

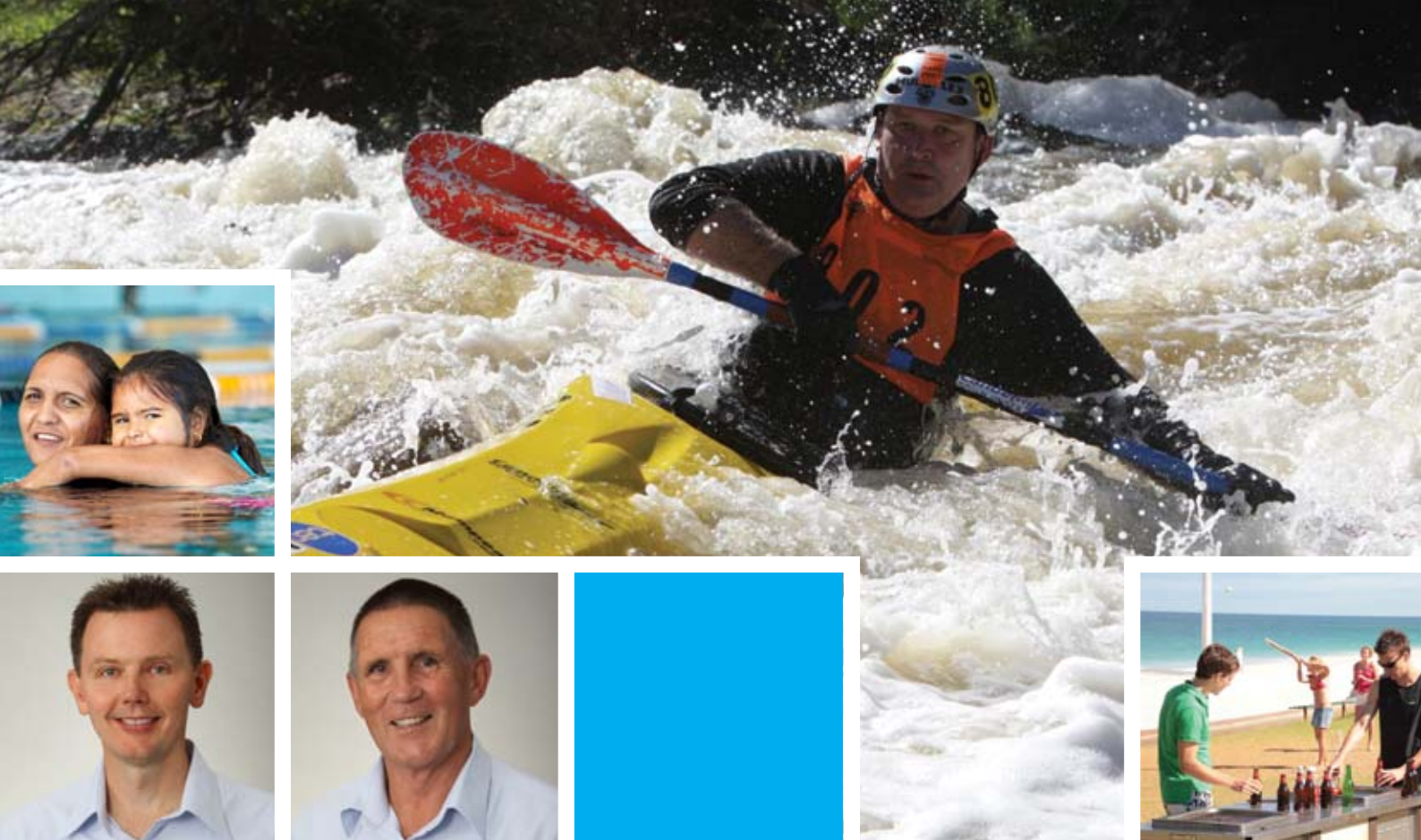
Annual Report 2011



Royal Life Saving
THE ROYAL LIFE SAVING SOCIETY AUSTRALIA



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President and CEO Report

On behalf of the Royal Life Saving Society WA (RLSSWA) Inc Board and staff we would like to present to you the Royal Life Saving Society WA (Inc) 2010/2011 Annual Report.

Throughout the early part of the year there was considerable focus on the development of our Strategic Plan for the period 2011 – 2015. Now endorsed by the board and in practice for the latter half of the year it is the result of an extensive series of discussions between The Royal Life Saving Society WA (Inc) Board, Members and Management Team and included consultations with major stakeholders, including government, funding agencies and organisations to which Royal Life Saving delivers services.

This comprehensive review process was made possible through a grant from Lotterywest and was expertly facilitated by consultant Nick Francis, to whom we are extremely grateful for his guidance throughout the process. We would also like to acknowledge our stakeholders who gave generously of their time to provide their feedback and advice during the process.

The Western Australian Government's economic audit committee report "Putting the Public First" was a major influencer in both the development of the Strategic Plan and upon our activities throughout the year. Many of the recommendations of the report advocate 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 mandate for Government provides Royal Life Saving Society WA (Inc) increased opportunity to deliver services that were previously the Government domain.

