

100
YEARS
WESTERN AUSTRALIA





Our Centenary Year	2
Presidents Report and Executive Director's Report	4
Principal Community Partner	6
Drowning Report 2008	8
Community Health	10
Community Lifesaving	12
Swim and Survive	14
Education and Training	16
Safety Services	18
Fundraising and Marketing	20
LIWA	22
International Services	23
Western Power Honour Awards	24
Our Organisation	26
Our Partners	28



100 years of Royal Life Saving in Western Australia

2009.2010 celebrated the 100 year anniversary of the Royal Life Saving Society in Western Australia and culminated with the release of a publication '100 year history of Royal Life Saving in Western Australia' – written by Susan Hart.

On the 13th May 1909 a group of community minded men brought together by Sergeant John Smith, gathered to discuss water safety which led to the establishing of the Royal Life Saving Society Western Australian branch. Over 100 years later the Society with the Honourable Colin Barnett officially launched and released their history book. Executive Director Alex McKenzie talked about the changes that have occurred since the start of the Society with the growth and development of the people and the state, describing how the society has had to develop to address the drowning death rates.

It was a class-divided society, with the gentry enjoying life in their riverside mansions and the poor getting by in small cottages with few amenities. Nevertheless, work was plentiful enough and people at all levels enjoyed their sport and other recreations. Gold, discovered in enormous quantities around Coolgardie and Kalgoorlie in the 1890s, had transformed the poor, struggling colony into a rich state. It is curiously appropriate that it was activity in the goldfields which provided an important spur to the development of life saving in Western Australia. The drowning rate in Western Australia remained high in the first decade of the twentieth century, although circumstances were changing.

The RLSSA in Western Australia has changed from an amateur volunteer organisation to a professional, well managed business. But it retains the same ideals as when it began. The Society continues to ponder its own structure and philosophy and has not forgotten its roots as a volunteer organisation. It believes that people such as Mark Gubanyi, Colin Hassell, who initiated the Swim Across Australia, Greg McLennan, 2007 Sport Volunteer of the Year, and many others working at swimming pools around the state, help to keep its original objectives alive.

The number of people the RLSSWA has saved from drowning can never be calculated but if the drowning rate remained what it was in 1909 then approximately 300 people would have drowned in Western Australia in 2009 instead of the 29 unintentional drowning deaths which did occur. Inspector John Smith and the other dedicated people who contributed to the Society over the years would be immensely proud of what has been achieved. But despite its successes, the Society does not rest on its laurels and as it enters its second century it is continually looking for ways to improve. Everyone can be a lifesaver but the Society would be delighted if everyone indeed was a lifesaver.

President and Executive Director Report



Ross Peters
President



Alex McKenzie
Executive Director

On behalf of the professional staff and Royal Life Saving Society WA Inc. (RLSSWA. Inc.) Board we would like to present to you our 2009/2010 Annual Report.

RLSSWA Inc recently received a considerable grant from Lotterywest to develop a new three year strategic plan. Scope for this collaborative plan will be based on past experiences but will focus on how we want to operate in the future. However past experience tends to be compelling and makes us think that the future will be very similar to the past.

Consequently our past successes in providing value to the Western Australian community leads us to believe that we can continue to add value in the same way. But the needs of the community have changed, therefore our relevance and our approach to adding value are likely to diminish.

To avoid this diminishing effect, we must monitor market signals and assess our relationship with the market. Defining the signals relevant to the WA community, benchmarking these indicators against similar organisations and regularly assessing our situation will be the key elements of our strategic thinking.

During this year RLSSWA Inc found it necessary to clearly demonstrate to the membership and our strategic partners that a change in our legal identity was necessary. Our new entity is now the Royal Life Saving Society Western Australia Inc. with all future negotiations with RLSSA based on this legal entity.

Earlier this year a Memorandum of Understanding with the Singapore Sports Council, The WA Institute of Sport, the Department of Sport and Recreation and RLSSWA Inc was signed to broaden and develop the friendly relations between the countries to cooperate in the fields of sport, safety, culture and public education. This was comfortable fit with our development grant from the Department of Sport and Recreation and joint strategic aim of creating international opportunities for sport and recreation.

This year we also established a company in Singapore. Sport and Recreation Management Singapore (SRMS) Pty. Ltd is a wholly owned subsidiary of RLSSWA Inc with four directors – the Managing Director being a Singapore resident.

SRMS now has offices and staff based in Hougang. Later this year the SRMS offices will be officially opened by the Premier of WA the Honourable Colin Barnett.

RLSSWA Inc secured \$1M from the Rudd Government stimulus package to expand our operations by establishing facilities in East Perth, Bayswater, Fremantle and a considerable extension to our Mt Claremont offices including four new training rooms and a modern warehouse.

Hello Customer Contact Services based in Manjimup and Bridgetown now form part of the Society's marketing department and have raised over \$40M in funding for a number of charities since 1990.

This year RLSSWA Inc also launched its 100 year centenary history book. It appears to have been well received and is an impressive reflection on our 100 years of service to the West Australian community. We would like to acknowledge and thank the author Susan Hart and Lotterywest for their contribution and support.

The challenge for the future will be our ability to successfully manage our human resources and emerging issues of corporate community relations balanced with our social responsibility. The other is the growing pressures from Governments and the WA community to adopt a more streamlined and responsive operation.

