work that we do?

We hope you will enjoy reading the many achievements of volunteers, staff and affiliates recorded in this 2013 - 2014 report. These are stories of good people, doing good.



Martin Evers
President



Barbara Costache
Chief Administrative Officer

BRANCH PATRONS

Hon. J. Percy Page	1959-1966
Hon. Dr. J.W. Grant MacEwan	1966-1974
Hon. Ralph G. Steinhaur	1974-1979
Hon. Frank Lynch-Staunton	1979-1985
Hon. Helen Hunley	1985-1991
Hon. Gordon Towers	1991-1996
Hon. Bud Olsen	1996-2000
Hon. Lois E. Hole	2000-2005
Hon. Norman L. Kwong	2005-2010
Hon. Donald S. Ethell	2010 -

BRANCH VICE PATRONS

Hon. Helen Maksagak	1996-1999
Hon. Daniel Joseph Marion	1999-2000
Hon. Glenna Hansen	2000-2005
Hon. Anthony W.J. Whitford	2005-2010
Hon. George L. Tuccaro	2010-

BRANCH GOVERNORS

Brigadier J.C. Jefferson	1965-1966
Maj. Gen. J.M. Rockingham	1966-1970
Kenneth A. McKenzie, QC	1971-1975
Jack Boddington	1976-1978
Dr. E.S.O. Smith	1979-1980
Terry Cavanaugh	1980-1996
Bruce Hogle, CM	1997-

BRANCH PRESIDENTS

Manny E. Power	1958-1959
R.A. (Paddy) Johnson	1960-1962
Jack Boddington	1963-1969
Harry Boddington	1970
Tell R.B. Stephen	1971-1972
Hobart J. Clark	1973
Carman Byler	1974
Rudy Berghuys	1975
Walter A. West	1976-1977
Bryce Gibson	1978
Brian Sullivan	1979
Gordon Wick	1980-1982
Dave Linman	1983-1984
Neil Riley	1985-1986
Dale Drummond	1987-1988
Tim Moorhouse	1989-1990
Doug Mylie	1991-1994
Barbara Kusyanto	1995-1996
Jeanie Hutton	1997-1998
Lisa Wolff	1999-2000
Alice Park	2001-2002
Colin Reichle	2003-2004
Kevin Feehan	2005-2006
Chris Burrows	2007-2009
Rob Campbell	2009-2011
Colin Reichle	2011-2013
Martin Evers	2013-Present

HONORARY PATRON

The Honourable Donald S. Ethell, OC, OMM, AOE, MSC, CD, LLD,
Lieutenant Governor of Alberta

HONORARY VICE PATRON

The Honourable George L. Tuccaro
Commissioner Northwest Territories

BOARD OF DIRECTORS

GOVERNOR

Bruce Hogle, CM

PAST PRESIDENT

Colin Reichle, CD, MBA

CHIEF ADMINISTRATIVE OFFICER

Barbara Costache

DIRECTOR OF FINANCE

Steve Mikus, CA

PRESIDENT

Martin Evers, BSc, EIT

DIRECTORS

Cindy Driscoll

Dr. Dan Levy, DC, BSc

Brian Liddell, BSc, LLB

Patrick Mack, CHRP, MHRM

PERSONNEL

EXECUTIVE ASSISTANT - Raya Gallagher

STANDARDS AND SAFETY MANAGER - Kelly Carter

DEVELOPMENT MANAGER - Shaun Percival

MEMBER SERVICES MANAGER - Janice Vik

PROGRAM MANAGER - Alex Parker

EDUCATION MANAGER - Andy Kaulbach

SPORT MANAGER - Sean Nickerson

COMMUNICATIONS MANAGER - Brenda Hardy

EDUCATION COORDINATOR - Chelsea Brooks

WATER SMART COORDINATOR - Jonathan Kusyanto

SERVICE ASSISTANT - Debra Robichaud

Financial and Fundraising Report

The summarized financial information presented here is derived from the Society's audited financial statements for the year ending March 31, 2014. The Society's 2014 financial statements have been audited by [Yaremchuk and Annicchiarico LLP, Chartered Accountants](#).

This year realized a revenue increase mainly driven by securing grants, as well as delivery of more education and training programs and safety management services. Of significant note is the change in current assets and liabilities due to paying off the loan on our building. We continue to keep expenses in line with revenue and invest for the future. The Society is focused on its mission and health and safety mandate for drowning and injury prevention, sport, recreation and active living in Alberta and the Northwest Territories.

Entire audited financial statements are available to view at the Society office.

BALANCE SHEET	2014	2013
Net Assets		
Net Working Capital	386,056	(75,613)
Investments	121,045	478,745
Capital Assets	975,915	1,002,789
	1,483,016	1,405,921

Fund Balances	2014	2013
Investment Capital Assets	975,915	508,680
Internally - Restricted	475,000	475,000
General - Unrestricted	32,101	422,241
	1,483,016	1,405,921

OPERATIONS	2014	2013
Revenue		
Unrestricted	1,077,078	984,193
Restricted	227,091	201,184
	1,304,169	1,185,377
Expenses	1,227,074	1,145,113
Net Contribution	77,095	40,264

Society Supporters

The Lifesaving Society partnered with government and organizations at the national, provincial and territorial level. Together we collaborated for injury prevention, sport, recreation and active living initiatives.

The Society would like to acknowledge our partners who supported us in 2013-2014. Our partners included: the Government of Alberta, Alberta Sport, Recreation, Parks and Wildlife Foundation, the Government of the Northwest Territories, Alberta Centre for Injury Control and Research, Transport Canada, Aquam Aquatic Specialist Inc. and DB Perks and Associates.

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.

Donations

Distinction Club - donations of over \$500

- [Anne Resek](#)
- [DB Perks and Associates Ltd.](#)

Other donation categories:

Merit Club - donations between \$300 and \$499

Bronze Club - donations between \$100 and \$299

Friends of the Society - donations up to \$99

Jordan Neave Endowment

Donations to the Jordan Neave Endowment, set up in 2010, go towards offering Swim to Survive® education and training to prevent drownings and water-related injuries.



