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100 years of community lifesavers in Western Australia



This year the Royal Life Saving Society WA is celebrating its Centenary Year. This is a huge achievement for our organisation.

Over the last 100 years the Royal Life Saving Society WA has developed into the leading water safety education organisation in Western Australia. Its origins stem from the United Kingdom, where William Henry commenced water safety education in 1891 and this spread to Australia in 1894. The Western Australian branch of the Society was formed in 1909 by a Police Sergeant in Kalgoorlie who conducted water safety education programs for people who travelled to the coast for holidays. The Society has seen massive transformations throughout its history with social, economic and technological factors significantly altering the way Royal Life Saving operates on a day-to-day basis. This has seen a shift from the traditional club based voluntary organisation to one that was floundering in the mid 1980's reliant on a small paid staff of four to five people to today where we are now, employing around 300 professional staff.

The Royal Life Saving Society's 100th Year Birthday culminated with the huge success of our Centenary Luncheon on Wednesday May 13th, the same day that the organisation had first begun in 1909. Since the early days many people have devoted hours of their time, making Royal Life Saving Society WA the leading water safety education organisation in Western Australia. Such outstanding contributions were formally recognised at the Awards ceremony. The Centenary Luncheon turned out well and was a huge success for all involved. Our premier the Honourable Colin Barnett attended and was presented with a Honorary Lifetime Membership of which he was humbled to have received.

We also presented eleven people with Lifetime Achievement Awards in recognition of their commitment to water safety and drowning prevention in Western Australia. Recipients of Lifetime Achievement Awards were –

Tom Ballantyne	Heather McGowan *
Craig Bell *	Greg McLennan
Anita Eifler	Gill Murrish
Mark Gubanyi	Alex McKenzie
Ern Halliday *	Ross Peters
Colin Hassell	* deceased

Congratulations to all recipients and a very big thank you to all those who helped out and made the event a day for celebration and reflection for Royal Life Saving Society WA.

Some of the awardees included

Anita Eifler

Anita Eifler learned the basics of lifesaving at school in Germany and joined their principal lifesaving organisation in the 1930's. At the age of 11 it was the skills she learned at school which helped her to save the life of a three year old child who had fallen overboard from a pleasure craft. This was the first life that she saved, a memory that stayed with her for a

lifetime as it taught her valuable lifesaving techniques that she would go on to teach others.

Anita was a strong swimmer. By age 14 she was a junior champion and at age 17 was selected for the German Swimming Squad for the 1936 Olympic Games. Unfortunately she didn't make it as her parents wouldn't let her travel to Berlin for training. With a move to Australia she managed to maintain her love of the water and swimming and in 1981 at a seniors national championship in Perth, she won a gold medal and two bronze, showing that 45 years after being selected for the Olympic team she was still a champion.

Anita has been able to share her abilities and skills with others making her a valuable asset to Royal Life Saving. She went on to become a senior examiner and instructor at Kalamunda RLS Club for over 30 years sharing her experiences with other swimmers and lifeguards.

Colin Hassell

Colin Hassell has more or less been brought up in the aquatic and recreation industry. He started in the UK, however since arriving in WA in 1986, Colin has changed the face of the aquatics and recreation industry. He has challenged managers, staff and planners to review the way that they operate, design and build facilities with great success.

With his drive and commitment, he is part of the reason that WA continues to lead the national agenda in all things aquatic, be it training, provision of facilities or facility management. Nothing has changed in Colin's attitude over the past 20 years and he continues to develop opportunities that engage the community and foster healthy lifestyles.

He has a specific interest in activities for people with disabilities and has done considerable work in training Indigenous people as swimming and water safety instructors. He is a passionate educator who has led road shows of swim schools to remote communities teaching children how to swim, sometimes in dry creek beds.

In 2003, Colin coordinated the Swim Across Australia with the RLS to raise awareness of toddler drowning prevention and the Keep Watch message. This was in addition to his daily job and commitment to LIWA Aquatics.

Colin has made a significant contribution to water safety and drowning prevention in Western Australia over the past 55 years and will continue to do so.

Presidents Report



It is my privilege as President to present to you the 2008/09 Annual Report of the Royal Life Saving Society of Western Australia.

The Royal Life Saving Society Western Australia was founded in 1909 and in 2009 celebrates its centenary. This represents a truly significant milestone and I acknowledge the privilege of holding the office of President at a time of such an achievement.

The Board of Directors and I share this honour with respect toward those inspiring individuals who have served the Society in the past and continue to do so today.

At the Annual General Meeting of 1990, the then President, Mr. John Barker, acknowledged the need for change and redirection: His report read "It is my view that the Society desperately needs to take on a new perspective of its role within the community. Failure to do so will mean failure of the Society. Change is inevitable and with any organisation there are some who find change difficult even unacceptable. To those members of the Society who find change difficult may I respectfully request co-operation by retaining a clear and open mind. The changes are being made with goodwill and with the best of intent for the future of the Society. I feel very confident that in the future we will have a modern organisation of which we will all be extremely proud".

It is this type of foresight that has seen the society regularly considered as a benchmark by our counterparts and I believe Mr. Barker and his colleagues of the time can indeed be extremely proud, as are the current Board and I thank them for their courage and wisdom.

It is with this conscious regard for the wisdom and effort of our predecessors we remain a healthy and vibrant organisation. In recognition of this, the theme this year has been to reflect on the achievements of those who have been a part of this history and to celebrate the successes we continue to achieve and the challenges that remain to be realised.

Royal Life Saving has experienced significant growth through collaboration. Our culture and attitude to be universally inclusive has resulted in the development of meaningful partnerships with Sponsors such as BHP Billiton, Western Power and Local Government Insurance Services, industry bodies like LIWA, AUSTSWIM and a range of Government Agencies not previously linked to the organisation and international partnerships such as that Royal Life Saving and the Department of Sport and Recreation have nurtured with Singapore Sports Council. This collaboration phase has shaped the opportunity to develop and expand.

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. This is epitomised by the current committed group of professional staff who are 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

Executive Directors Report



The Royal Life Saving Society WA Branch will change its name simultaneously with the release of this 100th Annual Report deleting (Branch and adding Inc,) becoming RLSSWA Inc.

It may not seem all that significant however the term Branch is not used in the current revised memorandum and articles of Association, and because RLSSWA has a deep seated belief in the Federated system of governance, that is having its own constitution, its own Board of Directors, its own strategic direction, and its own financial independence.

This change became more obvious under the new constitution as the National Board who's only control is the National Office cannot give a binding direction to RLSSWA Inc, except that which is binding as a member of RLSSA.