The recent economic audit committee report 'Putting the Public First' (partnering with the WA community and business to deliver outcomes) contains recommendations that Government enables not-for-profit organisations to build organisational capacity so that they can become more self supporting which assists them to direct their surplus to social benefit. This change in Government attitude allows greater opportunity to deliver services that were previously the Government domain. Thank you to our Board of Directors for their unwavering

support, LIWA Aquatics and in particular their President Jeff Fondacaro and Executive Officer Tony Head. We would also like to thank our Executive staff, Ian Brown, Peter Leaversuch and Greg Tate and their respective Life Saving Unit Managers and staff. Finally thank you to all of our life members, sponsors, supporters and everyone who have made 2009.2010 such a successful year.

Ross Peters
President

Alex McKenzie
Executive Officer

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.

RLSSWA has been a long standing community partner of BHP Billiton, 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. Some of the key achievements over the past year include:

Indigenous Traineeships

Funding has been provided to enable the delivery of training opportunities to Indigenous communities within the Pilbara and Esperance-Goldfields regions of Western Australia. These training opportunities focus on providing local Indigenous youths with lifesaving skills and traineeship opportunities to enhance employment pathways in the Sport & Recreation industry.

Wiluna, Leonora and Kalgoorlie were initially identified as target communities for the project. Since its inception, it has also been extended to include the towns of Port Hedland and Newman.

In the past twelve months, Royal Life Saving ran Bronze Medallion and Senior First Aid training courses to students from the Goldfields Football and Basketball Academies based in Kalgoorlie.

In total, 47 Indigenous students and three Indigenous teachers completed the Bronze Medallion and Senior First Aid training courses. The response and participation from the students involved was fantastic with the training providing them with the skills required to pursue employment in the Sport and Recreation industry. It is hoped that some of these students will undertake traineeship opportunities in coming years.

Swim for Fruit Program

The Fruit for Laps program has also been implemented at a number of our remote Aboriginal swimming pool facilities with assistance from BHP Billiton. Since the introduction of the Royal Life Saving Society's "Swim for Fruit" program in Yandeyarra, local children have been lining up to swim laps before school.

Royal Life Saving WA, with support from Healthway is providing support to expand pool based programs that encourage physical activity in the community and promote the healthy eating messages of Healthway including the well known "Go for 2&5" message. Evidence suggests lifetime food preferences are established at an early age highlighting the importance of initiatives addressing children's attitudes towards healthy eating. The "Swim for Fruit" program uses an incentive system to encourage local children to engage in structured swimming programs.

Every Monday and Thursday the pool is opened before school for the children to participate in early morning lap swimming. With every 10 laps of the 25m pool, the swimmer receives a piece of fruit, 20 laps earns them a bowl of Weetbix which is a great healthy way to kick-start the school day. With 100 laps the swimmer receives a Swim Club t-shirt. Then for those extra keen swimmers, 250 laps will score them a pair of swimming shorts.

In Yandeyarra during the school holidays, an eight session program was introduced with 26 kids swimming a total of 2069 laps. The youngest swim club member, five year old Shaquade Gordon, contributed 112 laps to the tally which earned him the title of Prince of the Pool.

Over both programs a total of 13 kids earned their Swim Club T-Shirt, with three of those also receiving a new pair of swim shorts.

Industry Awards

The Royal Life Saving Society WA Inc have received a number of industry awards recognising the work undertaken in the community to prevent drowning deaths. The support received from BHP Billiton has significantly contributed to this success.

At the National Excellence in Indigenous Health Awards held in Brisbane, the Royal Life Saving Society WA Inc. received the runner up award for making an outstanding contribution to Indigenous health with our Remote Aboriginal Swimming Pools Program. The delivery of the program would not be possible without the ongoing funding supplied by the Department of Housing and support from BHP Billiton.

As one of twelve finalists in this inaugural competition, we were up against a number of impressive contenders to receive an award. This is the first time the program has received national recognition and has led to much interest from other states.

In addition, the Royal Life Saving WA Inc. advertising campaigns were recognised as the best in WA at the Oasis Campaign Brief awards. The new Don't Drink and Drown "Dancer" TV advert was named the best TV advertisement of the year and RLS were awarded one of the major awards - Advertiser of the Year in recognition of our overall advertising campaigns. Thanks to all of our key supporters in particular for BHP Billiton and 303 Advertising.



2008 Drowning Report

In the 2008 RLSSWA Inc Drowning Report adults over 30 years, alcohol, fishing and boating have been identified as emerging priority areas for intervention.

The 2008 Western Australian Drowning Report was compiled using information gathered from the WA Coroners Office. 29 unintentional drowning deaths were recorded in 2008 at an estimated cost of \$46.4M to the broader community.

Adults over 30 years, alcohol, fishing and boating have been identified as emerging priority areas for intervention.



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



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



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

Community Health

Keep Watch is Royal Life Saving's longest running drowning prevention campaign which looks to raise awareness amongst parents/carers of young children under five years of age of drowning prevention issues in and around the home.

Each year too many West Australians lose their life through drowning death. The real tragedy is that all of these deaths are preventable! Water safety education is a critical part of the collective task of reducing the burden of drowning deaths in Western Australia. Community Health investigates drowning deaths to identify at-risk community groups to deliver water safety and drowning prevention programs.



Keep Watch

Keep Watch is Royal Life Saving's longest running drowning prevention campaign which is intended to raise awareness amongst parents/carers of young children under five years of age of drowning prevention issues in and around the home.

Keep Watch again had a focus on providing toddler drowning prevention and water safety messages to regional and remote areas in 2009/2010. In collaboration with Kidsafe and Farmsafe parent information and industry staff professional development sessions were run at fifteen locations throughout the Kimberley and Wheatbelt regions. In total, 143 parents and 29 professionals attended sessions.

This year we also launched the new Keep Watch television advertisement which focuses on home pool safety and the tragedy of losing a child – 'It only takes seconds for a child to drown...and a lifetime to get over.'



