

ANNUAL REPORT 2008



Royal Life Saving
THE ROYAL LIFE SAVING SOCIETY AUSTRALIA

CONTENTS



2008

Year in Review	2
Presidents Report	4
Executive Director's Report	5
Lifesaving Bravery Awards	6
Community Health	8
Swim and Survive	10
Drowning Report	12
Education and Training	14
Community Lifesaving	16
Safety Services	18
Customer Contact Centres	20
Our Organisation	22
Our Partners	24

YEAR IN REVIEW



The Royal Life Saving Society is the leading water safety, swimming and lifesaving education organisation in Australia, which has been serving the Western Australian community for almost 100 years.

We believe that everyone can be a lifesaver and are dedicated to turning everyday people into everyday lifesavers through:

- Education and training
- Health promotion and research
- Safety risk management
- Sport and participation
- Advocacy

The Royal Life Saving Society aims to prevent the loss of life and to promote safe participation in aquatic pursuits.

Swim and Survive

- 82 Endorsed swim schools registered
- 12,078 people participated in Infant Aquatics classes
- 94,372 children received Swim and Survive accreditation
- 10,806 participants completed Bronze Rescue awards

Training and Education

- 23,453 people completed resuscitation training
- 650 training courses were run in regional and remote areas
- \$25,000 invested into providing training in regional and remote areas

Safety Services

- Safety risk assessments were completed at 113 locations (public, hotel and strata pools and inland waterways)

- 6,646 home pool inspections were completed and certified to be compliant
- Event safety staff were provided at 143 events with an estimated 75,000 patrons

Call Centres

- 35,000 people supported the Keep Watch program through donations
- AMI Marketing Excellence Award winner for Corporate Social responsibility
- 100 staff completed or are currently completed Cert III in telecommunications

Community Health

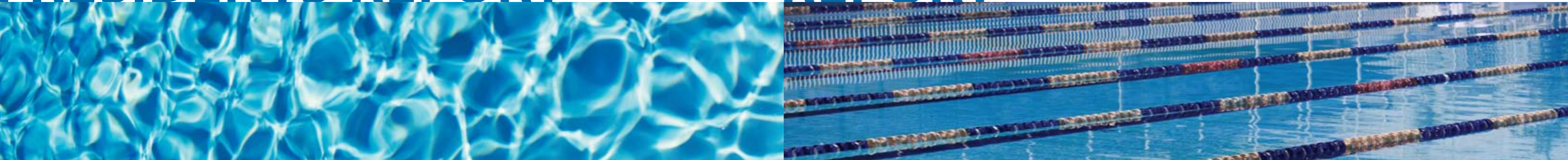
- 2 regional child safety forums held in South West and Pilbara regions
- 2 new remote swimming pool facilities opened in Warmun and Bidyadanga
- 112 children in remote communities completed Swim and Survive lessons

Community Lifesaving

- 704 people competed in the Brookfield Multiplex Avon Descent in ideal conditions
- Fremantle Leisure Centre was crowned the winners of the 2007 Lifeguard Challenge
- First emergency simulation was completed at the Bayswater Waves Aquatic Centre

PRESIDENTS REPORT

EXECUTIVE DIRECTORS REPORT



Once again it is with pride and honour as President; I present to you the 2007/2008 Annual Report of the Royal Life Saving Society of Western Australia.

The past year has been one of consolidation of the core purposes of the Society and as a result of this, we have been honoured with a number of awards and recognition for our programmes and activities acknowledging the achievements and impacts our initiatives and messages are having across a broad sector of the community from rural and remote communities to corporate affiliations.

This humbling recognition provides an ideal platform for the forthcoming year, 2009 the centenary year for the Royal Lifesaving Society of Western Australia, to promote and celebrate the organisation's service to the community.

It is important to acknowledge the individuals who have contributed to the success of the Royal Life Saving Society WA branch. These include Colin Hassell and Greg McLennan for their contribution to the aquatics and recreation industry; as well as those who are committed to supporting local communities through programs such as the Remote Swimming Pools Project, Watch Around Water and the Brookfield Multiplex Avon Descent.

One of the highlights for 2007 has been the success of the two call centres in the Warren Blackwood region established in 2002 to create employment in towns affected by the Regional Forest Agreement and resultant loss of jobs from the timber industry.

These call centres, have delivered significant results for the organisation and its charity partners including; over \$1.1 million operating cost saving which has been re-invested into charity based community services; acquisition of over 300,000 new supporters; and delivery of community service messages to over 10 million households and business across Australia. The WBCC project has created over 430,000 hours of employment and initiated an economic benefit of over \$24 million into the Warren Blackwood community.

I look forward to building on these successes in the forthcoming year and reflecting, acknowledging and celebrating what has been a century of significant community benefits delivered over these 100 years by many individuals epitomised by the current committed professional staff led by an outstanding Executive Director, Board Members, volunteers and industry partners, RLSSWA are privileged to have the support of and whom I would like to recognise and congratulate.

Ross Peters
President

The 2007/2008 year was a challenging and exciting one for the Royal Life Saving Society WA Branch which saw the expansion of a number of initiatives and a range of emerging issues to be addressed in the coming years.

The Everyone Can Be a Lifesaver message again underpinned much of the work undertaken by the Society over the past 12 months with many programs expanding to include a greater focus on regional and remote areas of Western Australia.

Through funding received from the Department of Health, and the Department of Housing and Works and sponsorship through BHP Billiton we have been able to expand the scope of projects such as Keep Watch and Swim and Survive to include a greater focus on regional areas, particularly the development of culturally appropriate resources for Indigenous communities. This is a great start, however with increasing drowning deaths being recorded in regional Western Australia, there are many challenges for us to overcome during the next decade.