Nevertheless in changing times, the future vitality of an organisation often depends on growth, and fundamental shifts in the beliefs and behaviors of many people. But these shifts typically require giving up familiar ways of doing what's best for the Western Australian community, including time honored traditions, and previously cherished relationships. Growth is pure oxygen. It creates a vital, enthusiastic RLSSWA where people see genuine opportunity. They take bigger chances. They work harder and smarter. In that way growth is more than our single most important driver: it's an essential part of RLSSWA culture.

Looking back at the words written in previous Annual Reports it's hard to comprehend just where the time went. Certainly it is a sobering thought to be fully aware that you are simply a custodian of a small chunk of time in the history of a 100 year old organisation and in the years to come, hopefully be considered to have made a worthwhile contribution on the way through. RLSSWA will be launching its 100 year centenary history publication in January. Having been privileged to have read the early chapters it exposes information unknown previously and will stand as an inheritance to those who become later custodians of RLSSWA Inc.

In the last two decades three people must be given the credit for the incredibly positive position RLSSWA is in today. They are Peter Leaversuch, Ian Brown and Greg Tate. All three boys commenced working with the Society straight out of university, none having experienced working anywhere else. The broad wealth of lifesaving knowledge combining 51 years has moulded a significant team worthy of great recognition in this our 100th year.

Thank you to our long serving President Ross Peters and his Board of Directors Audrey Cahill, Michael McDermott, Colin Hassell, Jeff Fondacaro, David Cummings for continuing to know where the line in the sand is drawn, the dedicated and hard working senior managers Lauren Nimmo, Trent Hotchkin, Rob Munce, Scott Jardine, Elin Sirr, Alan Godfrey, Tony Head (LIWA). To our sponsors and Government supporters as outlined throughout this report we will continue to deliver the outcomes we are all seeking.

Alex McKenzie
Executive Director

BHP Billiton - Royal Life Saving Society WA's Principal Community Partner



BHP Billiton, a global leader in the resources industry, is Royal Life Saving Society WA's Principal Community Partner for its range of community health programs which aim to help reduce drowning, near drowning and associated injury in Western Australia.

The partnership reflects the importance BHP Billiton places on safety in the workplace, public places and private spaces. Through BHP Billiton's partnership, RLSSWA is able to educate on safety around water through a number of campaigns and programs targeted at all generations. BHP Billiton's support of community health programs particularly focuses on the Pilbara and Goldfields regions where the Company operates and includes a commitment to assisting Indigenous communities.

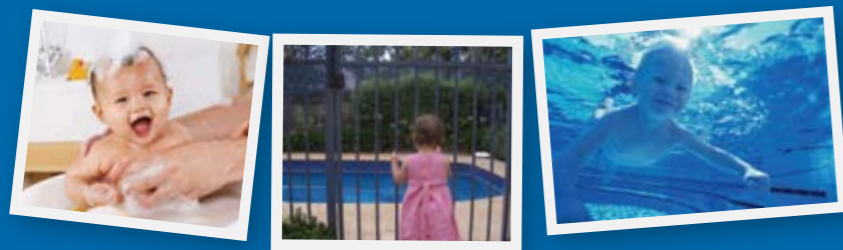
RLSSWA has been a long standing community partner of BHP Billiton's, with its current partnership commitment continuing through to 2012. Sponsorship funding towards the RLSSWA programs are supported by BHP Billiton's Iron Ore and Nickel West assets in Western Australia.

BHP Billiton supports seven of RLSSWA's community health programs. They are:



Swim and Survive

The aim of the Swim and Survive program is to increase swimming and lifesaving skills for all Australians. BHP Billiton assists with the delivery of this program throughout the state, including regional and remote communities.



Keep Watch

Keep Watch aims to increase awareness of toddler drowning prevention issues amongst parents in and around the home. BHP Billiton support assists with the delivery of water safety messages to parents in regional areas of Western Australia.



Watch Around Water

Watch Around Water is an education and awareness raising campaign that addresses the issue of parental supervision of young children while at public aquatic facilities. Funds provided by BHP Billiton enables the development of new promotional and educational resources and assists with travel to regional and remote areas for training.



Don't Drink and Drown

Don't Drink and Drown looks to increase awareness amongst young adults of the risks and dangers associated with consuming alcohol in and around the water. BHP Billiton funds allow the program messages to be promoted throughout the state at a range of youth and community events.



Remote Aboriginal Swimming Pools Project

The Remote Aboriginal Swimming Pools Project aims to reduce drowning deaths, increase physical activity, reduce health related issues and promote community cohesion in selected Aboriginal communities through the provision of appropriately managed swimming pool facilities. BHP Billiton contributes to ensuring that water safety programs are provided to the Burringurrah and Jigalong community within the Pilbara region.



Infant Aquatics

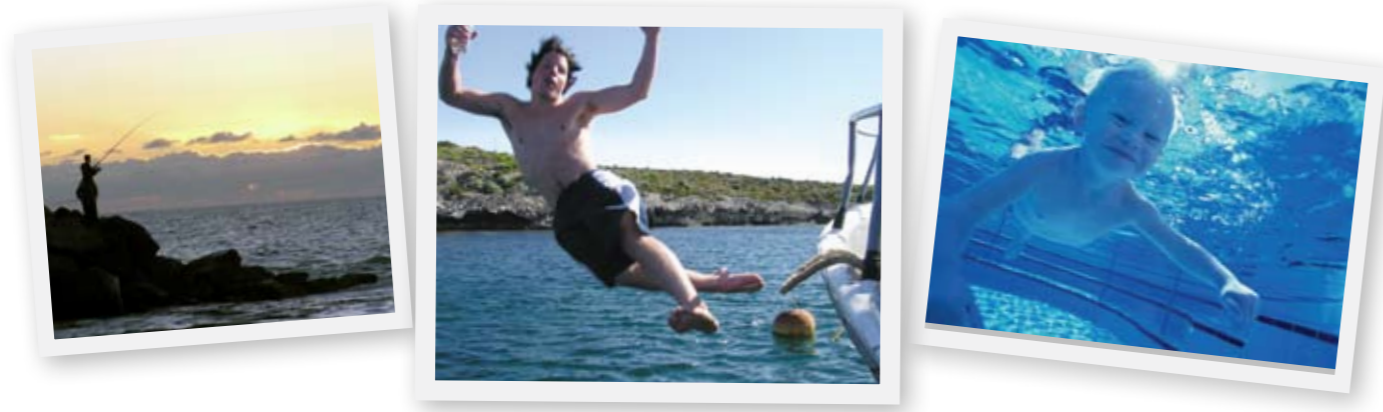
The Infant Aquatics program develops water familiarisation skills for the child, while building water confidence and social bonding between the parent and child. BHP Billiton assists with the delivery of this program throughout the state and provides certificates and other promotional material to swim schools and instructors.