Don't Drink and DROWN

Don't Drink and Drown

Alcohol has been found to lead to an increased risk of drowning death and aquatic injury with its effects magnified when in, on, or around

the water. Almost half of all drowning deaths amongst young adults in Western Australia are contributed to by alcohol.

This year saw the launch of the new Don't Drink and Drown television commercial which was developed by 303 Advertising. The advertisement aired throughout the summer period and highlights the dangers of drinking alcohol near the water – 'alcohol makes you less coordinated...which is okay. Unless you are in the water.' It has been very effective and was named the TV advertisement of the year at the campaign brief awards which was a fantastic achievement.

New 'Your Next Shout Could Be Your Last' resources were also launched in the Kimberley region as part of the Don't Drink Guri and Swim Indigenous campaign. It is anticipated that these resources will be expanded into other regions in the coming year.

Watch Around Water

The majority of drowning deaths involving young children are contributed to by a lack of direct adult supervision — and public pools are no exception!



70 aquatic centres were registered to Watch Around Water in WA this year, with 15 new centres. Local radio personality Simon Beaumont has come on board as the Watch Around Water ambassador. Simon has a strong recreational background and is committed to raising the profile of the program through his media contacts.

Walter the Watch Dog was also introduced this year as the Watch Around Water mascot. Walter is one of the new strategies that was developed to increase awareness of the program to the broader community in a fun and interactive way.

The program also saw further expansion into Victoria and South Australia with over 60 interstate registered Watch Around Water

centres. This is a great result and not only establishes WA as the leaders in aquatic safety but is a positive step in setting national industry supervision standards.



Remote Aboriginal Swimming Pools project

Indigenous groups have been identified as a demographic at a high-risk of drowning and near-drowning in Australia. This year 42,088 visits were recorded at the six remote swimming pool facilities, with 556 participants in the annual swimming carnivals – a five time increase from the previous year.

In addition, the pools ran a total of 151 innovative sessions at the pools to encourage participation in aquatic activities. These sessions included water polo, mums and bubs classes, aqua aerobics and community events.

The Fitzroy Crossing pool was officially opened on March 24th 2010. In the two months of operation 7,425 visitations were recorded. This has shown great success and demonstrates the community support for the pool. We are looking at implementing learn-to-swim and innovative programs similar to the other facilities during the 2010.2011 season.



Community Lifesaving

Ultimately, Community Lifesaving's main objective is to create a better awareness of the importance of aquatic safety whilst delivering events for the wider community to participate in.

Over the past ten years the Royal Life Saving Society has established itself as Western Australia's leading aquatic Event Manager. Over this long period of time, the Society has maintained an impeccable safety record and successfully coordinated the greatest white water event in the world (Avon Descent).

Community Lifesaving has successfully managed four key Western Australian aquatic events over the past twelve months including the Avon Descent, Classic Paddle, Pool Lifeguard Challenge and the inaugural Great Australia Day Duck Pluck. In addition, the events provided the Society with an avenue to create awareness of a number of important issues relating to water safety.

2009 Avon Descent



Following on from the success in 2008, the 2009 Avon Descent didn't disappoint. In its 37th year, a record 851 competitors took on the challenging Avon and Swan Rivers for two days of competition.

For the first time in the event's history, the Premier of Western Australia (Colin Barnett) officially started the great race in Northam.

Between the race action, there was plenty of entertainment on offer on dry ground. Spectators shared in the excitement by visiting free family fun days hosted by local shires of Northam, and Toodyay and the cities of Swan, Belmont and Bayswater.

The extensive contribution that the Royal Life Saving Society delivers to event promotion, management and safety each year ensures that the Avon Descent remains an iconic Western Australian event that the community can participate in and view

at no cost. Ultimately, the race has been shared by many Western Australian families over thirty seven years and will be for generations to come.

2009 Classic Paddle

The Classic Paddle has grown into one of the most popular paddling events on the WA calendar. The event is open to all members of the Western Australian community with the aim to help create greater awareness of the importance of aquatic safety at the start of summer.

The race commences at the Narrows Bridge with competitors in a variety of craft paddling the 12 km down river for the experts or a 4 km 'Champion Lakes' sponsored Novice Challenge paddle finishing up at the Left Bank Bar and Café in Fremantle.

In 2009, over 600 competitors competed in the event vying for over \$10,000 in cash and prizes. Michael Baker flew over from the Gold Coast where he trains with Olympic gold medallist Ken Wallace, but was upstaged by Western Australian Iron Man Brendon Sarson who took out line honours. Other key paddling identities that participated in the event included Brian Sierakowski, former VFL premiership player for the St. Kilda football club and Perth shark attack survivor, Ramon Anderson a dual Olympian (1992 – 1996) and Dean Beament, an Australian Surf Ski gold medalist.

Pool Lifeguard Challenge

The AVP Pool Lifeguard Challenge was held on the 18th February 2010 at Challenge Stadium. A record eleven teams participated in the event, this demonstrated the support of facility managers in promoting the event to their staff and members and allowing them to attend the event in working hours.

The challenge consisted of three new events including a gruelling emergency simulation where each team was required to deal with a scenario of multiple casualties. The other two events combine swimming and rescue skills in team relays and individual formats. The three events tested teams on physical fitness levels, reaction times and first aid skills.

This year the team of lifeguards from Beatty Park Aquatic Centre were judged to be the winners ahead of Melville Aquatic Centre and Wanneroo Aqua Motion.

The Great Australia Day Duck Pluck

With many West Australian's enjoying Australia Day around the Swan River, at the beach or in their backyard pool, one lucky WA lady had 20,000 reasons to celebrate.