In closing for the year, I would like to thank and acknowledge Ross Peters (President) and the Board of Directors and my executive staff, Ian Brown, Greg Tate and Peter Leaversuch for their continued hard work and support.

I would also like to thank the Lifesaving Business Unit Managers, Elin Sirr, Lauren Nimmo, Robert Munce, Trent Hotchkin and Hugh Singe and all of their staff for their dedication and commitment to the organisation and drowning prevention in Western Australia. Finally, I would like to thank all the staff at our 'Hello' call centres in the South West.

Thank you everyone for a productive year and I look forward to further achievements in 2009 – our centenary year.

Alex McKenzie
Executive Director

WESTERN POWER BRAVERY AWARDS



In 2007, 12 individuals were honoured for their acts of bravery at the annual Royal Life Saving Western Power Bravery Awards. These awards recognize the achievements of individuals who have utilized their lifesaving skills to make a difference to others.

"The recognition of these individuals sends the strongest possible message to the Western Australian public in terms of the importance of gaining an education in lifesaving. The number one objective of the Society is to ensure that all West Australians invest their time to learn rescue, resuscitation and first aid skills. Everyone can be a lifesaver."

Alex McKenzie, Executive Director – Royal Life Saving

Awardees – Cade Eglington and Ruben James

Cade and Ruben were recognised for taking the initiative to provide first aid and send for help at the first opportunity for a man who had collapsed in Doubleview. Both boys are Royal Life Saving Bronze Medallion holders and used their skills from their qualification to assist the man.

Awardee – Chloe Devenny

Chloe was recognised for demonstrating courage and quick thinking to pull her unconscious sister out of a spa and begin resuscitation as she had seen on television. Through Chloe's immediate actions, Molly has been able to make a full recovery.

Awardee – Gavin Ebbs

Gavin was recognised for demonstration of an act of resuscitation on an unconscious individual in March 2005. With the assistance of a passing driver, Gavin Ebbs provided CPR to a man who had collapsed on the ground. Paramedics congratulated both Gavin and the passing driver on their efforts.

Awardee – Ella Catanach

Ella was recognised for demonstrating outstanding judgement to initiate a well planned rescue of a teenage boy caught in a rip using the skills learned in her Bronze Medallion training. Despite failed attempts by others to help him, Ella's actions were instinctive and her skills and knowledge assisted in the safe and effective rescue.

Awardees – Bruce Williams, Peter Kilsby and Phil Parry

Bruce, Peter and Phil were recognised for applying first aid and showing outstanding judgment when assisting two people trapped inside an overturned road train outside of Eneabba. Bruce, Peter & Phil went beyond the call of duty to secure the scene and assist the injured passengers.

Awardees – Sean Badani and Ryan Day

Sean and Ryan were recognised for the successful resuscitation of a patient, who suffered a heart attack during swimming. Sean and Ryan were both employed at the Bayswater Waves Aquatic Centre and took control of the situation immediately and performed CPR on the patient. Both Sean and Ryan utilised their skills and industry training to play a significant role in the successful recovery of the patient.

Awardee – James Buchanan

James was recognised for demonstrating outstanding judgement throughout a difficult ordeal in which he was forced off a sinking boat approximately nine kilometres from the coast. The boat which the group were fishing on was overturned and the group stayed with the boat until it sank. James and the group were in the water for approximately fifteen hours and were exposed to three metre swells. James remained positive and led the team while they were in the water. James' judgement and actions were outstanding and he displayed exceptional composure.

Awardee – Mike Latsky

Mike was recognised for his exceptional judgement and advanced level of skills in executing a swift and effective rescue of three swimmers caught in a strong rip current. All three swimmers fully recovered from the ordeal.

COMMUNITY HEALTH



Community Health investigates drowning deaths and provides water safety education programs. Water safety education is a critical part of the collective task of reducing the burden of drowning deaths within Western Australia. This equips the community with the necessary information to assist them in becoming community lifesavers.



Keep Watch - Toddler Drowning Prevention

Drowning death remains one of the leading causes of unintentional death amongst children under five years of age. Keep Watch is the longest running drowning prevention campaign run by the Royal Life Saving Society. Over the past ten years we have seen great expansion of the program which has resulted in significant decreases in toddler drowning deaths in Western Australia.

Over the past year we have seen a greater focus on providing water safety and drowning prevention information to parents of young children throughout regional and remote areas of Western Australia. In partnership with Kidsafe WA and the Farmsafe WA Alliance, Royal Life Saving conducted child safety forums that focus on safety at home, on the road, around water, on farms and during play to residents in the Pilbara and South West regions in 2007/2008.

As the partnership strengthens, we have also begun addressing the relevance of our mainstream resources for rural and remote parents. Through a collaborative approach, we have been working towards developing a comprehensive set of resources that are culturally specific for Indigenous populations.

Watch Around Water

This year saw the expansion of the Watch Around Water program both at a state and national level with over 100 accredited centres Australia wide, including centres in South Australia, Victoria, Queensland and the Northern Territory. This is a fantastic achievement and shows the enormous support and commitment of the Western Australian aquatics industry towards safety.

The new slogan 'It's your job too' was developed in consultation with our creative team at 303 Advertising to again highlight the importance of the parent's role in supervision of young children. The new resources will be distributed ready for the upcoming summer season.



The relationship with the Leisure Institute of WA Aquatics (Inc) has been integral to the success of the Watch Around Water program and the partnership has been replicated within other states around Australia to facilitate the implementation of the program.