Training Programs



Photo taken at Annual General Meeting and Branch Awards June 21, 2013 at the Commonwealth Stadium in Edmonton, AB.

Training Programs contribute to the mission by: teaching Canadians swimming and lifesaving skills, and giving Canadians the knowledge and judgment they need to enjoy water safely and to save themselves and rescue others in an emergency.

SWIM FOR LIFE®

This year the Swim for Life® program saw its participation numbers increase from the previous year, with the program being delivered to 134,649 participants across Alberta and the Northwest Territories. The Society also hosted a meeting for Swim for Life® sites at its 2013 Annual General Meeting to preview the Regional System roll-out, as well as provide inputs on the Swim for Life program.

Revisions to the Swim for Life Program are underway. Coordinated by Ontario and Alberta branches, the revisions are based on feedback from across the country.



NATIONAL LIFEGUARD POOL RECERTIFICATION GUIDE

In 2014 the Society released a National Lifeguard Pool Recertification Guide, which is a resource for candidates to prepare and familiarize themselves with the items covered in a National Lifeguard Pool recertification, as well as to assist in planning for training supports for success.

The Society would like to thank National Lifeguard instructor trainers **Anne-Marie Huizing, Rob Leach and Chris Biensch** for their contributions towards this guide.

BRONZE MEDALS LESSON PLANS

In 2013 the Society introduced Bronze Medal Lesson Plans to be used while delivering the Bronze Medal levels (Bronze Star, Bronze Medallion, and Bronze Cross). These lesson plans were introduced as program model design to support instructors as they deliver the Bronze level programs, and as a means of maintaining consistency with our other programs.

Thanks to leadership volunteers **Paula Vandenberg** and **Josh Van Camp** for their contributions towards this resource.



BRONZE MEDAL
LESSON PLANS



IN-PERSON LEADERSHIP RECERTIFICATIONS

In 2013 the Society officially retired recertification of leadership awards using the credit system. Beginning in October 2013, the Society rolled out its new in-person recertification courses for Instructor Trainers and Instructors.



The decision to retire the credit system and use an in-person process for recertification was based off of member feedback, increased requirement for quality assurance in our leadership training and the Society's desire to be more connected with our very important leadership volunteers.

The Society would like to thank the many leadership volunteers and affiliate delivery partners who participated in development and delivery of the leadership recertification courses. These leadership volunteers and affiliate delivery partners provided valuable input and feedback on the process and course content.

NATIONAL LEADERSHIP REVISIONS

In 2013 leadership revisions focused on testing and finalizing the performance criteria for Lifesaving Instructor, National Lifeguard Instructor and Instructor Trainer certifications.

The Society would like to thank staff, affiliates and Alberta and Northwest Territories volunteers who contributed to the revisions process: **Barbara Costache, Kelly Carter, Alex Parker, Yvette Nakamoto, Deborah Dombowsky, Anthony Seto** and the **City of Calgary**.

Top Line Summary	2013-14	2012-13	2011-12
Swim to Survive®	15,598	18,448	15,036
Swim for Life®	134,649	129,434	128,313
Canadian Swim Patrol	7,789	7,733	9,874
Bronze Medals	5,421	5,546	5,578
National Lifeguard	3,118	3,539	3,459
First Aid/CPR	14,618	14,741	15,448
First Responder	142	270	356
Lifesaving Sport	5,962	5,996	7,311
Boat™	291	383	453
Leadership	6,042	4,691	5,887
Education and Proficiency	677	624	655
	194,307	191,405	192,370



Affiliate Recognition Awards

The Society recognizes affiliate members who deliver the Society's training programs and promote Water Smart® public education in support of the Society's drowning prevention mission.

Annually, the Society recognition awards are determined via a point system.

JACK BODDINGTON AWARD

The Jack Boddington Award recognizes one or more deserving individuals who have contributed to the success of the Branch in any given year. To be eligible for this award, the recipient must be an active volunteer.

This years recipients are **Desiree Jansen** (Drayton Valley) and **Michelle Jerke** (Wetaskiwin).

DB PERKS AND ASSOCIATE SCHOLARSHIPS

The DB Perks Leadership Scholarship is used to advance the recipient's leadership capacity in conducting Lifesaving Society education and training programs. Recipients are selected based on their roles within their community as a Lifesaving Society leadership volunteer.

The 2014 recipients are: **Shauna JacksonCrabb** (Edmonton), **Tegan Chislett** (Lac La Biche), **Caitlin Davis** (Edmonton) and **Paula Vandenberg** (Edmonton).

CLASS 1 - BRUCE HOGLE GOVERNOR AWARD

This award is presented to the affiliate member accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	City of Calgary	55,980
2 nd	City of Edmonton	26,735
3 rd	County of Strathcona	12,280

CLASS 2

Presented to the affiliate member, serving a community of less than 100,000, accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	County of Strathcona	12,280
2 nd	City of St. Albert	11,965
3 rd	City of Red Deer	7,500

CLASS 3

Presented to the affiliate member, serving a community of less than 15,000, accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	Town of Canmore	1,870
2 nd	City of Wetaskiwin	1,565
3 rd	City of Brooks	1,165

CLASS 4

Presented to the affiliate member, serving a community of less than 7,500 population, accumulating the highest point total in conducting Lifesaving programs during a calendar year.