The Great Australia Day duck pluck was a raffle conducted by RLSSWA to raise much needed funds for our KEEP WATCH program which strives to eliminate toddler drowning deaths. With almost 65,000 ducks being adopted by members of the community, the pond was an impressive sight and attracted great interest from the Australia Day crowd.

On the Swan River foreshore in front of over 25,000 spectators, the Royal Life Saving Society WA Inc. conducted its inaugural GREAT AUSTRALIA DAY DUCK PLUCK with Guiliana Salter from Busselton winning \$20,000 cash after her lucky duck was plucked out of the pond.

The event was a great success; not only by raising much needed funds, but through our marketing efforts we had been able to deliver our KEEP WATCH message to over 400,000 West Australians. The DUCK PLUCK was a new initiative and had been extremely effective in capturing the imagination of the community, but also delivers the more serious message that 'Ducks float, Babies don't'. We hope that we can expand the program and maybe have over 100,000 ducks adopted next year.

Swim and Survive

The Swim & Survive Lifesaving Unit develops swimming and lifesaving programs that share this knowledge with the broader community and most importantly aims 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 training the community so that they can participate safely.

Infant Aquatics

The Infant Aquatic program involves both the child and carer. It provides an opportunity for the child to become familiar with the water and introduces the carer to water safety.

Royal Life Saving is pleased to report 16,377 young children and their parents participated in Infant Aquatics this year. There are now 55 RLSS Endorsed Swim Schools delivering the Royal Life Saving Society WA Infant Aquatics Program. Participants progress through the 'five duck' program and receive a certificate for each stage completed successfully.

Swim and Survive

The Swim & 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 program is designed to emphasise that the skills learnt not only save lives, but provide a foundation for participation in a range of aquatic, rescue and sporting activities.



This year Royal Life Saving continued to develop the Swim & Survive program by reviewing the program support resources and how they are distributed. Key results include;

- Supply of 14,000 new Aquaquiz activity booklets as well as prizes/resources for program competitions
- Supply of 30,000 'My child is learning to Swim & Survive' bumper stickers
- Distribution of 25,000 targeted S&S brochures
- Distribution of 10,000 swimmers bags with new artwork
- Production of new Swim & Survive promotional displays hosted by 8 Swim Schools

Royal Life Saving is pleased to report 89,236 young children received a Swim & Survive accreditation this year, an increase from 2009.10.

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. The program focuses on developing survival and rescue skills enabling participants to make the right decisions that may help themselves or someone else in an aquatic emergency.

The ability to be a lifesaver is not the only benefit of Bronze Rescue. It also instils within participants the values of leadership, communication and decision making. Royal Life Saving is pleased to report 10,460 participants became a lifesaver by completing a Bronze Rescue award this year.

At Risk Communities

Increases in the proportion of drowning among Aboriginal and Culturally & 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.

Over the past twelve months Royal Life Saving provided 20 specific community-group swimming and water safety programs to at-risk groups and regions. The programs included both wet and dry components to build water safety knowledge and skills. Targeted regions included;

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

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

- Broome
- Burringurrah
- Derby
- Jigalong
- Kalgoorlie
- Kwinana
- Bidyadanga
- Dalwallinu
- Geraldton
- Karratha
- Kununurra
- Leonora

- Midvale
- Newman
- Tom Price
- Wickham
- Moora
- Southern Cross
- Warmun
- Yandeyarra

Endorsed Swim Schools

The Royal Life Saving Endorsed Swim School network was established 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 include 93 aquatic facilities. Importantly we were able to increase our scope and diversity of providers by establishing a network of Schools with Pools and Lifesaving Clubs 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	93	Infant Aquatics, Swim & Survive, Bronze Rescue
School with Pool	9	Infant Aquatics, Swim & Survive, Bronze Rescue
Lifesaving Club	3	Swim & Survive, Bronze Rescue
Junior Lifeguard Club	26	Swim & 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 93 Endorsed Swim Schools, almost half are located in regional and remote areas.

This year 17 Endorsed Swim Schools participated in the annual Swim & Survive Swim School Open Day. This day includes 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 a meaningful insight into the skills required to safely participate in aquatic activities in their local area over the coming summer.

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

Education and Training

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 2009-2010, almost 21,000 Western Australians participated in water safety and first aid training course run by the Society. 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 2009-2010, over 880 regional first aid and resuscitation courses were conducted throughout regional WA with 4,925 people

become certified community lifesavers. This is an area that will continue to grow in coming years.

Royal Life Saving Society is continuing 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.

We also now have around 300 resuscitation trainers in most hospitals throughout Western Australia who can provide training to the community.

There have been some significant changes to some of the training programs delivered by Royal Life Saving these are the advanced first aid and specialty training programs that are conducted for heavy industry work places.

New Training Rooms

The Royal Life Saving Society – Western Australia (RLSSWA) celebrated its 100th Birthday during 2009 and this coincided with an exciting year for the Training Department.

\$900,000 in Federal Government funding was approved for the construction of new training rooms and associated training equipment, and a number of partnerships were entered into allowing us to continue providing cost effective training to the aquatic industry throughout Western Australia.

New training rooms are currently been completed at RLSSWA Mt Claremont and Bayswater Waves and a new training room at Fremantle Leisure Centre has been completed and is now in use. Along with the construction of these rooms comes a selection of new equipment to be utilised across a number of our training programs.