Our new strategic direction provides a much broader platform for ensuring the delivery of aquatic lifesaving knowledge, skills and services to the community. Whilst our Aim remains consistent with that of our forebears "to prevent the loss of life and to promote safe participation in aquatic pursuits" and we retain our community service ideals, Royal Life Saving Society WA (Inc) has grown into a diverse organisation that provides a range of programmes and services which have touched the lives of people from remote Kimberley communities through to the Great Southern coast.

In adopting this new regime of operations and reporting, we have acknowledged some of the significant achievements over the past year reflecting this.

Planning

Safe Venues

Improving safety features and systems at aquatic destinations

- Safety audits conducted at over 6,500 locations

Skilled Labour Hire

Providing skilled labour in lifesaving, first aid, swimming instructors and pool operations

- Event safety staff provided at over 270 events with an estimated 1.5 million participants

Swimming and Water Safety Education

Strengthening the swimming and water safety education system and promotes ongoing participation in lifesaving

- Over 100 Endorsed swim schools

Community Relations

Research

Undertaking research that drives the ongoing development of effective community programs

Health Promotion

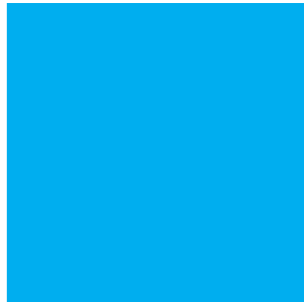
Developing programs that target at risk populations and high risk activities

- Over 300 community and industry groups supplied with training, information and resources on drowning prevention and community health programs

Public Relations

Delivering public relations activities that promote a water safety culture throughout the WA community

- 250 volunteers assisted in delivery of Avon Descent which is co-ordinated by Royal Life Saving Society Western Australia on behalf of the Northam Avon Descent Association.



Remote Aboriginal Community Swimming Pools

Coordinating services for remote aboriginal communities with swimming pools

- 44,116 Visits with 154 children participating in Swim & Survive across the 6 remote locations.

Operations

Vocational Training

Providing excellent vocational training opportunities

- Over 20,000 people participating in training

Community Education

Offering community education programs that are widely available and accessible

- 4,500 people participating in regional programs

Head Office Operations

Managing the Society's infrastructure, financial resources, human resources and operating systems

International Operations

Coordinating international services

- Participated in Splash!Asia. Networked with businesses in Philippines, Brunei and Indonesia

Marketing

Hello Customer Contact Services

Expanding its contact centre capabilities, marketing service and customers

- Over 150,000 inbound calls answered by our 24x7x365 call centre staff at Manjimup.

Fundraising

Delivering the Society's specialist community fundraising and marketing programs

- Over 6,000 hours of fundraising services undertaken by staff employed directly from the local communities of Manjimup and Bridgetown.

Product Sales

Maximising the sale of products that are relevant to the Society's programs and services

International Business

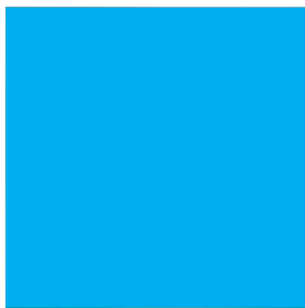
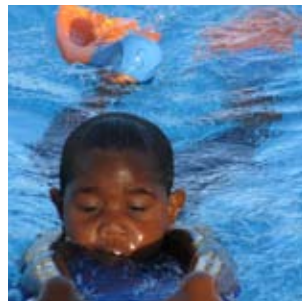
Our business in Singapore Sports and Recreation Management Singapore (SRMS) officially opened their office this year with assistance from the Premier of Western Australia, the Honourable Colin Barnett. This business continues to expand through the Swim Safer program and lifeguard training.

This snapshot of outstanding achievement across such a varied suite of services being delivered across a vast diversity of communities both in a cultural sense and geographical location is testimony to the commitment to the staff and volunteers involved and their devotion to our common cause.

Finally, we would like to extend our thanks to the Board for their dedication, diligence and support, our team of General Managers Ian Brown, Peter Leaversuch, Greg Tate and Allan Godfrey, their respective Life Saving Unit Managers and staff, LIWA Aquatics for their ongoing partnership and to all of our life members, members, sponsors, supporters and everyone who has made 2010/2011 another successful year.

Ross Peters
President

Alex McKenzie
Executive Officer



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



bhpbilliton
resourcing the future

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.

Indigenous Traineeships

The Indigenous Traineeship program offers Indigenous youth from targeted 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.

Over the past year we have seen 35 Indigenous young people complete their traineeships in the sport and recreation field. Of these, 29 were in the metropolitan Perth area and nine were completed in regional and remote areas, with one in the Pilbara region. The majority of trainees completed their Certificate III in Sport and Recreation (46%). Other courses completed included Certificate II in Sport and Recreation and Certificate II or III in Community Recreation. In addition, there are 45 young people due to complete their traineeship during the coming year (35 metropolitan and 10 regional).

