



# ANNUAL REPORT 2014/2015

# 121

— YEARS OF —  
SAVING LIVES

Royal Life Saving is focused on reducing drowning and promoting healthy, active and skilled communities through: innovative, reliable, evidence based advocacy; strong and effective partnerships, quality programs, products and services; underpinned by a cohesive and sustainable national organisation.

Royal Life Saving is a public benevolent institution (PBI) dedicated to reducing drowning and turning everyday people into everyday community lifesavers.

We achieve this through:

- Advocacy
- Education
- Training
- Health Promotion
- Aquatic Risk Management
- Community Development
- Research
- Media and Marketing
- Sport, Leadership and Participation
- International Networks

We are guided by the values of: Safety, Quality, Integrity and the Humanitarian tradition and have been serving the Australian community for over 121 years.

Royal Life Saving Society – Australia  
is a Public Company Limited by Guarantee.  
ABN: 71 008 594 616





# WHAT'S IN THIS YEAR'S REPORT...

Background – Celebrating 121 Years of Royal Life Saving	4
Patron, Directors, Office Bearers and Committees	6
Life Members/Past Presidents	7
International Life Saving Organisations	7
National President's Report	8
Chief Executive Officer's Report	9
Strategic Framework 2012–15	10
Financial Summary	11

## NATIONAL OPERATIONS

Advocacy	12
Education	20
Training	26
Health Promotion	30
Aquatic Risk Management	34
Community Development	38
Research	42
Media and Marketing	47
Sport, Leadership and Participation	52
International Networks	56

## OUR NETWORK

Our People	60
State & Territory Member Organisations	60
National Office	60

## STATE & TERRITORY MEMBER REPORTS

Australian Capital Territory	61
New South Wales	62
Northern Territory	63
Queensland	64
South Australia	65
Tasmania	66
Victoria	67
Western Australia	68

Honours	69
Our Partners	70

# CELEBRATING 121 YEARS OF ROYAL LIFE SAVING

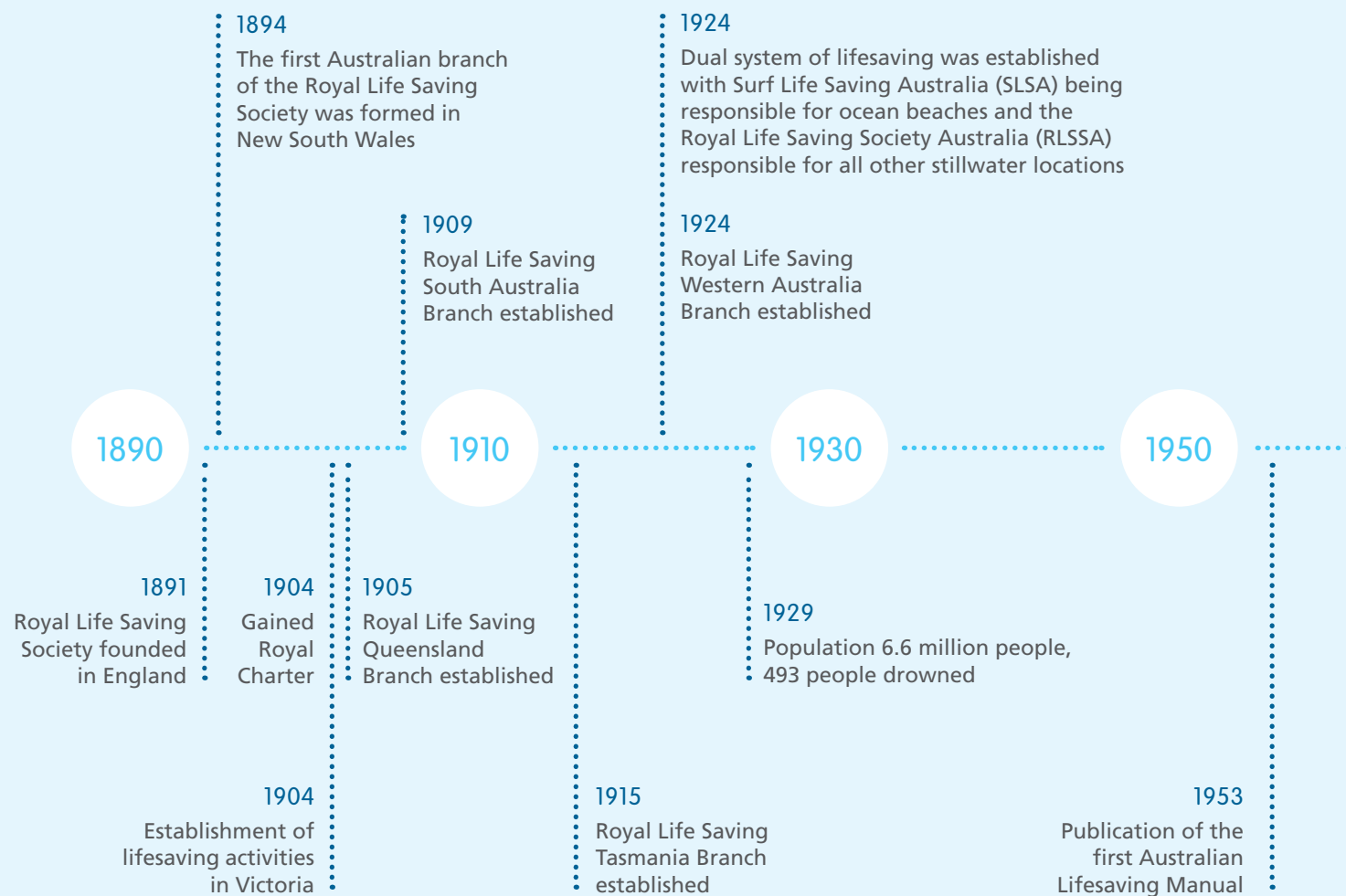
The Royal Life Saving Society (RLSS) was founded in England in 1891 to combat a high drowning toll. The techniques advocated by the Society were soon adopted by many countries and today the RLSS represents the largest single organisation dedicated to the teaching of lifesaving and the prevention of drowning.

The first Australian Branch was formed in New South Wales in 1894 and the movement soon spread to all States. In December 1924, a dual system of lifesaving was established with Surf Life Saving Australia being responsible for ocean beaches and the Royal Life Saving Society - Australia responsible for all other waterways and stillwater environments.

In subsequent years the Society focused its attention on water safety education and rescue training for inland areas, and particularly for school children. In the immediate pre and post Second World War era the Bronze Medallion was included in many secondary school physical education programs.

During that period, as had been the case for the previous 60 years, the Society's training Manual was imported directly from the United Kingdom and was heavily orientated to a military drill-type approach. However, by the early 1950s a group of dynamic physical educationalists, led by George Turnbull and Frank Henry of the New South Wales Branch, started developing techniques specific to Australian conditions. This controversial but exciting period of the Society's history resulted in 1953 in the first Australian Lifesaving Manual.

This period of change in Australia ultimately led to an important international change in 1959 with the establishment of the "Australian National Branch" and the RLSS Commonwealth Society. This time was followed by a period of relative stability, with the water safety and lifesaving programs being used in most Australian schools.



In the late 1970s, the longest and most sustained period of change and growth commenced with the help of a group of Victorian educationalists. At that time no national water safety education program existed. This group recognised that if they could provide a well-balanced and easy-to-follow water safety program, it would be readily accepted by swimming and school teachers nationwide.

After trialling a program in a number of States and Territories, the Society launched the "Swim and Survive" program in 1982.

This program was so well structured and in demand from teachers, it resulted in over 1 million awards being taken in just 2 years. At the same time the organisation launched the first edition of "Swimming and Lifesaving - The Manual", a radical and modern looking educational text.

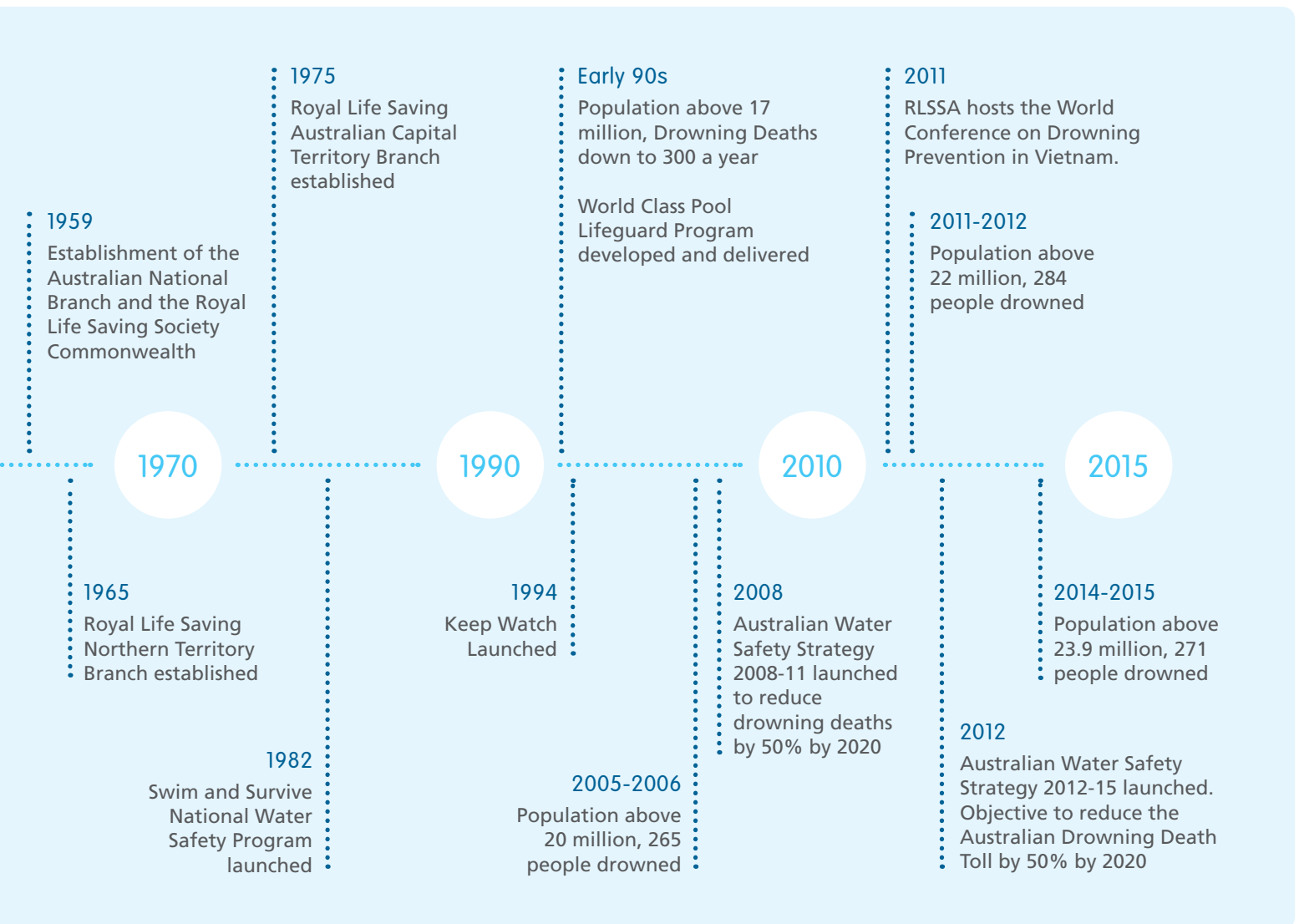
Today, RLSSA operates as Australia's leading water safety educator - a not for profit charitable organisation, public benevolent institution (PBI) and volunteer community service organisation with member organisations in every State and Territory of Australia.

### Royal Life Saving Northern Territory celebrates 50 years

Marking this occasion, Administrator of the Northern Territory, The Honourable John Hardy OAM hosted a reception at Government House on the 27th of May, 2015. Royal Life Saving NT has come a long way since it was established by Harry Giese and the Education Department. Back then, swimming lessons were conducted in crocodile proof cages in the McArthur River.

### Royal Life Saving Tasmania celebrates 100 years

Royal Life Saving Tasmania was joined by Governor of Tasmania Her Excellency, Professor the Honourable Kate Warner to celebrate 100 years as an organisation (below with Pene Snashall and Dianne Montalto ESM).



# ROYAL LIFE SAVING SOCIETY – AUSTRALIA

## Patron, Directors, Office Bearers and Committees

### Patron

His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd)

### National Board of Directors

#### Dianne Montalto ESM – President

President, Royal Life Saving Society Australia, Victoria. Appointed as a National Councillor in June 2008, and has continued as a Director from April 2009. Dianne is qualified as an aquatics education teacher and lifesaving trainer.

#### The Hon. Terence John Higgins AO – Deputy President

President, Royal Life Saving Society - Australian Capital Territory. Recommended as National Councillor in 2005, and continued as a Director in April 2009.

#### James Whiteside

President, Royal Life Saving Society - New South Wales. Appointed as a National Councillor in October 2005, and continued as a Director in April 2009. James resigned as Director in February 2015.

#### Mark McLennan

Director, Royal Life Saving Society - New South Wales. Appointed as a Director in April 2015.

#### Randall Cook B.Ed; Grad Dip ED Management

President, Royal Life Saving Society - Northern Territory. Recommended as a National Councillor in April 2008, and continued as a Director in April 2009. Randall retired from the Board in April 2013 and returned to the Board in July 2013 after a period overseas.

#### Les Mole JP

President, Board Member, Royal Life Saving Society - Queensland. Appointed as a National Councillor in April 2006, and continued as a Director from April 2009. Les has a Bachelor of Adult and Vocational Education.

#### David Dewar

Board Member and Chairperson, Royal Life Saving Society – South Australia. David has served on the National Board previously, and was reappointed as Director December 2013.

#### Penelope Snashall B.Bus

President, Royal Life Saving Society – Tasmania. Pene was appointed as a Director November 2013.

#### Cameron Eglington M Ed; B.P.E, Dip. Teach, PE.

Cameron joined the Board in June 2013 representing Royal Life Saving Society - Western Australia.

#### Justin Scarr MBA B.Ed

Justin has been a senior executive for the past 17 years, appointed as Chief Executive Officer, and Company Secretary in 2013.

### National Advisers

**Education and Training**  
Dr Shayne Baker OAM

### Sport

Robert Reid

### Medical

Professor John Pearn AO RFD

### Legal

The Hon. Terence Higgins AO

### Finance and Audit

Anthony Bandle

### State and Territory Member Organisation Executive

ACT Cherry O'Connor

NSW David Macallister

NT Floss Roberts

QLD Michael Darben

SA Tony Taylor

TAS Mel Bush

VIC Sandra Vander Pal

WA Alex McKenzie (until December 2014)  
Peter Leaversuch (from January 2015)

### National Sport Committee

ACT Peter Castle (Until Nov 2014)

NSW Felysia Konakoff

NT Peter Tonkin (From February 2015)

QLD Paul Barry

SA Glenda Bowen Pain AM

TAS Amanda Mayes

VIC Anni Gardiner

NAT Robert Reid

### Honours Committee

VIC Dianne Montalto ESM (Chair)

QLD Les Mole

QLD John McClelland

SA David Dewar

TAS Alison McIntyre

## Life Members

1995	Neville Bayfield OAM (NSW)
1995	Gerald Brameld OAM (QLD)
1998	Victor John Dennis (WA)
1998	Ian Mackie AM (NAT)
1998	Gwendolyn Welford BEM(C) (QLD)
1999	Alan B. Swinton OAM QPM (TAS)
2000	V.J Forde AM (SA)
2000	John McClelland (QLD)
2002	Heather MacGowan OAM (WA)
2004	Theresa Leopold (SA)
2004	Faye Trevor (SA)
2005	Lesley Bartlett (SA)
2005	Professor John Pearn AO RFD (QLD)
2005	Patricia Quick (SA)
2006	Jan Burton (SA)
2006	C Dedman (SA)
2006	David Dewar (SA)
2006	Raymond M Martin OAM (SA)
2006	Vincent McStraw (SA)
2006	Mark Needham (SA)
2006	Ann Price (SA)
2007	John Kew (SA)
2007	Hayden Lamshed (SA)
2007	Faye Milham (SA)
2008	Dorothy E Brown OAM (NSW)
2009	Rod Welford (QLD)
2010	The Hon.Terence Higgins AO QC (ACT)
2010	Dianne Montalto ESM (VIC)
2010	Barbara Morgan OAM (VIC)
2010	Karen Freak (SA)
2011	Robyn Pryce-Jones (TAS)
2013	Anni Gardiner (VIC)
2013	Gary W Kearney (TAS)
2013	Sandra Vander Pal (VIC)
2014	Les Mole (QLD)
2014	Daphne Read AO (NT)

## Past Presidents

Year	President
1934-1951	Sir Thomas W White
1951-1977	Justice Percy Joske
1977-1979	Sir Percy Joske
1979-1987	Sir Basil Osborne CBE
1987-1994	Neville Bayfield OAM
1994-1997	Heather MacGowan OAM
1997-2003	Chief Justice Terence Higgins AO QC
2003-2009	Dr Shayne Baker OAM
2009-2011	Chief Justice Terence Higgins AO QC
2011-2012	Les Mole

## International Life Saving Organisations

### International Life Saving Federation (ILS)

#### President

Graham Ford (Australia)

#### Secretary General

Dr. Harald Vervaecke, PhD (Belgium)

#### Committee Membership

##### Dianne Montalto ESM

ILS Board and ILS Asia-Pacific Board

##### Justin Scarr

Drowning Prevention Commissioner, ILS Asia-Pacific Secretary General, World Conference on Drowning Prevention 2015 Convenor

##### Professor John Pearn AO RFD

Medical Committee

##### Amy Peden

Drowning Prevention Commission

##### Dr Shayne Baker OAM

Rescue Commission

##### Anni Gardiner

Sport Commission

### Commonwealth Royal Life Saving Society

#### President

H.R.H Prince Michael of Kent

#### Deputy Commonwealth President

Clive Holland

#### Commonwealth Secretary

Emma Harrison

#### Committee Membership

##### Dianne Montalto ESM

Commonwealth Management Committee

##### Justin Scarr

Business Development Committee

##### Amy Peden

Community and Organisational Development Committee

##### Anni Gardiner and Emma MacMillan

Sport Development Committee

##### Anni Gardiner and Monique Sharp

125th Anniversary Committee

## NATIONAL PRESIDENT'S REPORT

I proudly commend this Royal Life Saving 2015 Annual Report to you. The Report reflects the tremendous work and contributions that Royal Life Saving Society – Australia (RLSSA) and our Members make across the Australian community. The commitment to saving lives and reducing drowning is evident in the various reports and case studies that follow.

Firstly, I would like to congratulate Royal Life Saving Society - Tasmania, who in 2015 celebrated its 100th year of lifesaving and drowning prevention in Tasmania. This significant milestone was acknowledged in a 100 year celebration attended by Governor of Tasmania, RLSS-Tasmania Life Members, Members, and supporters including many from across Australia. The Board was also pleased to attend and gave special acknowledgement to Alan Swinton OAM QPM, Deputy President and RLSSA Life Member who played such a significant role in making Royal Life Saving Tasmania what it is today.

As part of these celebrations we were pleased to host the Australian Pool Life Saving Championships 2015 in Hobart, with 151 competitors from Interstate teams and Clubs. We witnessed 37 Individual Pool Life Saving Championship Records and 27 National Records over 3 days. A highlight for me was hosting a small event to acknowledge the significant contribution that officials and volunteers make to Pool Life Saving sport. We hope that it will become an annual event, as they really are special people with a strong dedication to the values of Royal Life Saving.

A second significant milestone was celebrated in Northern Territory who turned 50 years and celebrated with a function at the Northern Territory Administrators Residence. The function honoured many people who have made a significant contribution to establishing and growing Royal Life Saving in the Northern Territory. We were able to surprise Daphne Read AO with her Life Membership award, which was presented by the Governor in front of her peers.

Daphne has been a long term driving force for swimming and water safety in the NT, is the long standing chair of the NT Water Safety Taskforce and made a significant national and international contribution in former roles.

In October, the Members also acknowledged the work of Les Mole by awarding Life Membership of Royal Life Saving Society – Australia. Les has provided a significant volunteer contribution to lifesaving in Queensland, contributed to the RLSSA National Board and through various roles in the sport of pool lifesaving. We all congratulate Les on his contribution.

I was fortunate enough to attend the ILS Rescue Championships in France in September 2014 to cheer on the Australian Life Saving and Australian Youth Life Saving teams. The venue also hosted the ILS Board meetings where I represented the Asia-Pacific region at the meeting.

I'm pleased to thank our patron, The Governor-General, His Excellency General the Honourable, Sir Peter Cosgrove AK MC (Retd). We thank him for his support and for all of the work he does in communities across Australia.

I would like to say that I think we are making great progress as we work with passion, commitment and dedication for Drowning Prevention. This will continue to make sure that the RLSSA continues to be a peak body respected for our commitment to Drowning Prevention by the community, Government and the Aquatic Industry not only in Australia but worldwide.

As this is the final year, of my three year role as President, I wish to thank all the members, volunteers and staff. I have been honoured and privileged to lead such a dedicated and professional organisation. I have appreciated the support of the Board and the Members, and have enjoyed spending time with them at many important events.

Yours in Lifesaving,  
**Dianne G. Montalto ESM**  
National President





## CHIEF EXECUTIVE OFFICER'S REPORT

Royal Life Saving continues to make substantial progress in many areas of drowning prevention policy and research through the programs and projects supported by the national office team and delivered by our Royal Life Saving colleagues across the country. The past year has been focused on undertaking key drowning prevention research, policy and program development projects for implementation in coming years.

We continue to expand our Inland Waterways Drowning Prevention program, which is being funded by the Australian Government. Our State and Territory Member organisations are working in river communities from the River Murray, to the Katherine River, the Swan and the Yarra. Innovative approaches are being trialled and we are pleased that communities are getting behind this focus on river water safety. An Australia wide awareness campaign is being rolled out across summer – Respect the River – which is featured in this Annual Report.

The development of the Australian Water Safety Strategy 2016-2020 has been a major focus. Royal Life Saving manages this process as part of its role as secretariat to the Australian Water Safety Council. The re-development process commenced with the National Drowning Prevention Summit, where experts across research, policy and practice shared their critique of the progress of the current strategy. Feedback was then gathered and many adjustments made. The Royal Life Saving National Fatal Drowning Database was put to good use, and provided the process many new insights into of the patterns of drowning since 2002. The Consultative Draft has been circulated, and we look forward to releasing a final Strategy early in 2016.