Indigenous Traineeships

The Indigenous Traineeship program offers Indigenous youth from the Wiluna, Leonora, Kalgoorlie, Newman and Port Hedland communities aquatic based traineeships providing them with the necessary skills to assist the pool manager of their local aquatic facility in the day-to-day management of the pool.

Drowning Report



The Royal Life Saving Society WA has been collecting drowning death statistics and information from the WA Coroner's Office for the past 10 years. This information is integral to investigating who, how and where people are drowning in Western Australia which directs our drowning prevention and water safety priority areas, messages and initiatives.

29 people drowned in Western Australia in 2008

- 86% were male
- 69% occurred in the metropolitan Perth area
- 41% involved persons aged 30-59 years
- 38% occurred at coastal locations
- 28% occurred at inland waterway locations
- 45% had pre-existing medical conditions

Infants and Toddlers (0-5 years)

Three children under five years of age drowned in 2008

- All were under two years of age
- 2/3 were male
- 100% occurred at locations in and around the home
- Common contributing factors – lack of supervision and inadequate barriers to water locations

Children (6-14 years)

Only one drowning death was recorded amongst this age group in 2008. Inadequate supervision and a pre-existing medical condition contributed to the incident.

Young Adults (15-29 years)

Four young adults drowned in 2008

- All were male
- 75% occurred in regional areas
- 50% were tourists
- Common contributing factors – alcohol consumption and participating in risky behaviours

Adults (30-59 years)

12 adults drowned in 2008

- 83% were male
- 67% occurred in the metropolitan Perth area
- 50% occurred at coastal locations
- 33% were recreating around the water at the time of the incident
- Common contributing factors – poor weather conditions and pre-existing medical conditions

Older Adults (60+ years)

Nine older adults drowned in 2008

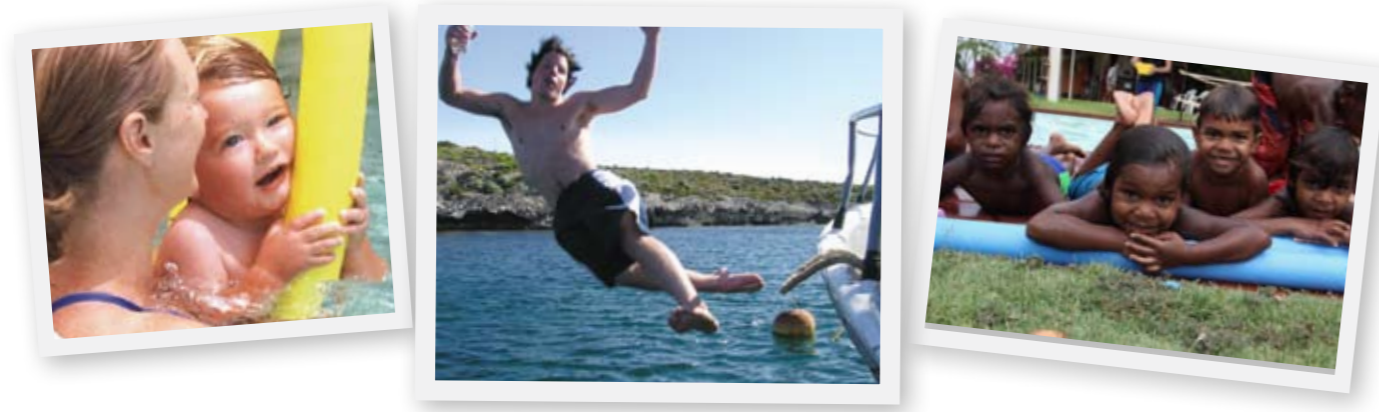
- All were male
- 89% occurred in the metropolitan Perth area
- 44% occurred at coastal locations
- 33% occurred at river locations
- Common contributing factors – pre-existing medical conditions, poor conditions and participating alone

29 people drowned in Western Australia in 2008.

Of those that drowned 86% were male and 41% involved person aged 30-59 years.

38% occurred at coastal locations while 28% occurred at inland waterway locations.

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

Drowning death remains one of the leading causes of unintentional death amongst young children under five years of age. This year saw the development of a range of child safety resources in collaboration with Kidsafe WA that address issues specific to Indigenous communities in the Pilbara. We hope that these resources will contribute to reducing Indigenous child injury rates.

Keep Watch again had a focus on providing information and training to regional and remote communities through attending events and coordinating child safety forums throughout the Mid West and Great Southern regions. In total, almost 100 parents attended the child safety forums and 15 child health nurses accessed professional development training.

While supervision is the key program message, Keep Watch also promotes the importance of parents of parents learning first aid and resuscitation. Heart Beat Clubs are first aid courses specifically designed for parents with young children. In total, over 300 parents attended these courses over the year and gained invaluable lifesaving skills.

Don't Drink and Drown

Since 2000 there have been 55 alcohol-related drowning deaths recorded in Western Australia and remains a priority issue for water safety and drowning prevention initiatives.

This year saw the launch of our new program imagery which was developed by 303 Advertising. The images are quite dark, sad and lonely – unlike perceived happiness that many youth would associate with alcohol consumption. These hard hitting images were used throughout waterside pubs and clubs as part of our promotional campaign to raise awareness of the risks of drinking alcohol around the water.



Watch Around Water

The Watch Around Water program continued to grow and expand in 2008.2009 with leadership from the Leisure Institute WA Aquatics with 55 accredited centres involvement in the program in the Perth area. One of the greatest benefits for metropolitan pools is that the message is a consistent one with 100% involvement in the program.

As the program moves into its fifth season, the industry continues to educate users through the new and innovative "It's Your Job Too" message which has been well received by both the industry and facility patrons.

2008.2009 also saw the further expansion of the Watch Around Water program interstate. The program has been adapted and is now well established in South Australia and Victoria which is very exciting and establishes the WA aAquatics Industry as the leaders in aquatic facility safety and supervision standards.

Remote Aboriginal Swimming Pools

The Royal Life Saving Society has managed swimming pool facilities in remote Aboriginal communities in Burringurrah, Yandeyarra and Jigalong for the past nine years. In 2008.2009, the Warmun and Bidyadanga facilities completed their second successful year of operation.