1 st	The Municipality of Jasper	1,825
2 nd	Town of Claresholm	1,540
3 rd	Town of Drayton Valley	1,370

CLASS 5

Presented to the YMCA affiliate member accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	William Lutsky YMCA	3,580
2 nd	Medicine Hat Family YMCA	2,865
3 rd	Crowfoot YMCA	2,335

CLASS 6

Presented to the affiliate member operating one outdoor facility, accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	Town of Stony Plain	1,150
2 nd	Village of Forestburg	555
3 rd	Town of Hanna	400

CLASS 7 - DR. EDWARD MONTGOMERY AWARD

Presented to the University affiliate member accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	University of Alberta	11,110
2 nd	Mount Royal University	5,130
3 rd	University of Lethbridge	4,043

CLASS 7 A - DR. EDWARD MONTGOMERY AWARD

Presented to the University affiliate member, serving student enrollment of less than 15,000, accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	Mount Royal University	5,130
2 nd	University of Lethbridge	4,043
3 rd	MacEwan University	765

CLASS 8

Presented to the private affiliate member, operating one indoor facility, accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	West Edmonton Mall	8,440
2 nd	Calgary Winter Club	2,310
3 rd	CFB Edmonton	1,185

CLASS 9

Presented to the Camp affiliate member accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	Gull Lake Centre	290
2 nd	YoWoChAs Outdoor Education Centre	120
3 rd	Kiwanis Kamp	120

CLASS 10

Presented to the Associate affiliate member accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	Todd Reade Projects	1,395
2 nd	Sean Nickerson	885
3 rd	Robert Campbell	790

CLASS 11 - TERRY CAVANAUGH JUNIOR LIFEGUARD CLUB AWARD

Presented to the affiliate member accumulating the highest overall point total of Junior Lifeguard Club members.

1 st	City of Calgary	1,991
2 nd	University of Lethbridge	391
3 rd	Westside Regional Recreation Centre	205

CLASS 11 A - TERRY CAVANAUGH JUNIOR LIFEGUARD CLUB AWARD

Presented to the affiliate member, serving a community of less than 100,000, accumulating the highest overall point total of Junior Lifeguard Club members.

1 st	University of Lethbridge	391
2 nd	County of Strathcona	186
3 rd	City of St. Albert	43

CLASS 11 B - TERRY CAVANAUGH JUNIOR LIFEGUARD CLUB AWARD

Presented to the affiliate member, serving a community of less than 15,000, accumulating the highest overall point total of Junior Lifeguard Club members.

1 st	Town of Hinton	121
2 nd	City of Lacombe	118
3 rd	City of Brooks	11

CLASS 11 C - TERRY CAVANAUGH JUNIOR LIFEGUARD CLUB AWARD

Presented to the affiliate member, serving a community of less than 7,500, accumulating the highest overall point total of Junior Lifeguard Club members.

1 st	The Municipality of Jasper	53
2 nd	Town of Hay River	46
3 rd	Town of Didsbury	22

CLASS 11 D - TERRY CAVANAUGH JUNIOR LIFEGUARD CLUB AWARD

Presented to the private affiliate member, operating one indoor facility, accumulating the highest overall point total of Junior Club Lifeguard members.

1 st	University of Lethbridge	391
2 nd	Westside Regional Recreation Centre	205
3 rd	Shawnessy YMCA	120

CLASS 12 - PAUL (SKIP) HAYDEN CANADIAN SWIM PATROL® AWARD

Presented to the affiliate member accumulating the highest overall point total of Canadian Swim Patrol candidates during a calendar year.

1 st	City of Calgary	3,706
2 nd	City of St. Albert	575
3 rd	William Lutsky YMCA	500

CLASS 12 A - PAUL (SKIP) HAYDEN CANADIAN SWIM PATROL® AWARD

Presented to the affiliate member, serving a community of less than 100,000 population, accumulating the highest overall point total of Canadian Swim Patrol candidates during a calendar year.

1 st	City of St. Albert	575
2 nd	Town of Okotoks	238
3 rd	City of Yellowknife	237

CLASS 12 B - PAUL (SKIP) HAYDEN CANADIAN SWIM PATROL® AWARD

Presented to the affiliate member, serving a community of less than 15,000 population accumulating the highest overall point total of Canadian Swim Patrol candidates during a calendar year.

1 st	City of Lacombe	48
2 nd	City of Brooks	33
3 rd	Town of Hinton	16

CLASS 12 C - PAUL (SKIP) HAYDEN CANADIAN SWIM PATROL® AWARD

Presented to the affiliate member, serving a community of less than 7,500 population accumulating the highest overall point total of Canadian Swim Patrol candidates during a calendar year.

1 st	Town of Stettler	380
2 nd	Town of Claresholm	21
3 rd	Town of Killam	18

CLASS 12 D - PAUL (SKIP) HAYDEN CANADIAN SWIM PATROL® AWARD

Presented to the private affiliate member operating one indoor facility accumulating the highest overall point total of Canadian Swim Patrol candidates during a calendar year.

1 st	William Lutsky YMCA	500
2 nd	Westside Regional Recreation Centre	254
3 rd	University of Lethbridge	129

CLASS 13

Presented to the affiliate member accumulating the highest overall point total in conducting the BOAT™ Program during a calendar year.

1 st	YoWoChAs Outdoor Education Centre	50
2 nd	Town of Pincher Creek	45
3 rd	City of Calgary	40

CLASS 14

Presented to the Associate affiliate offering only the BOAT™ Program accumulating the highest number of BOAT™ tests in a calendar year.

1 st	Samantha Menzel	465
2 nd	Cold Lake High School	140
3 rd	Heidi Cusack	125

CLASS 15

Presented to the College or Technical Institute affiliate accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

1 st	NAIT Pool	2,395
2 nd	SAIT Pool	1,075
3 rd	Canadian University College	930

CLASS 16 - ANNE RESEK SWIM FOR LIFE® AWARD

Presented to the affiliate member accumulating the highest overall point total in conducting Swim for Life programs during a calendar year.

1 st	City of Calgary	94,333
2 nd	Town of Okotoks	8,569
3 rd	City of St. Albert	8,336

CLASS 16 A - ANNE RESEK SWIM FOR LIFE® AWARD

Presented to the affiliate member, serving a community of less than 100,000 population, accumulating the highest overall point total in conducting Swim for Life programs during a calendar year.

1 st	Town of Okotoks	8,569
2 nd	City of St. Albert	8,386

CLASS 16 B - ANNE RESEK SWIM FOR LIFE® AWARD

Presented to the affiliate member, serving a community of less than 15,000 population, accumulating the highest overall point total in conducting Swim for Life programs during a calendar year.