Traineeships

Traineeships have gone online! The RLSSWA Traineeship Department have recently moved some of their training to an online format. This style of training will benefit both trainees and trainers. Trainees will be able to log on at a time that suits them and RLSSWA trainers will have the tools to reach more trainees at any one time. Training in this format is still in a trial stage; however should it prove successful it may be possible to introduce it to other areas of training. Unfortunately not all of our training delivery and assessment can be achieved in this way, but some areas of the organisation will benefit greatly.

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 1,430 people became qualified pool lifeguards in 2009-2010. A further 94 became qualified pool operators.



Through our commitment to providing training programs and services to ALL West Australians, with the assistance from the Department of Education and Training, we were able to train 116 Group 2, 3 & 4 pool operators in nine regional and remote locations (Broome, Busselton, Mandurah, Geraldton, Carnarvon, Kalgoorlie, Albany, Northam, Port Hedland). RLSSWA also took the opportunity while in these locations to offer the Aquatic Rescue for Group 3 Pools to the operators of Group 3 Aquatic Facilities.

In addition, Central TAFE (Central) and RLSSWA entered into a new agreement for the provision of Pool Operations Training (Group 1 Aquatic Facilities). There has been a strong partnership between Central TAFE & RLSSWA since 2001 and this is evident by Central's commitment to a further 2-year agreement. This agreement will continue until the 31st December 2010 and once again the agreement allows for the provision of cost effective training to the Aquatic Industry. This training program is directed towards individuals wishing to embark on a career in Aquatic Recreation supervision/ management.

Safety Services

The Safety Services department also provides safety and risk assessments of community aquatic venues. The service provides operators with an independent review of compliance with relevant legislative requirements, regulations and best practice guidelines.

Pool Safety Guidelines

The 'Pool Safety Guidelines' are the leading publication on safety and risk control in aquatic facilities. It 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 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 2009/10, 5960 unique visitors used the website with a total of 59,017 pages viewed.

Safety Risk Assessment Services



The Safety Services department provides safety and risk assessments of community aquatic venues. The service provides operators with an independent review of compliance with relevant legislative requirements, regulations and best practice guidelines.

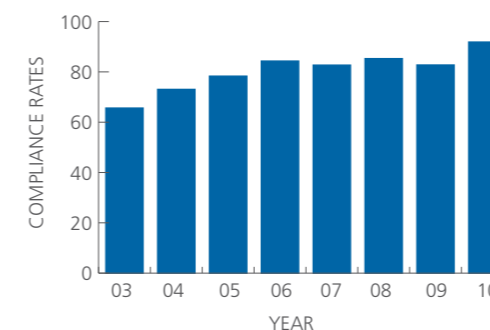
With public aquatic facility managers and local government

authorities facing increasing public liability obligations these services have grown over the past twelve months. The Society acknowledges the support of the Local Government Insurance Service (LGIS) who funded the assessment of many public pools.

In 2009/10 a safety assessment was conducted for:

- 25 public swimming pools.
- 15 hotel, health club, strata complexes and swim school pools.
- 7 inland waterways

One of the highlights has been the continued improvement in overall compliance and safety scores achieved by public swimming pools over the last seven years from 66% in 2003 to 92% in 2010. This has resulted in safer aquatic facilities being provided to the community.



Home Pool Barrier Assessment Services

Having appropriate and well maintained pool barriers is one of the most effective ways to prevent toddler drowning deaths. Safety Services provides a home pool barrier assessment service to several Local Government Authorities in Western Australia. It is an effective mechanism to firstly ensure barrier compliance and secondly provide owners with information and advocacy regarding the Keep Watch safety message.

In 2009/2010 7,704 home pool and spas were assessed by Royal Life Saving.

- 62% were compliant after the first assessment
- 78% were compliant after the second assessment
- 86% were compliant after the third assessment

The remaining 14% of barriers were referred back to the local government for follow up. The most common reasons for referral were:

- Barrier/pool under construction (which could take months)
- Assessor could not get access to the backyard

- Owner unwilling to comply - local government to enforce regulations

Aquatic Injury Surveillance Project – Injury Research Data

For the past eight 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 seventh consecutive year there have been no drowning deaths recorded in public aquatic centres in Western Australia. Of the 723 incident reports 38 (5%) were identified as major incidents. The remaining 685 were identified as minor incidents.

Over the 2009-2010 year an average of 36.1 incidents per 100,000 patrons was reported. This year's incident rate is higher than the long term average of 31.6 incidents per 100,000 patrons.

Rescue and Revive

Over the past twelve months Rescue and Revive provided qualified first aid and water safety officers at 372 events with an estimated 1,351,000 patrons and responded to 189 incidents – almost three times more than the previous year. Acquiring new contracts for events at Members Equity Stadium and the WACA contributed to this increase.



Due to the increasing demand for highly qualified staff at a range of different community and large scale events a number of professional development training opportunities were offered to staff to increase their qualifications and ability to respond to incidents.

Fundraising and Marketing

During the past year, two raffles through our call centres in the South West were conducted to raise much needed funds for the Society's Keep Watch campaign that aims to prevent toddler drowning deaths in Western Australia.

Fundraising and marketing have become core activities of the Society. Utilising our call centres in Manjimup and Bridgetown we have raised a significant amount of money for both Royal Life Saving and a number of other charities over the past twelve months. This money contributes to saving lives around Australia.

Fundraising

During the past year, two raffles through our call centres in the South West were conducted to raise much needed funds for the Society's Keep Watch campaign that aims to prevent toddler drowning deaths in Western Australia. The raffles raised \$375,000 for the campaign and importantly facilitated the delivery of our Keep Watch messages to 120,000 households in Western Australia. In addition, this year we were able to acquire over 5,000 new supporters which is a great result.