During 2008.2009, over 30,212 visits were recorded at the facilities with 172 participants in the annual swimming and lifesaving carnivals held in the communities. In addition, 564 Swim & Survive certificates were issued and four people obtained their Bronze Medallion qualification. All of these figures show significant increases from last year. The amount of Swim & Survive accreditations has increased by over 200%.

The work of the remote pool managers has once again been recognised with the program receiving a Community Industry Award for the second successive year in the category of strengthening rural and remote communities. This is a fantastic achievement and highlights the ongoing successful implementation of the program over a number of years.

The continued success of the program has resulted in the announcement of the construction of a new facility at Fitzroy Crossing. This is expected to be opened in February 2010.



30,212 visits were recorded at remote Aboriginal pools with 564 Swim and Survive certificates issued.

Almost 100 parents attended child safety forums and 15 child health nurses accessed professional training.

55 accredited Watch Around Water centres in Western Australia helped the programme to grow in 2008/2009.

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 Society's main objective is to create a greater awareness of the importance of aquatic safety and to provide a safe environment for the wider community to participate in.

The Royal Life Savings Society has successfully managed three key Western Australian aquatic events over the past twelve months. These three aquatic events comprise of the Avon Descent, Classic Paddle and Pool Lifeguard Challenge. In addition, the events provide the society with an avenue to create awareness of a number of important issues relating to water safety.

In particular, the Society extensively promotes the Don't Drink and Drown message throughout its annual event program. This message reinforces safety in aquatic environments as a priority for all members of the Western Australian community.

2008 Brookfield Multiplex Avon Descent

Following on from the success in 2007, the 2008 Brookfield Multiplex Avon Descent didn't disappoint. In its 36th year, 802 competitors took on the challenging Avon river for two days of competition.

This year's event saw the highest water levels recorded since 1996 which meant conditions were ideal and saw records broken in ten different categories. The South African contingent was again strong and performed well at the event. However it was local Brendan Sarson who was the first person to cross the finish line and won the most prize money of a single competitor in the history of the event (\$10,000 in cash and prizes).

2008 Classic Paddle

The Classic Paddle has grown into one of the most popular paddling events on the WA calendar. Not only is it an enjoyable event, it is also an opportunity to encourage people to participate in safe aquatic activity towards the start of summer.

Around 500 people competed in the 2008 12km and 4km event vying for over \$10,000 in cash and prizes. Olympic Gold medallist Ken Wallace made the trip over for the event, however he was upstaged by up and coming paddler Michael Baker who was the winner.

2008 Pool Lifeguard Challenge

The 2008 Pool Lifeguard Challenge was held on Friday the 21st of November at Challenge Stadium by Royal Life Saving and the Leisure Institute of Western Australia (Aquatics).

The challenge was accepted by seven exceptional pool lifesaving outfits from centres around the wider metropolitan area to test their teamwork and skills against one another. This year's outstanding event was bigger and better than ever with all teams professionally committing to the three challenges, resulting in exciting and close competition between teams all day.

The three challenges included the super lifeguard race, a team relay and the much anticipated emergency simulation which included multiple distressed swimmers and distractions. The three challenges thoroughly tested competitors on their physical fitness levels, reaction times and first aid skills. Over the duration of the three events teams were judged by trainers from Royal Life Saving and their score then ranked them in an overall position.

Jeff Fondacaro President of LIWA and Mark Harper from AVP Commercial Pools presented the trophies to the winning team from the Terry Tyzack Aquatic Centre, captained by Matthew Crabtree. Following the winning team was both Fremantle Leisure Centre and Beatty Park Leisure Centre who amazingly tied in second place. In third place was Aqua Jetty.

The huge support from AVP Commercial Pools has ensured the successful running of this year's event. Further more, their ongoing support plays a vital role towards expanding the Pool Lifeguard Challenge concept from a West Australian operation into a major national event.

2009 State Pool Lifesaving Team

The Royal Life Saving Society Western Australia State Pool Lifesaving Team headed to Canberra to compete in the National Championships. Fourteen competitors were selected to compete in the U16, U19, Open and Over 30 categories.

State Team

Team Coach	Rebecca Cohen	U19	Josh Walker
Team Manager	Steve Cohen		Jesse George
Over 30	Linda Walker		Jacqui Doran
	Andrew Walker		Caris Dempster
Open	James Cohen	U16	Zak Walker
	Chris Timms		Mitchell Daly
	Ina Holm		Jessica Hay
	Jessica Brown		Kia Walker

There was some fantastic individual success stories, with eight WA competitors selected in the National teams that competed in the Commonwealth Championships in Canada. In addition, team coach Rebecca Cohen was selected as the National coach for the U16 Junior Barras team and the Australian Development Team.

Junior Barras	(U16)	Rebecca Cohen (coach)	Australian Development Team	Caris Dempster
Silver Barras	(U19)	Zak Walker		Jacqui Doran
Aussie Barras		Jacqui Doran		Josh Walker
		Jessica Brown		Rebecca Cohen (coach)
		James Cohen		Penny Cohen (manager)
		Chris Timms		

Royal Life Saving would like to congratulate all competitors for their achievements.

The Avon Descent in its 36th year had 802 competitors battle it out for the two days of competition.

Over 500 people competed in the 12km and 4km Classic Paddle event with Olympic Gold medallist Ken Wallace.

Rebecca Cohen named as the National coach for the U16 Barras Team and the Australian Development Team.

Swim and Survive



Developing 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.

For 100 years Royal Life Saving has been committed to ensuring that all West Australians have access to learn-to-swim and water safety classes to provide children with the skills and knowledge for a lifetime of safe participation.

The Swim & Survive Lifesaving Unit strives to develop swimming and lifesaving programs through their Endorsed Swim School network to increase the number of people who participate in these programs.

Infant Aquatics

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

Royal Life Saving is pleased to report 15,733 young children and their parents participated in Infant Aquatics programs this year. This is a significant increase from 2007.2008.

Swim and Survive

The Swim & Survive program is based on the notion that anyone interested in aquatic based activity in Western Australia should first master a range of swimming & 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 & Survive program by reviewing the program support resources. This resulted in the production of new Swim & Survive promotional swimmers bags containing the "it's amazing where learning to swim can take you" slogan. In total, 10,000 bags were distributed to RLSS Endorsed Swim Schools to be handed out to participants for use during swimming lessons each week. This year also saw the development of the new Aquaquiz Activity Booklet – designed to reinforce the key water safety messages promoted within the Swim & Survive program. In total 14,000 Aquaquiz booklets were distributed to schools and Endorsed Swim Schools throughout Western Australia.