1 st	Town of Hinton	569
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CLASS 16 C - ANNE RESEK SWIM FOR LIFE® AWARD

Presented to the affiliate member, serving a community of less than 7,500 population, accumulating the highest overall point total in conducting Swim for Life programs during a calendar year.

1 st	Town of Claresholm	767
2 nd	Town of Killam	703
3 rd	Town of Inuvik	370

CLASS 16 D - ANNE RESEK SWIM FOR LIFE® AWARD

Presented to the private affiliate member operating one indoor facility accumulating the highest overall point total in conducting Swim for Life programs during a calendar year.

1 st	Trico Centre for Family Wellness	7,949
2 nd	Westside Regional Recreation Centre	6,751
3 rd	University of Lethbridge	2,680

CLASS 17 - WILLIAM (BILL) PATTON FIRST AID AWARD

Presented to the affiliate member accumulating the highest overall point total in conducting Lifesaving First Aid programs during a calendar year.

1 st	City of Calgary	25,390
2 nd	City of Edmonton	7,370
3 rd	County of Strathcona	5,540

CLASS 17 A - WILLIAM (BILL) PATTON FIRST AID AWARD

Presented to the affiliate member, serving a community of less than 100,000, accumulating the highest overall point total in conducting Lifesaving First Aid programs during a calendar year.

1 st	County of Strathcona	5,540
2 nd	City of St. Albert	4,860
3 rd	Town of Okotoks	1,425

CLASS 17 B - WILLIAM (BILL) PATTON FIRST AID AWARD

Presented to the affiliate member, serving a community of less than 15,000, accumulating the highest overall point total in conducting Lifesaving First Aid programs during a calendar year.

1 st	Town of Beaumont	725
2 nd	Town of Hinton	720
3 rd	Town of Edson	620

CLASS 17 C - WILLIAM (BILL) PATTON FIRST AID AWARD

Presented to the affiliate member, serving a community of less than 7,500, accumulating the highest overall point total in conducting Lifesaving First Aid programs during a calendar year.

1 st	The Municipality of Jasper	615
2 nd	Town of Drayton Valley	520
3 rd	Town of Athabasca	425

CLASS 17 D - WILLIAM (BILL) PATTON FIRST AID AWARD

Presented to the private affiliate member operating one indoor facility accumulating the highest point total in conducting Lifesaving First Aid programs during a calendar year.

1 st	West Edmonton Mall	3,975
2 nd	Westside Regional Recreation Centre	2,560
3 rd	Derrick Club	520

CLASS 18

Presented to an Associate affiliate member accumulating the highest point total in conducting Lifesaving First Aid programs during a calendar year.

1 st	Jane Chapman	690
2 nd	Hope Mission	630
3 rd	Sean Nickerson	495

CLASS 19 - MARLIN MOORE - NATIONAL LIFEGUARD AWARD

Presented to the affiliate member accumulation the highest point total in conducting National Lifeguard programs during a calendar year.

1 st	City of Edmonton	4,940
2 nd	City of Calgary	4,720
3 rd	University of Alberta	3,515

CLASS 19 A - MARLIN MOORE - NATIONAL LIFEGUARD AWARD

Presented to the affiliate member, serving a community of less than 100,000 population, accumulating the highest point total in conducting National Lifeguard programs during a calendar year.

1 st	County of Strathcona	3,260
2 nd	City of Red Deer	2,735
3 rd	City of Medicine Hat	2,385

CLASS 19 B - MARLIN MOORE - NATIONAL LIFEGUARD AWARD

Presented to the affiliate member, serving a community of less than 15,000 population, accumulating the highest point total in conducting National Lifeguard Programs during a calendar year.

1 st	City of Wetaskiwin	685
2 nd	Town of Drumheller	535
3 rd	City of Brooks	495

CLASS 19 C - MARLIN MOORE - NATIONAL LIFEGUARD AWARD

Presented to the affiliate member, serving a community of less than 7,500 population, accumulating the highest point total in conducting National Lifeguard Programs during a calendar year.

1 st	Town of Pincher Creek	705
2 nd	Town of Claresholm	545
3 rd	Municipality of Jasper	510

CLASS 19 D - MARLIN MOORE - NATIONAL LIFEGUARD AWARD

Presented to the private affiliate member operating one indoor facility accumulation the highest point total in conducting National Lifeguard programs during a calendar year.

1 st	West Edmonton Mall	2,350
2 nd	Westside Regional Recreation Centre	2,030
3 rd	Recreation Excellence	1,295

CLASS 20 - JORDAN NEAVE SWIM TO SURVIVE® AWARD

Presented to the affiliate member accumulation the highest point total in conducting Swim to Survive programs during a calendar year.

1 st	City of Calgary	5,906
2 nd	Westside Regional Recreation Centre	1,135
3 rd	City of Camrose	820

CLASS 20 A - JORDAN NEAVE SWIM TO SURVIVE® AWARD

Presented to the affiliate member, serving a community of less than 100,000 population, accumulating the highest point total in conducting Swim to Survive programs during a calendar year.

1 st	City of Camrose	820
2 nd	Town of Okotoks	585
3 rd	City of Yellowknife	282

CLASS 20 B - JORDAN NEAVE SWIM TO SURVIVE® AWARD

Presented to the affiliate member, serving a community of less than 15,000 population, accumulating the highest point total in conducting Swim to Survive Programs during a calendar year.

1 st	Town of Strathmore	51
2 nd	Town of Hinton	32
3 rd	Town of Beaumont	18

CLASS 20 C - JORDAN NEAVE SWIM TO SURVIVE® AWARD

Presented to the affiliate member, serving a community of less than 7,500 population, accumulating the highest point total in conducting Swim to Survive Programs during a calendar year.