Royal Life Saving also conducted two direct mail appeals leading up to Christmas and the end of the financial year that raised an additional \$28,000 for water safety and life saving initiatives. We would like to thank our many supporters of both our raffle and direct mail campaigns.

Gibb River Road Mountain Bike Challenge

While the world's attention focuses on the famous Le Tour de France, Royal Life Saving WA Inc. is proud to be the beneficiaries of an (maybe) equally gruelling bike race The Annual Cable Beach Club Gibb River Road Mountain Bike Challenge.

The legendary Gibb River Road is not normally a place where you would expect to find cyclists but once a year the dusty trail is home to this now infamous team bike relay event.

From 23-27 May 420 people from all over the country participated, with 374 riders and 46 hard working volunteers forming 67 teams. Three solo teams and one lone rider also took part in the challenge which is primarily a fundraising event for many local and worldwide charities.

Team Rawring Forties have once again showed their winning form from previous years, not that there are any winners, after all its a challenge. They completed the 650km journey in a record time of 19 hours 57 minutes beating the next team by 11 minutes and raising a record \$25,000 for Royal Life Saving WA Inc. In 2009, Team Rawring Forties raised \$15,000 for Royal Life Saving WA.

The team of six are all keen cyclists and prevail from all over the state with two living in Perth, three from Karratha and one from

Newman. "We are fortunate that one team member from Team Rawring Forties works for BHP Billiton in Newman, and can leverage BHP through its Matched Giving Program, where they will match employees fundraising efforts.

Royal Life Saving Society WA would like to thank Team Rawring Forties and thank all of their valuable sponsors for 2010, including BHP Billiton, McLaren Car Hire, MM Electrical Merchandising, Cape Range Electrical and the KI Group.

Hello Customer Contact Call Centres

During 2009/2010 the Royal Life Saving Society's marketing and call centre operations worked with a number of other charities and not-for-profit organisations to assist them with fundraising programs. The programs included raffles, direct mail campaigns, market research and customer service projects which allowed Royal Life Saving to deliver specialist services to organisations that don't have the internal resources to do so. The co-operation has allowed each of the charities and Royal Life Saving to optimise resources and deliver excellent results for all concerned and delivered significant community benefits.



We would like to thank the following organisations for their support over the past year:

- SIDS and Kids (WA, NSW, ACT, Hunter, QLD)
- Surf Life Saving (WA, NSW)
- Children's Leukaemia & Cancer Research Foundation
- Diabetes WA
- Multiple Sclerosis Society (WA, Australia)
- Cystic Fibrosis WA
- Royal Life Saving Society South Australia
- Motor Neurone Disease Association WA

Together, the Royal Life Saving Society WA Inc. and our charity partners continue to make a difference in the community.

This year the Children's Leukaemia & Cancer Research Foundation (CLCRF) was awarded a Fundraising Institute Award (FIA) for Excellence in Fundraising for their community fundraising program. Over the past year, CLCRF has achieved a net income of over \$444,000 through community fundraising, while achieving many other significant key objectives. By working together CLCRF have achieved their fundraising objectives and with the assistance and the expertise of the Royal Life Saving Society WA Inc. marketing team. This award is an example of how two like-minded charities working together can achieve industry best practice.

New Call Centre Contract



The Hello Customer Call Centre was also awarded a \$6.5M contract to provide call centre services to the WA State Government to assist with the provision of breakdown and repair services for Government buildings over the next five years.

The contract will be delivered via Royal Life Saving call centre operations in regional WA, specifically Manjimup and Bridgetown and provides the platform for our continued investment in regional WA and will secure the ongoing employment of over 100 staff in the region. The economic impact of this contract is expected to deliver benefits to the local communities upwards of \$20M over the next 5 years.

Royal Life Saving WA Inc. established the call centre operations in Manjimup & Bridgetown in 2002, to assist in providing sustainable employment options for towns affected by the Regional Forests Agreement. RLSSA WA is extremely proud of its contribution to the Warren Blackwood region and likewise delighted with the contribution our staff in Manjimup and Bridgetown have made to the Royal Life Saving Society throughout Australia.

To date 556 swim instructors have completed the Swim Safer training course. There are plans to further expand this training and program over the coming year.

LIWA

The last twelve months has been a period of expansion and growth for LIWA Aquatics. Under the guidance of its Board, LIWA Aquatics has been able to deliver a number of significant outcomes for the aquatics and recreation in industry in Western Australia. These have included two regional seminars in Narembeen and Broome and a state conference which again attracted record numbers of delegates, a sold out trade exhibition and saw the emergence of the crazy tie competition which is fast becoming a highlight of the conference!

One of the key highlights of the year has been the publishing of the Aquatics Recreation Australia Journal. The new journal is distributed to 3,000 individuals and workplaces across the country with the long term aim of reaching every aquatic professional in Australia. The journal provides an opportunity for the sharing of information and experiences throughout the aquatics industry at a national level. It is hoped that this journal will eventually become the catalyst that unites the industry nationally and will be the go to magazine for our industry.

LIWA identified that there was a need to gain a better understanding of water usage in public aquatic facilities. Phase one of the trial data logging research project undertaken in partnership with the Water Corporation has been completed at 13 aquatic facilities throughout the state. The trial showed that leaking infrastructure is a commonly occurring issue that deserves attention. The results show that 73% aquatic sites were likely to be leaking. The second trial in 8 facilities is now underway and the results, the problems and the breakthroughs will be reported over the next 12-18 months

The long term goal of the partnership with the Water Corporation is to demonstrate to the wider community and other industries that the aquatic industry in Western Australia is a leader in water conservation in its facilities. LIWA President Jeff Fondacaro was honoured at this years Recreation Industry Awards night hosted by the Department of Sport and Recreation where he received a Special Achievement Award for his contribution to the aquatics industry. This is a fantastic achievement and recognition of Jeff's ongoing commitment to the WA aquatics industry.