Over the past year, we welcomed the Hon Susan Ley MP as Minister for Health, Minister for Sport, and thank the Hon Peter Dutton MP for his support during his time in the role. Royal Life Saving is grateful for the ongoing support of the Australian Government as well as that provided to our national water safety partners Surf Life Saving and AUSTSWIM.

The Minister released the National Drowning Report 2015 during a busy day at Parliament House in September. The report was compiled by Amy Peden working with colleagues across Australia and using the National Fatal Drowning Database. The Report showed an alarming increase in child drowning. This is disturbing, as many organisations, including Royal Life Saving, State and Territory Governments, the public health sector and advocates including Laurie Lawrence have worked tirelessly to bring the child drowning rate down over the past twenty or thirty years. It seems that there may always be a need to reinforce the important messages of the Keep Watch program.

The Board continues to strengthen cooperation with the Royal Life Saving Membership, issuing Communiqués after each Board meeting to ensure that the Members, their Boards and Staff are aware of the work of the Board and of any decisions requiring consideration.

We acknowledge the work of the National Sport Adviser - Rob Reid, the National Sport Committee, all the officials, coaches, competitors and event staff that contributed to the success of the National Pool Life Saving Championships in Hobart in January 2015. It was a great event, conducted in a great spirit.

We acknowledge the contributions of Prof John Pearn AO RFD (National Medical Adviser) and Dr Shayne Baker OAM (National Adviser Education and Training) working tirelessly to support and mentor our staff, volunteers and colleagues, as well as represent and advance our work in an expansive range of forums.

The children and communities who benefited from the Swim and Survive Fund activities this year are a great source of pride. Too many children miss out on a swimming and water safety education, and we are pleased to raise awareness of this issue, as well as contribute to a diverse range of activities in communities across Australia. We wish to thank UNCLE TOBYS for being such a valuable partner over the past six years.

We thank Protector Aluminium our Keep Watch partner. This partnership ensures that Keep Watch messages appear on their pool fencing and gate hardware products to promote drowning prevention awareness.

In what many are describing as game changing, the World Health Organisation released its first ever Global Report on Drowning in November 2014 in Geneva. The Report describes drowning as a serious and neglected public health threat claiming the lives of 372,000 people a year worldwide. The Report features many research examples and case studies that Royal Life Saving has contributed. Examples include research from International Drowning Research Centre – Bangladesh that RLSSA established in 2010 with the support of the Australian Government and our partners The Alliance for Safe Children (TASC) and the Centre for Injury Prevention and Research – Bangladesh (CIPRB). The Report also commends the Australian Water Safety Strategy. Perhaps our most significant, enjoyable contribution was the production of a Video on behalf of WHO which was shown at the launch event, and is being used to promote the report by UN agencies, organisations, and media across the globe.

The National Office team has worked extremely hard over the past year and is proud of the results. The following pages outline some of the key achievements, case studies, facts and figures. We especially thank Rhonda Groneman, Monique Sharp and Penny Hodggers for their leadership support, as well all the staff who work with great commitment to our organisational objectives.

We thank all our program partners and contributors to the networks, committees and projects, and the Board for ongoing guidance. We acknowledge the important work of the RLSSA Finance and Audit Committee.

Finally I wish to thank our outgoing President Dianne Montalto ESM for her dedication and service over the past three years. Dianne has been generous with her time and performed her many duties with great concern for the acknowledgement of the wonderful volunteers that contribute so much to our mission.

**Justin Scarr**  
Chief Executive Officer

Advocating the prevention of drowning; and promoting a healthy and active lifestyle:

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# 01

LEADING ADVOCACY

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# 02

STRONG AND EFFECTIVE PARTNERSHIPS

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# 03

QUALITY PROGRAMS, PRODUCTS AND SERVICES

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# 04

A COHESIVE AND SUSTAINABLE ORGANISATION

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## FINANCIAL SUMMARY

The National Board of Directors for Royal Life Saving Society – Australia continues to maintain a sound and secure financial position.

### STATEMENT OF COMPREHENSIVE INCOME for the year ended 30 June 2015

	2015	2014
Revenue	3,925,575	3,067,378
Fundraising	55,095	25,697
Other Income	63,651	27,169
<b>Total Income</b>	<b>4,044,321</b>	<b>3,120,244</b>
<b>Expenses</b>		
Management and Administration expenses	821,448	794,155
Fundraising	54,136	25,027
Media Meeting and Promotional Expenses	333,212	290,011
Programs and Program Support	2,686,745	1,929,236
Provision for doubtful debts	-	-
Amortisation and Depreciation	59,486	50,920
<b>Total Expenses</b>	<b>3,955,027</b>	<b>3,089,349</b>
Net Surplus for the year	89,294	30,895
Comprehensive Income	0	0
<b>Total Comprehensive income attributable to the Members of RLSSA</b>	<b>89,294</b>	<b>30,895</b>

### STATEMENT OF FINANCIAL POSITION as at 30 June 2015

	2015	2014
<b>CURRENT ASSETS</b>		
Cash	2,851,212	2,540,091
Receivables	89,164	137,201
Inventories	73,543	184,363
Other	23,560	27,058
<b>TOTAL CURRENT ASSETS</b>	<b>3,037,479</b>	<b>2,888,714</b>
<b>NON-CURRENT ASSETS</b>		
Property, plant and equipment	1,916,858	1,925,593
<b>TOTAL NON-CURRENT ASSETS</b>	<b>1,916,858</b>	<b>1,925,593</b>
<b>TOTAL ASSETS</b>	<b>4,954,337</b>	<b>4,814,307</b>
<b>CURRENT LIABILITIES</b>		
Creditors and borrowings	2,332,926	2,479,656
Provisions	941,793	780,535
<b>TOTAL CURRENT LIABILITIES</b>	<b>3,274,719</b>	<b>3,260,192</b>
<b>NON CURRENT LIABILITIES</b>		
Creditors and borrowings	36,209	0
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>36,209</b>	<b>0</b>
<b>TOTAL LIABILITIES</b>	<b>3,310,928</b>	<b>3,260,192</b>
<b>NET ASSETS</b>	<b>1,643,409</b>	<b>1,554,115</b>
<b>RETAINED FUNDS</b>		
Retained surplus	1,107,633	1,018,339
Asset revaluation reserve	535,776	535,776
<b>TOTAL RETAINED FUNDS</b>	<b>1,643,409</b>	<b>1,554,115</b>

A copy of the audited financial statements for Royal Life Saving Society – Australia is available upon request.



## ADVOCACY

Royal Life Saving's position on the extensive range of water safety issues in Australia has been developed through years of research and practical experience. Our challenge is to ensure all the issues and our policy responses are understood and supported by government, industry, the corporate sector and the community.

Royal Life Saving is working hard to eliminate drowning. We believe that through nationally coordinated and locally-driven education campaigns we can reduce the number of drowning deaths and near-drownings that occur in Australia each year.

### **Our advocates are lifesavers.**

Our staff actively participate in national and international water safety forums and engage with other community stakeholders who work to prevent drowning.

In the past year Royal Life Saving engaged in: product testing for new swimming aids; and provided expert witness testimony and advice to coronial inquests.

We also presented at the following conferences for the Australian Council for the Teaching of Swimming and Water Safety (AUSTSWIM); Australian Council of Health and Physical Education and Recreation (International); Australian Water Safety Council National Drowning Prevention Summit 2014; Australasian Injury Prevention and Safety Promotion; Spark of Life; and the Australian Amusements Leisure and Recreation Association Conference.

In addition, Royal Life Saving staff served on the following Standards Australia committees:

- Pool Fencing
- Water Safety Signs
- Flotation Aids for Water Familiarisation and Tuition
- Lifejackets

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**Royal Life Saving volunteers and staff sit on a range of boards and advisory panels for various not-for-profit organisations.**  
.....

These organisations include: the Australian Council for the Teaching of Swimming and Water Safety (AUSTSWIM); Australian Amusements Leisure and Recreation Association; Australian Resuscitation Council; Australian Water Safety Council; Australian and New Zealand Safe Boating Education Group (ANZSBEG); Community Services and Health Industry Skills Council; NSW Swimming Pool Safety Working Group; and Service Skills Australia.

### **Key Media Campaigns**

Royal Life Saving's key media campaigns during 2014/15 provided significant media coverage including TV, Radio, Print and Online Media. Campaigns included:

#### **"The Talk"**

In a bid to reduce the number of older people drowning each and every year in Australia, Royal Life Saving developed 'The Talk', a public awareness campaign aimed at highlighting the drowning risk in older people, communicating some simple drowning prevention tips. Refer to page 32 for full details.

#### **Make It Safe Portable Pool Safety Campaign**

In December 2014, Royal Life Saving, in partnership with consumer affairs agencies across Australia launched a portable pool safety campaign. Portable swimming pools pose a serious drowning risk to children. Due to the increasing availability of portable pools, Royal Life Saving developed the campaign which urged people to think carefully about their purchase of portable pools and consider "How can I Make It Safe?" Refer to page 46 for full details.

#### **The Sinkers campaign**

Utilising a range of social media strategies together with high profile ambassadors to raise awareness amongst 15-29 year olds, the Sinkers campaign promoted the dangers of mixing alcohol with aquatic activity". Refer to page 51 for full details.

#### **Royal Life Saving Summer Drowning Toll**

Released on 22 January 2015, the Summer Toll highlighted the drowning figures from December 2014, urging all Australians to be safe when enjoying the water over the Australia day long weekend. Important Summer Drowning Prevention Tips were promoted widely to keep families safe when in, on and around the Water. Refer to page 14 for full details.

#### **Royal Life Saving National Drowning Report 2015**

Providing insights into who, where, when and how people drowned in Australian waterways over the past year. Refer to page 44 for full details.

## Feature Media Campaigns 2014/15

### Royal Life Saving Summer Drowning Toll

With every drowning preventable Royal Life Saving urged all Australians to be safe around the water for the Australia Day long weekend.

Royal Life Saving released on 22 January the Summer Drowning Toll. Between 1 December 2014 and 19 January 2015 (inclusive), Royal Life Saving recorded 51 drowning deaths. For the previous Summer there were 57 drowning deaths between 1 December 2013 and 31 January 2014 (inclusive).

"We traditionally see a spike in drownings across the warmer months and the holiday period. Tragically, so far this summer we have seen 51 drowning deaths. We urge everyone celebrating this Australia Day long weekend to take care, avoid unnecessary risks and be safe around the water." Justin Scarr, CEO, Royal Life Saving.

Men are most at risk, with 86% of all drowning deaths recorded across summer to date being males. This reflects national annual trends that find men drown at 4.5 times the rate of women. Inland waterways claimed the largest number of lives over the Summer period, with 25 (49%) drowning deaths to date, compared to 11 (22%) at beaches and 9 (18%) in the ocean.

Further to these drowning deaths there had been a number of near misses. Royal Life Saving was aware of 33 non-fatal drownings in the Sydney region, with 9 incidents being recorded on New Year's Day alone. Fourteen of these cases were children under the age of 10, with children under five in home swimming pools accounting for over three quarters of these reported non-fatal drownings in children.

"Children drown quickly and silently, it is important that children are actively supervised within arms' reach at all times. Ensure the home swimming pool is fenced with a correctly installed and regularly maintained pool fence with a self-closing and self-latching gate." Justin Scarr, CEO, Royal Life Saving.

### Royal Life Saving's Summer Drowning Prevention Tips

- Always actively supervise children around water
- Ensure swimming pools are fenced with a correctly installed and regularly maintained pool fence with a self-closing and self-latching gate
- Portable pools pose a drowning risk for young children. Learn about the risks and safety tips at [www.royallifesaving.com.au/makeitsafe](http://www.royallifesaving.com.au/makeitsafe)
- Never swim alone or undertake any form of aquatic activity under the influence of drugs or alcohol
- When boating, always wear a Lifejacket, check weather conditions before setting off and tell someone where you are going and when you are due back
- Always swim at patrolled beaches between the red and yellow flags

## Australian Water Safety Council

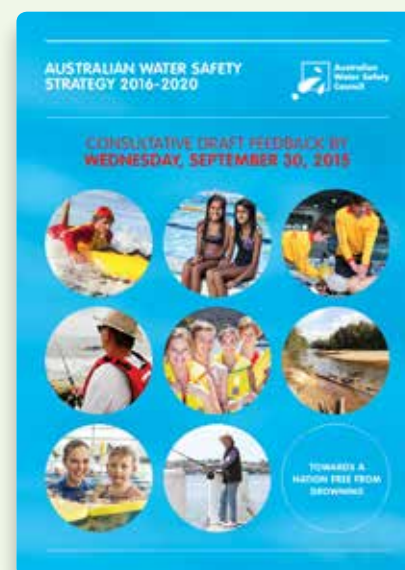
### Background

The Australian Water Safety Council (AWSC) is deeply committed to drowning prevention in Australia and is a collective voice for Australia's leading water safety organisations. The Council acts as a consultative forum comprising the major water safety and related government agencies and focuses on the presentation of key water safety issues to governments, industry and the community.

The Australian Water Safety Council is committed to improving water safety in Australia as demonstrated through the production and implementation of three National Water Safety Plans.

The current Australian Water Safety Strategy (AWSS) represents a global benchmark, and was featured by the World Health Organisation in the Global Report on Drowning (2014). WHO used the AWSS as an example to support its recommendation that all nations should take steps to develop similar water safety plans.

Royal Life Saving has served as Council Convenor since its inception in addition to managing the secretariat for the AWSC. Royal Life Saving has continued to demonstrate their commitment to water safety by directing significant resources to the Council and its activities including the AWSC National Drowning Prevention Summit 2014 and the development of the Australian Water Safety Strategy 2016-2020.



Above: Consultative Draft Cover of the Australian Water Safety Strategy (AWSS) 2016-2020

## Consultative Draft for the Australian Water Safety Strategy 2016-20

The Consultative Draft of the Australian Water Safety Strategy (AWSS) 2016-20, builds upon the success of past strategies, and seeks to strengthen efforts to achieve a 50% reduction in drowning by the year 2020.

This draft has been developed based on feedback from AWSC Members, the consensus achieved at the National Drowning Prevention Summit in Sydney in 2014, and a review of data, literature and approaches to drowning prevention in Australia and beyond.

**On track or not? This is the question that everyone is asking. This consultative draft provides a new analysis based on data tracking back to when the aspirational goal was first developed in 2007. It shows while several goal areas appear to be on-track, in many areas, we are a long way from achieving our goal.**

“The Australian Water Safety Strategy has been effective in aligning the efforts of diverse stakeholders, including those of State and Territory Governments, but we are short of our target to reducing drowning by 50% by 2020. It is therefore critical that we strengthen our efforts over the next four years. This is a new step in the strategy development process, and we are seeking feedback from a diverse range of stakeholders including state and territory water safety councils; federal, state and local government, organisations, researchers, policy makers, practitioners, community and the private sector”

Justin Scarr, Chair of the Australian Water Safety Council and Chief Executive Officer of Royal Life Saving

The priority area and goal structure of the AWSS 2012-15 has been retained, with increased focus on three key issues:

1. A focus on men aged 25 to 44 years has been added
2. A focus on “people aged 65+” replaces the previous goal targeting “people aged 55+”
3. Goal 6 “Surf Beaches” has been broadened to coastal waters incorporating coastal rocks and ocean & harbour locations

The AWSS 2016-20 will feature State and Territory drowning prevention profiles and examine organisations, interventions and relevant policy and examine reductions in drowning deaths to date.

The Australian Water Safety Strategy 2016-20 Consultative Draft has been developed by the AWSC, led by Royal Life Saving Society – Australia, Surf Life Saving Australia and the Australasian Council for the Teaching of Swimming and Water Safety (AUSTSWIM). Feedback was due by Wednesday 30 September 2015.

### 11 goals outlined in the Strategy:

- Reduce Drowning Deaths in Children Aged 0-14
- Reduce Drowning Deaths in Young People Aged 15-24
- Reduce Drowning Deaths in Males Aged 25-44
- Reduce Drowning Deaths in People Aged 65+
- Reduce Drowning Deaths in Inland Waterways
- Reduce Drowning Deaths in Coastal Waters
- Reduce Drowning Deaths by Strengthening the Aquatic Industry
- Reduce Alcohol and Drug-Related Drowning Deaths
- Reduce Drowning Deaths as a Result of Watercraft and Recreational Activities
- Reduce Drowning Deaths in High-Risk Populations
- Reduce the Impact of Disaster and Extreme Weather on Drowning Deaths

## Progress Towards the Targets of the Australian Water Safety Strategy 2012-15

In its last year, the Australian Water Safety Strategy 2012-15 (AWSS 2012-15) continues to focus drowning prevention efforts towards the achievement of a 50% reduction in drowning by the year 2020. With the 2016-20 Strategy set to be released in early 2016, this is the last progress report against the goals of the 2012-15 document.

AWSS 2012-15 Goal Areas	Drowning Deaths in 2014/15		AWSS 2012-15 Target by 2020	Progress
1. Reduce drowning deaths in children aged 0-14 years	Children 0-4 years	26	17	Of High Concern
	Children 5-14 years	9	8	Of Some Concern
2. Reduce drowning deaths in young people aged 15-24		23	18	Of Some Concern
3. Reduce drowning deaths in people aged 55+		89	51	Of High Concern
4. Reduce drowning deaths in inland waterways		99	54	Of High Concern
5. Reduce surf beach drowning deaths		55	21	Of High Concern

Please note: A drowning death could be included in more than one goal area in the table above.

## National Drowning Prevention Summit 2014

The AWSC National Drowning Prevention Summit 2014 was hosted at the ParkRoyal Darling Harbour, Sydney on Tuesday 5 and Wednesday 6 August 2014. The Summit provided a vital focus to the AWSC's goal of 'Reducing drowning deaths by 50% by 2020'. A series of symposiums created a forum for those working in the water safety and drowning prevention sector to review the progress of the Australian Water Safety Strategy 2012-15 and identified the critical steps needed to achieve this goal.

### Keynote Speakers included:

**Mark McCrindle, BSc (Psychology), MA. McCrindle Research.**

Presenting the latest demographic data, Mark provided a snapshot of the changes, trends, and the challenges facing drowning prevention across the three Australian Water Safety Strategy priority areas.

**Janine Scott, GM Marketing & Communications, beyondblue.**

Men drown at a rate four times that of women. Effectively communicating with men is a challenge for our sector. This session demonstrated how beyondblue have been successful in communicating with men.

### Royal Life Saving Speakers included:

• **Justin Scarr, Convenor, Australian Water Safety Council and Chief Executive Officer, Royal Life Saving**  
Master of Ceremonies

• **Professor John Pearn, AO RFD, National Medical Advisor, Royal Life Saving**  
Medications, Drugs, Alcohol and Drowning

• **Amy Peden, National Manager – Research and Policy, Royal Life Saving**  
The top ten river drowning blackspots. What challenges do they pose for prevention?

• **Associate Professor Richard Franklin, School of Public Health, Tropical Medicine and Rehabilitation Sciences, James Cook University. Senior Research Fellow, Royal Life Saving**  
Challenges in Pool Fencing Legislation.

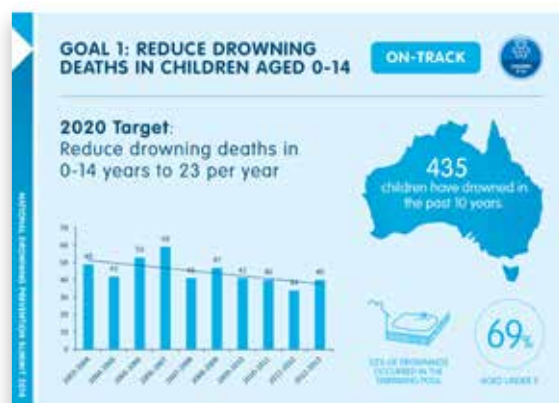
• **Dr Bernadette Matthews, Principal Research Associate, Life Saving Victoria**  
Coronial findings into drowning in rivers, implications for policy

• **Ms Lauren Nimmo, Senior Manager, Health Promotion and Research, Royal Life Saving Society WA Inc**  
Under the Influence: Programs for Prevention.

Attendees heard innovative presentations across research, policy and practice and participated in spirited discussion during the interactive panel sessions. Feedback from across the two days of discussion was consolidated as part of the future directions session, providing feedback to the AWSC for the development of the Australian Water Safety Strategy 2016-2020.

Positive feedback was received from Summit attendees highlighting the importance of hosting such an important event:

- The National Drowning Prevention Summit was a great opportunity to catch up with researchers and practitioners from Australasia, and elsewhere abroad, all with the common goal of preventing drowning and injury in aquatic environments.
- The National Drowning Prevention Summit was perhaps the best opportunity for Australia's leaders in water safety and drowning prevention to meet and discuss realistic ways to reach our challenging goal to reduce drowning deaths by 50% by 2020.
- This collaborative approach amongst a wide variety of aquatic stakeholders is what is needed for the Aquatic Industry as a whole and is the only way that the goal of reducing the burden of drowning (fatal, with/without morbidity) will be achieved.
- The changed format of the National Drowning Prevention Summit 2014 worked well. It was great to see obvious linking to the current Australian Water Safety Strategy, and the identification of potential changes to the Strategy as a summit outcome was excellent.
- The best format for a conference I have attended - congratulations to the organising committee. Keynote speakers were inspirational, and the use of social media was inclusive and added immediacy - it has made me think more creatively about ways to 'get the drowning prevention message out'. Short focussed sessions including research policy and practice were an excellent mix.
- One of the best organised conferences. Very well done.





## Royal Life Saving signs up to International 'Lifejacket Wear' Principles

Royal Life Saving signed up to the International 'Lifejacket Wear' Principles, supporting the importance of wearing a lifejacket. The main aim of the principles is to encourage people to wear a lifejacket when in open water or during activities such as, fishing, boating, rock fishing and jet skiing.

In NSW, 9 out of 10 people who drowned while boating were not wearing a lifejacket.

Even competent swimmers require lifejackets as they may need to spend a long time in the water awaiting rescue, have to swim a long distance to shore, or they may be injured or unconscious. A lifejacket will keep the user afloat in the water, greatly increasing their likelihood of survival.

If you are out on the water your lifejacket should always be on. Should an accident occur, a lifejacket that is stowed away will be of no use to you.

# 90%

**OF PEOPLE IN NSW WHO DROWNED WHILE BOATING WERE NOT WEARING A LIFEJACKET**



## Confronting new campaign to prevent drownings in Pipes and Drains

The Northern Territory Government, in consultation with Royal Life Saving NT, launched a confronting new advertising campaign to prevent drownings in pipes and drains in the Wet Season.