1 st	Town of Hay River	280
2 nd	Town of Claresholm	160
3 rd	Town of Athabasca	80

CLASS 20 D - JORDAN NEAVE SWIM TO SURVIVE® AWARD

Presented to the private affiliate member operating one indoor facility accumulation the highest point total in conducting Swim to Survive programs during a calendar year.

1 st	Westside Regional Recreation Centre	1,135
2 nd	University of Alberta	358
3 rd	Kamp Kiwanis	271



Photo taken at Annual General Meeting and Branch Awards June 21, 2013 at Commonwealth Stadium in Edmonton, AB.

Investiture of Honours

On October 10, 2013, the Royal Life Saving Society Canada, Alberta and Northwest Territories Branch Patron His Honour, Colonel (Retired) The Honourable Donald S. Ethell, OC, OMM, AOE, MSC, CD, LLD, Lieutenant Governor of Alberta hosted the Society Honours and Rescue Investiture at Government House in Edmonton, Alberta.

This ceremony recognizes citizens of Alberta and the Northwest Territories who perform outstanding rescues and humanitarian acts. The ceremony also recognizes Society members who have made significant contributions to the Society as active volunteers.

RESCUE AWARD RECIPIENTS

Kyle Moser - July 10, 2012 (Peace River, Alberta)

Adam Shaw - April 2, 2013 (Edmonton, Alberta)

Brittany Sherwood - May 30, 2013 (Edmonton, Alberta)

Peter MacDougal - March 27, 2013 (Victoria, British Columbia)

Shawne Kokelj - May 11, 2013 (Yellowknife, Northwest Territories)

Victor Waugh - May 11, 2013 (Yellowknife, Northwest Territories)

Rescue Award citations can be found on our website www.lifesaving.org.

SERVICE AWARD RECIPIENTS

Commonwealth Service Commendation

- Sunni Belle
- Jacquelyn Brown
- Brittany Clark
- Renate de Bruijn
- Michelle McLaren
- Brittany O'Shea
- Ying-Lun Tsay
- Ben Williamson
- Vivien Harben
- Victoria Hayward
- Jody Jager
- Joel Johnston
- Michael Merrills
- Lael Olson
- Jeff Vastenhout
- Kris Yap-Chung

Commonwealth Service Medal

- Linda Hoddinott
- Margo Hurlbut
- John Napier
- Maura Penn

Commonwealth Bar to Service Medal

- Jonathan Kusyanto
- Lynn MacKenzie
- Hayley Nicol
- Bruce Ottway
- Even Poisson

Commonwealth Service Cross

- Dominique Ahern
- Johanna Elliot
- Andrea Leavitt

Honorary Life Member

- Doug Costigan



Photo taken at the 2013 Investiture of Honours and Rescue Investiture October 10, 2013 at the Government House in Edmonton, AB.

Lifesaving Sport

Lifesaving Sport contributes to the mission of the Society by engaging and inspiring youth in our humanitarian mission; by providing an incentive for lifesaving, skill development and lifeguard training; by encouraging innovation in lifesaving and lifeguarding technique, and; by providing unique opportunities for volunteer recruitment, retention and leadership development.

GROWING SPORT IN ALBERTA

The Lifesaving Society Alberta and Northwest Territories branch continues to be a catalyst in the development and hosting of lifesaving sport events in Canada. Participation in Alberta and Northwest Territories Championships enjoyed continued growth in 2013-2014 with strong attendance at all sanctioned competitions and Provincial/Territorial Championships.

To support this growth, the Society created a Sport Advisory Council to help guide Lifesaving Sport in Alberta and the Northwest Territories. The Society would like to thank Council members **Caitlin Davis, Jonathan Yamashita, Pat Southwood, Kent Brooks, Connie Burkhart** and **Jack Birkett**.

The Society would like to thank **Jonathan Yamashita** for his contributions and efforts as the Alberta and Northwest Territories Athlete Representative, as well as **Darrell Hrywkiw** as the Alberta Delegate Liaison.

PROVINCIAL/TERRITORIAL

The Lifesaving Society had two Alberta and Northwest Territories Pool Lifesaving Championships in 2013-2014. To assist in the planning, preparation and execution of the events, the Society put together a Championships Management Team consisting of experienced volunteers in Lifesaving Sport from across Alberta. The Society would like to thank team members **Michelle Jerke, Desiree Jansen, Caitlin Davis, Todd Reade, Sharon Berling, Connie Burkhart** and **Pat Southwood** for their efforts and contributions to helping make the Championships a success.

The Alberta and Northwest Territories 15 and Under Pool Lifesaving Championships were held at the TranAlta Tri Leisure Centre in Spruce Grove March 15-16, 2014, with fifteen (15) affiliate clubs, over 260 athletes and more than eighty (80) officials and volunteers participating. Thank you to Meet Managers **Desiree Jansen** and **Mona Kuhn**, Chief Referee **Sharon Berling** and Facility Liaison **Jenine Armstrong** for making this event a success.

The Alberta and Northwest Territories Open Pool Lifesaving Championships were held at the Kinsmen Sports Centre in Edmonton March 22-23, 2014 and had eight (8) affiliate clubs, over fifty-five (55) athletes and more than fifty (50) officials participating. Thank you to Meet Managers **Caitlin Davis** and **Connie Burkhart**,



Chief Referee **Pat Southwood** and Facility Liaisons **Cam Sylvester** and **Kim Graham** for making this event a success.

REGIONAL

Four (4) sanctioned regional events were held in 2013-2014:

- University of Calgary Aquatic Centre, Calgary, AB - November 8-9, 2013
- Dr. Duncan Murray Recreation Centre, Hinton, AB - November 16, 2013
- Aboussafy Aquatic Centre, Wetaskiwin, AB - January 18, 2014
- Max Bell Regional Aquatic Centre, Lethbridge, AB - February 8-9, 2014

Thank you to all athletes, clubs and volunteers who helped make these events a success.