It is important to recognise the great support that the industry receives from its Board members. This type of volunteer contribution is not reflected to the same extent in other industry organisations throughout Australia. LIWA Aquatics still leads the national agenda in all areas of aquatic recreation representation and is viewed as a benchmark for other peak bodies to aspire to.

International Services

This year Sport and Recreation Management Singapore PTY LTD continued to provide training, safety risk management and research expertise to a range of projects in Singapore. A local staff member was employed which have given us greater capacity to deliver programs and services. In addition, we have secured office space in Hougang which will be officially opened later this year.



Memorandum of Understanding

Aiming to further develop friendly relations and sports collaborations between Singapore and the State of Western Australia, the Singapore Sports Council (SSC) recently signed a Memorandum of Understanding (MOU) with the Western Australian Department of Sport and Recreation (WA, DSR), Royal Life Saving Society, Western Australia Inc. and Western Australian Institute of Sport (WAIS). The MOU will enhance and facilitate sporting exchanges and cooperation in the areas of high performance and sports safety.

"This MOU formalises our existing commitment to share knowledge and enhance our mutual capabilities in the development and promotion of sports and recreation. Through stronger cooperation and collaboration, we will see greater achievements in sports safety, sports science and high performance specifically, as well as the development of research and educational resources for use by all." Mr Oon Jin Teik, Chief Executive Officer of SSC

Royal Life Saving is very pleased to be associated with the Singapore Sports Council. The MOU further develops this relationship to enable the sharing of ideas and programs that are designed to make sport safer. This ongoing collaboration will ensure that together we can make sport a safer and enjoyable experience for all.

Swim Safer

Over the past twelve months we have been working with the Singapore Sports Council to develop and implement the Swim Safer program to ensure children are provided with quality learn-to-swim programs. The program is a new water safety program that combines the National Survival Swimming Award (NSSA) and learn-to-swim program (LTS) into a progressive six stage program.

It is designed to help children of all ages and abilities to develop water safety and swimming skills at their own pace through a positive and fun learning experience. To date 556 swim instructors have completed the Swim Safer training course. There are plans to further expand this training and program over the coming year.

Training

A range of training programs have been undertaken in Singapore over the past twelve months. Overall, 133 Singaporean lifeguards completed the Lifeguard Proficiency Assessment which covers first aid, resuscitation, rescue techniques and fitness. A further 22 people also completed their Pool Lifeguard qualification.



Royal Life Saving Western Power Honours Awards

This year at the Royal Life Saving Western Power Honours Awards, fourteen people were honoured for their acts of bravery at the annual awards ceremony.

The annual Royal Life Saving Western Power Honours Awards have become a memorable event on the Royal Life Saving calendar. This year, fourteen people were honoured for their acts of bravery at the annual awards ceremony. The awards were presented by Western Power and Graeme Drew from the Nathan Drew Memorial Trust and recognised individuals that have shown courage and used their skills to save a life.



Evangeline & Jennifer Wood

Evangeline and Jennifer received an award for taking the initiative to provide first aid and call for assistance at the first opportunity after a man collapsed in East Fremantle. Evangeline utilised skills learned during a first aid course to provide assistance to a patient suffering a major heart attack. After alerting the emergency services Evangeline performed the DRABC primary survey in co-operation with Jennifer until medical assistance arrived. The timely and skilful actions undertaken by Evangeline and Jennifer directly saved the life of the patient who made a full recovery.

Kelly Jones, Chris Edwards and Lisa Davies

Kelly, Chris and Lisa received an award for taking quick action to aid a person in difficulty whilst on duty at the Beatty Park Leisure Centre. Upon sighting a person on the bottom of the 5m diving pool, Kelly immediately radioed for assistance, entered the water and dragged the unconscious man (almost twice her size) to the pool edge. Once the patient was safely out of the water, Kelly and Chris performed the DRABC primary survey in conjunction with Lisa and implemented a successful resuscitation. The immediate actions of Kelly and her fellow staff resulted in the patient making a full recovery in hospital.

Jamie Brady and Alexandra Cory

Jamie and Alexandra received an award for providing assistance and showing outstanding judgement during a life threatening incident whilst on duty at Challenge Stadium. Jamie delivered CPR and administered a total of five defibrillator shocks in co-operation with the paramedics. Upon arriving at the incident Alexandra assisted the patient in breathing and continuous calming. The patient was transported to hospital and made a full recovery due to the actions taken by Jamie and Alexandra.

Clay Wooles

Clay was awarded for performing a rescue of a swimmer caught in hazardous surf conditions. Clay noticed an American tourist struggling in the water whilst surfing at Cottesloe beach. He paddled out to the man on his own accord and successfully supported him back to the beach. He then placed the tourist in the recovery position and continued to monitor him until the ambulance arrived. Clay's outstanding knowledge, judgement and determination were all factors that led to the successful saving of the tourist's life.

Paul Di Girolami

Paul received an award for providing assistance and showing outstanding judgement during a life threatening incident. Whilst on duty, Wanneroo ranger Paul Di Girolami witnessed an incident involving a little girl being hit by a car. Acting immediately, emergency services were called as Mr Di Girolami checked the little girl's vital signs and administered DRABC until vital signs improved, breathing returned and the patient was attended to by a doctor. Paul's immediate actions in conjunction with fellow bystanders resulted in the little girl making a successful recovery.