The *Stay Out of Pipes and Drains and Stay Safe this Wet* television commercial leaves children, teenagers, parents and the community with no doubt – if you play in flooded pipes and drains you could die. It's a blunt message aimed to change behaviour, to ensure children stay out of pipes and drains.

The ad shows a young boy who falls while playing in a flooded drain and was shot from the point-of-view of the drowning victim to give the commercial as much impact as possible.

Royal Life Saving NT welcomed the new commercial and said it was a stronger campaign targeted at children and families. The wet season is a high risk time for drowning and it is critical that children know to stay out of pipes and drains. The message is serious and Royal Life Saving NT is calling on families and the community to keep our children safe around water. Interactive school workshops were held at schools to talk with the children about the message. The TVC was shared on Facebook, reaching 105,408 people.

# 105,408

**PEOPLE HAVE BEEN REACHED AS PART OF THE STAY OUT OF PIPES AND DRAINS CAMPAIGN**



Watch the 'Out of Pipes and Drains' TVC at:  
[youtube.com/RoyalLifeSavingAust](https://youtube.com/RoyalLifeSavingAust)

## Respect the River

With support from the Federal Government, Royal Life Saving is working across Australia to promote safe aquatic recreation and prevent drowning in inland Waterways. Royal Life Saving research shows that rivers are the leading drowning location in Australia. It's simple - Respect the River.

Inland waterways contain many environments where drowning deaths occur – rivers, lakes, dams, irrigation channels, water tanks and creeks have all been sites of drowning deaths. The flat, still surface of an inland waterway can give a false sense of security. Currents, undertows or submerged objects – even in seemingly tranquil waterways – can prove to be very dangerous. Inland waterways are not patrolled by lifeguards, and should someone get into trouble, there may be no one there to assist.

### THE FACTS

#### Royal Life Saving River Research Key Findings

#### Research Report: Drowning Deaths in Australian Rivers, Creeks and Streams: A 10 Year Analysis

- 735 people have drowned in Australian rivers, creeks and streams between 1 July 2002 and 30 June 2012
- Men account for 80% of all drowning deaths in rivers across the decade
- New South Wales recorded the highest number of drowning deaths with 246 river drowning deaths, followed by Queensland with 219 and Victoria with 98 river drowning deaths
- Falls into water accounted for 20% of river drowning deaths, followed by accidents involving non-aquatic transport (18%), swimming and recreating (15%) and accidents involving watercraft (14%). Activity was unknown in 18% of river drowning deaths.
- 17% of all river drowning deaths took place in remote or very remote areas of Australia
- 17% of all river drowning deaths were known to be flood related.
- Aboriginal and Torres Strait Islanders drown in rivers at a rate that is 4.5 times that of the non-Indigenous population

#### Royal Life Saving Top 10 River Drowning Black Spots

1. Murray River
2. Brisbane River (QLD)
3. Yarra River (VIC)
4. Swan River (WA)
5. Hawkesbury River (NSW)
6. Murrumbidgee River (NSW)
7. Sandy Creek (QLD)
8. Derwent River (TAS)
9. Katherine River (NT)
10. Macquarie River (NSW)

# 735

**DROWNING DEATHS IN  
AUSTRALIAN RIVERS, CREEKS AND  
STREAMS BETWEEN 2002 AND 2012**



Watch the 'Respect the River' videos at:  
[youtube.com/RoyalLifeSavingAust](https://youtube.com/RoyalLifeSavingAust)

## Royal Life Saving projects operating in all Australian States and Territories

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### Australian Capital Territory

Royal Life Saving Society ACT is working with people who recreate in Canberra's lakes and rivers, raising awareness of potential dangers and establishing preventative measures in partnership with government and local community. This project will also provide drowning prevention and water safety activities to Culturally and Linguistically Diverse (CALD) families and children who may normally miss out.



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### New South Wales

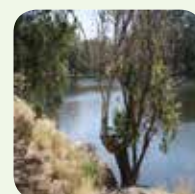
The Murray and Murrumbidgee Rivers are among the top 10 River Drowning Blackspots in Australia, contributing significantly to the NSW drowning toll over the last 10 years. The NSW Open Water Initiative includes two Open Water Education Officers who are out in the community working to address this issue.



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### Northern Territory

River Safety NT is a drowning prevention initiative working to promote safer aquatic behaviours around inland waterways to reduce drowning in rivers across the Northern Territory, particularly throughout the wet season. The project also includes the 'Water Dreaming program' aimed at providing Swim and Survive lessons for indigenous children who miss out.



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### Queensland

The Queensland Drowning Prevention Project is working to prevent drowning in high risk inland waterways such as the Brisbane River, Burkedin River and Boulders in Babinda. The project is identifying high-risk inland waterways and assessing community knowledge, skills and attitudes towards water safety in order to develop and deliver a tailored water safety program.



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### South Australia

The Murray River has been identified as a geographical location that has contributed significantly to the SA drowning toll over the last 10 years. This South Australian river system appears in the top 10 Black Spot locations in Australia. The Murraylands and Riverland Inland Water Initiative will include the appointment of an Inland Water Education Officer, who will collaborate with key partners to form a steering committee, addressing the issue of drowning in South Australian inland waterways.



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### Tasmania

Royal Life Saving Tasmania's Inland Waterway Drowning Prevention Strategy (IWDPS) engages with the states Rural and Regional community delivering vital water safety skills and education. The project engages partners including: the department of education; rural and regional pool operators; and relevant government and community organisations to address drowning in rural and regional communities. Through the Swim and Survive Program, Royal Life Saving Tasmania will also provide vital swimming and water safety skills to children who are known to miss out.



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### Victoria

The Respect the River Project in Victoria is working to address water safety and drowning prevention in, on or around the Yarra and Murray River. Life Saving Victoria will provide a targeted community based approach to drowning in inland waterways, which account for over a third of all drowning deaths in Victoria and nationwide.



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### Western Australia

The 'Swim & Survive on the Swan River' project will work in the Western Australian community to promote safe aquatic recreation on the Swan River. A Drowning Prevention Action Plan will be implemented that includes river safety education programs, boating safety programs and public rescue services targeting: children; youth; and Culturally and Linguistically Diverse (CALD) People. The project will also expand Swim & Survive and Bronze Medallion participation for targeted indigenous, CALD, and low socioeconomic communities.





## EDUCATION

Royal Life Saving's water safety education programs are designed so all Australians can have the skills and knowledge to safely participate in a range of aquatic activities.

Our programs build awareness of dangers in aquatic environments, teach essential water safety skills and develop lifesaving skills that may one day save a life; reflecting Royal Life Saving's mantra that 'Everyone can be a Lifesaver'.

The range of programs allows individuals to continually develop their skills and knowledge as they move through different life stages, reflecting the unique challenges that are specific to each age group. These challenges include: water familiarisation for young children; foundation skills for primary aged children; essential survival and lifesaving skills for teenagers; and water safety for older adults.

### Our key education programs include:

- Swim and Survive:
  - Wonder (6–36 months)
  - Active (3–5 years)
  - Courage (5–14 years)
- Water Smart
- Bronze Medallion
- E-Lifesaving
- Grey Medallion

# 664,683

## EDUCATION AWARDS ISSUED BY ROYAL LIFE SAVING IN 2014/15

<b>536,444</b>	SWIM AND SURVIVE (80.7%)
<b>80,639</b>	WATER SAFETY EDUCATION CLASSROOM (12.1%) (INCLUDES WATER SMART)
<b>35,939</b>	BRONZE (5.4%)
<b>6,726</b>	RESCUE STRAND (1.0%)
<b>3,100</b>	GREY MEDALLION (0.47%)
<b>1,725</b>	JUNIOR LIFEGUARD CLUB PARTICIPANTS (0.3%)
<b>110</b>	ADV LIFESAVING (0.02%)

### Water Smart

Water Smart is a classroom based program aimed to increase water safety education for primary school students. There are two components:

#### Water Smart Education Toolkit

This is a comprehensive resource for schools to use to teach a unit of water safety. Curriculum materials are available for all students from the Foundation year to Year 10. Unit outlines with activity descriptors, teacher notes, activity sheets in PDF and SMART Notebook formats, water safety tips, posters and video clips are available.

The Water Smart program has been linked to the new Australian Curriculum, predominately the Health and Physical Education learning area, with a few links to Geography curriculum in the lower years. The resources have been updated to include these curriculum links.

To access the educational resources, schools and community groups register on the schools zone of the Swim and Survive website [www.swimandsurvive.com.au](http://www.swimandsurvive.com.au)

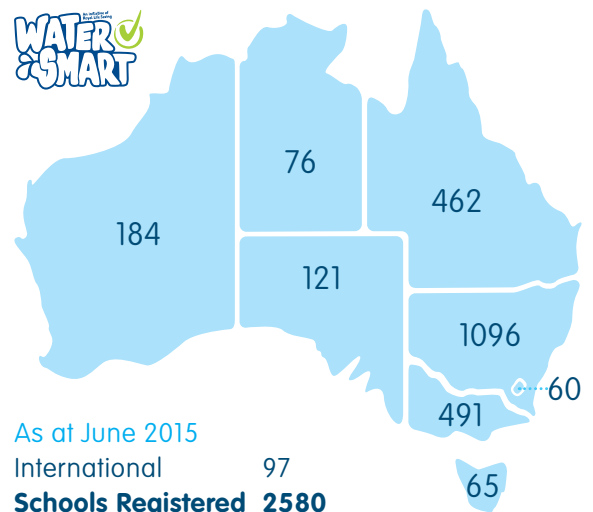
#### Water Smart Award

The Water Smart Award helps young Australians to understand:

- What water safety means
- The nature of water
- The dangers present when in, on or near water
- The fun water can offer
- The code of behaviour to follow
- The safe ways in which help can be offered in an emergency

The Water Smart Award educates students in years 4, 5 and 6 on the principles of water safety knowledge, out of water rescues and an introduction to resuscitation.

The number of schools/teachers that have registered over the past financial year has increased by 63% to 2580.



## Swim and Survive

Swim and Survive is a national swimming and water safety initiative of Royal Life Saving that teaches Australian children essential life-skills in swimming, water safety and personal survival. Since its inception over 30 years ago, over 15 million children have participated in the program.

The program’s unique learning pathway is designed to build strong foundation skills in swimming and water safety, keeping children actively engaged and most importantly having fun.

Swim and Survive is delivered in pools, schools and other aquatic locations across the country by qualified swimming and water safety instructors.

### Swim and Survive Partners

A Swim and Survive Partner is a preferred, quality deliverer of the Swim and Survive program that works together with Royal Life Saving to deliver key water safety messages.

Swim and Survive Partners work hard to engage their local communities in water safety education, by providing opportunities for children and their families to participate in a range of aquatic activities.

Over the past 12 months, Royal Life Saving has provided a number of professional development and engagement opportunities for Swim and Survive Partners including program inductions, teaching tips, forums and workshops.

Royal Life Saving has been working closely with swim schools to create vibrant, customised signage to increase the presence of Swim and Survive in the community and to promote their Partnership with Royal Life Saving.



### Partner in Focus - Belgravia Leisure

One of our valued Partners, Belgravia Leisure is a major delivery agent of the Swim and Survive program.

With over 30,000 swim school enrolments, the facility management group plays an active role in teaching Australian children basic foundation skills in swimming and water safety. Royal Life Saving and Belgravia Leisure work together to provide quality lessons, professional development opportunities and local community water safety initiatives.

### Website – [www.swimandsurvive.com.au](http://www.swimandsurvive.com.au)

The Swim and Survive website continues to be a valuable source of information for parents and carers, school teachers, swimming and water safety instructors and aquatic facilities. Interactions have grown steadily over the past two years, with 76.7% of people visiting the website for the first time.

	2013/14	2014/15
No. of Visits	60,978	<b>68,266</b>
No. of Unique Visitors	46,104 (75.6%)	<b>52,353 (76.7%)</b>
No. of Page Views	256,889	<b>276,402</b>
Pages per Visit	4.21	<b>4.05</b>
Average Visit Duration	00:03:28	<b>00:03:12</b>
Top 5 pages	<ol style="list-style-type: none"> <li>1. Homepage</li> <li>2. Water Safety: Kids Zone (LP)</li> <li>3. Water Safety: Kids Zone: Colouring-In Posters (LP)</li> <li>4. Program Information</li> <li>5. Games Zone: Kids Zone (LP)</li> </ol>	<ol style="list-style-type: none"> <li>1. Homepage</li> <li>2. Water Safety: Kids Zone (LP)</li> <li>3. Activities: Kids Zone (LP)</li> <li>4. Program Information</li> <li>5. Water Safety: Kids Zone:</li> </ol>

### Swim and Survive Facebook

[www.facebook.com/swimandsurvive](http://www.facebook.com/swimandsurvive)

Swim and Survive has an online network of water safety advocates that share Royal Life Saving’s passion for swimming and water safety education.

The Swim and Survive Facebook page highlights key water safety issues, features swimming and water safety programs and events, celebrates the achievements of learn to swim participants and raises valuable awareness that water safety is a community responsibility.

## Royal Life Saving thanks UNCLE TOBYS

Over the past six years, UNCLE TOBYS support of Swim and Survive has raised invaluable awareness of swimming and water safety education and its role in child drowning prevention.

UNCLE TOBYS has made a significant contribution to the Royal Life Saving Swim and Survive Fund, assisting Royal Life Saving to reduce the barriers preventing participation in structured education programs.

During the partnership, UNCLE TOBYS support of Royal Life Saving activities extended to National media campaigns including the 'No Child Should Miss Out' Online Petition. The Online Petition obtained over 23,000 signatures of support for the compulsory inclusion of swimming and water safety lessons in Australian primary schools.

Additional advocacy activities included Swim and Survive Active Family Fun Days, UNCLE TOBYS Big Splash Swimathon, UNCLE TOBYS Swim Kids Operation 10,000 and Send-A-Swim-Save-A-Life campaigns.



## Before School Swimming and Water Safety Program

The Before School Swimming and Water Safety Pilot Program is an innovative approach to providing Victorian primary school children with swimming and water safety education before school.

It was developed in response to drowning being a leading cause of mortality and morbidity in children aged 5-14 years in Victoria and Life Saving Victoria research that found teachers estimated 60% of Victorian children leave primary school unable to continuously swim 50 metres.

This research also identified barriers for schools participating in swimming and water safety programs, which included the cost of swim programs; a crowded curriculum and transport costs associated with students commuting between school and aquatic facilities.

**The Program was a great success and there was unanimous support for it from all stakeholders. The students enjoyed the lessons and 89% improved in at least one of five in-water skills tested.**

Parents saw the benefits for their children and the early mornings were no issue for families from the school close by. Although early starts were a minor impedance for the school 40 km away, all those involved felt the benefits of participation far outweighed this inconvenience.

School teachers, school coordinators and swim instructors also recognised the significant value of the Program and would recommend it to other schools and facilities. In addition to gaining swimming and water safety skills and knowledge, at a time more convenient to fit with the school, many students developed new friendships, became more organised, took responsibility for themselves and displayed more energy and improved focus at school.

In addition, the Program was successful in addressing the issues previously identified, including the high cost of swim programs, crowded school curriculums and transport costs. The support for the Program from all areas and the positive changes observed in the students demonstrate the feasibility of the program, delivered by qualified swim teachers, in partnership with Victorian schools and community aquatic facilities.

Royal Life Saving Society – Australia contributed to the pilot study via the Inland Waterways Drowning Prevention Plan with support from the Australian Government.

## Bronze e-Lifesaving

The Bronze e-Lifesaving program has been supported by the Australian Government through Saving Lives in the Water funding and offered as a FREE program for all Australian Secondary Schools.

Bronze e-Lifesaving was launched in late October 2014 as a strategy to re-engage secondary school students in lifesaving activities. Royal Life Saving recognised that teenagers and young adults need to be engaged in such activities to provide them with the skills and knowledge for safer aquatic recreation. This strategy links with one of the priority goals of the Australian Water Safety Strategy 2012-15: Reduce Drowning Deaths in Young People aged 15-24.

Bronze e-Lifesaving is an interactive e-learning program that can be easily implemented in the classroom and has strong links to learning content descriptions in the new Australian Curriculum: Health and Physical Education.

Utilising aquatic themes, the program challenges students to explore risk-taking behaviour, personal attitudes and beliefs, personal relationships and to develop skills in making informed decisions, refusal tactics and leadership.

Bronze e-Lifesaving teaches students survival skills, rescue techniques and basic emergency and first aid care for managing situations where their own or others' wellbeing and safety may be at risk.

The Bronze e-Lifesaving program was the first Royal Life Saving e-learning program available nationally.

A feature article in the ACHPER Advocate E-News was distributed to 10,000 Health and Physical Education Teachers, School Principals, Department Heads and Industry Professionals in November 2014 and again in June 2015. In addition a 3-page article was successfully submitted for the Active and Healthy Magazine in November 2014 which was distributed to 3,000 ACHPER members.

ACHPER State Conferences provided an opportunity to showcase the Bronze e-Lifesaving program directly to Health and Physical Education teachers either through a presentation or trade display. Conferences in Tasmania, Victoria, Western Australia, South Australia, New South Wales and the International Conference held in South Australia were attended.





The key objectives of the Bronze e-Lifesaving program are:

- Getting lifesaving back into schools
- Developing swimming and lifesaving skills
- Building relationships with the education sector
- Collection of data and information on users
- Increasing awareness of Royal Life Saving brand
- Increasing participation in other Royal Life Saving programs and services including Bronze Medallion, First Aid and Resuscitation

Enrolment Status (up until 30 June 2015)

UNIT 1 – Years 7 & 8	UNIT 2 – Years 9 & 10
283 token orders (270 processed, 13 cancelled)	255 token orders (235 processed, 20 cancelled)
9105 tokens	7184 tokens
2502 enrolled	2272 enrolled
104 not attempted	79 not attempted
1369 not completed	1119 not completed
<b>1029</b> completed	<b>1074</b> completed
Average token order is 32 tokens	Average token order is 28.2 tokens
27.5% of token orders have enrolled	31.6% of token orders have enrolled
41.1% of enrolled have completed the program	47.3% of enrolled have completed the program

For further details visit: [www.e-lifesaving.com.au](http://www.e-lifesaving.com.au)

# BRONZE



Watch the Bronze e-Lifesaving video at:  
[youtube.com/RoyalLifeSavingAust](http://youtube.com/RoyalLifeSavingAust)

## Grey Medallion

As Australia's population is ageing, there is increasing concern for older Australian's health and wellbeing, particularly as this age group become more at risk when in and around water. Encouraging older people to be physically active is important and exercising in water is an ideal activity, but it is not without risk. Greater participation in aquatic recreation often occurs as people retire and trends such as making a 'sea or tree change' continue.

The National Drowning Report 2014/15 shows 89 Australians aged 55 years and over drowned, accounting for 33% of all drowning deaths. Rivers, creeks and streams continues to be the leading aquatic location that recorded the largest amount of drowning deaths for this age group with 26 drowning deaths (or 29%).

The Grey Medallion program aims to address the consistently high drowning death toll for the over 55's by providing older adults with practical water safety skills and knowledge in order to recreate with safety as a priority. The program provides participants with experiences in survival techniques such as treading water, floating and sculling, dry rescues such as a reach or throw rescue, swimming skills and basic resuscitation in order to reduce the likelihood of drowning.

During the last year, instructor workshops and courses were held by Ithacca Caloundra City Life Saving club, Wingecarribee Shire Council and Hume Council.

Further, promotion of the Grey Medallion program was part of the Royal Life Saving 'The Talk' public awareness campaign. Highlighting the drowning risk in older people, Royal Life Saving communicated some simple drowning prevention tips, including the importance of learning lifesaving skills and the Grey Medallion program for over 55's to be empowered to handle a range of water emergencies.



Watch the 'Grey Medallion and "The Talk" videos at:  
[youtube.com/RoyalLifeSavingAust](http://youtube.com/RoyalLifeSavingAust)



## TRAINING

Since 1894, Royal Life Saving has been training Australians to be lifesavers.

While the principles have not changed, we are now training people to use these lifesaving skills in a wide range of workplaces and communities.

### Our key training programs include:

- First Aid and Emergency Care
- Resuscitation (CPR)
- Pool Lifeguarding
- Bronze Medallion
- Swim Teaching (AUSTSWIM)
- Pool Operations
- Professional Development

### VET Committee Members

Ian Brown – WA  
Anthony Cottee – NSW  
Ben Cuttriss – ACT  
Michael Darben – QLD  
Cherry O'Connor – ACT  
Brian O'Mahony – VIC  
Penny Hodggers – NAT  
Floss Roberts – NT  
Tony Taylor – SA  
Jo Voltz – QLD

# 285,964

## TRAINING AWARDS ISSUED BY ROYAL LIFE SAVING IN 2014/15

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<b>161,614</b>	RESUSCITATION (56.5%)
<b>104,175</b>	FIRST AID (36.4%)
<b>16,136</b>	POOL LIFEGUARD (5.6%)
<b>1,080</b>	POOL OPERATIONS (0.4%)
<b>1,637</b>	AUSTSWIM (0.6%) TEACHER OF SWIMMING AND WATER SAFETY
<b>951</b>	INSTRUCTOR/TRAINER ASSESSOR (0.3%)
<b>371</b>	AUSTSWIM – EXTENSION COURSES (0.1%)

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### Vocational Education and Training (VET)

The VET Committee has continued to work together on the expansion of the Vocational Training Capacity Plan, with significant outcomes being achieved in compliance, best practice and communication, stronger training governance and progressive improvement across all training departments.

The 2014/15 year saw the implementation of the new Training Management System for the majority of the States and Territories. It was a mammoth roll out and credit must be given to all who have taken their time and patience to assist with the project implementation. Each of the States and Territories involved has worked tirelessly toward achieving a more consistent, compliant and best practice training system. For the states and territories who have moved to aXcelerate, the final 'go live' date was in August 2015.

In conjunction with the use of aXcelerate, a new training booking portal was also developed. Vortilla created a fresh, modern design allowing participants to easily search for courses, book in and make payment.

Work continues on the development of a number of e-learning training materials that will contribute to a decrease in training and materials costs, increase productivity and achieve greater consistency across all RLS Training programs resulting in an improved and more advanced product for the end user.

Royal Life Saving was privileged to be included in the reference group to review and redevelop the Community Recreation Units of Competency and Qualifications within the Sport, Fitness and Recreation Training Package. RLSSA believes that the new units will achieve more relevant vocational outcomes for the industry.