Plans to further improve and expand the program based on industry feedback are well underway for the 2008/2009 season.

Don't Drink and Drown

The Don't Drink and Drown campaign continued to educate young people on the risks and dangers associated with the consumption of alcohol and participation in aquatic activity. Sponsorship from BHP Billiton and the Department of Health enabled the expansion of the program to include a greater focus on regional and remote areas of Western Australia.

One of the projects highlights has been the work of our volunteers in promoting the Don't Drink and Drown message to students during Leavers 2007 as part of the state-wide support service strategy. Volunteers attended celebrations in Dunsborough and Rottnest Island to provide information on alcohol and water safety and to coordinate daytime activities. This was our third year of involvement and continues to be an effective and successful strategy to interact with young people.

There are many challenges that still face us in regards to alcohol and water safety in Western Australia. With increasing drowning deaths amongst the 30-59 year age group, messages and information need to be adapted to be relevant to this emerging priority group.

Remote Aboriginal Swimming Pools

Royal Life Saving has managed swimming pool facilities in the remote communities of Burringurrah, Yandeyarra and Jigalong for the past seven years. Two new swimming pool facilities were opened this year in the remote communities of Warmun and Bidyadanga.

During 2007/2008 over 24,002 visits were recorded at the facilities with 112 participants in the annual swimming and lifesaving carnivals held in the communities. In addition, 145 Swim and Survive certificates were issued and four people obtained their Bronze Medallion qualification.

The work of the remote pool managers was recognised by receiving a Community Industry Award as the winners of the Business and Community Partnerships category which further highlights the excellent work being undertaken through this project.



Over 24,002 visits were recorded at the remote Aboriginal Swimming pools in 2007/2008 and 145 Swim and Survive certificates issued.

Due to the continued success, there are already plans to further expand the program and construct pools in additional remote communities.

As the partnership strengthens, the associated organisations are now working towards developing a comprehensive set of resources that encompass key relevant areas of child injury prevention, which are appropriate for Indigenous populations.

SWIM AND SURVIVE



The Swim and Survive Lifesaving Unit strives to develop swimming and lifesaving programs that include Infant Aquatics, Swim and Survive and Bronze Rescue. Through partnerships with endorsed swim schools and junior lifeguard clubs, we aim to increase the number of people who participate in these programs.

Western Australians spend much of their time swimming in pools, lakes and rivers, fishing, boating, canoeing and diving. For over 100 years Royal Life Saving has been endeavouring to understand how people participate safely.

Infant Aquatics

This year the Infant Aquatics program has continued to be refined to meet community needs and expectations. The program has developed a complete suite of resources over recent years that now includes participant certificates, promotional brochure, poster and an instructor guide.

Royal Life Saving is pleased to report 12,078 young children and their parents participated in Infant Aquatics this year.

Swim and Survive

The Swim and Survive program philosophy is that anyone interested in aquatic based activity in Western Australia should first master a range of swimming and water safety skills. The aim of the program is to ensure that children participating in the program are not only taught 'how' to swim but also 'when and where' to do so safely.

This year Royal Life Saving continued to develop the Swim and Survive program by reviewing its program support resources. This resulted in the production of new Swim and Survive posters containing the 'its amazing where learning to swim can take you' slogan. 120 posters were distributed to Royal Life Saving Endorsed Swim Schools throughout the state this year. This year also saw the new Swim and Survive presentation folders produced that are used as a Swim School administrative tool for promotional activities as well as a great instructor resource.

Royal Life Saving is pleased to report 94, 372 young children received a Swim and Survive accreditation this year.

Bronze Rescue

Royal Life Saving is best known for its Bronze Medallion. The Bronze Rescue program, incorporating the Bronze Medallion, builds knowledge and skills in rescue, personal survival and emergency care. These are skills highly regarded in the community however the ability to be a lifesaver is not only the benefit of Bronze Rescue. It also instils within the participants, the values of leadership, communication and decision making.

Royal Life Saving is pleased to report 10,806 participants became a lifesaver and completed a Bronze Rescue award this year.

At Risk Communities

Increases in the proportion of drowning among Aboriginal and Culturally and Linguistically Diverse (CaLD) groups have been a disturbing trend for some years. As a community we can not assume that everyone learns swimming and water safety as a child.

Royal Life Saving is pleased to report it provided 16 specific community-group programs to at risk groups and regions this year. These regions included;

- Joondalup
- Newman
- Port Hedland
- Swan
- Esperance
- Jigalong
- Yandeyarra
- Burringurrah
- Fremantle
- Madeley
- Wembley
- Mirrabooka

Royal Life Saving has continued to lead the way in addressing the swimming and water safety needs of these 'at risk' communities. For example, underpinning Indigenous access to swimming and water safety education has seen the establishment of Endorsed Swim Schools in the following areas;

- Broome
- Burringurrah
- Dalwallinu
- Derby
- Geraldton
- Goldfields
- Jigalong
- Karratha
- Kununurra
- Kwinana
- Leonora
- Midvale
- Moora
- Newman
- Southern Cross
- Tom Price
- Wickham
- Yandeyarra

Endorsed Swim Schools

Royal Life Saving has established a network of Endorsed Swim Schools by working in close contact with local government, community and private sector groups to develop a collaborative approach to the delivery of swimming and water safety education.

This year Royal Life Saving expanded its network of Endorsed Swim Schools to 82 throughout Western Australia.