Royal Life Saving is pleased to report 87,979 young children received a Swim & Survive accreditation this year.

Bronze Rescue

The Bronze Rescue program, incorporates key areas of the Bronze Medallion program and builds knowledge and skills in rescue, personal survival and emergency care. These are skills highly regarded in the community and the Royal Life Saving Society promotes that everyone can be a lifesaver and is dedicated to turning everyday people into everyday community lifesavers.

The ability to be a lifesaver is not the only benefit of Bronze Rescue. The program also instils within participants the values of leadership, communication and decision making.

Royal Life Saving is pleased to report 10,193 participants became a lifesaver and completed a Bronze Rescue award this year.

At Risk Communities

Aboriginal and Culturally & Linguistically Diverse (CALD) groups are over-represented in drowning death statistics and have been identified as priority groups for drowning prevention and water safety initiatives both at a state and national level. As a community we can not assume that everyone learns swimming and water safety as a child.

This year, Royal Life Saving provided 19 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

In addition, Royal Life Saving has continued to lead the way in addressing the swimming & 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
- Kwinana
- Leonora
- Midvale
- Moora
- Newman
- Southern Cross
- Tom Price
- Wickham
- Yandeyarra
- Goldfields
- Jigalong
- Karratha
- Kununurra

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 has increased its network of Endorsed Swim Schools to 89.

Endorsed Swim School	89	Infant Aquatics, Swim & Survive, Bronze Rescue
School with Pool	8	Infant Aquatics, Swim & Survive, Bronze Rescue
Lifesaving Club	3	Swim & Survive, Bronze Rescue
Junior Lifeguard Club	26	Swim & Survive, Bronze Rescue

Increasing regional and remote community's access to swimming and water safety education has also been a key objective for Royal Life Saving this year. Of the 89 Endorsed Swim Schools, almost half are located in regional and remote areas of Western Australia.

Swim School Open Days

Royal Life Saving has developed several community participation initiatives over the past few years to support the Endorsed Swim School network and increase participation in swimming and water safety. These include the Swim School Open Days. This day involves Swim Schools throughout the state offering free swim assessments for children that can be measured against the Swim & Survive accreditation system.

This event provides children and parents with guidance and meaningful insight into the skills required to safely participate in aquatic activities in their local area over the summer months. This program is supported by a mass media advertising campaign to assist in promotion of the event. This year around twenty centres were involved with around 5,000 people attending the days. These days are a great opportunity to provide parents and children with important water safety and drowning prevention information and continue to receive great community support.

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 Royal Life Saving Society Western Australia has been providing the community with swimming, first aid and workplace training courses for the past 100 years. Sometimes a life might have been saved if someone had known resuscitation and CPR. These courses allow members of the community to gain important new skills and gain employment within the sport and recreation industry.

The Royal Life Saving Society's training and education department delivers a variety of programs to cater for the aquatics and recreation industry and also for the community as a whole. Some of the courses we offer include:

- Bronze Medallion
- First Aid
- Swimming Instructor
- Pool Lifeguard
- Pool Operations
- Certificate IV
- Employment based training

In 2008.2009, almost 18,000 Western Australians were trained in resuscitation. That is a significant number of 'community lifesavers' who now have the knowledge and skills to save a life.

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.

Over the past year there has been a growing focus on the importance of delivering education and training programs to regional and remote areas. These communities often have less access to programs and services and due to their relative isolation they are probably the ones who need it the most. In 2008.2009, over 500 regional first aid and resuscitation courses were conducted throughout regional WA with 4,024 people becoming certified community lifesavers. This is an area that will continue to grow in coming years.

This year the Royal Life Saving Society has signed a three year funding contract with the Department of Sport and Recreation to deliver Pool Lifeguard, Pool Operations and Swim Instructor course throughout regional Western Australia.

Swim Instructor

The Royal Life Saving Society has continued to conduct training that provides people with the knowledge and skills to teach swimming and water safety. Royal Life Saving works closely with AUSTSWIM to provide these courses throughout the state.

Over the past year, this program has been expanded to include the Infant Aquatics and pre-school programs which target young children. This means that there will be a greater number of qualified instructors available to provide water familiarisation classes to young children – a vital element in establishing a lifetime of safe participation in water activities.

To encourage greater community involvement in this program, it is now free for people to become a qualified examiner for the swimming instructor course. It is hoped that this will result in more instructors seeking employment in the aquatics industry.

Bronze Medallion

The Bronze Medallion represents the core values of Royal Life Saving in that it provides individuals with the skills and knowledge of aquatic safety, rescue and survival techniques. This is a personal achievement award that recognises the capability to perform aquatic rescues in a safe and efficient manner. It is also seen as the minimum standard for becoming a qualified lifesaver.

From 2010, the Royal Life Saving Bronze Medallion training program will become an endorsed program through the Curriculum Council which will ensure that all secondary students have access to the course.

Pool Operations and Pool Lifeguard

Royal Life Saving continues to assist the aquatics and recreation industry to access quality training and assessment services at a variety of locations. Almost 1,300 people became qualified pool lifeguards in 2008.2009. A further 93 became qualified pool operators.

The needs of the aquatics and recreation industry is forever evolving and changing. Therefore it is important to ensure that training courses and programs remain up-to-date and relevant to the industry. In the coming year, we will be reviewing the Pool Lifeguard and Pool Operations courses content to ensure that aquatic staff are being provided a high standard of training.

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Almost 1,300 people became qualified pool lifeguards in 2008.2009. A further 93 became qualified pool operators.

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.

The Safety Services department is responsible for ensuring that Western Australians have access to safe aquatic environments and facilities for participation.

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 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 to 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 2008-2009, 5526 unique visitors used the Pool Safety Guidelines with a total of 55,251 pages viewed. This is a significant increase from previous years.

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 requirement 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 2008-2009 a safety assessment was conducted and an improvement plan developed for:

- 26 public swimming pools
- 35 hotel, health club, strata complexes and swim school pools.
- 12 inland waterways

The Society's acknowledges the support of the Local Government Insurance Service who funded the assessment of public pools.

Since 2003, the overall compliance rate amongst aquatic centres has risen significantly from 66% to 82%.

Home Pool Inspection Services

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

In 2008/2009 10,325 home pool and spas were certified as having a compliant barrier.