January 1st, 2015 saw the implementation of the Unique Student Identifier (USI). All students undertaking nationally recognised training delivered by a registered training organisation now need to have a Unique Student Identifier (USI). In time the USI account will contain all of a student's nationally recognised training records and results from 1 January 2015 onwards.

By the end of 2015, Industry Skills Councils will be disbanded to be replaced by Skills Service Organisations. Reporting to the Australian Industry and Skills Committee, Skills Service Organisations will work with Industry Reference Committees to review and develop training packages. It is anticipated that there will be an increase in industry consultation which is welcomed.

Throughout 2014/15, RLSSA was involved in the review to the first aid package of units. This included the review of the trainer requirements and the duration required for resuscitation.

## Training Courses

Royal Life Saving believes that everyone can be a lifesaver. Whether as a responsible member of the community or for a lifesaving career, the skills you learn are skills for life.

### First Aid

Royal Life Saving First Aid training courses are compliant with Workplace Health and Safety requirements and provide participants with the knowledge and skills to administer first aid to a victim of illness or injury until professional medical help arrives. Anyone - parents, workers, passers-by - may have to give first aid at some time, giving credence to Royal Life Saving's motto that "Everyone can be a lifesaver".

Royal Life Saving provides both traditional and flexible training delivery methods including First Aid in a Box – a self-paced, flexible training program. Candidates receive their own learning manikin and DVD and complete the theory and online assessments at their own pace.

Upon completing the online content and learning CPR, candidates are required to attend a two-hour practical workshop to refine their first aid skills and be assessed for their first aid qualification.



### Resuscitation

Resuscitation - the actions taken to keep a person alive after their own breathing and heartbeat have stopped - can mean the difference between life and death. Early intervention with Cardio Pulmonary Resuscitation (CPR) can and does save lives. Royal Life Saving Resuscitation courses give participants training and knowledge in Basic Life Support, CPR, Defibrillation, Oxygen Resuscitation and Emergency Care.

All Royal Life Saving resuscitation training is delivered in accordance with the Australian Resuscitation Council (ARC) guidelines and gives both theoretical and practical experience in CPR and associated emergency care.



### Pool Lifeguard

Australian Lifeguards are world-renowned for their high levels of skill and knowledge in accident prevention and rescue response. The minimum industry requirement for employment as a Pool Lifeguard in a swimming pool or aquatic facility is the RLSSA Pool Lifeguard Certificate.

This entry-level qualification is recognised across Australia and in many other countries and provides a gateway into an exciting lifeguarding and aquatics career. The course covers essential modules such as accident prevention, administration, public relations, education, rescue response and basic technical operations.



### Bronze Medallion

The majority of drowning accidents occur inland in places such as rivers, dams and home swimming pools. Such places are rarely patrolled by qualified lifeguards.

It is therefore important that all members of the community learn some lifesaving techniques. The thoughtful application of the knowledge and skill provided within this program will save lives, ensure the rescuer's safety and prevent a possible double drowning. The Royal Life Saving Bronze Medallion is recognised as the minimum standard for a qualified lifesaver. This award also increases employment opportunities with many pools and aquatic centres as they require employees who conduct aquatic programs to have their Bronze Medallion.



### Swim Teaching - AUSTSWIM

AUSTSWIM has developed quality aquatic education programs for those wishing to enter the aquatic industry as a teacher of swimming and water safety™. The AUSTSWIM accreditation is the industry standard for swimming and water safety teachers™ and is delivered and recognised in each State and Territory of Australia and many countries overseas. As a foundation member of AUSTSWIM, Royal Life Saving is a proud supplier of AUSTSWIM courses including:

- Teacher of Swimming and Water Safety
- Teacher of Adults
- Teacher of Aquatics to People with Disabilities
- Teacher of Competitive Strokes
- Teacher of Infant and Preschool Aquatics



### Pool Operations

Royal Life Saving currently offers the Pool Operations course to assist industry bodies in meeting their obligations to industry best practice. This course is only one in a series of programs that Royal Life Saving offers to industry. This course provides candidates with the knowledge and skills relevant to the supervision and operation of an aquatic facility, plant and associated equipment and the monitoring and maintaining of water quality. This course is the industry standard for pool supervisors.



### Professional Development

Working in the Aquatic and Recreation Industry can lead to a dynamic, balanced and flexible career with a range of employment opportunities. Royal Life Saving can help candidates to improve and succeed in their chosen career by providing a range of Professional Development courses and workshops including Conflict Resolution, Risk Management, Emergency Procedures, Supervisors and Aquatic Customer Service right through to a full qualification in Certificate III in Aquatics and Certificate IV in Community Recreation.





## HEALTH PROMOTION

Royal Life Saving's commitment to reducing drowning and aquatic-related incidents is best seen through the creation of water-safe communities.

Royal Life Saving has achieved this through a proud history of promoting safe aquatic recreation and by developing health promotion programs that target special needs groups such as:

- Children under five (Keep Watch)
- Remote Indigenous Communities
- Rural and Regional Communities
- Refugees, Recent Arrivals and Culturally and Linguistically Diverse Communities
- Older Australians (Grey Medallion)
- Others including alcohol related drowning deaths



### Keep Watch

Keep Watch continues to be Australia's most comprehensive drowning prevention and water safety program for children under five. The program has a wide range of resources and sub-programs targeting parents and carers that are designed for specific locations such as bath time, the farm and public pools.

Protector Aluminium has partnered with Royal Life Saving to promote child drowning prevention. Protector Aluminium has had a long term commitment to water safety through its range of pool fencing and pool gate hardware. Protector Aluminium promotes the messages of Keep Watch on its products and to its customers.

With over 190 public pools across Australia participating in the Keep Watch @ Public Pools program, and hundreds of thousands of resources distributed across Australia, Royal Life Saving continues to work towards ensuring that all children under the age of five are safe when in, on, or around water. In Western Australia and Victoria, our members support Watch Around Water which shares similar objectives.

The Keep Watch and Home Pool Safety websites ([www.keepwatch.com.au](http://www.keepwatch.com.au) & [www.homepoolsafety.com.au](http://www.homepoolsafety.com.au)) provide an invaluable source of information for parents/carers, grandparents, child care workers, swim teachers, community health workers and others interested in preventing child drowning. Both websites include fact sheets and a range of vital information, freely available to download and print.

These regularly reviewed and updated fact sheets are designed to help people keep themselves, and others in their care, safe at aquatic locations or whilst undertaking aquatic activities.

The 26 fact sheets cover a range of topics from the four Keep Watch actions of: Supervise; Restrict Access; Water Awareness; Resuscitation, to farm water safety, water safety around the home and watercraft safety.

The following Keep Watch resources are distributed across Australia to support the messages of the program:

- Keep Watch CPR Fridge Magnets
- Keep Watch Brochures
- Keep Watch @ The Farm Brochures
- Please Close the Gate Farm Signs
- Keep Watch @ Bath Time Brochures
- Keep Watch @ Bath Time Tap Hangers
- Home Pool Safety Checklists
- Keep Watch Key Message Posters
- Keep Watch Information Manual

Keep Watch supported by:



# The Talk – Reducing Drowning in People Aged 55 Years and Over

In a bid to reduce the number of older people drowning each and every year in Australia, Royal Life Saving developed 'The Talk', a public awareness campaign aimed at highlighting the drowning risk in older people and communicating some simple drowning prevention tips.

“For many years Royal Life Saving has been urging people to consider the safety of children around water, but what this research shows is that increasingly families should be concerned about preventing drowning in those over the age of 55 years. We are encouraging people to have “the talk” with their parents about the risk factors for drowning and the simple steps to reduce their drowning risk to help them to enjoy the water safely.” Justin Scarr, CEO, Royal Life Saving.

With older people, particularly the baby boomers now more likely to engage in aquatic activities such as swimming and boating, they are encouraged to check they are ‘fit for swimming’, undergo a medical check-up before participating in aquatic activities and understand the impacts of medical conditions and medication on their ability to safely enjoy the water.

Older people are also encouraged to participate in a Royal Life Saving Grey Medallion program, Adult Learn to Swim, or even check their skills at their local swimming pool prior to boating or swimming at the local river or beach this summer.

This campaign saw the release of a TV Community Service Announcement (CSA) and dedicated micro-site to support the campaign. In the CSA a son decides to have “The Talk” with his father while fishing. If it’s done in the right way, “The Talk” can be a positive and potentially lifesaving conversation.



Watch this CSA “The Talk” at: [youtube.com/RoyalLifeSavingAust](https://www.youtube.com/RoyalLifeSavingAust)

Royal Life Saving identified FIVE simple drowning prevention messages for people over 55.

## 1. Know Your Limitations

Some people get into trouble around water and don't have the physical fitness to get themselves out of it. Regularly keeping track of and knowing your fitness levels are crucial ways to prevent drowning.

## 2. Be Aware of Medical Conditions

Medical conditions (Including cardiac, dementia and seizures) and medications you are taking can affect your abilities in the water. It's important to be conscious of these conditions, before going near the water.

## 3. No Alcohol Around Water

Alcohol and water don't mix, particularly when other medications are also being consumed.

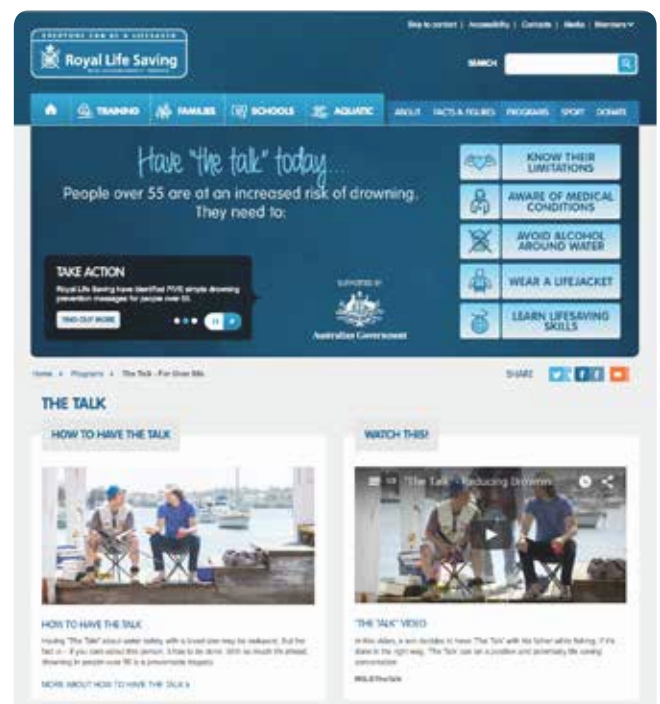
## 4. Wear a Lifejacket

Far too many drownings occur in people aged over 55 while boating or fishing.

A large number of these drowning deaths could have been prevented if the boaters and fishers had worn a lifejacket. You wouldn't drive without a seatbelt, so why would you go out on the water without a lifejacket when boating or fishing.

## 5. Learn life saving skills – Grey Medallion and CPR

Being empowered with the skills to handle a range of water emergencies is a great way to prevent drowning. Royal Life Saving have a number of programs for people over 55 to enjoy including the Grey Medallion and First Aid and CPR.





## Raising Awareness of Adolescent Drowning Deaths Involving Alcohol

### Sinkers #dontdrinkandsink

Enlisting the help of four influential media personalities to participate in the "Sinkers" Campaign created by 303Lowe, Royal Life Saving NSW used humour to raise awareness and reduce alcohol related drownings in people aged 15-29.

The "Sinkers" campaign fronted by Channel 9 Journalist Erin Molan, Pro Surfer Ellie Jean Coffey, Pro Skateboarder and TV Presenter Corbin Harris and Actor Dan Ewing, set out to inspire Gen Y to let people know alcohol and water do not mix. Alcohol is a factor in 41% of drowning deaths in people aged 15-29 and can happen anywhere and at any time: Swimming; surfing; boating; fishing; sailing; camping by the river; even in the backyard pool. "Sinkers" is tackling the issue head on using social media to talk to young Australians.

Royal Life Saving and their "Sinkers" Ambassadors urged people to take the pledge and think twice before mixing alcohol and swimming. #DontDrinkAndSink

To learn more about the campaign visit:  
[www.royallifesaving.com.au/programs/Sinkers-DontDrinkAndSink](http://www.royallifesaving.com.au/programs/Sinkers-DontDrinkAndSink)

Below: Erin Molan, Corbin Harris, Dan Ewing and Ellie Jean Coffey joined forces in a campaign to raise awareness of adolescent drowning deaths involving alcohol.



### Don't Drink and Drown

The Don't Drink and Drown program is delivered by Royal Life Saving WA throughout the week of leavers in Dunsborough and at Rottnest to raise awareness of the dangers of water activity while under the influence of alcohol. Don't Drink and Drown Volunteer Stephanie Enkel said there is not enough awareness around the dangers of drinking and drowning.

"Australia has a big culture around the beach and drinking alcohol, and seeing the reality is very eye-opening," Ms Enkel said. "Teenagers relate to the ads on TV but there also needs to be operations in the community through schools when students are young and in the lead up to leavers".

"I became involved as a volunteer in my first year of university to help with health promotion, first aid needs and activities at leavers."

Ms Enkel said it is staggering how many teenagers there are with the wrong perceptions of drinking and drowning.

"Each year we hold a beach day at Meelup Beach to provide the teenagers with other activities besides drinking which lowers the call out for first aid on that day," Ms Enkel said.

"Another activity we do is we ask people to try and rescue someone while they are wearing our special 'beer goggles' so they can understand how much it affects your senses."

"Don't Drink and Drown volunteers also get to attend career days, school days and University open days."





## AQUATIC RISK MANAGEMENT

Developing safety guidelines and risk management systems for all aquatic environments is essential for supporting water-safe communities.

**Royal Life Saving works to improve industry safety and risk management standards through key activities including:**

- Guidelines for Safe Pool Operation
- Guidelines for Water Safety
- Aquatic Facility Safety and Inland Water Safety Risk Assessments
- Lifeguarding training systems
- Management consultancy

### Guidelines for Safe Pool Operation

Management standards and practices provide the managers of public pools and aquatic facilities with useful information about the minimum requirements and best practices in the operation of public pools and aquatic facilities. The Guidelines for Safe Pool Operation (GSPO) is a venue-based risk management tool provided as a voluntary guide for operators to assist operators in satisfying their legislative requirements and providing a high standard of care for visitors to their centre.

Operators of aquatic facilities are charged with a responsibility for public and occupational health and safety and they must work within a set of standards, State legislation and industry best practice. Although the GSPO is published by Royal Life Saving, it represents the collective opinion of the aquatics industry and a range of expert personnel across Australia through its development process.

The Guidelines have been primarily designed for application in municipal owned public facilities. However, the Guidelines relate to all facilities in which members of the public are encouraged to attend for recreational, fitness or educational purposes. The Guidelines are intended to be voluntary, acting as a guide to operators on the safe operation of swimming facilities.

The Royal Life Saving Guidelines for Safe Pool Operation clearly set out the requirements for a safe aquatic facility and are vital for managers of aquatic facilities. The GSPO also contains invaluable information for local government, facility owners, architects, engineers, duty managers and pool lifeguards.

The GSPO includes 91 guidelines across the following seven sections of aquatic facility operation:

1. General Operations
2. Technical Operations
3. First Aid
4. Facility Design
5. Supervision
6. Low Patronage Pools
7. Programs

Royal Life Saving undertakes a regular review of GSPO. The Guidelines may also be amended based on coronial recommendations and industry feedback when necessary.

Access to the Guidelines for Safe Pool Operation is via subscription at [www.royallifesaving.com.au](http://www.royallifesaving.com.au)

# 247

**AQUATIC FACILITY SAFETY ASSESSMENTS WERE UNDERTAKEN DURING 2014/15**



## National Reference Group

In May representatives from across the aquatic industry that form part of the National Reference Group met for its initial discussions into the review of the Guidelines for Safe Pool Operations (GSPO). The review of the Guidelines saw the following initiatives established:

### New Online Portal

Royal Life Saving have developed a project plan for the transition to a new GSPO Website which will set the platform for the progress of the review and a new continual improvement approach to the Guidelines for Safe Pool Operations. This is due to be completed in November and will:

- Allow for automatic version control of the GSPO
- Allow each word of the GSPO to be searchable via a HTML tagging system
- Allow for automatic notifications to subscribers of changes to the GSPO
- Allow for the Reference Group to review and comment on Draft/Revised Guidelines online
- Allow for General Communications (online blog like) for discussions on particular issue
- Generate an integrated system for subscription / payment / user levels and the like

### Guidelines Priority List

Each of the existing Guidelines in the current GSPO has received a priority status for review of High, Medium or Low. Based upon this priority system Royal Life Saving with the support of the National Reference Group will be updating these guidelines throughout the 2015/16 year. To date this work includes all Australian Standards being reviewed and updated.

### New Guidelines

A number of New Guidelines were identified to support changing industry requirements. Following the development of the new Online Portal system these guidelines will be drafted for comment and review by the National Reference Group.

### Case Study: NSW Aquatic Industry Partnership

There are over 200 public swimming pools across regional and remote NSW. These facilities play a vital role in aquatic skill development, recreation, sport and healthy active lifestyles in the community. Aquatic facilities provide employment opportunities for local people and are essential to the social fabric of the community, particularly in rural and remote communities.

In recent years regional and remote aquatic facilities have undergone extreme “difficulties” with environmental conditions (drought), financial pressures (reduction in attendance), increased competition in the sport and recreation sector (from other established and emerging sports) and the implementation of new Health Regulations that require additional skills and processes. Furthermore with a transient workforce the aquatic industry needs to establish a recognisable career path (and associated skill sets) to ensure employee retention, ongoing prosperity and skills and knowledge to face future challenges.

Royal Life Saving NSW partnered with the Australian Training Company to participate in the ‘Smart and Skilled’ program, funded by the NSW Government. The program provided subsidised training in various skill sets to candidates within the aquatic industry in regional and remote New South Wales.

Royal Life Saving NSW identified a training need within these communities, as many aquatic employees have limited formal qualifications and many have not completed further education. Royal Life Saving provided training for candidates across three skill sets – Technical Operations, Customer Service and Swim Teacher. Training commenced in late June 2014, with 141 candidates taking part in the skill set of their choice.

The qualifications completed by candidates will ensure our regional and remote communities have highly skilled swim teachers, technical operators and customer support staff in which to provide valuable services (e.g. learn to swim) and to ensure the maintenance of water quality required for recreational and social use.

## Australian Lifeguard Network

The Australian Lifeguard Network (ALN) is a community of Pool Lifeguards and aquatic professionals. The aim of the Australian Lifeguard Network is to benefit members by:

- Supporting lifeguarding as a genuine career opportunity
- Raising the standard of lifeguarding in Australia by supporting training and professional development
- Providing opportunities for the aquatics industry, and lifeguards in particular, to come together and share ideas and experiences
- Providing better access to industry leaders and experts
- Improving the level of safety in our aquatic facilities by ensuring staff are highly trained and well-equipped to deal with the challenges they face every day, and
- Engaging in conversations with industry about what they want and need from the network.

As the ALN grows we hope that lifeguards will contribute to the repository of information available by sharing resources and learning materials with the Network.

The ALN has been developed by Royal Life Saving however, the ideas shared through the network are those of Pool Lifeguards and aquatics professionals working throughout Australia.

## Lifeguard Challenge Series

Lifeguard Challenges were held across Australia in 2014/15 including in the ACT, NSW, QLD and WA.

Challenges tests competitors' skills across a variety of lifesaving events, focusing on rescue and emergency care

### ACT

The biggest ever ACT Lifeguard Challenge was held at Dickson Aquatic Centre in February 2015, with over 40 lifeguards from four facilities going head to head for the title of ACT Lifeguard Challenge champion. The team from the Australian Institute of Sport Aquatic Centre took home the title on the day narrowly beating 2014 Champions Dickson Aquatic Centre.

### NSW

On Friday 13th March, The Aquatic Safety Training Academy (ASTA) hosted the 3rd Annual NSW Lifeguard Challenge.

Teams from across Sydney converged on ASTA to compete in events such as the obstacle swim, the manikin carry, line throw and a simulated emergency response scenario.

After an evening of close competition, the Granville 'Sharks' were the overall victors, and claimed the honour of taking the Lifeguard Cup back to their facility.

**For more information on the Australian Lifeguard Network and the Lifeguard Challenge please visit:**

[www.australianlifeguardnetwork.com.au](http://www.australianlifeguardnetwork.com.au)

[www.facebook.com/AusLifeguards](https://www.facebook.com/AusLifeguards)

[www.twitter.com/AusLifeguards](https://www.twitter.com/AusLifeguards)

Below: NSW Lifeguard Challenge Winners - Granville "Sharks".



Watch the 'Get Involved' and the 'Lifeguard Challenge Series' videos at:  
[youtube.com/RoyalLifeSavingAust](https://www.youtube.com/RoyalLifeSavingAust)



## COMMUNITY DEVELOPMENT

Royal Life Saving actively implements a community development model that focuses on:

- Community engagement and communication
- Community participation and programming
- Training, employment and leadership development
- Sound project management and evaluation methodologies

Community projects aim to build local opportunities for local people and target a range of health, social and economic issues. These issues have included:

- Populations at risk of drowning
- Use of aquatic facilities
- High levels of chronic disease
- Youth diversion
- Employment and training pathways

We are active in a range of communities including:

- Indigenous communities
- Rural and remote communities
- Culturally and Linguistically Diverse Communities (CALD)
- Refugee communities
- Second and third generation arrivals.

### Indigenous Programs

Our research shows that Aboriginal Australians are four times more likely to die from drowning than other Australians.

To reduce this high incidence rate of drowning among Aboriginal and Torres Strait Islander (ATSI) people, programs have been created and delivered across Australia by Royal Life Saving State and Territory Member Organisations.

Programs include specialised aquatic training to members of ATSI communities while encouraging them to participate in aquatics and to consider the aquatics industry as a profession.

The following represents some recent and ongoing programs across Australia.

- Australian Capital Territory - Ngadyung Aboriginal and Torres Strait Islander Aquatic Recreation Program
- New South Wales - Indigenous Aquatic Safety Training Unit
- Northern Territory - Remote Pools Project

### Culturally and Linguistically Diverse (CALD) Programs

**CALD Communities share their experiences of learning to swim.**

Through the NSW Government Blackspots Fund, Royal Life Saving NSW provided Adult Learn to Swim and Water Safety Information sessions to Culturally and Linguistically Diverse (CALD) adults free of charge.