This year Royal Life Saving expanded its network of Endorsed Swim Schools to 82. Importantly we were able to increase our scope and diversity of providers by establishing a network of schools with pools and lifesaving clubs that are also delivering swimming and water safety to the community. The network of providers is illustrated in the table below;

Provider	Number	Programs
Endorsed Swim School	82	Infant Aquatics, Swim and Survive, Bronze Rescue
School with Pool	8	Infant Aquatics, Swim and Survive, Bronze Rescue
Lifesaving Club	3	Swim and Survive, Bronze Rescue
Junior Lifeguard Club	24	Swim and Survive, Bronze Rescue

Increasing rural and regional access to swimming and water safety education has also been a key objective for Royal Life Saving this year. Of the 82 Endorsed Swim Schools, 41 are located in rural and regional areas.

DROWNING REPORT



Between 1st January and 31st December 2007, a total of 48 drowning deaths were recorded in Western Australia. Each year Royal Life Saving in conjunction with the Western Australian Coroner's Office and the Western Australian Police Service collect the data to compile the WA Drowning Report to assist in developing strategies to reduce drowning deaths in this State.

37 people drowned in Western Australia in 2007

- 73% were male
- 59.5% occurred in regional areas
- 38% were aged 30-59 years
- 46% occurred at coastal locations
- 30% occurred at inland waterway locations
- 13.5% involved persons from CaLD groups

Priority At Risk Groups

- Males
- Regional and remote areas
- Alcohol consumption
- Tourists and CaLD Groups

Infants and Toddlers (0-5 years)

- 5 children under five years of age drowned in 2007 (13.5% of total drowning deaths)
- 60% were males
- 60% occurred in metropolitan areas
- 80% occurred at locations in and around the home
- Common contributing factors – lack of supervision, non-compliant barriers to water locations and reliance on older siblings to provide supervision

Recommendations

- *Education for parents and carers on toddler drowning prevention should be continued with a focus on the range of water hazards in and around the home and what constitutes adequate supervision*
- *Water safety and drowning prevention information and training should continue to be provided to child health nurses and other child health professionals to ensure they have access to up-to-date information and resources*
- *Given the increasing number of drowning deaths of children under 2 years, additional education avenues should be developed, such as greater involvement with antenatal classes and early years groups*

Children (6-14 years)

- 2 children aged 6-14 years drowned in 2007 (5% of total drowning deaths)
- Both occurred in regional areas
- Contributing factors – lack of appropriate supervision

Recommendations

- *Continue to encourage children to undertake Swim and Survive, to equip them with the necessary swimming and lifesaving skills and water safety knowledge to reduce their risk of drowning*
- *Ensure that programs and water safety information is available in regional areas of Western Australia*
- *Work together with schools to provide children with essential water safety information and lifesaving skills to prevent drowning death amongst this age group. Information should cover a range of coastal and inland waterway locations – what are the risks and how to avoid them*
- *Develop strategies to educate parents and carers of children aged 6-14 years of the importance of maintaining appropriate supervision (both audible and visual) at all times when in and around the water*

Young Adults (15-29 years)

- 5 young adults aged 15-29 years drowned in 2007 (38% of total drowning deaths)
- All were males
- 60% were tourists
- 80% occurred in regional and remote areas
- 60% occurred at coastal locations
- 60% were recreating around water locations at the time of the incident
- Contributing factors – alcohol and poor swimming ability

Recommendations

- *Information and education targeted at young adults focusing on the risks and dangers associated with the consumption of alcohol in and around water locations should be continued, particularly in regional areas of the state*
- *Information and resources that are relevant to tourists, particularly for those persons from culturally and linguistically diverse backgrounds should be developed and disseminated*

Adults (30-59 years)

- 14 adults aged 30-59 years drowned in 2007 (38% of total drowning deaths)
- 71% were male
- 64% occurred in regional areas
- 36% were swimming at the time of the incident
- 43% occurred at coastal locations
- 50% were contributed to by alcohol

Recommendations

- *Current alcohol and water safety messages need to be expanded to include relevant information for adults aged 30-59 years, particularly in regional areas with a focus on swimming, fishing and boating*
- *Strategies need to be developed to raise awareness amongst persons in the 30-59 year age group with pre-existing medical conditions and of the importance of having someone nearby when participating in recreation in and around the water*
- *All adults undertake first aid/resuscitation or lifesaving training to ensure they have the skills and knowledge to assist someone in an emergency situation*

Older Adults (60+ years)

- 11 adults aged over 60 years drowned in 2007 (30% of total drowning deaths)
- 73% were males
- 54.5% occurred in metropolitan areas
- 64% occurred at coastal locations
- 36% involved boating and 27% involved fishing
- 54.5% were contributed to by pre-existing medical conditions

Recommendations

- *It is recommended that further research be conducted regarding drowning deaths in this age group to gather more detailed information and assist in addressing drowning issues amongst older adults in Western Australia*
- *All adults aged 60 years and over should undertake first aid/resuscitation or lifesaving training to ensure they have the skills and knowledge required to assist someone in an emergency situation*
- *Older adults (especially those with medical conditions) should always participate with others to reduce the risk of drowning death and injury*

EDUCATION AND TRAINING



The role of the Training & Education Department at Royal Life Saving is to offer a range of training initiatives for people both within and outside of the recreation industry. Royal Life Saving offer a variety of swimming, first aid, instruction and workplace training courses for people who want to learn new skills, gain employment and further their careers in Sport and Recreation.

The year 2007/2008 has seen a number of changes to the Education and Training department at Royal Life Saving. There has been a significant increase in the number of people trained in resuscitation which has risen from 20,082 in the year 2006/2007 to 23,453 for the year 2007/2008. With this increase in qualified individuals has come a safer community across Western Australia.