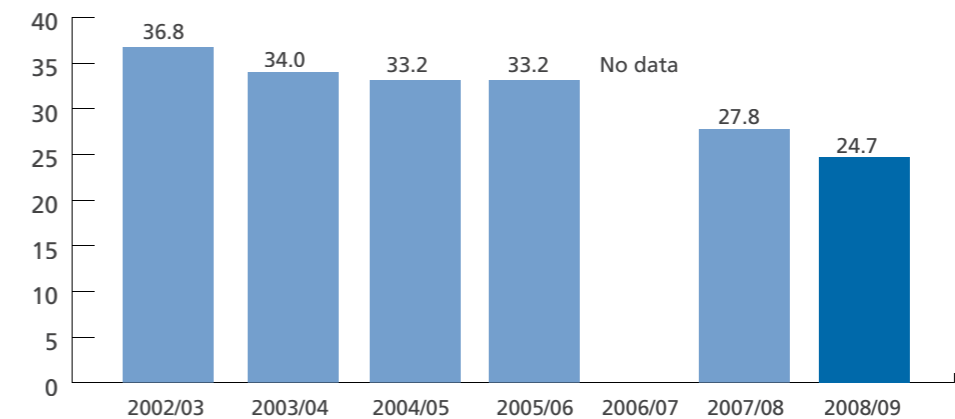
Aquatic Injury Surveillance Project – Injury Research Data

For the last 7 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.

For the sixth consecutive year there has been no drowning deaths in public aquatic centres. This is a fantastic achievement and can be attributed to programs such as Watch Around Water and the overall commitment to safety by the aquatics industry.

Of the 342 incident reports 11 only (3%) were identified as Major Incidents. The remaining 331 were identified as Minor Incidents.

Over the 2008 – 2009 year an average of 24.7 incidents per 100,000 patrons was reported.



This incident rate is lower than the average of 33.8 incidents per 100,000 patrons observed over the previous years.

Rescue and Revive

Rescue and Revive provide qualified First Aid and Water Safety Officers at a wide and varying range of events. This year, staffs were deployed to a total of 121 events with an estimated 450,000 patrons. During these events our First Aid Officers responded to 151 incidents.

During this year, the event safety program was re-branded to 'Rescue and Revive' to aid in the promotion of our services to the community. This was coupled with the purchase of a second first aid 'ambulance' vehicle which added further professionalism to the services provided. This program continues to expand with plans to engage with more community groups and secure more event contracts in the future.

Customer Contact Services



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.

Keep Watch message delivered to over 200,000 West Australian's.

This year three fundraising lotteries were conducted. Using telemarketing, Royal Life Saving delivered its Keep Watch message to over 200,000 households and businesses alike. The community's response was pleasing with over 50,000 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 3,000 WA businesses assisted by placing raffle books on their front counter to allow customers to purchase a lottery ticket. In addition, Royal Life Saving implemented a direct mail donation program which resulted in the acquisition of many new donors.

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 services by developing in-house direct mail processing and lodgement capabilities. This has delivered significant operational efficiencies and has also allowed Royal Life Saving to deliver new services to its charity partners.

The Australian Marketing Institute (AMI) is the national peak body for professional marketing. Each year the AMI recognises marketing achievements through their annual AMI Awards for Marketing Excellence. 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.

Following its success in 2008, where Royal Life Saving won two Awards for Marketing Excellence; in 2009, Royal Life Saving was again nominated for another award for its "Keep Watch" program.

At the AMI State Awards, Royal Life Saving WA was awarded the WA state winner of Marketing Excellence for our "KEEP WATCH" program in the Social Marketing category.

This is a fantastic achievement and recognition for the hard work undertaken by the Royal Life Saving Society to prevent drowning deaths in Western Australia.

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, VIC, QLD & NSW
- Cystic Fibrosis WA
- Diabetes WA
- Asthma Foundation of WA
- Surf Life Saving WA & NSW

The call centres services also include inbound 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 inbound services for;

- Department of Treasury & Finance – Building Management & Works
- Department of Housing.
- Western Power
- 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
- West Australian Aids Council – Safe Sex No Regrets
- Motor Neurone Disease Association WA
- Children's Leukaemia and Cancer Research Foundation
- Leisure Institute of WA
- WAIEUITC – Electrical Survey

Through its commitment to ongoing training, Royal Life Saving has delivered 113 graduates in the nationally accredited Certificate III - Customer Contact.

Royal Life Saving has outperformed the industry average of "conversion to completion" rate by over 37% for this qualification. This makes Royal Life Saving a market leader in the delivery & achievement of nationally accredited and recognised call centre industry training in WA.

We delivered out Keep Watch message to over 200,000 households and businesses alike

Awarded the WA state winner of Marketing Excellence for our "KEEP WATCH" program.

Delivered 113 graduates in the nationally accredited Certificate III - Customer Contact.

International Services



There is evidence from some Asian countries that there is a growing demand for clean and safe aquatic recreational areas, both for tourists and local communities. There is a growing awareness of public safety in many Asian countries and aquatic safety standards, and occupational health and safety standards similar to Australia are slowly being implemented.

Royal Life Saving has been working with Singapore to provide training, safety risk management and research expertise for the past two years. This year Royal Life Saving established a Singapore registered company – Sports and Recreation Management (Singapore) PTY LTD to enable the delivery of these programs and services.

During this year we further developed the relationship between Royal Life Saving and the Singapore Sports Council (Facilities Division) to provide a framework for the ongoing collaboration and cooperation in facility operation and management.

Work was conducted in Singapore on behalf of the Singapore Sports Council, Ministry of Community Development, Youth and Sports, National Water Safety Council (Singapore) and the Singapore Dragon Boat Association. Some of the key projects undertaken over the past year include:

Training

Royal Life Saving developed the Lifeguard Proficiency Assessment (LPA) training program which covers first aid, resuscitation, rescue techniques and fitness. In total 145 Singapore Sports Council lifeguards completed the program. There are plans to deliver this program on a regular basis in Singapore to ensure lifeguard skills remain at a high level.

Safety and Risk Management

Royal Life Saving was appointed to assist the Singapore Dragon Boat Association identify risks and prepare a safety risk assessment report for the Singapore River Regatta. The project involved an observational study to collate data and examine existing attitudes/motivations. All information was gathered during the conduct of the 2008 River Regatta.

In addition, facility audits were conducted at seven selected swimming pool complexes managed by the Singapore Sports Council. These audits covered a number of areas including general operations, pool monitoring, water testing, training and plant room operations.

Evidence of compliance with the relevant standards and best practice was collected throughout the audit process.

Lifeguards employed at the selected Singapore Sports Council swimming pool facilities were interviewed to assess their current awareness and knowledge of the safety and risk management processes undertaken at the facility. These interviews also enabled the project team to gain a more in depth understanding of the lifeguard perceptions and awareness of their job role.