Several Royal Life Saving Adult Learn to Swim classes were filmed and collated into a mini-documentary. Profiling CALD participants and their cultural backgrounds, experiences with water, and how their new water skills and knowledge can help the broader community.

These videos have been released on the Royal Life Saving YouTube Channel to promote water familiarisation in multicultural communities, highlighting the accessibility and benefit of Adult Learn to Swim and water safety education sessions. These videos also provide the aquatic industry with an insight into cultural issues and attitudes to be aware of when interacting with CALD patrons.



Watch the 'CALD' videos at:  
[youtube.com/RoyalLifeSavingAust](https://youtube.com/RoyalLifeSavingAust)

## Children learning to Swim and Survive

38 children from Aboriginal & culturally and linguistically diverse (CALD) backgrounds participated in a Swim and Survive program conducted by Royal Life Saving WA and supported by the Royal Life Saving Swim and Survive Fund. The 10 week program was conducted once a week at the Cannington Leisureplex.

The program was designed to address limited water safety awareness and low participation levels in at-risk communities. The Swim and Survive Access and Equity program targeted over 600 at-risk students. A further 800 participants will receive vital water safety awareness via activities such as water safety talks and resuscitation courses.

“The Swim and Survive Access & Equity Program not only helps children to have fun while being active and making new friends, but participating in this program helps to build their confidence in the water, while learning vital swimming and water safety skills that may one day save their life” said Trent Hotchkin, Senior Manager, Royal Life Saving Society WA.

The reality is in many communities, a swimming and water safety education is simply not accessible. Children from low socio-economic areas, Indigenous communities, Culturally and Linguistically Diverse (CALD) backgrounds and those that live in regional or remote locations are most likely to miss out because of a lack of access and social or economic disadvantage.

Royal Life Saving believes that every child has the right to learn basic swimming and water safety skills, regardless of who you are or where you live. The Royal Life Saving Swim and Survive Access & Equity Program aims to reduce barriers to participation, by providing quality swimming and water safety lessons for children experiencing social or economic disadvantage. The Program achieves this by increasing access to safe aquatic facilities, qualified instructors and by providing structured swimming and water safety education via the Swim & Survive program.

The Swim and Survive Access and Equity program is supported by the Royal Life Saving Swim and Survive Fund and Principal Community Partner BHP Billiton.



## Water Safety Education in the Community

For many new arrivals, finding your way can be daunting. A fresh start comes with adjusting to a new culture, mastering a new language and for those who now call Australia home, settling into a country surrounded by water.

Royal Life Saving NSW visited St Philips Anglican Church ESL Group, Eastwood to conduct a water safety and resuscitation workshop.

The participants were invited to share their experiences, and as ESL student Theresa found out, having the skills to assist in an emergency can be useful at any time, “A month ago in a shopping mall I saw a man collapse and I had no idea about first aid, I tried to help him but didn’t know how to. In today’s class I learned about resuscitation and CPR.”

Equipping Culturally and Linguistically Diverse (CALD) communities with these skills is essential to prevent injury and death and promote safe participation in aquatic activity.

ESL Teacher Shirline Blok is optimistic about what the classes offered, “The class built student’s confidence to go near water and enjoy Australia, because that’s what Australia is all about, enjoying the water.”

As part of the class, Royal Life Saving NSW provided participants with translated fact sheets in Chinese and Simplified Chinese, to reduce language barriers and to promote discussions about water safety in the local community.

**“A little child can drown in a bucket of water or a bath tub, you never know when you might need these skills” – Shirline Blok, ESL Teacher**

Iris Chan migrated to Australia from Guangzhou, a city in China 300km away from the water. Iris’s son loves the water and she wants to enjoy the water with her family. “It’s very important to know how to stay safe around water. I have a son who likes to play near water and to know how to keep him safe is very important.”





## Swim and Survive Fund

The Royal Life Saving Swim and Survive Fund Initiative aims to reduce common barriers preventing participation in water safety education, by providing opportunities for children at risk of drowning to learn to Swim and Survive.

The Fund achieves this by increasing access to safe aquatic facilities, qualified instructors and facilitating swimming and water safety courses for children aged 5 to 14 years.

Since 2010, the Swim and Survive Fund has provided 7,261 children and young people with a course of swimming and water safety lessons at a Royal Life Saving Partner facility, free of charge.

Many of the participants originate from low to middle income countries where drowning prevention and lifesaving strategies are not common and benefit greatly by learning about Australia's unique aquatic environment.

### The Grants Initiative

The Swim and Survive Fund Grants Initiative provides support to Royal Life Saving State and Territory Member Organisations (STMOs) to facilitate structured swimming and water safety programs in their community.

The Initiative increases access to children in Indigenous, Culturally and Linguistically Diverse (CALD) and low socio-economic communities, by providing opportunities to learn valuable life skills in water safety, personal survival and basic rescue.

In 2014/15, 21 subsidised programs were conducted throughout Australia. A total of 1,155 children aged 5 to 16 years received a course of swimming and water safety lessons at a Royal Life Saving Partner facility.

Participants included children from refugee and migrant communities who benefitted by learning about the delights and dangers of Australia's unique aquatic environment. During the year, a number of the Swim and Survive Fund programs featured in local print and broadcast media, showcasing the important work that Royal Life Saving STMOs are doing in the community.



## Swim and Survive Fund Pilot Program

One of the key highlights of the Fund initiative was the establishment of a corporate partnership between Royal Life Saving and IMC Pacific Foundation.

Building on an existing relationship with Old Guildford Public School in Western Sydney, IMC Pacific Foundation funded a three-year Swim and Survive Fund Pilot Program to provide all Year 2 students at the school with practical swimming and water safety skills.

Out of 400 students at Old Guildford Public School, approximately 98% of students are from non-English speaking backgrounds, and as in many other schools in Australia, a very small percentage are safely able to participate in school swimming activities.

Royal Life Saving with support from IMC Pacific Foundation, Parramatta City Council and Swim and Survive Partner Dolphins Swim School, implemented the first year of the three-year program.

From 11 to 22 May, 64 children from Old Guildford Public School completed 10 days of intensive swimming and water safety lessons at Granville Swimming Centre in Western Sydney. Many of the children had never been in a swimming pool before and wouldn't put their face anywhere near the water. But after 10 days of intensive 45 minute lessons, the increase in the children's water safety confidence was astounding.

Swim and Survive Award Level	Students Completed	Students not Completed
Active D1	33	1
Active 1	18	5
Active 2	7	0

The pilot program featured on SBS World News, Sydney hosted by Lee Lin Chin on Saturday 16 May 2015.

The news item now features on the Royal Life Saving YouTube Channel.



Watch this video at:  
[youtube.com/RoyalLifeSavingAust](https://www.youtube.com/RoyalLifeSavingAust)



## RESEARCH

Royal Life Saving programs, products and services are underpinned by research and a commitment to continual improvement. They are constantly evaluated, improved and benchmarked against world's best practice.

### Our research capacity includes:

- Drowning and injury related research
- Maintenance of the Royal Life Saving National Fatal Drowning Database
- Program effectiveness and evaluation
- Management of internal research activities
- Partnering in research projects both domestically and internationally

A comprehensive facts and figures searchable database is available on the Royal Life Saving website. The database allows for users to easily access Royal Life Saving research reports, which includes:

- National Drowning Reports
- Survey Reports
- Drowning Data Reports
- Evaluation Reports
- Water Safety Issues Research
- Australian Water Safety Strategies
- Australian Water Safety Council Conference Proceedings



Reports can be downloaded from [www.royallifesaving.com.au](http://www.royallifesaving.com.au)

### Research Publications and Partnerships

Many research reports were completed during 2014/15, including the Royal Life Saving National Drowning Report 2015. The production of this report is made possible by access to the National Coroners Information System (NCIS) and State and Territory Coronial Offices.

The drowning prevention research of the Royal Life Saving Society – Australia is supported by the Australian Government.

### Royal Life Saving National Fatal Drowning Database

The Royal Life Saving National Fatal Drowning Database continues to be a valuable resource for drowning prevention research and advocacy efforts. The database now features detailed variables on the circumstances of over 3700 drowning deaths that have occurred in Australian waterways since 1 July 2002. Over the past 12 months the Database has been used to provide advice to Coroners, Federal, State and Local Governments, by institutions and in the formulation of the Consultative Draft of the Australian Water Safety Strategy 2016-20.

### Royal Life Saving Report: Drowning Deaths in Older People: A 10 year analysis of drowning in people aged 50 years and over in Australia

This Report found that 1,072 older Australians died as a result of drowning in the 10 year period, 2002/03 to 2011/12. This represents 36% of all drowning deaths that occurred in Australia during this period. Further, the report found:

- 75% of those who drowned were males.
- Alcohol was known to be involved in 37% of drowning deaths among older people. In 61% of alcohol-related drownings, the victim recorded a Blood Alcohol Content equal to or above 0.05mg/L
- Underlying medical conditions were known to be present in 68% of people aged 65 years and over. Common medical conditions that are known to increase the risk of drowning include cardiac conditions, epilepsy and dementia.
- New South Wales recorded 40% (425) of all drowning deaths.
- The Northern Territory recorded the highest rate of drowning per 100,000 population with a rate of 4.56 compared to the National average of 1.63.
- Over one third (35%) of all drowning deaths in people aged 50 and over during the study period took place in inland waterways (rivers, creeks, lakes and dams).
- A further one fifth (20%) occurred in ocean / harbour locations.
- Accidents involving watercraft were the leading activity prior to drowning among older people accounting for 22% of all drowning deaths.
- Accidental falls into water accounted for a further 18% of drowning deaths among older people.

In releasing this Report in November, Royal Life Saving launched a new campaign entitled 'The Talk'. 'The Talk' aims to encourage people to talk to their parents and loved ones aged 55 years and over about how to reduce their risk of drowning through some simple safety measures. For further details, refer to page 32.

The Royal Life Saving National Drowning Report serves as an important reminder to all Australians of the risks associated with exposure to our beautiful waterways, rivers, beaches, and community and backyard swimming pools.

The Royal Life Saving National Drowning Report 2015 found that 271 people drowned in Australian waterways between 1 July 2014 and 30 June 2015. 80% were males. This figure represents a 6% reduction on the 10 year average of 288 drowning deaths and an increase of 2% (or five deaths) on the 266 lives lost the previous year.

Royal Life Saving is urging people to take action to reduce drowning and wants to reinforce:

### 1. Real people and families not statistics

Each and every case contained within this National Drowning Report represents a very personal story that will have caused great sorrow for family, friends and communities of the person lost to drowning. Although it can't be the same, we share their anguish and commit the organisation to using their story in order to prevent drowning in others.

### 2. Non-fatal drowning

It is important to note that drowning has two outcomes, fatal and non-fatal. Those who survive a drowning incident, often do so while suffering from an array of lifelong health impacts. In some case these impacts lead to premature death.

Our awareness and understanding of the burden of non-fatal drowning is increasing through research and the work of several child drowning advocates. In future years we aspire to provide a more complete picture of experiences of those who live with the impacts of non-fatal drowning.

### 3. Inland Waterways

Many Australians are surprised to hear that drowning in inland waterways (including rivers, creeks and streams) are a leading location. This report again reinforces the need to increase the focus on prevention in regional areas, along our major rivers and in remote Australia.

### 4. Swimming and Water Safety Skills of Australian Children

Australian communities are rich in opportunities for recreation in, on and around water. With waterways such as rivers, pools and beaches easily accessible, skills in survival swimming, water safety and basic rescue are vital. Whilst this report shows a promising reduction in drowning in secondary school aged children, we know that too many children leave school without these important lifesaving skills.

### 5. Increasing rigour, contributing to the knowledge base

This year's Royal Life Saving National Drowning Report is the 21st iteration. It is our most rigorous and comprehensive analysis to date. It adds 271 cases to the National Fatal Drowning Database which now stretches back 13 years, and almost 4,000 cases. Over the past 12 months this database has been used to provide advice to Coroners, Federal, State and Local Governments, by institutions and in the formulation of the Consultative Draft of the Australian Water Safety Strategy 2016-2020.

### 6. Responsibility and Partnership not blame

The World Health Organization (WHO) Global Report on Drowning, published in November 2014, reinforces the multi-sectoral nature of drowning; meaning that unlike many other causes of mortality, the solution to reducing drowning is unlikely to rest with one organisation, one stratagem, any particular Government Department or jurisdiction.

### 7. Australian Water Safety Strategy 2016-2020

Although highlighted in The WHO Global Report, the Australian Water Safety Strategy has little chance of succeeding without the collective efforts of organisations like Royal Life Saving, our coastal safety partners Surf Life Saving, Governments across the country, and practitioners including water safety instructors, lifesavers and lifeguards. The Australian Water Safety Council expects to release an updated strategy following consultation and feedback to the draft in coming months.



Watch the 'RLS National Drowning Report 2015' video at [youtube.com/RoyalLifeSavingAust](https://www.youtube.com/RoyalLifeSavingAust)

## SNAPSHOT OF FINDINGS

### OVERALL

- 271 people drowned in Australian waterways between 1 July 2014 and 30 June 2015
- This year's figure of 271 drowning deaths is an increase of 5 drowning deaths (or 1.9%) on the 266 drowning deaths recorded in 2013/14
- This is a reduction of 17 deaths (or 5.9%) on the 10 year average of 288 drowning deaths.

### SEX AND AGE GROUP

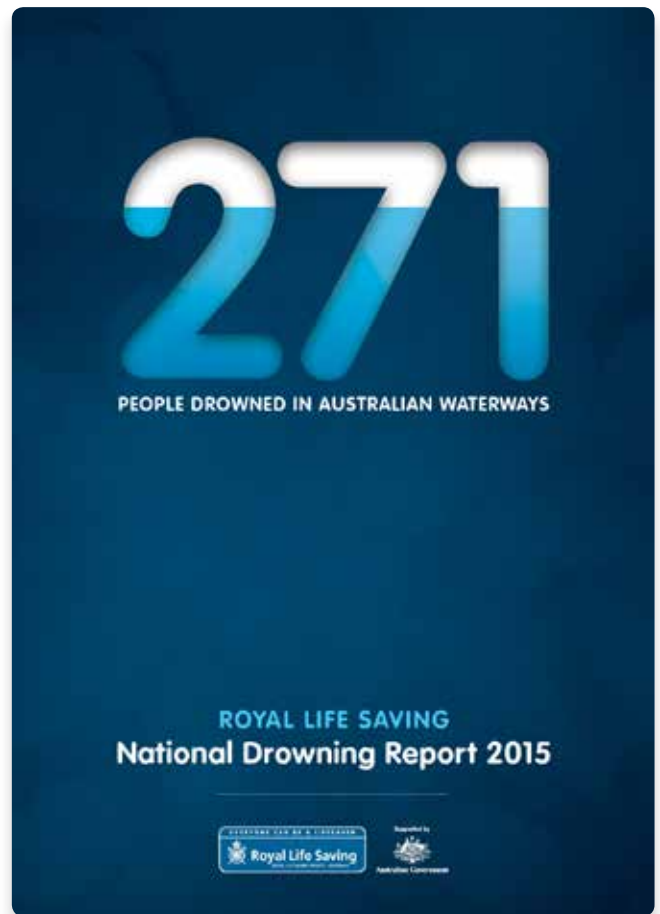
- 80% of all drowning deaths were male (216 drowning deaths)
- 20% of all drowning deaths were female (55 drowning deaths)
- 26 (10%) drowning deaths occurred in children aged 0-4 years
- 9 (3%) drowning deaths occurred in children aged 5-14 years
- 23 (9%) drowning deaths occurred in young people aged 15-24 years
- 89 (33%) drowning deaths occurred in people aged 55 years and over

### STATE AND TERRITORY

- 100 (37%) drowning deaths occurred in New South Wales
- 62 (23%) drowning deaths occurred in Queensland
- 39 (14%) drowning deaths occurred in Victoria
- 39 (14%) drowning deaths occurred in Western Australia

### LOCATION AND ACTIVITY

- 99 (37%) drowning deaths occurred in inland waterways
- 55 (20%) drowning deaths occurred at beaches
- 36 (13%) drowning deaths occurred in ocean / harbour locations
- 63 people (23%) were swimming and recreating immediately prior to drowning
- 53 people (20%) were using watercraft immediately prior to drowning
- 43 people (16%) drowned as a result of falls into water



The full report can be downloaded from [www.royallifesaving.com.au](http://www.royallifesaving.com.au)

## #MakeItSafe Portable Pool Safety Campaign

Children drown in portable pools every year in Australia. Many more children are hospitalised as a result of a drowning incident in a portable swimming pool. Those most at-risk are children under three years of age and almost two thirds of those who have drowned are males.

In December 2014, Royal Life Saving, in partnership with consumer affairs agencies across Australia launched a portable pool safety campaign. Portable swimming pools pose a serious drowning risk to children. Due to the increasing availability of portable pools, Royal Life Saving developed the campaign which urged people to think carefully about their purchase of portable pools and consider "How can I Make It Safe?"

This campaign calls on people who own or are considering purchasing a portable swimming pool, to be aware of these five simple safety steps:

1. Check with your local council regarding fencing requirements.
2. Ensure you actively supervise children within arms' reach whenever they are in, on, or around the water.
3. Never rely on older children to supervise younger children, no matter how confident you are about their ability to supervise the younger child.
4. For smaller pools – ensure you empty them and put them away when you are finished with them.
5. Always store portable pools safely away from young children. Ensure the pool cannot fill with rain water or water from sprinklers.

To support the #MakeItSafe Campaign the following resources were developed and implemented:

- **Dedicated campaign micro-site** - [www.royallifesaving.com.au/makeitsafe](http://www.royallifesaving.com.au/makeitsafe).
- **Video Infographic** – 1min30sec video created and available on the Royal Life Saving Youtube channel.
- **30 Sec Radio CSA** - distributed to 308 radio stations and 104 hubs.
- **Two fact sheets** - 'Fact Sheet 1 - What is a portable swimming pool?' and 'Fact Sheet 2 - Portable Swimming Pool Safety Considerations'. Fact Sheet 2 was translated into Arabic, Greek, Italian, Vietnamese and Traditional Chinese.
- **Three Feature Blog Posts** - circulated and promoted to support the campaign. ie. a Human Interest Blog; How Can I make a Portable Pool Safe?; and Alternatives to Swimming Pools.
- **Comprehensive social media plan** activated across Facebook and Twitter.

### Campaign Highlights

- Generation of media coverage totalling \$293,845 across 338 items which achieved an audience/circulation of 2,984,784
- 11,810 video views for the #MakeItSafe infographic
- Facebook posts for the campaign achieved a reach of over 93,500 people
- A dedicated spot on ABC News 24 featuring CEO Justin Scarr on 30th December 2014

For more information visit [www.royallifesaving.com.au/makeitsafe](http://www.royallifesaving.com.au/makeitsafe)





## MEDIA AND MARKETING

Royal Life Saving media and marketing campaigns support our advocacy activities to increase our visibility with stakeholders.

The Royal Life Saving website serves our four key customer groups - those seeking first aid or lifesaving training, families, schools, and the aquatic industry - allowing quick and easy navigation and immediate access to relevant information. Key features of the website include:

- Integration with our social media platforms - Facebook, Twitter and Youtube
- Searchable facts and figures database
- Simple booking function for seeking training courses

The Royal Life Saving website is driven by clear outcomes: Advocacy (public awareness/information - page views/downloads); Promotion / engagement (program registration); Relationship-building (partnerships-aquatic centres and supporters); and Financial return (training course enrolments /product sales).

Website statistics are analysed including heat mapping to maximise the effectiveness of all websites to ensure we deliver information in the easiest and most responsive way for our customer’s needs.



### Website Statistics

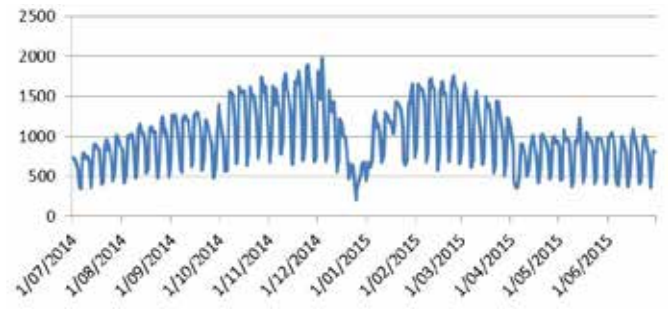
Royal Life Saving has a number of websites, with statistics summarised below:

2014 / 2015	Royal Life Saving Society - Australia*	Training Online Bookings	Swim and Survive	Australian Lifeguard Network	GSPO	Total / Averages 2014/2015	Previous Year Total / Averages 2013-2014
Visits/Sessions	361,831	52,006	68,266	2,961	6,418	<b>491,482</b>	460,209
Page views	931,420	253,048	276,402	7,065	24,289	<b>1,492,224</b>	1,454,854
Average page views per visit	2.57	4.87	4.05	2.39	3.78	<b>3.53</b>	3.34
Average time spent per visit	2:25	4:06	3:12	1:41	3:19	<b>2:58</b>	2:52
Visitors	246,790 69% New 31% Return	31,617 59% New 41% Return	52,353 77% New 23% Return	2,581 86% New 14% Return	4,338 65% New 35% Return	<b>71% New 29% Returning</b>	72% New 28% Returning
Device Category	D = 236,633 M = 81,231 T = 43,967	D = 33,693 M = 11,969 T = 6,344	D = 49,526 M = 10,216 T = 8,524	D = 2,258 M = 479 T = 224	D = 5,676 M = 448 T = 294	<b>D = 327,786 (67%) M = 104,343 (21%) T = 59,129 (12%) Total = 491,258</b>	D = 332,268 (72%) M = 75,480 (17%) T = 52,025 (11%) Total = 459,773

D = Desktop, M = Mobile, T = Tablet. \* Includes Keep Watch and Home Pool Safety

### Website Visits

Website visitation was consistently high during October, November and December 2014 and February/ March 2015. The highest visitation spike was seen on 4 December 2014 with 1977 visits. This period coincides with key media campaigns / activity.



### Website Page Views

The most visited areas of the Royal Life Saving websites has been Training (Course Information), followed by Swim and Survive and Training (Online Bookings). The 10 most visited areas of the website have been summarised below by the number of page views.

1. Training - Course Information (343,395)
2. Swim and Survive (276,402)
3. Training – Online Bookings (253,048)
4. Schools - Including E-Learning (79,319)
5. Aquatic Centres (64,073)
6. About (54,443)
7. Facts and Figures (50,050)
8. Families (37,123)
9. Contact Us (36,560)
10. Programs - Keep Watch and Home Pool Safety (25,101)



## Print and Broadcast Media

Royal Life Saving monitors media impact, tracking broadcast and print media items to identify media coverage related to water safety, drowning prevention and drowning/s with the following results:

.....  
Total Media Items Tracked:

# 4,573 Media Items

Broadcast 2,588 (57%) / 1,985 Print (43%)  
.....