There is a growing focus on the importance of delivering training to regional areas with Royal Life Saving delivering more than 650 regional courses in 2007/2008. Last year, Royal Life Saving invested \$25,000 into the provision of remote and regional training to ensure that these rural locations can access affordable training on a regular basis.

Having basic skills and knowledge in first aid and resuscitation can give a person great confidence in an emergency situation. More importantly, if these skills are regularly refreshed they will be remembered for a lifetime. Knowing when your lifesaving skills may be required is unpredictable, so it is reassuring to have the necessary skills and confidence should an incident occur.

The training and education department delivers a variety of programs to cater for the aquatic and recreation industry and also for the community as a whole. Some of our courses are outlined below:

- Bronze Medallion
- First Aid
- Swimming Instructor
- Pool Lifeguard
- Certificate IV in Assessment & Workplace Training
- Pool Operations
- Employment Based Training

The Bronze Medallion represents the core values of Royal Life Saving in that it provides individuals with the skills and knowledge to react in a variety of emergency situations. It is an exciting award with the holder recognised as having gained the minimum standard of a qualified lifesaver.

Royal Life Saving offer a broad range of First Aid training courses to a variety of clientele. The development of the Common User Agreement for State Government has opened up another avenue for development for First Aid. We are now a preferred supplier of First Aid to the majority of State Government Departments offering Basic First Aid and Advanced First Aid courses. In addition to the State Government we also have a major presence amongst the universities providing First Aid training to students studying Nursing, Physiotherapy, Communication Science, Medical Imaging and Occupational Therapy. This tied in with our already growing number of clients from within the aquatic industry is paving the way for success and offers huge future potential.

The Swimming Instructor course continues to be held in conjunction with AUSTSWIM and all new instructors are registered on the AUSTSWIM database. With the current emphasis on teaching children to swim from a young age, this course has become increasingly popular and enrolment numbers were at a high for 2007/2008. However, there still remains a shortage of swimming instructors to cater for the demand of the Perth Metropolitan area. The focus of Royal Life Saving has been to address this demand by encouraging enrolments through Expos and strategic marketing campaigns.

The Certificate IV in Assessment and Workplace Training has become a core delivery product for Royal Life Saving. Industries within Western Australia recognise Royal Life Saving as a quality provider of this important workplace qualification and demand for this course increased dramatically in 2007/2008.

The delivery of Aquatic Centre Operations training continues to assist the aquatic industry in accessing quality training and assessment services in a variety of locations. Royal Life Saving Society are in a long standing relationship with Central TAFE and Leisure Institute of WA Aquatics (Inc) that provides significant training opportunities for a variety of industry participants. With the review of the Department of Health Code of Practice relating to Aquatic Facilities there has been an increase in demand for Pool Operations training in all Group Hotel and Strata 2, 3 & 4 facilities. Royal Life Saving are now looking to take these courses to regional and remote areas of Western Australia.

Over the past 8 years Royal Life Saving has been providing the opportunity for students to enrol into Vocational Education and Training courses. As a result of completion of the course a student receives a nationally recognised qualification in the area of Sport and Community Recreation. The Training and Education unit has worked hard to develop partnerships with industry to provide training and qualifications in-line with industry requirements. With changes in current legislation there has been an increase in school based trainees for Certificate II in Sport and Recreation in the 2007/2008 period.

COMMUNITY LIFESAVING



Royal Life Saving's event management service has developed and successfully coordinated numerous aquatic events. A large proportion of the Western Australian community has participated in events managed by Royal Life Saving throughout the past 12 months.

The Royal Life Saving Society is able to provide safe opportunities for people to participate in aquatic activities through the management of aquatic events. It also provides an avenue to create awareness of a number of issues relating to water safety.

Royal Life Saving Society successfully promotes the Don't Drink and Drown message at all of the events it manages. This message reinforces safety in aquatic environments as a priority for all members of the Western Australian community.

2007 Multiplex Classic Paddle

The Multiplex Classic Paddle provides a safe and enjoyable aquatic event before the lead up to summer. The race is held in October and therefore provides an ideal opportunity to promote aquatic safety ready for the warmer months. Proving to be ever popular, the race had high entry levels in both the 12km and 4km races. The Novice Challenge grew in popularity exposing greater numbers of children to safe aquatic sports.

Royal Life Saving wishes to acknowledge the support of the sponsors of the event in Multiplex, LandCorp's Champion Lakes Development, Channel Seven, Spirit Paddles Sports, The Left Bank Bar and Café, Gage Roads and The Waterboys.

2007 Multiplex Avon Descent

The Royal Life Saving Society has once again managed the Multiplex Avon Descent and it was a very successful year. The World's Greatest White Water Event celebrated 35 years with the highest rainfall in almost a decade. The race had 704 competitors challenge the Avon River in ideal conditions.

Water levels in 2006 were the lowest ever experienced so entry numbers overall were lower in 2007. The teams challenge entry levels however defied this trend to benefit from another sharp increase in numbers. This aspect of the race has been one of the greater successes of the event in recent years. It has opened the event up to a larger number of people who would otherwise not have been able to participate.

A new website was created for the event and provided a much more contemporary feel with up to date information. This became an information hub for competitors and spectators alike. South African competitors swept the paddling categories to continue the international run of dominance in recent years and maintain a continued international expansion for the event.

2007 Pool Lifeguard Challenge

In November 2007 lifeguard teams from across Western Australia participated in the Lifeguard Challenge at Royal Life Saving.