Daniel Miller

Daniel was awarded for taking quick action to aid a person in difficulty. Daniel was travelling along Albany highway when he came across a car accident. The vehicle was lying upside down against a tree with a motorbike leaking fuel in the back. Acting immediately, Daniel kicked in the front windscreen and successfully removed a child from the front passenger. Daniel was able to move the patient to safety and contact emergency services. The immediate actions undertaken by Daniel directly saved the child's life.

Kevin Clarke

Kevin received an award for providing assistance and showing outstanding judgement during a life threatening incident. Kevin Clarke and friends were fishing at Salmon Holes - a popular rock fishing spot in Albany, when he witnessed a man slip and fall into the water. Kevin utilised the Nathan Drew Memorial Trust Foundation buoy system to keep the person safe whilst in the water. Once close enough to the rocks Kevin coordinated four other people to form a human chain down the slippery rocks to recover the man. The immediate actions undertaken by Kevin directly saved the life of the distressed man.

Kara Shaw and Adele Clair

Kara and Adele received awards for providing assistance and showing outstanding judgement during a life threatening incident. Whilst on duty, Royal Life Saving first aid officers Kara Shaw and Adele Clair responded to an unconscious patient during a swimming event on Rottneest Island. Kara and Adele provided CPR and oxygen therapy to the patient following a cardiac arrest and immediately called emergency services. The patient was transported to hospital and made a full recovery due to the actions taken by Kara and Adele.

Kirree Green

Kirree received a certificate of commendation for providing assistance and showing an outstanding commitment as a swimming teacher for the West Australian Deaf Education (WADE). Kirree was employed by the WADE for over twenty years where she was responsible for teaching children who were severely challenged and did so by utilising the Royal Life Saving award stream. Kirree has provided countless disabled children in our community with the confidence and ability to enjoy water based activities.



Our Organisation

Honorary Solicitors

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Prof. James Edlemen Oxford
Martin Bennett
Brian Sierakowski

Board of Directors

President
Executive Director
Director of Finance

Ross Peters
Alex McKenzie
Audrey Cahill

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Rebecca Cohen
Penny Cohen
Tom Ballantyne
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Sallie Watson
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Staff Members

Executive Management

Executive Director
Operations
Community Relations
Aquatic Services

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Greg Tate
Peter Leaversuch

Administration

Finance Manager
Finance Assistant
Administration Officer
Trading Coordinator
Trading Assistants

Elin Sirr
Hena Park
Lyn McKenzie
Kelly Brown
Sian Newman
Allison Classen
Jordanna Shine

Receptionist

Community Health

Community Health Manager
Health Promotion Officers

Lauren Nimmo
Kara Shaw
Katherine Celenza
Tom Shalders

Remote Pool Managers

Jaime O'Donohue
Scott and Linda Kendall

Training and Education

Training Manager
VET Coordinators

First Aid Consultant
Training Officer
Traineeship Field Officers
Course Coordinators

Group Booking Officers

Public Course Officer
Licensee/Membership Officers

Administration Assistants

Manikin Maintenance

Swim & Survive

Swim & Survive Manager
Swim & Survive Coordinator
Swim & Survive Project Officer

Drowning Prevention Coordinator

Community Lifesaving

Community Lifesaving Manager
Event Administration Officers

Safety Services

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

Linda Murphy
Paul Bin Busu
Joshua Kowald
Peter Heyward
Bernadette Egan
Aaron Jacobs

Rob Munce

Jaime Drew
Holly Leach
Heather Preston
Tania Woodley
Craig Smetherham
Charlie Yates
Eleanor Lee
Chris Lewis
Jacqui Lamb
Debbie Allbury
Michaela Moscou
Melissa Bezuidenhout
Elizabeth Hunn
Tennille Hobbs
Samantha Morgan
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Trent Hotchkin
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Eddie Gibbs
Hugh Singe

Andrew Mosel
Kirsty Melrose
Dagmara Zabiello
Stuart Glenn
Lauren Thomas
Jane McDonald
Daniel Maxwell
Richard Coulthurst

Customer Contact Services

Marketing & Operations Manager
Operations Manager
Fundraising Administration Mgr
Fundraising Administration
Assistant
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

Louise Ellis
Rowena Roberts
Lyn McLoughlin

Maria Vellios

Bobbie 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
C Humphrey
D Roberts
J Kent
H Billstein
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M Edwards
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AE Middleton
M Nicholas*
D Anderson
L Dale*
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F Murphy
J Fussell
M Davies
L Marston
N Maciejewski
D Millington
G Murrish
R Peters
A Cahill
Hon. Colin Barnett
I Brown
J Lamb

* Deceased



Our Partners

The Royal Life Saving Society Western Australia Inc would like to acknowledge and thank the following organisations for their continued support and contribution to saving lives in WA. We look forward to their continued support in 2011 and beyond.

Principal Community Partner

BHP Billiton



Principal Partner

Government of Western Australia



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Western Power



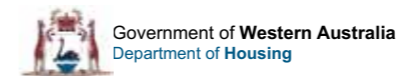
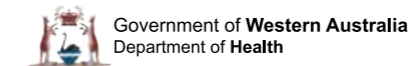
Industry Partners

Leisure Institute of WA Aquatics
Austswim



Program Partners

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Department of Health
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Lotterywest
The Griffin Group
Healthway
LIWA Aquatics
Department of Education and Training
Water Corporation



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Training Centre Status

RISE
Singapore Recreation Management
Registered Training Organisation



For further information or to obtain additional copies of the 2010 Annual Report, please contact:



Royal Life Saving

THE ROYAL LIFE SAVING SOCIETY WESTERN AUSTRALIA INC.

The Royal Life Saving Society Western Australia Inc.
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