Top 5 Media Topics / Issues Identified:

1. Drowning/s (38%)
2. Royal Life Saving (26%)
3. National Drowning Report (5%)
4. Water Safety General (5%)
5. The Talk – Over 55s Campaign Near Drowning (4%)

Other issues identified included: Inquests, Near Drowning, Rescue Situations, Portable Pools, CPR, Swimming Pool Register/Be Pool Safe and Swim and Survive.

## Social Media

Royal Life Saving is active across social media platforms including Facebook, Twitter, Youtube and Instagram. Social media allows Royal Life Saving to engage and seek feedback from our customers in a timely, informative and relevant medium. Social media facilitates supporters sharing what's happening with Royal Life Saving in addition to sharing our important drowning prevention messages.

Over the last financial year Royal Life Saving has seen consistent growth across all social media platforms with the number of likes, followers, shares, views and engagement steadily increasing.

State and Territory Member Organisations have also taken to social media and are engaging with their key customers, further spreading the important water safety/ drowning prevention messages.





# 186,866

## VIDEOS VIEWED ON YOUTUBE



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## Royal Life Saving – Social Media Profiles


### Royal Life Saving

-  [facebook.com/RoyalLifeSaving](https://facebook.com/RoyalLifeSaving)
-  [twitter.com/royallifesaving](https://twitter.com/royallifesaving)
-  [youtube.com/RoyalLifeSavingAust](https://youtube.com/RoyalLifeSavingAust)
-  [@RoyalLifeSaving](https://www.instagram.com/RoyalLifeSaving)



### Australian Lifeguard Network

-  [facebook.com/AusLifeguards](https://facebook.com/AusLifeguards)
-  [twitter.com/AusLifeguards](https://twitter.com/AusLifeguards)

### Swim and Survive

-  [facebook.com/swimandsurvive](https://facebook.com/swimandsurvive)

### Global Drowning Fund

-  [facebook.com/globaldrowningfund](https://facebook.com/globaldrowningfund)
-  [twitter.com/GlobalDrowning](https://twitter.com/GlobalDrowning)

## YouTube – Snapshot

With the addition of several new videos to the Royal Life Saving YouTube Channel, including the National Drowning Report, The Talk and Sinkers Campaign Ambassador Videos, the number of views increased significantly by 186,866 views.

Views were driven in most part by the Social Media Campaign surrounding the Royal Life Saving NSW Sinkers Campaign.

### Key Statistics for YouTube from 1 July 2014 – 30 June 2015:

- **Views:** 186,866
- **Minutes Watched:** 130,195
- **Average View Duration:** 0:41
- **Top 10 Videos:**
  1. Ellie-Jean Coffey - Sinkers Campaign (40,840)
  2. Erin Molan - Sinkers Campaign (34,368)
  3. Dan Ewing - Sinkers Campaign (33,440)
  4. Corbin Harris - Sinkers Campaign (32,072)
  5. Make It Safe – Portable Pool Safety (11,886)
  6. Royal Life Saving National Drowning Report 2014 (4,570)
  7. The Talk – Reducing Drowning in People Over 55 (4,380)
  8. Be Pool Safe – Water Awareness (3,233)
  9. Royal Life Saving Grey Medallion (2,342)
  10. Keep Watch Home Pool Safety Inspector (1,861)
- **Visitor Profiles:** 61% Male / 39% Female

## Media Campaigns

Royal Life Saving's key media campaigns during 2014/15 provided significant media coverage including TV, Radio, Print and Online Media.

### Campaigns included:

#### "The Talk"

A public awareness campaign aimed at highlighting the drowning risk in older people, communicating some simple drowning prevention tips. Refer to page 32 for full details.

#### Make It Safe Portable Pool Safety Campaign

Due to the increasing availability of portable pools, Royal Life Saving developed the campaign which urged people to think carefully about their purchase of portable pools and consider "How can I Make It Safe?" Refer to page 46 for full details.

#### The Sinkers campaign

Utilising a range of social media strategies together with high profile ambassadors to raise awareness amongst 15-29 year olds, the Sinkers campaign promoted the dangers of mixing alcohol with aquatic activity". Refer to page 51 for full details.

#### Royal Life Saving Summer Drowning Toll

highlighting the drowning figures from December 2014. Important Summer Drowning Prevention Tips were promoted widely to keep families safe when in, on and around the Water. Refer to page 14 for full details.

### Launch of the Royal Life Saving National Drowning Report 2015 Parliament House, Canberra

The 2015 Report, the 21st National Drowning Report to be released by Royal Life Saving, was officially launched by The Hon. Sussan Ley MP, Federal Minister for Health and Minister for Sport at Parliament House in Canberra on Tuesday 15th September.

Over 45 Senators and Members of Parliament (MPs) attended the launch. The Report for 2015 found that 271 people died as a result of drowning in Australian waterways in the 2014/15 financial year. This figure represents a 6% reduction on the 10 year average of 288 drowning deaths and an increase of 2% (or five deaths) on the 266 lives lost the previous year.

"Each and every case in this report represents a very personal story that will have caused great sorrow for families, friends and communities. The large increase in drowning in children under the age of five is alarming. Active adult supervision and restricting access to water, through properly installed and correctly maintained pool fences, are key strategies to reduce these tragic child drowning incidents. The high number of people drowning in rivers, lakes and dams continues to be a concern. In response to this issue, Royal Life Saving, with Australian Government support is implementing programs across the nation's top 10 river drowning black spots, including the Murray River, which has again experienced a significant number of drowning deaths over the past year." Justin Scarr, CEO, Royal Life Saving Society – Australia.

The launch was attended by colleagues and drowning prevention partners including: Australian Water Safety Council Members; Royal Life Saving National Board and Executive Leadership Members; Royal Life Saving ACT Board and Safe Waters Committee Members.

Matthew Cowdrey OAM, Paralympic Gold Medallist and Royal Life Saving Water Safety Ambassador attended the launch and was available for a custom photo opportunity / post event media release for MPS and Senators to share important water safety messages with their electorate.

For further details regarding the Royal Life Saving National Drowning Report refer to page 44.



## Campaign Snapshot - SINKERS #dontdrinkandsink

Australia has always been a big drinking nation. The average Australian male over 15 years of age drinks 17.3 litres of pure alcohol each year, outdone only by Eastern European and Korean males downing vodka and whiskey.

We're also an island nation, with the vast majority of the population living on the coasts. And because it's hot for large chunks of the year, we cool down in the water at the beach, in pools, rivers, and lakes.

But mixing beaches, pools, rivers, and lakes with alcohol is a lethal combination. Sadly, on average 30 people drown each year in NSW with alcohol as a contributing factor. Their inhibitions and motor functions impaired, they take risks they otherwise wouldn't, or slip and fall from boats and jetties.

A statistical analysis by Royal Life Saving identified men aged 15-29 years old as the group most 'at risk' for drinking and drowning. This cohort of men has the highest alcohol drowning rate of any age group, with 5.8 deaths per 100,000. Put differently, of the 30 alcohol-related drownings each year in NSW, 24 of them are men aged 15-29. Having labelled them 'at risk', Royal Life Saving needed a way to get a 'don't mix alcohol and water' message to young men.

## The trouble is, young men don't want to listen to safety messages!

Teenage behaviours and mindsets are now stretching well into the 20s. Men aged 15-29 years old live in 'the age of invincibility': They have no real responsibilities; they feel quasi-immortal; they know what's best and don't want to be told otherwise; and they want to be 'young, wild and crazy' without anyone killing the vibe. This means they don't want to listen to safety messages from Royal Life Saving. Finally, with their faces embedded in smartphones, they're hard to reach and target.



Therefore, our strategic communications challenge was: **Deliver a 'don't mix alcohol and the water' message to an audience that didn't want to listen**

## The launch of SINKERS.

Royal Life Saving together with the NSW Government and the creative expertise of 303LOWE developed a campaign involving a "fictitious" alcoholic beverage called SINKERS. SINKERS, a brand of ready-to-drink premixes included a range of popular spirits together with the waters in which people drown – Vodka and Sea Water, Gin and Pool Water, Rum and River Water, and Bourbon and Lake Water.

A series of ads were created with aspirational young Australian celebrities, chosen for their social media presence, and because they were celebrities that young men view more as peers than talking-down-to-me authority figures.

The four ads were as follows:

- 1) Pro surfer Ellie Jean Coffey for Vodka and Sea Water
- 2) Pro skateboarder Corbin Harris for Bourbon and Lake Water
- 3) Actor Dan Ewing for Rum and River Water
- 4) Channel 9 journalist Erin Molan for Gin and Pool Water

These youth celebrities then promoted Sinkers on their social media feeds, notably Facebook and Instagram. Through various social media platforms the videos have been viewed more than 1 million times.

To learn more about the campaign and also to view these videos visit: [www.royallifesaving.com.au/programs/Sinkers-DontDrinkAndSink](http://www.royallifesaving.com.au/programs/Sinkers-DontDrinkAndSink)



Watch the 'Sinkers' videos at [youtube.com/RoyalLifeSavingAust](https://youtube.com/RoyalLifeSavingAust)



SPORT, LEADERSHIP & PARTICIPATION

## SPORT, LEADERSHIP & PARTICIPATION

No matter what your age or how well you swim, there's plenty for everyone to enjoy and learn with Pool Lifesaving Sport. And for those wanting to take it to the next level; Royal Life Saving has an established Lifesaving Sport participation pathway to take lifesavers from entry level to elite.

Lifesavers can compete at:

- Club and School Competitions
- Regional Competitions
- Junior Provincial/State Competitions
- Senior Provincial/State Competitions
- National Competitions
- International Competitions

The sport of pool lifesaving tests a lifesaver's skills in rescue, accident prevention and emergency care. By using variations of simulated emergencies, lifesavers compete using the same skills they require for real-life situations.

Royal Life Saving Society – Australia (RLSSA) and Surf Life Saving Australia (SLSA) with support from the Australian Sports Commission (ASC) coordinate the Australian Life Saving Team, Australia's representative team at the biennial World Lifesaving Championships in the National Teams Competition. At the World Championships Australia is represented by an Open and Youth (Under 19) Representative Team.

RLSSA plays an integral role in the selection, coordination and management of these teams at the World Lifesaving Championships and other associated Lifesaving competitions which the team/s attend.

Key roles include: Chair of Selectors (Anni Gardiner); Collaborative Panel Member (Penny Hodgers); and Administration, Team Support and Coordination (Emma MacMillan (until Feb 2015)/ Ben Cuttriss (from June 2015))

Special congratulations to Anni Gardiner, who has been appointed as Chair of Selectors for the Australian Life Saving Team. Anni has a wealth of experience that she brings to this role, as the team prepares for Rescue 2016.

After many years looking after the sport portfolio, it was sad to say goodbye to Emma Macmillan. Emma left in February after another successful Australian Pool Life Saving Championships, her efforts were greatly appreciated. Ben Cuttriss has been appointed in the role of Senior Project Officer – Sport and Vocational Training, starting in June.

### Pool Lifesaving Events

#### National High Performance Training Camp June 2015

The University of the Sunshine Coast was the location for the 2015 National High Performance Training Camp. All three national representative teams took part in the camp which involved education, pool sessions and sport science testing.

Athletes were put through their paces competing in multiple events on Saturday to simulate a heavy competition load. During the day, lactic acid readings were taken, as well as vertical leaps to gauge the reduction in explosive power throughout a day of competing. The data and analysis was a valuable insight into the stresses athletes have to deal with while competing in a multi-event format.

Dryland sessions included breathing exercises for both recovery and to increase oxygen levels during competition by Nam Baldwin, and performance recovery by Angela Calder.

Thanks to Dr Danielle Formosa and Dr Mark Sayers from the University of the Sunshine Coast for their sport science work.

## Pool Lifesaving Events

### Australian Pool Life Saving Championships 2015 Hobart, Tasmania January 2015

The Australian Pool Life Saving Championships 2015 were held at the Hobart Aquatic Centre in January 2015. Congratulations to NSW who again took out the Interstate Overall Championship for the eleventh time narrowly beating close rivals QLD and VIC!

Congratulations to the 151 competitors from Interstate teams and clubs and the individual competitors who broke 37 Australian Pool Life Saving Championship Records and 27 National Records over the 3-day Championships.

Without the assistance of the countless volunteers (including accredited RLSSA officials and parents) the APLSC would not be able to run successfully and RLSSA would like to extend a huge thank you to all those who volunteer their time to assist with our events!

#### Key Officials at the event were:

Chief Referee - Roz Grey; SERC Coordinator - Pam Stanley; and CPR Coordinator - Damian Hofman.

Sue Baxter-Winch was recognised as Official of the Meet being awarded the Bruce Campbell Trophy in appreciation of her outstanding contribution in the recording room at the Championships.



At the conclusion of the Championships Australia's three national teams were selected: The open "Aussie Barra's"; the "Silver Barra's" (development team of under 19 year olds), and the "Junior Barra's" (development team of under 16 year olds).



**AUSSIE  
BARRAS**  
ROYAL LIFE SAVING SOCIETY - AUSTRALIA

#### Aussie Barra's

Sam Bell  
Keelan Bridge  
Jess Collins  
Prue Davies  
David Elliott  
Lisa Ferguson  
Scott Fisher  
Chelsea Gillett  
Nik Green  
Ela Heiniger  
Pamela Hendry  
Samantha Howe  
Mariah Jones  
Leah Jones  
Luke Lineham  
Georgia Meredith  
Rebecca Moncrieff  
Nick Myler  
Scott Pegg  
Rebecca Pegg  
Chris Petropoulos  
Liam Ryan  
Tim Schofield  
Tom Simpson

**Coach** – James Evans  
**Manager** – Jeannie Baxter-Reid

#### Silver Barra's

Prue Davies  
Corey Fletcher  
Nik Green  
Kamika Huynh  
Leah Jones  
Georgia Meredith  
Mitchell Musarra  
Nick Myler

**Coach** – Stephanie Ballantine  
**Manager** – Maxwell Gonzalez

#### Junior Barra's

Jackson Chapman  
Dominic Elliott  
Philippa Emery  
Samantha Howe  
Madison Howe  
Oscar Jones  
Callum Lowe-Griffiths  
James Petropoulos  
Jemma Smith

**Coach** – Blake McCrindle  
**Manager** – Cherry O'Connor

**Australian Life Saving Team - World Lifesaving Championships - Rescue 2014  
Montpellier, France - September 2014**

The Australian Life Saving Team worked for 18 months over 2013/14 to build a strong and cohesive team in preparation for the World Lifesaving Championships – Rescue 2014 in France. In the lead up to Rescue 2014, teams participated in the International Surf Rescue Challenge in Onjuku, Japan, the BeNe Cup in Belgium & the Netherlands and the German Cup in Warendorf. After outstanding performances in these competitions the Australian Life Saving Teams were set for France 2014.

Two Australian Lifesaving teams contested the National Teams - World Lifesaving Championships – Rescue 2014 in September in Montpellier, France. The Australian Life Saving Team claimed silver overall at the Championships after being beaten by the smallest margin by trans-Tasman rivals, New Zealand and the Australian Youth Life Saving Team won the Overall Youth World Lifesaving Championship title!

The standout performances didn't end with the National Teams competition however with Royal Life Saving Society – Australia' Masters athletes from the Port Hacking Lifeguard Club and Mordialloc Life Saving Club seeing great success in the Masters World Pool Lifesaving Championships.

The Masters competitors performed brilliantly and took home one world record, six Australian National Records and a very impressive medal haul!

**Port Hacking Lifeguard Club Masters**

Anni Gardiner, Elizabeth Pratt, Gray Parkes, Jenny Whiteley, Louise Vandergraf, Luke Harper, Mick Nolan and Dr Shayne Baker OAM.

**Mordialloc LSC Masters - Lisa Ferguson**

**RLSSA Representative officials' at Rescue 2014**

Anni Gardiner, Barbara Morgan, Frances Evans, Geoff Grey, Jaclyn Baxter, Jim Morgan, Joanne Teagle, John Winch, Roz Grey, Dr Shayne Baker OAM, Sing Ma and Sue Baxter-Winch.

**Australian Life Saving Team**

Shannon Eckstein – Northcliffe SLSC (Captain)  
Andrew Bowden – Bronte SLSC/ The Hills Life Saving Club  
Jake Lynch – Newport SLSC  
Ryan Napoleon – Northcliffe SLSC / RLSS Queensland  
Tim Schofield – Terrigal SLSC / The Hills Life Saving Club  
Lachlan Tame – Avoca Beach SLSC  
Miranda Bell – Northcliffe SLSC  
Naomi Flood – Manly LSC  
Pamela Hendry – Maroochydore SLSC / Brisbane Life Saving  
Melissa Howard – Kurrawa SLSC  
Christina Ruiz – Northcliffe SLSC / RLSS Queensland  
Krystal Smith – Northcliffe SLSC

Head Coach: Danny Short – Maroochydore SLSC  
Team Manager: Keith Caldwell – Bulli SLSC  
Assistant Coach: Wade Sinclair – Picnic Bay SLSC  
Physio: Nick Marshall – Burleigh Heads Mowbray Park SLSC  
Sport Science/ Assistant Manager: Caitlin Braddick Southport SLSC  
Beach Coach: Martin Lynch – Newport SLSC

**Australian Youth Life Saving Team**

Joshua Brown - Byron Bay SLSC  
Daniel Collins – Redhead SLSC  
Matt Davis – Northcliffe SLSC / RLSS Queensland  
Jason Gough – Mooloolaba SLSC  
Nik Green - Alexandra Headlands SLSC  
Brad Woodward - Shelley Beach SLSC / The Hills Life Saving Club  
Prue Davies – Currumbin SLSC / RLSS Queensland  
Chelsea Gillett - Maroochydore SLSC / Brisbane Life Saving  
Ela Heiniger - Byron Bay SLSC / Port Hacking Lifeguard Club  
Nicole Kay – Mooloolaba SLSC  
Alyssa Koenan – Northcliffe SLSC  
Georgia Miller – Manly LSC

Head Coach: Brett Dowker – Currumbin SLSC  
Team Manager: Garry Mensforth – Umina SLSC  
Assistant Coach: Craig Holden – Elliot Heads SLSC  
Physio: Troy Eady – Byron Bay SLSC  
Beach Coach: Martin Lynch – Newport SLSC

**Australian Life Saving Team**



**Australian Youth Life Saving Team**







## INTERNATIONAL NETWORKS

Royal Life Saving is a member organisation of the International Life Saving Federation, a network of lifesaving agencies from across the world who share a commitment to drowning prevention.

Increasingly our skills and expertise are being utilised to assist the international communities in most need. Drowning rates in the Asia-Pacific region are frighteningly high and largely unnoticed.

Royal Life Saving continues to work with the International Life Saving Federation and partners, The Alliance for Safe Children (TASC), the Centre for Injury Prevention and Research of Bangladesh (CIPRB), Hanoi School of Public Health and others in the development of interventions to prevent drowning in countries in Asia.



### The Global Drowning Fund

The Global Drowning Fund website and social media platforms are being used to advocate drowning in low- and middle-income countries (LMICs) as a global public health issue, provide resources, news and information about the issue, and act as a central fundraising location. Funds raised through the Global Drowning Fund help to provide training, education, and research, while increasing local skills and capacity for the prevention of drowning in the region.

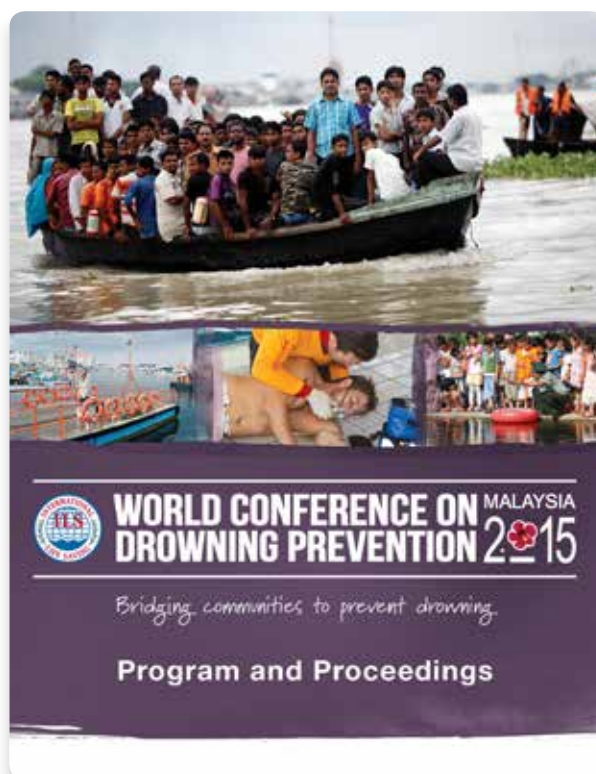
The Global Drowning Fund can be found at:  
<http://www.globaldrowningfund.org.au>  
<http://www.facebook.com/globaldrowningfund>  
<https://twitter.com/GlobalDrowning>



### International Life Saving World Conference on Drowning Prevention 2015 Bridging Communities to Prevent Drowning

Royal Life Saving Society – Australia has been assisting with the organisation of the International Life Saving World Conference on Drowning Prevention 2015 being hosted on the 4th - 6th November in Penang Malaysia.

Program Planning, Abstract Management and Scholarship assistance have been facilitated. As hosts of the World Conference on Drowning Prevention 2011, Royal Life Saving has provided valuable resources and guidance to current hosts the Life Saving Society Malaysia.



The World Health Organisation (WHO) released the “Global Report on Drowning: Preventing a Leading Killer” on November 17, 2014. The Report, the first of its kind, highlights drowning is among the 10 leading causes of death of children and young people. It reveals that drowning claims the lives of 372,000 people a year worldwide. Every hour of every day, more than 40 people lose their lives to drowning.

Comparatively, the drowning rates in Australia are significantly lower than other nations in our region. The Report confirms that more than 90% of drowning occurs in low and middle-income countries, with the highest rates in the African, South-East Asian and Western Pacific regions.

WHO has highlighted nations such as Bangladesh, Cambodia, China, India, Philippines, Thailand and Vietnam where drowning rates, particularly in children, the poor and those susceptible to flooding and storm surges brought about by tropical storms, are high.