The competition tested the skills of lifeguards from aquatic centres in Western Australia. Following numerous competitions and a gruelling emergency scenario, the Fremantle Leisure Centre team was crowned the winners of the 2007 challenge.

Thanks must be extended to the Western Australian Local Government Association and Leisure Institute of WA Aquatics (Inc) for their support of the event.

Emergency Simulation

This exciting new concept is the simulation of a large, complex emergency situation in aquatic centres. A pilot run of this concept was conducted during May at Bayswater Waves Aquatic Centre. The centre's staff were tested with a series of a realistic emergency scenarios which required evacuation of the centre and the attendance of emergency services.

This service allows aquatic centres to test their staff and emergency response capabilities to ensure the highest level of preparedness. Facilities can utilise this service to provide adequate training and investment of resources to maintain best practice.

With Royal Life Saving's capacity as an experienced event manager, this concept will be developed further to bring greater benefit to the recreation industry in Western Australia.

2008 RLSSWA STATE POOL LIFESAVING TEAM

The Royal Life Saving Society WA State Pool Lifesaving Team headed to Canberra in January to compete in the 2008 Australian Pool Lifesaving Championships.

A team of 14 highly enthusiastic competitors from each category U16, U19, Open and Over 30 were selected. These competitors were able to put their lifesaving skills and abilities to the test against the other states.

The team once again had some great performances with Chris Timms, Jessica Brown and James Cohen being selected in the Australian team.

RLSS State Team Members 2008

Manager:	Steve Cohen	Under 19 Females	Jess Walker
Coach:	Nicole Tolev		Jacqui Doran
Assistant Coach		Open Males	Chris Timms
/CPR Coach:	Rebecca Cohen		Simon Huitenga
Under 16 Males	Tom Spragg	Open Females	Jess Brown
	Zak Walker		Sandra Doran
Under 16 Females	Olivia Ruhen	Over 30 Male	Andrew Walker
	Jessica Hay		
Under 19 Males	James Cohen	Over 30 Female	Linda Walker
	Josh Walker		

SAFETY SERVICES



Safety Services works across a number of areas including development and distribution of Pool Safety Guidelines, provision of the Pool Safety website, Risk Management Services, home pool inspection services, collation and analysis of injury research data and event safety services.

Pool Safety Guidelines

The 'Pool Safety Guidelines' is the leading publication on safety and risk control in aquatic facilities and consists of over 80 individual guidelines covering areas including administration, emergency care, pool plant and equipment, hazardous substances, facility design and supervision.

Whilst originally developed as representative of 'Industry Best Practice' many guidelines have now been integrated into State legislation via the Department of Health Code of Practice.

www.poolsafety.com.au

www.poolsafety.com.au is an interactive website that provides the following benefits to the aquatic industry:

- Instant access of Pool Safety Guidelines
- A centralised location for industry specific news and general interest articles.
- A database of registered users for communications
- An opportunity for organisations to have input into the development and review of Guidelines through online surveys and feedback opportunities.
- A searchable site for general public access

In 2007/2008, 84 users registered to access the Pool Safety Guidelines and 49,656 unique visits were made to www.poolsafety.com.au.

Risk Management Services

Safety Services provides risk management assessments to operators of both private and public swimming venues. By assessing the compliance of centres against legislative requirements and best practice guidelines, Safety Services is able to provide a measure of controllable risk within these venues and provide the operators an independent perspective of existing practices.

In 2007/2008 a safety assessment was conducted and an improvement plan developed for:

- 28 public swimming pools.
- 62 hotel, health club, strata complexes and swim school pools.
- 23 inland waterways

Royal Life Saving acknowledges the support of the Local Government Insurance Service who funded the assessment of public pools.

Home Pool Inspection Services

As a mechanism for ensuring barrier compliance and providing pool and spa owners with literature on the Keep Watch safety messages, Safety Services provides barrier inspection services to several Local Government Authorities throughout the State.

Community education of the need for barriers around home pools and spas is integral to the Society's aim of eliminating toddler drowning. Every pool or spa owner can play their part in reducing toddler drowning simply by ensuring that the barrier that surrounds their pool or spa is secure.

In 2007/2008 6,646 home pool and spas were certified as compliant by Safety Services.

Aquatic Injury Surveillance Project – Injury Research Data

For the last seven years Royal Life Saving has taken a leadership role in the analysis of injury and establishment of safety benchmarks. Injury data is collected from aquatic centres and analysed to highlight industry trends. The results assist in the continual improvement of safety measures at aquatic facilities.

Event Safety Services

Event Safety Services provide qualified First Aid and Water Safety Officers at a variety of events. In 2007/2008, Event Safety Services were provided at a total of 143 events with an estimated 725,000 patrons.

CUSTOMER CONTACT CENTRES



Established in 2002 the Warren Blackwood region call centres have been a Royal Life Saving success story. The success of the two call centres in the region has been highlighted by the creation of employment in towns affected by the Regional Forest Agreement and resultant loss of jobs from the timber industry.

Over 35,000 West Australian's supported the Keep Watch fundraising lottery.

This year three fundraising lotteries were conducted. The community's response was pleasing with over 35,000 West Australian's pledging to support the Keep Watch water safety and awareness program. Support was not only gained through our telemarketing team at the customer contact centres, over 1,000 Western Australian businesses assisted by placing a raffle book on their front counter to allow customers to purchase a lottery ticket. In addition, we have implemented a direct mail program which has resulted in the acquisition of many new supporters.

Royal Life Saving directly manages its customer contact centres which are based in the Warren Blackwood Region in the towns of Manjimup and Bridgetown. This is an important strategy in maintaining public confidence and ensuring that the raffle proceeds reach the intended cause.