NATIONAL

In June 2013, twelve (12) athletes from the Calgary Winter Club - Tsunamis and eight (8) athletes from the University of Lethbridge Max Bell Mantas represented Alberta and the Northwest Territories at the Canadian Pool Lifesaving Championships in Trois-Rivières, Quebec. Lead by coaches Brian Sartison and Nathan Carswell, the Calgary Winter Club - Tsunamis won the overall club championship, while the Max Bell Mantas placed sixth overall out of twenty-one (21) teams. Congratulations to all athletes, coaches and supporters who participated at the 2013 Canadian Pool Lifesaving Championships.

INTERNATIONAL

Ten (10) Alberta athletes were appointed to the Canadian National team and the National Development team to compete at the 2013 Royal Life Saving Society (RLSS) Commonwealth Lifesaving Championships from September 4-8, 2013 in Canberra, Australia. The Alberta athletes who represented Canada in Australia were:

National Team – Women

- Sophie Gowsell - Calgary
- Jessica Burkart - Calgary

National Team – Men

- Scott Southwood - Calgary
- Mason Kuhn - Drayton Valley

Development Team – Women

- Dallas Walker - Lethbridge
- Megan Axenchuk - Calgary
- Merel Krosse - Lethbridge

Development Team – Men

- Teran Hancock - Lethbridge
- Jack Kearle - Calgary
- Andrew Edy - Calgary

Athletes were selected by the National Team selection committee based on their performances at the World Lifesaving Championships (Rescue 2012), the 2013 Canadian Pool Lifesaving Championships and other National sanctioned events.

Alberta was also represented at the 2013 World Games from July 25-August 4 in Cali, Colombia. Scott Southwood competed on the National Team, while Barbara Costache was appointed the Chef de Mission for the Games.



Photo taken at 2013 Canadian Pool Lifesaving Championships in Trois Riviere, Quebec.

Public Education

Public Education activities contribute to the mission of the Society by increasing awareness of the inherent risks associated with activities in, on and around water. The aim is to modify Alberta and Northwest Territories residents at-risk behaviour to eliminate drowning and water-related injury.

SWIM TO SURVIVE®

'An Active Start: Swim to Survive®' Grant Program

During the 2013-2014 year, the Society provided funding to schools across Alberta to participate in the 'An Active Start: Swim to Survive® Program'. This program provides a solid foundation for children to develop skills, knowledge and attitudes to allow for confidence in a vast array of activities.

The Society's key objectives for this program were to:

- Increase awareness as to the value of the Swim to Survive® Program for physical literacy and learning fundamental swim skills for an Active Start
- Allow school-aged children from K-12, new Canadians, Aboriginals and those of low stratification to actively participate
- Encourage sustainability of the program

Each participating organization partnered with a local pool to assist in the delivery of the program. Many of these pools had not been exposed to the Swim to Survive® program before.

Over six organizations and over 1,200 participants were able to take part in the program, with 100% of the participants being between the ages of 6-10 years old, 70% of low stratification, 44% of Aboriginal decent and 30% new Canadians. Many of the participants had never been exposed to any swimming lessons before, and each organization expressed a sincere appreciation for the opportunity to

participate and get their participants active and learning drowning-prevention skills.

The Society would like to thank the Alberta Sport, Recreation, Parks and Wildlife Foundation for their generous funding for the program, as well as all of the affiliate delivery partners, participating organizations and volunteers who assisted with the successful delivery of the An Active Start: Swim to Survive® program.



2013 DROWNINGS

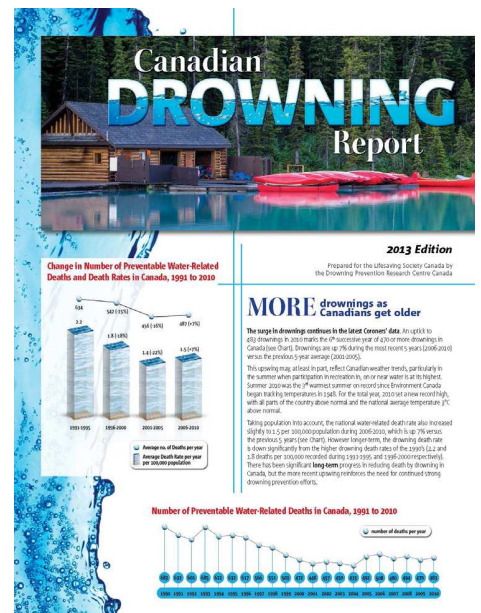
Interim data collected from media and internet reports of drowning incidents indicates a rise in drownings in 2013 vs 2012 of Men (77% vs 70%), and in summer months from May-August (69% vs 57%).

Annually, the Lifesaving Society Alberta and Northwest Territories publishes a profile of drownings that occur in the province and the territory. This profile is compiled from the current data from the Office of the Medical Examiner in Alberta and the Coroner's office in the Northwest Territories.

The statistics gathered from this research result in individuals, organizations and governments taking decisive action towards preventative measures to reduce injury and water-related death. Ultimately, these actions make our communities safer places to live, work and play.

2013 CANADIAN DROWNING REPORT

The 2013 edition of the Canadian Drowning Report was prepared in two languages for the Lifesaving Society by the Drowning Prevention Research Centre (DPRC). The Society released the report at its national annual meeting in May. It was also inserted in the Society's National Yearbook. The Drowning Report highlighted the "who, what, when, where and why" of drownings from 1995 to 2009 and presented unofficial interim data from 2010 and 2011.





NATIONAL DROWNING PREVENTION WEEK

In 2013, National Drowning Prevention Week in Canada took place from July 20–28. The Society issued a media release that listed the latest drowning trends and included key prevention strategies. Affiliate delivery partners across Alberta and the Northwest Territories ran Water Smart® events in their communities to help promote the initiative, as well as to provide their community with information on how to be Water Smart®.

The Society's ability to use research to correlate current trends with long-term trends reinforced the positioning of the Society as the lead agency for drowning and water incident research in Canada and led to strong media follow-up.