In addition, facility managers and assistant managers were also interviewed as part of this project to gain an insight into the lifeguard roles, responsibilities and the general operations of the facility.

LIWA Aquatics



The last 12 months has been a period of growth and development for LIWA Aquatics. Under the direction of President Jeff Fondacaro and the Board, LIWA Aquatics has been able to deliver a range of substantial outcomes for the aquatic and recreation industry in Western Australia. These have included two regional seminars and one state conference that attracted record numbers of delegates and a sold out Trade Exhibition.

Funding from the Department of Sport and Recreation has provided LIWA Aquatics with the opportunity to employ an Executive Officer to administer the day to day operations of the Institute. The Royal Life Saving Society has also provided invaluable support through the provision of office space and infrastructure support for the Executive Officer. It is a great example of how like minded organisations can work together in partnership to the benefit of the aquatic recreation industry.

In its partnership with Royal Life Saving, LIWA Aquatics has been able to increase funding for the Watch Around Water program and grow the participation levels across the state. It is only when we have 100% of the aquatic facilities in Western Australia involved in the program that the Board of LIWA Aquatics will feel it has achieved its goal in this area. The program is also gaining momentum in the Eastern States with both South Australia and Victoria rolling out the message in facilities across these two states. The long term goal of a national parental supervision program that evokes the Watch Around Water message is a tangible objective for our industry.

With the introduction of the Code of Practice for Aquatic Facilities LIWA Aquatics has a role that ensures that all Operators of Group One Facilities have the qualifications required under the code. The Accreditation process is the first of its kind in the Australian Aquatic Industry and to date has seen over 200 industry professionals receive their LIWA Aquatics Accreditation documentation.

LIWA Aquatics is also about to launch into one of its most ambitious projects with the production a quarterly journal 'Aquatic Recreation Australia'. The journal will be distributed to all LIWA Aquatics members and Local Governments in Western Australia as well as all aquatic facilities across the country. LIWA Aquatics is endeavouring to play a role to promote the need for a national communication forum for our industry and hopes the journal will be just that!

Over 200 industry professionals receive their LIWA Aquatics Accreditation documentation.

Funding from the Department of Sport and Recreation has seen the appointment of an Executive Officer.

Last 12 months has been a period of growth and development for LIWA Aquatics.

2008 Western Power Honour Awards



This year 10 individuals will be honoured for their acts of bravery at the annual Royal Life Saving Western Power Bravery Awards. These awards recognise the achievements of individuals who have used their life saving skills to make a difference to others.

Mr Alex McKenzie Executive Director of the Royal Life Saving Society WA said "The recognition of these individuals sends the strongest message possible to the West Australian public in terms of the importance of gaining an education in life saving. The firm belief in which 'Everyone can be a Life Saver' is what progresses the Society's main objective, which is to ensure that all West Australians invest their time in learning rescue, resuscitation and first aid skills.

Amongst the ten individual nominees, three were under the age of eighteen. Further more, two of the three were under the young age of thirteen. Saving someone's life is the greatest gift a person can give, and implementing a life saving rescue at such a young age is an incredible feat in itself.

Western Power Supports Royal Life Saving Society through Donating \$40,000

This year Western Power will provide the Royal Life Saving Society with \$40,000 in sponsorship for a number of community based initiatives. Western Power hopes by raising the awareness of the remarkable achievements made by using their lifesaving skills, the public will be encouraged to learn more about lifesaving and the important role it plays in Australian life," he added.

2008 Recipients

Claire Golding

"For performing the outstanding rescue of a swimmer caught in hazardous surf conditions."

Claire noticed a boy struggling whilst swimming and due to the absence of lifeguards and the rough ocean conditions, people watching were very hesitant to implement a rescue. Claire took to the water on her own accord and successfully reached the young boy and supported him to the beach.

Claire's efforts were outstanding, as the rough conditions dumped the pair many times during the ten minute rescue. Claire's outstanding knowledge, judgement and determination were all factors that led to the successful saving of the boy's life.

Dorothy Ivory, Karen Grant and Brent Jones

"For providing assistance and showing outstanding judgement during a life threatening incident at Swan Park Leisure Centre."

During a peak time at the centre, a swim instructor was suffering from shortness of breath while teaching their class. Dorothy was the Supervisor on duty during the incident. After providing the instructor with a requested inhalant, which provided little relief, the patient's condition quickly deteriorated and became unconscious. Dorothy with the assistance of Karen supported and checked the patient's vital signs. Brent retrieved and set up the oxygen apparatus to aid resuscitation efforts. This continued until vital signs improved, breathing returned and the patient was transported to hospital. The actions of these staff members resulted in the patient making a successful recovery.

Matthew Kalajich

"For performing multiple rescues of three individuals swept out to sea by strong currents in Geraldton."

Matthew noticed a man and two very young children in trouble approximately one hundred and fifty metres from the shore and being blown further out by strong winds. Matthew immediately responded to the distressed swimmers, by dragging the individuals to shore. Matthew had to make multiple trips to rescue all three people in the water. In such dangerous conditions without the exceptional speed, judgement and skill of Matthew, the outcome would not have been as successful.

Peter de Lang and Terry Hathaway

"For providing valuable assistance during resuscitation of a collapsed patient in the Melville Recreation Centre."

During a group training class at the centre, a participant collapsed and stopped breathing. Terry was the Duty Manager at the time of the incident and quickly responded and commenced CPR with assistance from another staff member Peter, who located the defibrillator and applied it to the patient ready for use. Following this, that patient recovered, largely due to the timely and efficient intervention from Terry and Peter.

Hannah Kneale (age 12) and Callan Kneale (age 9)

"For taking quick and outstanding lifesaving action to aid a person in difficulty."