In 2008, Royal Life Saving expanded its service by in-sourcing the management of the data and information technology, transaction processing and systems operations. This has delivered significant operational efficiencies through streamlined processes and procedures. It has also allowed Royal Life Saving to build stronger relationships with its charity partners.

The Australian Marketing Institute (AMI) is the national association for professional marketing. Each year the AMI recognises marketing achievements through their annual AMI Awards for Marketing Excellence. In 2008, the Royal Life Saving Society WA was nominated for two AMI category awards including, Corporate Social Responsibility, and Social Marketing. An AMI Marketing Excellence Award is the pinnacle of recognition in the marketing industry. Nominees are judged by some of Australia's leading marketing academics and industry professionals.

At the AMI State Awards, Royal Life Saving WA were recognised as the WA state winners of Marketing Excellence in both the "Corporate Social Responsibility" and "Social Marketing" categories for the "Warren Blackwood Call Centre" project.

The call centres also provided services to our partner charities through the delivery and management of their fundraising campaigns. Our charity partners include:

- Children's Leukaemia and Cancer Research Foundation
- SIDS & Kids WA, QLD & NSW

- Diabetes WA
- Asthma Foundation of WA
- Surf Life Saving WA & NSW
- National Heart Foundation.

The call centres services also include in-bound and market research services. Not only does this improve efficiency it also provides a broader scope of opportunities for our staff in customer contact handling. We provided in-bound services for;

- Department of Housing and Works.
- Fire and Emergency Services Authority of Western Australia
- Rottnest Island Authority
- Department of Consumer & Employment Protection.

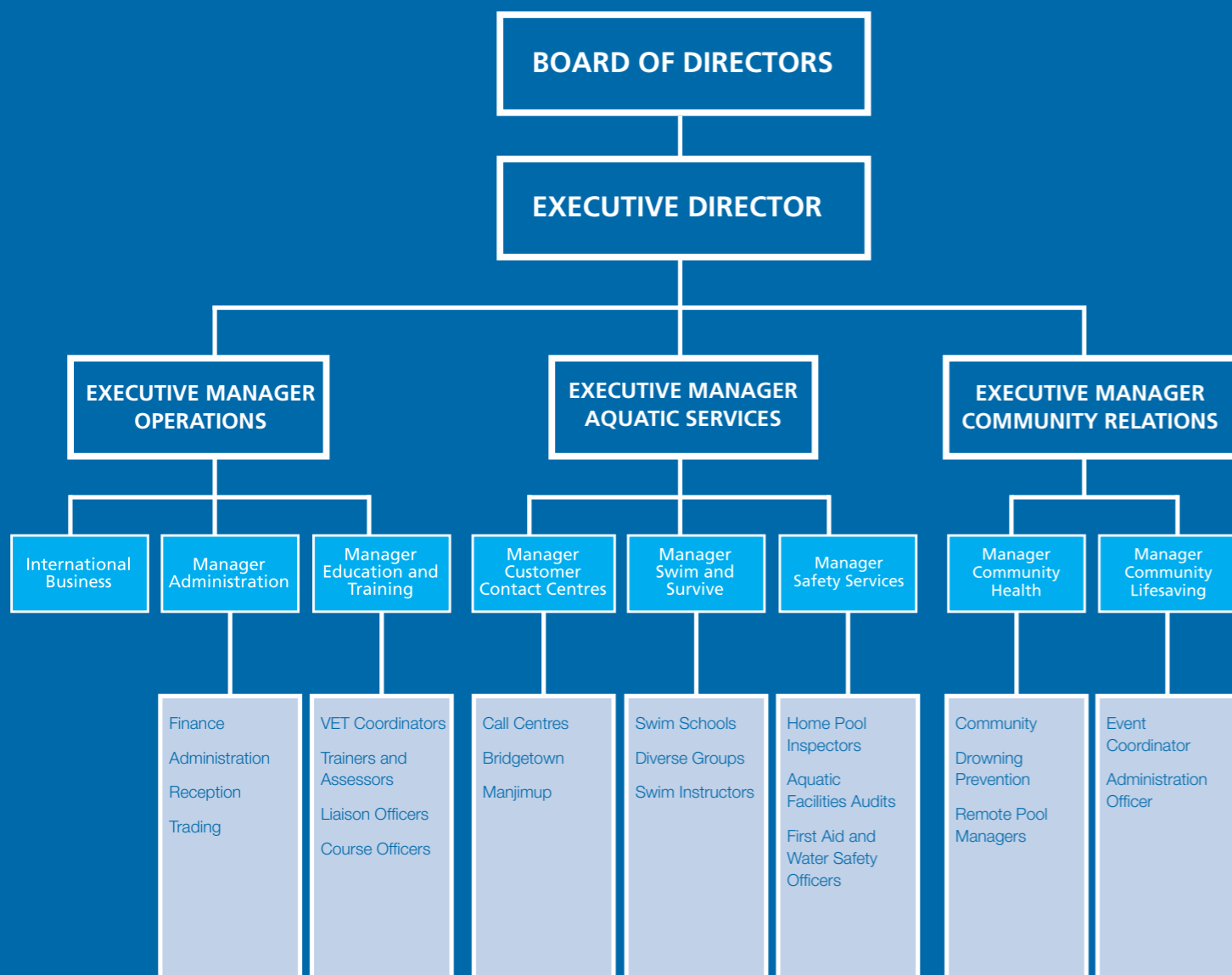
And Market Research Services for;

- Royal Life Saving – Open Water, Don't Drink and Drown, Keep Watch
- RAC – Community Safety Week
- West Australian Aids Council – Safe Sex No Regrets
- HIMA – Industrial Processing
- A Balanced View (ABV) Leisure Consultancy Services – Collation of community feedback in relation to the Claremont & Geraldton Recreation Centre feasibility studies.