PATTISON FIRE ALARM CAMPAIGN

The Lifesaving Society and the Canadian Safe Boating Council (CSBC) partnered for the second year to distribute a mall poster targeting women as key influencers in persuading their husbands to wear lifejackets. In 2013, a QR code was added to the poster with a link to a video about inflatable lifejackets hosted on the CSBC's Smart Boater website.

Pattison Outdoor Advertising generously donated extensive media space in mall locations throughout Alberta. The poster was displayed at:

- Sunridge Mall - Calgary, AB
- Eau Claire Market - Calgary, AB
- North Hill Shopping Centre - Calgary, AB
- St. Albert Centre - St. Albert, AB
- West Edmonton Mall - Edmonton, AB

Ontario, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island also participated in the campaign and received bonus media space from Pattison.

Thanks to Pattison Outdoor Advertising for generously supporting the campaign and to Amanda Headon in particular.



LIFEJACKET LOANER STATION PROGRAM

The Lifesaving Society collaborated with the Alberta Centre for Injury Control and Research (ACICR), the Government of Alberta - Tourism, Parks and Recreation Parks Division, and the Government of the Northwest Territories to provide Lifejacket Loaner Station programs at various Alberta Provincial Parks and Northwest Territories Territorial Parks. In 2013, the total number of program sites grew to 16; 15 in Alberta and 1 in the Northwest Territories.

The Society would like to thank Alberta Water Safety Committee members **Bart Crist, Logan Van ImSchoot, Curtis Nichol** and **Chad Stevens** as well as all of the Parks staff who assist in managing the lifejacket loaner station programs in provincial parks across Alberta.



Fred Henne Territorial Park
Yellowknife, Northwest Territories



LIFEJACKET LOANER STATION PROGRAM LOCATIONS

- Carson-Pegasus Provincial Park, near Whitecourt
- Crimson Lake Provincial Park, near Rocky Mountain House
- Cypress Hills Provincial Park, near Medicine Hat
- Ghost Reservoir Provincial Recreation Area, near Cochrane
- Gregoire Lake Provincial Park, near Fort McMurray
- Moonshine Lake Provincial Park, near Fairview
- Pigeon Lake Provincial Park, near Wetaskiwin
- Sikome Lake in Fish Creek Provincial Park, in Calgary
- Touchwood Lake in Lakeland Provincial Park, near Lac La Biche
- Young's Point Provincial Park, near Valleyview
- Aspen Beach Provincial Park, near Bentley
- Beauvais Lake Provincial Park, near Pincher Creek
- Dillberry Lake Provincial Park, near Wainwright
- Kinbrook Island Provincial Park, near Brooks
- Wabamun Lake Provincial Park, near Stony Plain
- Fred Henne Territorial Park, Yellowknife

NORTHWEST TERRITORIES WATER SMART® PROGRAM

The Lifesaving Society collaborated with the Government of the Northwest Territories Drowning Prevention Working Group to continue the delivery of the Northwest Territories Water Smart program in 2013.

In year three of the program, the Society engaged 14 Northwest Territories communities who delivered the Water Smart® Program to 229 participants.

To allow for sustainability of the program, each community was provided a Water Smart® Toolkit, Boat Safety Kit and lifejackets to be used at waterfront and pool environments.



Photo taken in the Town of Paulatuk, Northwest Territories



INJURY PREVENTION WORKING GROUP

The Lifesaving Society would like to thank the members of the Northwest Territories injury prevention working group **Mabel Wong, Colin MacPherson, Earl Blacklock, Benji Straker, Elaine Stewart, Kami Kandola, Judy Kainz, Cathy Menard, Peggy Day, Roxanne Woodward, and Geoff Ray** for their support and contribution towards making the Northwest Territories Water Smart program a success:

Safety Management

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

SAFETY AUDITS

Aquatic safety audits are a core safety management activity, which provide a means to maximize the safety of aquatic facilities, thereby reducing the likelihood of aquatic-related injury and drowning.

Between April 2013 and March 2014, the Lifesaving Society completed twelve (12) comprehensive aquatic safety audits throughout Alberta and the Northwest Territories. Safety audits maximize the safety, supervision and customer service within aquatic environments.

The Society completed waterfront audits at two Northwest Territories beaches: Fred Henne Territorial Park and Hay River Territorial Park.

INCIDENT ANALYSIS

The Society has a standardized process for a review of this nature and the intent is to have a collaborative and supportive process with facility owners and operators. In 2013-2014, the Society was engaged to facilitate three (3) incident analyses by the City of Edmonton, Chief Coroner of the Northwest Territories and the City of Fort Saskatchewan.

TOPICAL AUDITS

Owner/Operators with concerns about specific problems or areas of a facility, making operational or facility changes or developing new facilities may wish to have a specific issue (topical) audit to evaluate the issue and provide recommendation to enhance staff and public safety. Examples of common specific issue topical audits include Lifeguard Positioning Analysis', Design Consultations, and Facility Admission Analysis'.

LIFEGUARD POSITIONING ANALYSIS

Between April 2013 and March 2014, the Lifesaving Society completed twenty-six (26) lifeguard positioning analyses throughout Alberta and the Northwest Territories.

You do the math...

Great job

+ Leadership skills

+ Lifelong friends



FACILITY DESIGN CONSULTATION

Between April 2013 and March 2014, the Lifesaving Society completed three (2) design consultations for the City of Edmonton and the Glencoe Club.

FACILITY ADMISSION ANALYSIS

Between April 2013 and March 2014, the Lifesaving Society completed two (2) Facility Admission Audits for the City of St. Albert.

CONSULTATION

Between April 2013 and March 2014, the Lifesaving Society completed one (1) Lifeguard Feasibility Study for the Government of the Northwest Territories.



Member Services



Photo taken at Investiture of Honours and Rescue October 10, 2013 at the Government House in Edmonton, AB.

Member Services contributes to the mission of the Lifesaving Society by developing and maintaining essential corporate functions dedicated to supporting and servicing the membership of the Society. Specifically, Member Services provides the Society with administrative systems and infrastructure for the operation of programs and services including customer service, volunteer support, record keeping and documentation including corporate history (archives). Member Services ensures regulatory compliance to sustain the Society's corporate and legal entity and to ensure the Society's activities and operations are consistent with current legislation and regulatory requirements.