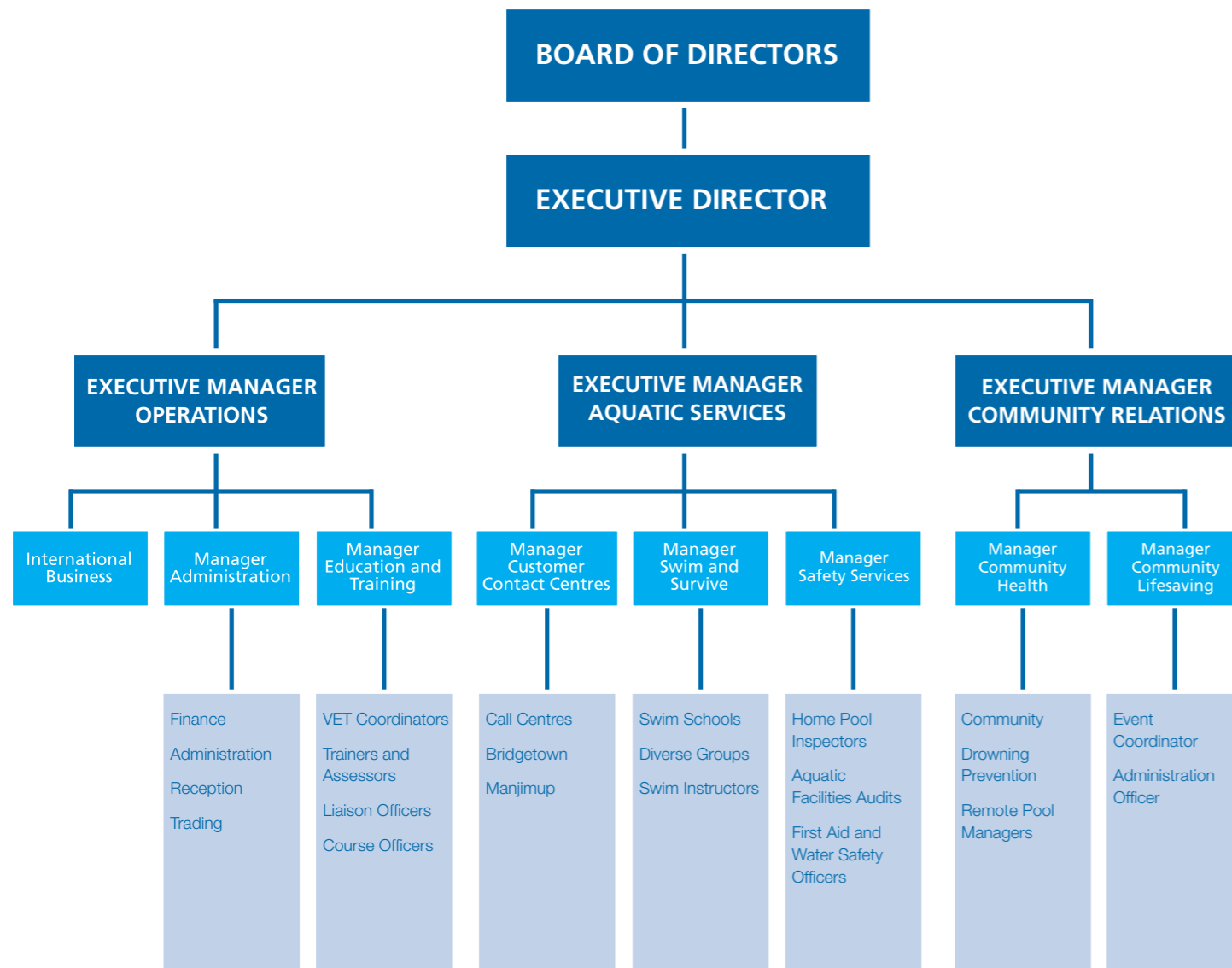
Hannah and her brother Callan were swimming in a backyard swimming pool when a fellow swimmer lost consciousness. Hannah and her brother intervened promptly and moved the patient to safety. During the incident Hannah maintained calmness and was able to deal with the situation in a highly efficient manner directing her brother Callan to call an ambulance and adults to assist. Their actions directly resulted in the successful outcome from the incident.

Zac Hennessy

"For initiating and taking immediate life saving action on a collapsed patient on a building site."

Zac utilised skills learned during a first aid course to provide assistance to a patient suffering a major heart attack. Zac performed CPR for more than fifteen minutes until the ambulance arrived. The immediate and skilful actions undertaken by Zac directly saved the life of the patient who later regained consciousness.

Our organisation



Honorary Solicitors

Malcolm McCusker QC
Martin Bennett
Brian Sierakowski

First Aid Consultants
Training Officer
Traineeship Field Officers
Courses Coordinator

Charlie Yates
Eleanor Lee
Chris Lewis
Jacqui Lamb
Debbie Allbury
Michaela Moscou
Emma Thomson
Elizabeth Hunn
Tennille Hobbs
Chloe Robinson
Joanna Reynolds
Supatma Roberts

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Executive Director
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Tom Ballantyne
Carly Bawden
Trent Hotchkin
Hugh Singe
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Gill Murrish
Sallie Watson
Tom Ballantyne
Lorraine Butler

Group Booking Coordinator
Courses Coordinators

Licensee/Membership Officer
Administration Assistant

Manikin Maintenance

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

Trent Hotchkin
Rhianna Gray
Mia Zic
Kylie Symons

Sport Committee

Awards Committee

Community Lifesaving
Community Lifesaving Manager
Event Administration Officer

Scott Jardine
Emma Thompson

Staff Members

Executive Director

Alex McKenzie

Executive Management

Operations
Community Relations
Aquatic Services

Ian Brown
Greg Tate
Peter Leaversuch

Administration

Finance Manager
Finance Assistant
Trading Coordinators

Elin Sirr
Lyn McKenzie
Sian Newman
Kelly Brown
Joanna Reynolds
Jordanna Shine

Receptionists

Community Health

Community Health Manager
Health Promotion Officers

Lauren Nimmo
Katherine Celenza
Rachel Hutchinson
Kara Shaw
Jaime O'Donohue
Peter Heyward
Joshua Kowald
Linda Murphy
Linda and Scott Kendall

Remote Pool Managers

Training and Education

VET Coordinators

Jaime Drew
Lyn Prummel
Holly Leach
Tania Woodley

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

Allan Godfrey
John Haynes
Glenda Stark
Rowena Roberts
Lyn McLoughlin

Mario Velios
Roberta Page
Craig Edwards
Rita Kitson
Chris Bussanich

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

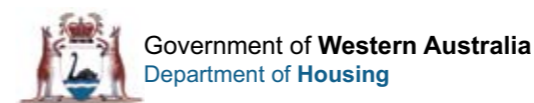
J Fussell
M Davies
L Marston
N Maciejewski
D Millington
G Murrish
R Peters
A Cahill
Hon. Colin Barnett

* 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 throughout 2010 and into the future.

Principal Partners	Government of Western Australia
Principal Community Partner	BHP Billiton
Corporate Partners	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 Leisure Institute of WA (LIWA) Aquatics Department of Education and Training
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 2009 WA Annual Report, please contact:



Royal Life Saving
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