This year we continued our commitment to staff learning and skill development.

To date over 100 of our customer contact staff have either completed or are currently completing the Certificate III in Tele-communications.

OUR ORGANISATION



Honorary Solicitors

Malcolm McCusker QC
Martin Bennett
Brian Sierakowski

Lyn Prummel
Heather Preston
Sally Bain

Board of Directors

President
Executive Director
Director of Finance
Board Members

Ross Peters
Alex McKenzie
Audrey Cahill
Colin Hassell
Jeff Fondacaro
Michael McDermott
David Cummins
Gill Murrish
Rebecca Cohen
Nicole Tolev
Tom Ballantyne
Carly Bawden
Trent Hotchkin
Hugh Singe
Jeff Fondacaro
Gill Murrish
Sallie Watson
Tom Ballantyne
Lorraine Butler

First Aid Consultants

Nigel Fisher
Charlie Yates
Eleanor Lee
Holly Leach

Training Officer Training Field Officers

Damien Harvey
Tracy Boxall
Tania Woodley

Sport Committee

Traineeship Field Officers

Jodie Strong
Kendall Ball
Debbie Allbury

Awards Committee

Courses Coordinator

Heather Foisey
Kate Smith
Candi Costello

Group Booking Coordinator

Emma Thomson
Jocelyn Moses
Sarah Parsons

Courses Coordinators

Tennille Hobbs
Michaela Moscou
Supatma Roberts

Licensee/Membership Officer

Administration Assistant Manikin Maintenance

Staff Members

Executive Director

Alex McKenzie

Swim and Survive

Swim and Survive Manager
Swim and Survive Coordinators
Swim and Survive Project Officer
Drowning Prevention Coordinator

Trent Hotchkin
Carly Bawden
Mia Zic
Kylie Symons

Executive Management

Operations
Community Relations
Aquatic Services

Ian Brown
Greg Tate
Peter Leaversuch

Community Lifesaving

Community Lifesaving Manager
Event Administration Officer

Hugh Singe
Lisa Lilleyman

Administration

Finance Manager
Finance Assistant
Trading Coordinators

Elin Sirr
Lyn McKenzie
Jacqui McKenzie
Kelly Brown
Lyn Gerovich
Georgia Graffin

Safety Services

Safety Services Manager
Aquatic Risk Assessor
Rescue & Revive Manager
Home Pool Inspection
Contract Coordinator
Home Pool Inspectors

Robert Murphy
Eddie Gibbs
Richard Milloy

Receptionists

Community Health

Community Health Manager
Health Promotion Officers

Lauren Nimmo
James Stewart
Julia McNamara
Brenden Koh
Jaime O'Donohue
Peter Heyward
Joshua Kowald
Linda Murphy
Linda and Scott Kendall

Customer Contact Services

Marketing & Operations Manager
Operations Manager
Administration Manager
Manjimup Call Centre Manager
Bridgetown Call Centre Manager
Senior Inbound Supervisor
- Manjimup
Senior Supervisor - Bridgetown
Training Coordinator - Manjimup
Outbound Supervisor - Manjimup
Systems Supervisor - Manjimup

Andrew Mosel
Kirsty Melrose
Dagmara Zabiello
Stuart Glenn
Dave Evans
Rick Alvey
Mike Langdale

Remote Pool Managers

Training and Education

Training Manager

Tony Head
Robert Munce
Jaime Drew
Robert Munce

VET Coordinators

LIFE MEMBERS

P McDaniel*
NR Collins*
RL Ewen
CA Glew
E Nancarrow
AC Peacock
R Davies
V Dennis
D Smith

DR Anderson
M Edwards
JG Fraser
AE Middleton
M Nicholas*
D Anderson
L Dale*
A Eifler
F Murphy

C Humphrey
D Roberts
J Kent
H Billstein
L Aiken
L Whittle
G McLennan
Dr H MacGowan OAM*
T Ballantyne

J Fussell
M Davies
L Marston
N Maciejewski
D Millington
G Murrish

* Deceased

OUR PARTNERS



The Royal Life Saving Society Australia – WA Branch would like to acknowledge and thank the following organisations for their continued contribution and support. We look forward to their continued support as we enter our Centenary Year in 2009.

Principal Partners

Government of Western Australia

Corporate Partners

BHP Billiton
Western Power
Brookfield Multiplex

Industry Partners

Leisure Institute of WA (LIWA) Aquatics
Austswim

Program Partners

BHP Billiton
Department of Health
Department of Housing and Works
LGIS
Department of Sport and Recreation
Lotterywest
Griffin Coal
Healthway

Suppliers

Laerdel
303 Advertising
Uniprint
Zebra Creative

Training Centre Status

RISE
Singapore Recreation Management
Registered Training Organisation (RTO)





For further information or to obtain additional copies of the 2008 WA Annual Report, please contact:



Royal Life Saving
THE ROYAL LIFE SAVING SOCIETY AUSTRALIA

The Royal Life Saving Society Australia – WA Branch
McGillivray Road, Mt Claremont WA 6010
PO Box 28, Floreat Forum WA 6014
Phone: (08) 9383 8200
Facsimile: (08) 9383 9922
Email: info@rlsswa.com.au
Website: www.lifesavingwa.com.au