GOVERNANCE

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

Alberta and Northwest Territories Board of Directors

The Lifesaving Society Alberta and Northwest Territories is governed by an elected volunteer Board of Directors and appointed representatives, such as a Governor and National Board of Director. Thank you to **Colin Reichle, Steve Mikus, Martin Evers, Cindy Driscoll, Dr. Dan Levy, Brian Liddell, Patrick Mack, Robert Campbell and Bruce Hogle** for your continued support and dedication to the Society.

ANNUAL GENERAL MEETING

The 2013 Annual General Meeting (AGM) and Branch Recognition Awards were held Friday, June 21 at Commonwealth Stadium in Edmonton, Alberta. This event celebrates the success of leadership volunteers, affiliate delivery partners and lifesaving sport athletes during the year. In 2013 the Society introduced the Bruce Hogle Governor Award, which is awarded to the affiliate member accumulating the highest overall point total in conducting Lifesaving programs during a calendar year.

FALL FORUM

The 2013 Fall Forum was held on November 20 at the Cardel Theatre in Calgary, AB. At the Fall Forum, participants had a chance to preview the new National Public Pool Safety Standards, the Society's Water Smart® campaign for 2014, review models and options to facilitate the delivery of Junior Lifeguard and Lifesaving Club programs, and a preview of the Society's Regional Training Centres and Centres of Excellence.

WEBSITE

WWW.LIFESAVING.ORG

The Society website serves many purposes for our members across Alberta and the Northwest Territories. Affiliates can post jobs, courses, and check their member awards. In 2013-2014, **86,804** users visited www.lifesaving.org with **401,409** pages viewed, 44 per cent of those users were new visits.

JOB POSTINGS

The Society receives thousands of visits each month to the Jobs section of our website from individuals interested in a career in aquatics. Between April 1, 2013 - March 31, 2014, there were **219** jobs posted on our website.

MEMBERS ONLY

Members Only is a section of our website where affiliates and members can access resources and materials for Society programs, such as lesson plans, test sheets and other program resources. From April 2013-March 2014, the Society had over **450** individuals sign up for Members Only.

INFORMATION AND COMMUNICATION SERVICES

The Society works to keep its members across Alberta and the Northwest Territories informed of the Society's activities. Each month, the Society distributes Ripples, an electronic communique, and media releases to affiliates across Alberta and the Northwest Territories, as well as publishing its E-Medallion newsletter every quarter. These communications provide members with the latest information on Society programs, news and initiatives. In 2013-2014, the Society distributed eighty-four (84) Ripples communiques and fourteen (14) media releases with topics ranging from Lifesaving Sport championships, the Water Smart® campaign, Investiture of Honours recipients and the new in-person leadership recertification process.

SOCIAL MEDIA

The Society utilizes Internet strategies and social media to enhance communication to the public and members.

FACEBOOK

There were over ninety (90) posts made and **1,700** individuals clicked like on the Society's Facebook page. We invite you to 'like' our Facebook page www.facebook.com/LifesavingABNWT.

TWITTER

We followed 151 people and/or organizations, and have 657 followers. We invite you to follow us @lifesavingabnwt.

YOU TUBE

In 2013 the Society created a YouTube channel page to post videos for the public to teach about Water Smart®, to assist members with training programs and to share news about drowning and injury prevention from across the world. Visit our YouTube channel: [Lifesaving AB/NWT](http://LifesavingAB/NWT).



Photo taken at 2013 Annual General Meeting June 21, 2013 at Commonwealth Stadium in Edmonton, AB.



LIFESAVING SOCIETY®

The Lifeguarding Experts

The Lifesaving Society is a national charity working to prevent drowning and water-related injury. We save lives and prevent injury through our training programs, Water Smart® public education, water incident research, aquatic safety management services, and lifesaving sport.

THE LIFESAVING SOCIETY

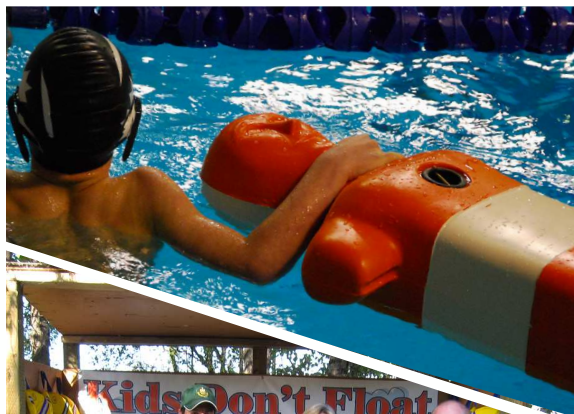
The Lifesaving Society enhances the quality of life of Albertans and Northerners by setting health and safety standards and collaborating with partners for injury prevention, sport, recreation and active living initiatives, making Alberta and the Northwest Territories the safest place to live, work, and play.

We save lives and prevent injury...

- The Lifesaving Society has a health and safety mandate for drowning and injury prevention.
- The Lifesaving Society conducts research to provide evidence-based education and training to establish standards and industry customs and practices.
- The Lifesaving Society is the standard setting certifying body for aquatic safety and Canada's lifeguards.
- The Lifesaving Society contributes to the fitness and well being of individuals, families and communities by providing education and training programs.
- The Lifesaving Society is the governing body for lifesaving sport, and provides opportunities for long term athlete development and the pursuit of athletic excellence and achievement.
- The Lifesaving Society provides leadership, engages citizens, and inspires inclusive participation towards an Active Alberta and Northwest Territories.
- The Lifesaving Society provides education and training products to enhance programs and services and to support our members, lifeguards, instructors, trainers, and the public.

www.lifesaving.org • www.facebook.com/LifesavingABNWT • @lifesavingabnwt

2013•2014





LIFESAVING SOCIETY®

The Lifeguarding Experts