Royal Life Saving has been identified as a global leader in the implementation of drowning prevention measures by the World Health Organisation (WHO).

Royal Life Saving have been using their skills and human resources to assist Australia’s neighbours, including countries such as Bangladesh, Vietnam, Fiji, Philippines and Sri Lanka.

The highest rates for drowning are among children under five years of age. The WHO Global Report cites research supported by Royal Life Saving that shows drowning can be prevented by protecting young children with barriers to water and establishing day care centres (called Anchals in Bangladesh), and teaching school aged children survival swimming, skills that are familiar to many Australians.

“Drowning in young children commonly occurs in close proximity to the home. In Australia that means the backyard swimming pool, whereas in nations across Asia children drown in wells, water troughs, irrigation channels and during flooding. The impact on families is immense but we know drowning can be prevented,” Justin Scarr, CEO, Royal Life Saving.

The WHO Report makes several recommendations to Governments across the world, including the development of national water safety plans. WHO points to the Australian Water Safety Strategy, which is targeting a 50% reduction in drowning by 2020 as an example for other national governments to consider. The Australian Water Safety Strategy focuses on collaborative efforts in targeted, evidence-based areas where Australians are at greatest risk of drowning.

“The World Conference on Drowning Prevention 2011 is our proudest contribution to saving lives abroad. The WCDP2011 was hosted by Australia but held in Vietnam to highlight the impacts of drowning on low and middle income nations”, Justin Scarr, CEO, Royal Life Saving.

The innovative 2011 event called for a ‘global partnership to reduce drowning’, a recommendation now supported by WHO. Australian organisations, researchers, policy makers and practitioners are uniquely placed to contribute to such partnerships focused on drowning prevention.

Royal Life Saving congratulate WHO on the production of the report and believe it will strengthen our work in preventing drowning in Australia in partnership with many other nations in the region.



### DROWNING KEY FACTS

372 000 people die from drowning EVERY YEAR

More than OVER HALF of all drowning deaths are among those aged UNDER 20 YEARS

There are 40 DROWNING DEATHS EVERY HOUR, every day

MALES ARE THREE AS LIKELY AS FEMALES to drown

Two thirds of all DROWNING DEATHS occur in low and middle income countries

More than OVER THREE TIMES AS MANY people die from drowning in low and middle income countries

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Watch our video on the WHO Global Report on Drowning:  
[youtube.com/RoyalLifeSavingAust](https://www.youtube.com/RoyalLifeSavingAust)

# KEY FACTS

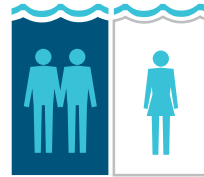
**372 000**  
people die  
from drowning  
**EVERY YEAR**



**OVER HALF**  
of all drowning  
deaths are among  
those aged  
**UNDER 25**  
**YEARS**



**MALES**  
**ARE TWICE**  
**AS LIKELY**  
to drown  
as females

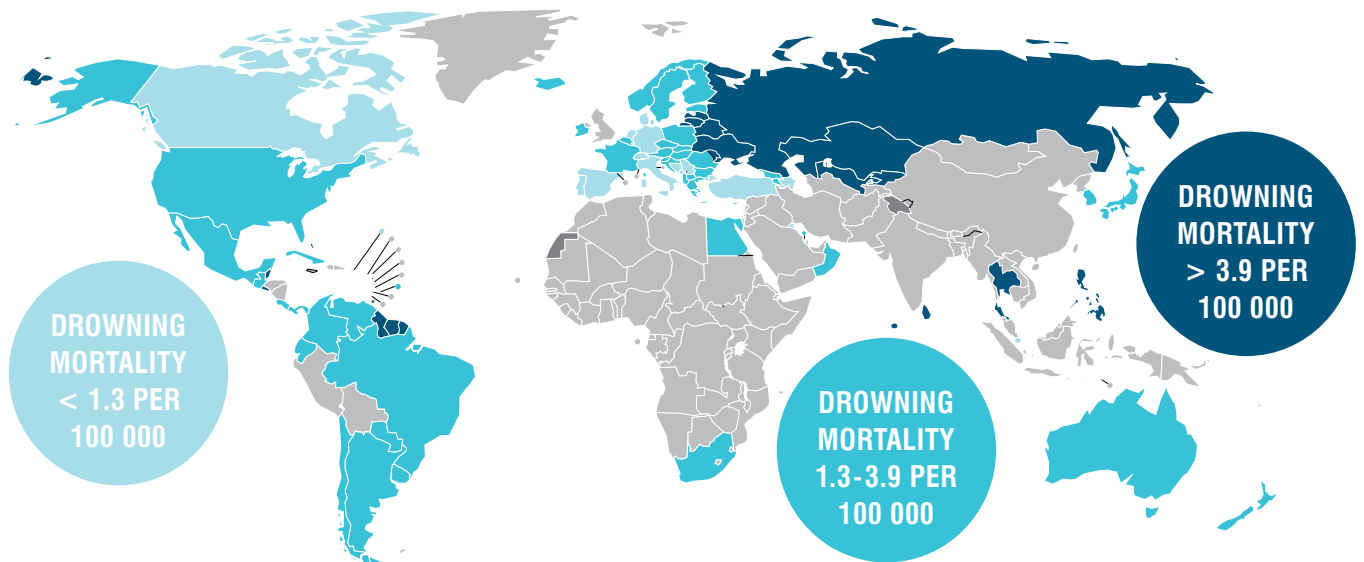


Drowning is  
one of the  
**10 LEADING**  
**CAUSES OF**  
**DEATH**  
for people aged  
**1-24 years**



# DROWNING RATES

● Data not available    ● Not applicable



# A LEADING KILLER OF CHILDREN

Number of deaths for children under 15 years

<b>TUBERCULOSIS</b>	<b>69 648</b>
<b>MEASLES</b>	<b>125 813</b>
<b>DROWNING</b>	<b>140 219</b>
<b>HIV</b>	<b>199 071</b>
<b>MENINGITIS</b>	<b>217 580</b>

## OUR NETWORK

Royal Life Saving is active all over Australia. Our State and Territory Member Organisations, volunteers, members, trainers, employees and lifesavers are found in almost all communities.

Our approach is inclusive and some of our biggest achievements occur away from large capital cities.

During the past year Royal Life Saving has supported activities in partnership with State and Territory Member Organisations across Australia.

These activities include the provision of seed funding, resources, project management support and mentoring. Workshops have also been facilitated in the areas of water safety, training, health promotion, aquatic risk management, sport and lifeguarding.

### State and Territory Member Organisations

<b>ACT</b>	Ph: 02 6260 5800 Email: <a href="mailto:act@rlssa.org.au">act@rlssa.org.au</a>
<b>NSW</b>	Ph: 02 9634 3700 Email: <a href="mailto:nsw@royalnsw.com.au">nsw@royalnsw.com.au</a>
<b>NT</b>	Ph: 08 8927 0400 Email: <a href="mailto:nt@rlssa.org.au">nt@rlssa.org.au</a>
<b>QLD</b>	Ph: 07 3823 2823 Email: <a href="mailto:admin@rlssq.com.au">admin@rlssq.com.au</a>
<b>SA</b>	Ph: 08 8210 4500 Email: <a href="mailto:training@royallifesavingsa.com.au">training@royallifesavingsa.com.au</a>
<b>TAS</b>	Ph: 03 6243 7558 Email: <a href="mailto:tas@rlssa.org.au">tas@rlssa.org.au</a>
<b>VIC</b>	Ph: 03 9676 6900 Email: <a href="mailto:mail@lifesavingvictoria.com.au">mail@lifesavingvictoria.com.au</a>
<b>WA</b>	Ph: 08 9383 8200 Email: <a href="mailto:info@rlsswa.com.au">info@rlsswa.com.au</a>

### National Office

PO Box 558, Broadway NSW 2007

Suite 6, Level 4, 173-179 Broadway  
(Cnr Mountain St), Broadway NSW 2007

Telephone (02) 8217 3111

Fax (02) 8217 3199

ABN 71 008 594 616

Email [info@rlssa.org.au](mailto:info@rlssa.org.au)

Website: [www.royallifesaving.com.au](http://www.royallifesaving.com.au)

### Our People

Not only do we know lifesaving but our team has expertise in:

- Program design, development, implementation, management and evaluation
- Community and stakeholder consultation and engagement
- Fundraising and finance
- Communications, media and events
- Health promotion, research and risk management

### Chief Executive Officer

Justin Scarr

### Operations

National Manager Vocational Training (until March 2015)

National Manager Operations (from March 2015)

Penny Hodgers

National Manager Research and Policy

Amy Peden

Senior Project Officer – Research and Policy

Alison Mahony (from June 2015)

Senior Research Fellow

Dr Richard Franklin PhD (P/T)

National Manager Events and Marketing

Monique Sharp

National Sport and Events Officer (until February 2015)

Emma MacMillan

National Communications Officer

Basil Saab

National Manager Education and Training

Penny Larsen

Senior Project Officer - Education

Kristal Grainger

Project Officer - IT

Chris Groneman

Senior Project Officer – Sport & Vocational Training

Ben Cuttriss (From June 2015)

National Manager Aquatic Industry Services

Chris Head (until May 2015)

Craig Roberts (from August 2015)

### Finance and Administration

National Manager Finance

Rhonda Groneman

Administration and Accounts Officer

Sunny Fung

Accounting Support

Bree Connolly

## AUSTRALIAN CAPITAL TERRITORY

With a year of spectacular growth and achievement behind us we can reflect on the efforts of 2014/15 with a sense of immense pride and fulfilment.

Royal Life Saving ACT has had a focus of developing partnerships and associations over the past 12 months and through this, has been rewarded with new opportunities in almost every area of operation.

The Canberra Labor Club's support has continued ensuring Swim and Survive is accessible and affordable for children at risk of missing out through their grass roots community contribution program. The Canberra Labor Club Swim 4 Life program enjoyed it's most successful year to date with over 150 Participants being nominated through Royal Life Saving ACT Community Partners; Barnardos Canberra, Marymead, and YWCA. Many thanks to RLSSA and the Swim and Survive fund who also contributed to these programs.

The ACT Aquatic Industry continued to recognise Royal Life Saving ACT as the peak industry body for Canberra and the region. Our professional Aquatic Facility Safety Assessment services assist all major leisure centres in the ACT with their continuous improvement of safety standards. These improvements and achievements were again celebrated at the annual ACT Aquatic Industry and Water Safety Awards. The awards were endorsed by Safe Waters ACT and proudly hosted by Royal Life Saving ACT with support from the Canberra Labor Club. ACT Minister for Education Joy Burch was in attendance and congratulated all award winners including Florey Primary School on their 'Outstanding Commitment to Water Safety by an ACT Primary School' award.

Minister Burch's attendance at the Awards was representative of Royal Life Saving ACT's strong working relationship with the ACT Education and Training Directorate, and the Directorate's ongoing commitment to ensuring accessible Water Safety Education for all ACT public primary students.

This commitment was also evident when the Directorate mandated Water Safety lessons, both pool and classroom based, for Year 2 students in 2015. Royal Life Saving ACT is proud to be developing and delivering these programs for the ACT Education and Training Directorate in partnership with local leisure centres.

At a national level RLSSA is leading the way in Drowning Prevention strategies and activities with the roll-out of the Australia-wide Inland Waterways Drowning Prevention Project. The project, specifically funded by the Australian Government, is providing interventions across the country with a focus on communities around rivers, lakes, ponds, creeks and dams. Royal Life Saving ACT implemented various activities across Canberra including a Cold Water Awareness campaign that consisted of the RLSSA mascot, Lochie the Lifeguard, visiting local schools and providing free Water Safety talks to primary students of all ages.

Our staff, volunteers, members and ambassadors continue to be the life-force behind all that we do and achieve. Without such a dedicated team working day to day to accomplish our goals, Royal Life Saving ACT's impact would be significantly reduced. We thank each and every individual who has been involved over the last 12 months from paid employee's right down to members of the community who may have purchased a sausage sizzle at one of our many community fundraising events!

Moving into the new financial year and warmer weather, we encourage every Canberian to think about what the phrase "Everyone Can Be A Lifesaver" means to them. There are plenty of opportunities to get involved with Royal Life Saving activities in the ACT and we welcome all participation and contributions great and small!

### Cherry O'Connor

Executive Director

Royal Life Saving Society – Australian Capital Territory



## NEW SOUTH WALES

I am pleased to report this year Royal Life Saving NSW has continued to provide an extensive range of services and programs to the communities of NSW. This is largely due to the vast volunteer and professional network strategically located throughout NSW as well as the strong collaborative support of the NSW Government, our industry partners, sponsors and key networks.

It is pleasing to advise that over the last ten years we have witnessed a positive trend in the form of declining deaths as a result of immersion. In 2003 the state of NSW was witnessing one drowning death for every 61,481 people. In the past 12 months we have seen this figure improve to one drowning death every 84,061 people. This represents a decline of more than 37%. There is still much work to do however.

This positive achievement is a result of the continued efforts of water safety practitioners around the state implementing educational programs, providing lifesaving training, strengthening water safety policy and procedures and adhering to safety messages. With continued enthusiasm and dedication it is hopeful we may achieve the ambitious goal of a 50% reduction in drowning deaths by 2020.

### AQUATIC INDUSTRY SERVICES

Throughout the 2014/15 year, Royal Life Saving NSW supplied a range of industry services to assist owners, lessees, management agencies and managers of aquatic venues so that they may provide a safe environment for recreation and the delivery of programs and services to the community. Industry service provisions included:

- Over 100 Aquatic Facility Safety Assessments and the provision of improvement plans.
- Industry Development Program – The provision of subsidised industry qualifications to 100's of candidates in regional and remote NSW.

### HEALTH PROMOTION & COMMUNITY DEVELOPMENT

Our health promotion initiatives are heavily focussed on building the skills and knowledge of our NSW communities. By building a network of community lifesavers we are better equipped to educate key community sectors where drowning or aquatic injury are most prolific. Our key activities over the last 12 months included:

- Be Pool Safe – backyard swimming pool initiative.
- Community Leadership Program – equipping communities with CPR skills.
- SINKERS – alcohol initiative targeting 15-29 year olds.

### TRAINING & EDUCATION

In total over 100,000 vocational education and training qualifications were issued during the last 12 months.

During 2014/15 Royal Life Saving NSW continued with its development of flexible, online programs ensuring all communities have genuine access to state-of-the-art, professional programs and courses. Our most popular programs included online-First Aid, online-Resuscitation and online-Technical Operations.

With river drownings continuing to be a significant problem across the State, Royal Life Saving NSW developed a new online program for primary school children. The "Open Water Experience" program was designed to support classroom based outcomes as well as pool and/or open water activities. Teachers and coordinators can utilise as much or as little of the program resources they like. The Open Water Experience Program consists of:

- Online Program (with supporting Facilitator Guide).
- 'Risk Considerations for Schools and Community Groups' Guide.
- 'Open Water and Swimming Pool Activity' Guide.

The program has been linked to the NSW PDHPE syllabus and is free to all NSW schools.

### AQUATIC PROGRAMS

Royal Life Saving's water safety education programs are designed so all NSW communities can have the skills and knowledge to safely participate in a range of aquatic activities.

Our programs build awareness of dangers in aquatic environments, teach essential water safety skills and develop lifesaving skills that may one day save a life; reflecting Royal Life Saving's mantra that 'Everyone can be a Lifesaver'.

Swim and Survive ensures the essential components of personal survival and water safety are provided, in addition to developing strong and effective swimming techniques. Swim and Survive is a program not only reserved for children. Over the last 12 months the program has been utilised to help 1,000 Cultural and Linguistically Diverse (CALD) adult community members in regional and remote NSW.

It is important that I acknowledge our Patron, His Excellency General the Honourable David Hurley AC DSC (Ret'd), Governor of New South Wales who kindly accepted the Society's Vice Regal Patronage during the 2014/2015 year. His Excellency hosted the Royal Life Saving Commendation Ceremony at Government House Sydney honouring 60 Australians who performed a lifesaving, CPR or first aid rescue in emergency situations, sometimes at risk to themselves in an attempt to save a life. I would also like to acknowledge the NSW Minister for Sport, The Honourable Stuart Ayres MP who has been a great supporter of Royal Life Saving NSW for a number of years.

Lastly I would like to thank the Royal Life Saving National Office for their continued commitment to the development of water safety policy, research and strategy. Thank you to Justin Scarr and the National Team for their continued support to the respective Branches of Royal Life Saving and especially the NSW Branch.

### David Macallister

Chief Executive Officer  
Royal Life Saving Society – New South Wales

## NORTHERN TERRITORY

Royal Life Saving NT is the peak body for water safety, training and education and remains committed to the cause of drowning prevention. I am pleased to say that we have a very strong strategic plan – “Our People, Our Lifestyle, Our Water 2011-2016”, and our organisation continues to build strong community relationships. We celebrated 50 years of service in the Northern Territory with an Awards ceremony at Government House and despite this milestone our challenge is to establish a permanent headquarters in Darwin.

2014/15 was a successful year with 21,752 certificates issued, including 14,135 from the Swim and Survive program and 6,529 training certificates. With 1,497 active members, we conducted 80 community events reaching 23,327 people and provided a direct community benefit and services to 52,600 people across the northern Territory. Sadly, 13 people drowned in this reporting year and the Northern Territory maintains the highest drowning rate, per capita, in Australia.

12,669 primary school aged children from 100 schools participated in the Swim and Survive program, with 855 achieving the national benchmark of level 4. While participation numbers have increased, the number achieving a level 4 and above has decreased with 3% of enrolled students achieving the National Benchmark. Royal Life Saving NT are deeply concerned about these statistics and have launched a petition to call on Government to fund the Swim and Survive Program for Primary School students in years 4,5 and 6.

2,831 children from 38 remote communities participated in the Remote Swim and Survive project. The project enabled children to learn to swim and participate in a Pool Lifesaving carnival. The project has implemented a training and AUSTSWIM mentoring program to assist local people in obtaining employment or volunteer services at their community swimming pool. 222 local community people participated in this training.

This year we managed the Water Safety Unit on behalf of the NT Government which includes the Water Safety Awareness Program. A record breaking 3,024 enrolments were received for the program with seventeen providers operating across the NT.

The Sport of Pool Lifesaving achieved increased participation with over 3,000 children participating in carnivals in Darwin, Katherine, Alice Springs, Tennant Creek and remote communities. Royal Life Saving NT placed 7th at the Australian Pool Life Saving Championships in Tasmania, a fantastic achievement.

I would like to sincerely thank our Patron, His Honour the Honourable John Hardy OAM, the Hon. Gary Higgins, Minister for Sport and Recreation, the Hon. Peter Chandler, Minister for Education, our members and devoted volunteers including the Executive Management Team led by Randall Cook, our trainers, swim teachers, Royal Life Saving National Office and all the State and Territory Branches. Finally I would like to thank our fantastic staff for their continued dedication and commitment. I am proud and honoured to be part of an amazing team that is strengthened by and committed to our values of: Integrity, Respect, Quality and Leadership.

Yours in Lifesaving

**Floss Roberts**

Executive Director

Royal Life Saving Society – Northern Territory

## QUEENSLAND

As an organisation we are steeped in 110 years of tradition that has formed Royal Life Saving Queensland into the successful entity it is today. Our fore bearers were visionaries of the time introducing lifesaving technologies and techniques to the masses without the luxuries of modern transportation and communication.

As many of these previous techniques and technologies have been consigned to history, we continue to harness the innovation and enthusiasm that came before, as we strive to reduce drownings in Queensland and beyond.

The 2014/15 season has seen the Society's direction develop and change to embrace E-Learning technologies, online management systems and web-enabled applications. These new methods will enable us to better track participation, provide access and inclusion state wide and improve the quality of the training provided by RLSSQ and our members.

For our members, these technologies will enable more timely engagement with the community, reduce burden of paperwork and ultimately increase the amount of courses that can be offered. We are enthused by the positivity of our members and staff, as they make great strides towards improvement and growth.

Whilst these technologies are important for the future of our Society, it is our members whose passion and dedication to the Organisation ensure that a wide variety of people have access to RLSSQ programs throughout the State. Like RLSSQ founder Frank Venning in 1905, they travel hours/ days to provide training in regional areas. With more than 40% of all drowning cases occurring in inland waterways, our members play a vital role in reducing injury and deaths in rivers; creeks; lakes and dams. By pairing the new technologies with our dedicated members we are endeavoring to increase participation in regional Queensland by 50% within the next 5 years. This target, with continued support from members, communities and Government, can be achieved and greatly surpassed.

As a member of the National and Global lifesaving community RLSSQ has established partnerships domestically and abroad. RLSSQ programs have been delivered across Asia in Korea, Macao and China with Cambodia soon to be included. Domestically we have worked with other Royal Life Saving Member Organisations to have reduced duplication, enhanced creativity and fostered innovation.

The Royal Life Saving Society Queensland Board of Directors have put in many hours supporting the Society's staff and volunteers, as well as providing strategic direction and governance. John McClelland who was President for 19 years from 1996 – 2015, stepped down from his role. John has overseen the Society's exponential growth and steered the Society to embrace the future, whilst respectfully honoring the past. Les Mole was appointed by the Board to the role of President for the remainder of the term and will bring his 40 years of experience as a volunteer, administrator and trainer to the role.

The new season for RLSSQ looks to be one of change and invigoration and we are honored you have chosen to join us on this progressive journey.

### Michael Darben

Executive Director  
Royal Life Saving Society – Queensland



## SOUTH AUSTRALIA

Royal Life Saving SA continues to advocate strongly through our membership of the SA Water Safety Committee, where we are committed to assisting the State Government with legislative reform to the inspection regime of backyard swimming pools. We are seeking the introduction of legislation similar to what operates in other States. We are working closely and assisting the Department of Planning, Transport & Infrastructure and have initiated a Pool Inspection's steering committee with representatives from 3 States regarding accredited training for home pool safety inspectors, on-site inspection services and promotion of the Royal Life Saving Home Pool Safety app. Our work in the Murraylands and Riverland regions via the Inland Waterways Initiative has seen the development of a local steering group and participation at many local community events and regional field days.

As the major provider in South Australia of nationally recognised Pool Lifeguard Training, Royal Life Saving strengthened an existing partnership by relocating to the Adelaide Aquatic Centre (Adelaide City Council). We are well placed at the Aquatic Centre, allowing students to learn their theoretical skills and practice their life saving skills in the large pools. This is a strong combination of professionalism and convenience for learners and their employers. We also utilise rooms at the Adelaide City Council's North Adelaide Golf Club for First Aid training, adding further evidence to the blossoming partnership between the 2 entities. We are now an official part of the centre and one that promotes to their clientele drowning prevention, first aid & resuscitation, safe/survival swimming and a tenant that promotes the Guidelines for Safe Pool Operation (GSPO) - an appropriate and clever partnership.

Our continued collaboration with SA's network of Pools continued through the appointment of our new Aquatics Marketing Consultant, promoting Training/Aquatics services, Labour Hire, the Guidelines for Safe Pool Operation and on-site Aquatic Facility Safety Assessments. The number of Lifesaving clubs doubled to 12 in the 3rd year of operation based upon original project funding from the Office for Recreation and Sport. Our network of Regional Liaison Officer volunteers contributed to servicing rural and remote SA with attendance at local events, field days and course delivery.

We were keen to compete alongside our colleagues at the Australian Pool Lifesaving Championships 2015 that were held in Hobart, where our team of thirteen lifesavers represented South Australia. The team returned with 8 gold medals, 3 silver medals and 7 bronze medals. An outstanding contribution and performance.

With support from the Office for Recreation and Sport, Royal Life Saving delivered SA's iconic and successful VacsWim program employing in excess of 300 casual instructors reaching some 70 locations across South Australia. This was delivered alongside our annual vacation Swim & Survive program that reached far into rural and remote SA. Our online enrolment and payment system for parents enabled a higher enrolment rate across the State reaching in excess of 6,500 children.

Royal Life Saving SA continued to promote and deliver high quality training plus Swim & Survive programs and services targeted to the general public including to those who require specialist support and assistance. We continue to offer enrolment places on our courses and programs at subsidised rates to groups in the community and to other NFP community-based organisations including residential care facilities, migrant centres, community outreach services and to organisations that require training to further their work of supporting those in need.

Training courses to employers has been a consistently large part of our service strategy and we were pleased to engage new corporate customers including a very significant and large customer for first aid training – SA Power Networks, who we look forward to working with in the longer term. Labour Hire services to lifeguards was a new service introduced last year and continued to be accessed each month by employers for standard and peak periods, including events.

Royal Life Saving SA was supported through professional services provided by Bentleys, Lucent Financial Services and Lempriere Abbott McLeod. The SA Office has produced very tangible results, which are clear to see in the end of year financials, returning a surplus for the first time in many years. The highest trading revenue ever achieved for the organisation occurred in the financial year, exceeding the \$1M mark. Our Governance framework has continued to utilise the services of professional agencies to assist manage financial, legal and other legislative requirements to ensure we are compliant, perform well and continue to be financially sustainable.

### Tony Taylor

Chief Executive Officer  
Royal Life Saving Society – South Australia

## TASMANIA

It has been a challenging but exciting year for Royal Life Saving Tasmania with the introduction of new initiatives and innovations.

Without doubt the focus on Tasmania's Inland Waterways Drowning Prevention Strategy has played a key role in building partnerships and ensuring a targeted approach to increasing the organisations reach across the State. This has also been one of our challenges requiring an agile, flexible and innovative approach to training and program delivery. Our team however, has more than shown we are up to the task of ensuring drowning prevention education and advocacy reaches those communities in rural and regional Tasmania where it's needed most via partnerships with Education, Local Government, Aquatic Managers and community groups. 2014-2015 has undoubtedly been a growth period for Royal Life Saving Tasmania which we intend to maintain, resource and support along with our industry and community partners in the coming 12 months and beyond.

Royal Life Saving Tasmania's focus on increasing our reach into rural, regional and remote area has required an innovative approach to the delivery of programs and educational initiatives. Given Tasmania's regionally isolated status we quickly identified the need to a relook at how we approach programs delivery. Thank you to the support of the online course delivery arm of one of the state's largest Colleges. Elizabeth College utilises online student support services to deliver accredited training to rural and remote feeder schools. With the shift to a greater uptake of online services RLSSTAS identified an opportunity to collaborate with Elizabeth College by incorporating Bronze Medallion, Pool Lifeguard and First Aid Courses into their current Phys Ed Aquatic Course and the online theory components of their delivery. While the online mechanisms of these courses are still in their infancy we are looking forward to an exciting this exciting innovation in our community course delivery.

2014-2015 has seen the adoption of a significant and strategic partnership with Royal Life Saving Queensland. This formal partnership has supported our organisations growth by allowing us to not only extend the scope of our program and course delivery but has also provided the capacity for us to source additional resources and compare best practice processes and procedures.

Another exciting growth in partnerships has been among those delivering our national standard setting Swim & Survive Program. The preceding 12 months has seen each of the State's major aquatic centres adopt the program including Tasmania's largest centre The Doone Kennedy Hobart Aquatic Centre. This is in addition to those vital partnerships with the states smaller centres and independent swim school based around the state.

Following a needs analysis of training and program requirements of rural and regional areas, Royal Life Saving Tasmania identified the need for a dedicated training course centred on Open Water Rescue techniques. Following consultation with Education providers, members of the emergency services, local council and Royal Life Saving Queensland the Open Water Rescue Course was developed in line with the states Inland Waterways Drowning Prevention Strategy. The course covers those vital lifesaving skills required to deal with an incident in open water along with important information specific to our inland waterways from signage to cold water immersion. This course continues to develop and has now been incorporated into the Elizabeth College Curriculum as a key element of the Phys Ed Aquatics program.

Along with maintaining an eye to innovation where required we continue to deliver quality community program from Keep Watch, Swim & Survive for those children who would otherwise miss out, the Bronze Strand and Pool Lifeguard Courses targeting smaller inland aquatic centres and pools.

The Royal Life Saving Tasmania partnership with our Queensland counterparts has certainly ushered in a new era for the organisation with ongoing opportunities to grow our services and to collaborate with our northern neighbours. We must also acknowledge the support of our National Branch and their invitation to collaborate on the incoming 2016-2020 Strategic Plan that will form the basis of the new Tasmanian Plan. This latest vision for the future of the organisation will support our incoming operational and business plans further galvanising the organisation's focus on financials and organisation strength, cohesion and sustainability well into the future.

### Mel Bush

General Manager  
Royal Life Saving Society – Tasmania



## VICTORIA

In Life Saving Victoria's (LSV) mission to deliver a safe aquatic environment for Victoria's communities, the organisation has commenced development and delivered a number of new initiatives in line with our strategic themes of making LSV available from anywhere, empowering Everyday Lifesavers and being resource ready in our day-to-day business and projects. LSV has continued its strong leadership advocacy for reducing drowning incidents in Victorian communities through the following key projects:

### **Inland Waterways Drowning Prevention Project:**

Conducted as part of the Inland Waterways Drowning Prevention project and funded by the Federal Government, LSV completed research into unintentional fatal drowning incidents in Victoria from 2000-2012. This has enabled a targeted approach to drowning prevention strategies, including development of a targeted Inland Waterways Drowning Prevention Communications Plan. Those LGAs with residents at Excess risk will be targeted with education programs and public awareness campaigns. Whereas LGAs with waterbodies identified as Excess risk will be targeted for risk assessments to assess the most appropriate prevention strategies or review existing risk management strategies.

### **VicHealth CALD:**

In partnership with VicHealth, LSV has completed a three year project aimed to increase participation of Victorians from CALD backgrounds in community sport and active recreation, through introducing people to water safety programs, swimming lessons and Life Saving Clubs.

### **Improving Children's Swimming Capability:**

As well as continued promotion of Swim and Survive, LSV has been actively advocating for the inclusion of swimming and water safety programs in schools. To overcome barriers, LSV successfully piloted the 'Before School Swimming and Water Safety Program'.

### **Partnerships:**

LSV's has again proven its ability to maintain strong and effective partnerships within the industry.

LSV is in year three of its strategic partnership with YMCA and has recently extended its existing Belgravia Leisure partnership (Swim and Survive / Training Services) to include Pool Safety Assessments. LSV has also formed a new partnership with Ambulance Victoria for development of the 'Introduction to Aquatic Risk' course. Furthermore, and with support from RLSSWA, full roll out of the 'LSV Aquatic Technical Operators' course occurred, with successful delivery on a quarterly basis.

### **Additional key projects that have enhanced collaborations across organisations include:**

#### **Inland Waterways Drowning Prevention Project:**

A number of strong partnerships have been developed in order to prevent unintentional drowning in the Yarra River in the Melbourne CBD which was identified as a key risk area in recent research by LSV as well as by the coroner. These partnerships have resulted in an agreement for a risk assessment to be conducted in the area in 2015/16.

### **Drowning Prevention Report, Sri Lanka:**

LSV worked with the Life Saving Association of Sri Lanka to develop the inaugural Drowning Prevention Report, the first report detailing the extent of the drowning problem in Sri Lanka. This report provides the critical link to inform government, industry, non-profit organisations, lifesaving organisations and the whole community for the prevention of drowning in Sri Lanka.

### **LSV has continued to drive the development and delivery of key RLS programs in 2014/15 including:**

#### **Swim and Survive:**

In 2014/15 with support from the Swim and Survive Fund, LSV conducted valuable swimming lessons for 444 participants, all predominantly refugees and new arrivals, and from 37 different nationalities. Furthermore, the Swim and Survive program maintained its presence across the State with 198 facilities, councils and schools licenced to deliver the program. There were nearly 135,000 certificates and logbooks sold to Licensees. Two key Swim and Survive Forums were held.

#### **Grey Medallion:**

Since the launch of the program, local grants have been sourced for five additional programs at facilities, further educating 120 local community seniors. A further 58 instructors from 26 facilities across Victoria have been trained to deliver the program, evidencing the opportunity and demand for expansion across the State.

#### **Aquatic PD Workshops:**

To encourage Swimming Teachers to include open water simulation and survival skills into every swimming lesson, LSV delivered a very successful 'Open Water Practical Workshop' with 50 Swim Teachers from across the State. This was then complemented by an 'Open Water Equipment Making Workshop' with a further 17 participants. An additional 10 workshops were also delivered across the State to 229 participants, mainly focusing on upskilling Licensees to understand the 'Swim and Survive Program Levels'.

#### **School Programs:**

In 2014/15 LSV's Open Water Learning Experience (excursion) and Sink or Swim (incursion) programs were delivered to 27,000 students from 277 schools in regions deemed at Excess risk across metropolitan Melbourne and regional Victoria. LSV was excited for the launch of the RLSSA Bronze eLifesaving, with 5,355 secondary school students accessing the online program. Finally, 470 Water Smart certificates were awarded to primary school students.

#### **Pool Lifesaving:**

The sport had a successful year with two Junior carnivals and a junior Championship, where 388 competitors from 12 lifesaving clubs participated. In the Senior Competition, three carnivals and a championship saw 318 competitors from 15 clubs compete. Highlight of the Victorian season was a 3rd place overall for the Victorian Pool Team at the RLSSA Australian Pool Lifesaving Championships in Hobart.

**Report provided by Life Saving Victoria (LSV)**

## WESTERN AUSTRALIA

Royal Life Saving Society – Western Australia (RLSSWA) provides a range of training, safety, health promotion, customer contact, skilled labour and related support services. RLSSWA's work has touched many lives from remote Kimberley communities through to the Great Southern coast.

Eliminating toddler drowning and increasing opportunities for children to learn to Swim & Survive were key objectives over the last 12 months.

Regional WA faces a number of challenges in respect to drowning, lifesaving education and water safety.

Further, the Society has been concerned by recent research indicating that many children will leave primary school with poor or nonexistent swimming and water safety skills.

### Summary of key achievements against the Royal Life Saving Society's Strategic Framework 2012-15:

#### 1: Leading Advocacy

RLSSWA strives to lead advocacy in drowning prevention while promoting health, active and skilled communities.

Key advocacy activities during 2014/15 included:

- Provided an effective voice in the community and across all levels of government.
- Expanded the WA drowning prevention knowledge base with support of WA Dept of Health.
- Lead efforts to support vulnerable and at-risk communities with the support of BHP.
- Promoted pathways to ongoing participation in pool lifesaving.
- Conducted a range of specific campaigns to target at-risk groups (Keep Watch, Don't Drink & Drown).

#### 2: Strong and Effective Partnerships

RLSSWA was proud to collaborate with an array of partners last year on a state level; national level; and through community initiatives. Some key achievements from these partnerships are highlighted below:

- Maintained a network of 604 community trainers throughout the State.
- 26 programs targeting CALD communities, engaging 1,112 participants.
- Award winning community development activities via the management of pools in the remote aboriginal communities of Burringurrah, Yandeyarra, Jigalong, Bidyadanga, Warmun and Fitzroy Crossing.
- Help for victims suffering life-changing injuries from a near-drowning experience. Including grants and support to help four families with a child injured by a non-fatal drowning incident.
- Ongoing collaboration with Leisure Institute of WA to strengthen the safety of aquatic facilities.
- The partnership between Royal Life Saving and the Department of Housing won the Best Practice in Collaboration between Government and Non-Government Organisation Award at the 2015 Institute of Public Administration Australia (WA) Achievement Awards.

#### 3: Quality Programs, Products and Services

RLSSWA delivered quality education and training programs throughout WA. This included:

- 211,515 children participated in the RLSSWA Infant Aquatics and Swim & Survive programs.
- 24,594 people attained a lifesaving, lifeguarding, instructor or first aid qualification.
- 9,783 people gained their lifesaving Bronze Medallion.
- 785 regional training programs engaging 4,326 participants were delivered in locations from remote Kimberley communities through to the Great Southern coast.

#### 4: A Cohesive and Sustainable Organisation

It's been a busy year for RLSSWA, building and supporting a cohesive, sustainable, financially secure organisation. Members have been recognised for their contribution to RLSSWA and are a highlight from this year, with:

- 63 Members awarded for their contribution to the Royal Life Saving Society - WA.
- 16 bravery awards issued to recipients.

#### Peter Leaversuch

Chief Executive Officer

Royal Life Saving Society – Western Australia

## HONOURS

### SENIOR AUSTRALIAN HONOURS

#### Meritorious Service Medal

	C.M. Calnan (SA)	1992	John Coles (SA)
	R.W. Moyse (SA)	1992	John Kew (SA)
	B. Roberts (QLD)	1992	Philip Marquet (NSW)
	John Robertson Spender (QLD)	1992	K. L. Milne (SA)
1959	Bruce Clifton (NSW)	1992	Janice Oates (SA)
1959	D. Ebsworth (TAS)	1992	Robyn Pryce-Jones (TAS)
1959	E.C.S. Meldrum (SA)	1992	Barry J. Stanton OAM (SA)
1959	A. Park (TAS)	1993	Dr. Mervyn Allen (SA)
1959	R. Penwright (TAS)	1993	Keith Draper (NSW)
1959	B. Plaister (TAS)	1993	John McClelland (QLD)
1959	Douglas Robert Plaister (TAS)	1994	G.H. Krueger (SA)
1959	C. Webb (TAS)	1994	Margaret Krueger (SA)
1960	M. Church (TAS)	1994	Vincent McStraw (SA)
1960	H.L. Dowding (TAS)	1995	John W. Harvey (SA)
1960	Lady Harris (TAS)	1995	Christopher Planeta (SA)
1960	J. Liptrot (TAS)	1996	Alan B. Swinton OAM QPM (TAS)
1960	M. Plaister (TAS)	1996	Robert G. Yule (SA)
1960	N.J. Ruddock (TAS)	1997	Theresa Leopold (SA)
1960	L.W. Salmon (TAS)	1997	Ann Price (SA)
1960	V.J. Shaw (TAS)	1998	Edward Cross (NSW)
1960	S. Thyne (TAS)	1998	Anita Eifler (WA)
1960	D.N. Wicks (TAS)	1998	Faye Milham (SA)
1961	R.S. Collins (TAS)	1998	Warwick Twigg (NSW)
1961	J. Ingles (TAS)	1999	Margaret Clayton (VIC)
1961	Basil Osborne (TAS)	1999	Rex Hopkins (VIC)
1961	V.B. Plaister (TAS)	1999	John Law (QLD)
1963	Francis John Henry (NSW)	1999	Heather MacGowan OAM (WA)
1963	George Turnbull (NSW)	1999	Ian Mackie AM (Nat)
1964	B. Brain (TAS)	1999	Dr Gerard Meijer (QLD)
1971	Cam Fitzgerald (VIC)	1999	Frances May Murphy (WA)
1972	Dennis Brian Colquhoun (NSW)	1999	Barbara Richards (VIC)
1977	K.J. Shields (VIC)	1999	David Bennetts (NSW)
1978	Bruce Campbell (QLD)	2000	Mark Needham (SA)
1978	M.L. Eddey (VIC)	2000	Faye Trevor (SA)
1978	R. Firkin (NSW)	2001	C. Dedman (SA)
1978	J. Smith (NSW)	2001	Professor John Pearn AO RFD (QLD)
1978	Ken Southgate (QLD)	2002	Dr Mel Bergin (NSW)
1978	R.S. Veale (VIC)	2002	Audrey Severn (QLD)
1979	W. Blakeney (NSW)	2002	Albert Trevenar (NSW)
1979	Stanley Blanks (VIC)	2003	Lesley Bartlett (SA)
1979	Justin Bradley (NSW)	2003	The Hon. Terence Higgins AO QC (ACT)
1979	N.R. Collins (TAS)	2003	Harold James Hird (ACT)
1979	J. Conabere OBE (VIC)	2003	David J. Maurant (TAS)
1979	V.J. Forde AM (SA)	2003	Patricia Quick (SA)
1979	D. Johannes (NSW)	2004	Jan Burton (SA)
1979	Brian Prideaux (NSW)	2004	David Dewar (SA)
1979	Phillip Rice (VIC)	2005	Hayden Lamshed (SA)
1981	D. Bateman (VIC)	2005	Faye Milham (SA)
1982	Kevin N. Burrowes OAM (SA)	2006	Gaynor Power (SA)
1982	Sir Walter Leonard (NSW)	2008	Karen Freak (SA)
1982	Gwendolyn Welford BEM(C) (QLD)	2008	David Grant (VIC)
1984	Raymond M Martin OAM (SA)	2008	Gary W. Kearney (TAS)
1984	Ailsa Nicholson (QLD)	2008	Les Mole (QLD)
1985	Sheena Dyason (QLD)	2009	Ernita McGrath (NSW)
1985	Lester Vivian Marston (WA)	2009	Jane Minear (SA)
1986	Victor John Dennis (WA)	2009	Anne Rule (SA)
1986	J. Eyles (NSW)	2013	Julie Crea (VIC)
1986	C. Heckenberg (NSW)	2013	Peter Doyle (VIC)
1986	P. Neenan National	2013	Alison McIntyre (TAS)
1986	E.D. Vass (NSW)		
1990	Ken G. Richter (SA)		
1991	Daphne Read AO (NT)		
1992	Gerald Brameld OAM (QLD)		
1992	Nigel R. Carins (TAS)		

### SENIOR COMMONWEALTH HONOURS CONFERRED

#### Honorary Life Member

1977	Francis John Henry (NSW)
1977	George Turnbull (NSW)
1983	Margaret P. Stevens (VIC)
1988	Stanley Blanks (VIC)
1988	Cam Fitzgerald (VIC)
1990	Jack Farmer (VIC)
1993	James Burrowes (VIC)
1994	Norman Farmer ESM (VIC)
1995	Kevin N. Burrowes OAM (SA)
1995	Phillip Rice (VIC)
1995	Ken Southgate (QLD)
1995	Barry J. Stanton OAM (SA)
1999	Dr. Mervyn R. Allen (SA)
1999	John Coles (SA)
1999	V.J. Forde AM (SA)
1999	Raymond M. Martin OAM (SA)
2000	John Kew (SA)
2000	G.H. Krueger (SA)
2000	Margaret Krueger (SA)
2001	Ann Price (SA)
2003	Gerald Brameld OAM (QLD)
2003	John McClelland (QLD)
2004	Bruce Campbell (QLD)
2004	Anita Eifler (WA)
2004	Ross Williams (QLD)
2005	Alan B. Swinton OAM QPM (TAS)
2006	Theresa Leopold (SA)
2006	Faye Trevor (SA)
2007	Lesley Bartlett (SA)
2007	Theresa Leopold (SA)
2007	Patricia Quick (SA)
2007	Faye Trevor (SA)
2008	David Dewar (SA)
2011	Faye Milham (SA)

#### Honorary Life Governor

1977	B. Pattinson (SA)
1981	W. Blakeney (NSW)
1981	George Turnbull (NSW)
1984	Francis John Henry (NSW)
1986	Leon Leis (QLD)
1999	Kevin N. Burrowes OAM (SA)
1999	Barry J. Stanton OAM (SA)
2004	Ann Price (SA)
2004	Raymond M Martin OAM (SA)
2004	John Kew (SA)
2011	Lesley Bartlett (SA)
2011	Theresa Leopold (SA)
2011	Patricia Quick (SA)
2011	Faye Trevor (SA)
2012	Alan B. Swinton OAM QPM (TAS)

#### Vice President

1981	Robert Stinson (QLD)
1988	Neville Bayfield OAM (NSW)
1994	Heather MacGowan OAM (WA)
1997	The Hon. Terence Higgins AO QC (ACT)
2003	Dr Shayne Baker OAM (QLD)

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Royal Life Saving Society – Australia would like to thank the following organisations for their continued support.

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## FOR MORE INFORMATION

Royal Life Saving Society - Australia

Phone 02 8217 3111

E-mail [info@rlssa.org.au](mailto:info@rlssa.org.au)

Visit [www.royallifesaving.com.au](http://www.royallifesaving.com.au)

## CONTACT ROYAL LIFE SAVING IN YOUR STATE OR TERRITORY:

ACT Phone 02 6260 5800  
E-mail [act@rlssa.org.au](mailto:act@rlssa.org.au)

NSW Phone 02 9634 3700  
E-mail [nsw@royalnsw.com.au](mailto:nsw@royalnsw.com.au)

NT Phone 08 8927 0400  
E-mail [nt@rlssa.org.au](mailto:nt@rlssa.org.au)

QLD Phone 07 3823 2823  
E-mail [admin@rlssq.com.au](mailto:admin@rlssq.com.au)

SA Phone 08 8210 4500  
E-mail [training@royallifesavingsa.com.au](mailto:training@royallifesavingsa.com.au)

TAS Phone 03 6243 7558  
E-mail [tas@rlssa.org.au](mailto:tas@rlssa.org.au)

VIC Phone 03 9676 6900  
E-mail [mail@lifesavingvictoria.com.au](mailto:mail@lifesavingvictoria.com.au)

WA Phone 08 9383 8200  
E-mail [info@rlsswa.com.au](mailto:info@rlsswa.com.au)

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