These figures indicate that a high number of Aboriginal young people are becoming qualified to gain employment in the sport and recreation industry. The next step is to assist them to find permanent employment positions in the industry and hopefully encourage them to work in regional and remote areas and promote the value of the traineeships program to other Aboriginal youths.

In addition, ten local people in the remote Aboriginal community of Bidadanga completed their Senior First Aid and Bronze Medallion qualifications and are now employed at the local aquatic centre.

Don't Drink Grog and Drown

Australians are four times more likely to drown in a regional/remote area than in a metropolitan area. Regional and remote communities are often exposed to a range of risks and dangers that differ from those in the metropolitan area.

In Western Australia, two thirds of all alcohol-related drowning deaths amongst young adults occur in regional areas of the State. Recent studies show an increased risk of alcohol-related drowning death in regional areas such as the Kimberley, Pilbara, and Goldfields that is up to 13 times higher than that of the Perth metropolitan area.

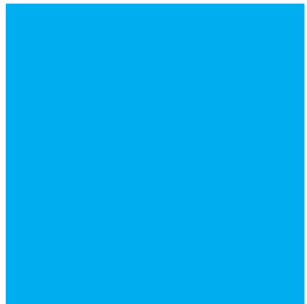
With the assistance from BHP Billiton, the Don't Drink Grog and Drown message was developed to make sure that the Don't Drink and Drown program remained relevant to the community within the Pilbara region. New branding and resources have been developed and will be promoted throughout the region in the coming year.

Communications

This year Have-A-Go days have been held at locations in both the Pilbara and Goldfields regions with almost 250 children participating across three locations. These days involve a carnival component that includes events such as swim relays, rescue races, manikin tows and rope rescues. They provide children with the opportunity to learn how to use rescue equipment and perform a range of aquatic rescues in a fun and interactive way. In addition, a current RLS state team member attends the day to run the events and encourage the children to get involved in the activities. With assistance from BHP Billiton, the following Have-A-Go Day events have been run over the past year:

- Port Hedland (140 participants)
- Newman (70 participants)
- Kalgoorlie (30 participants)

These events were extremely successful, particularly the session held at the Kalgoorlie Oasis, where the Have-A-Go Day has led to the introduction of an ongoing Junior Lifeguard Club where children attend on a regular basis to practice the skills learnt through the event.



2009 Drowning Report

There is no one reason to explain why West Australians drown, so there is no one simple solution. Understanding who, where, how and why people drown is crucial to developing drowning prevention and water safety strategies to enable the community to enjoy aquatic activities safely.

Data collected from the Coroner's Office showed that 31 West Australians accidentally drowned from January to December 2009 at an estimated cost of around \$50 million to the broader community. The number of people who drowned increased slightly from the previous year and remained consistent with the 5-year average. All cases included in the report have been closed by the Coroners Office to ensure data is reliable and accurate.

Key statistics included:

- 84% of incidents involved males
- 52% occurred in regional and remote areas
- 35% involved young adults aged 15-29 years
- 48% of incidents occurred at coastal locations
- 35% occurred while the person was swimming
- 29% of incidents were contributed to by alcohol

Infants and Toddlers

Drowning deaths remained low in children under 5 years of age with only two deaths recorded in this age group. This continued the downward trend of drowning deaths amongst this age group despite significant increases seen at a national level. Both cases occurred in backyard swimming pools and were contributed to by a lack of supervision and poorly maintained pool barriers.

Young Adults

Eleven young adults drowned in 2009, three times the number recorded the previous year and the highest recorded in the last decade.

- 73% were male
- 64% occurred in regional areas
- 55% occurred while swimming
- 45% involved tourists

Adults

Eleven adults aged 30-59 years drowned in 2009, which is consistent with the 5-year average for this age group.

- 67% occurred in regional and remote areas
- 55% occurred at coastal locations
- 45% were contributed to by pre-existing medical conditions
- 27% were contributed to by alcohol (average BAC of 0.189%)

Older Adults

Six older adults over 60 years of age drowned in 2009, which is the lowest number recorded amongst this age group over the past five years.

- 67% occurred in the Perth metropolitan area
- 67% occurred at coastal locations
- 33% of incidents occurred while the person was boating
- 36% were contributed to by pre-existing medical conditions

Case Study

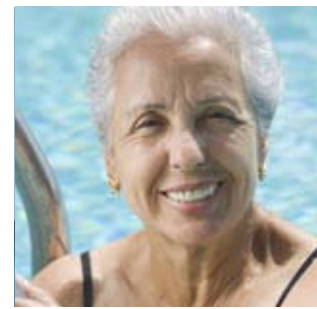
Adults and Alcohol

Alcohol is becoming a more worrying issue with an increasing trend in alcohol related drowning in the 30-59 year age group, with half of the drowning deaths in this group being attributed to alcohol. In a continuing trend, in 2009 the consumption of alcohol was a contributing factor in 27% of drowning deaths in this age group, a 10% increase from 2008.

In 2009, the average blood alcohol concentration recorded in these incidents was 0.189%, which is not only alarming and requiring urgent attention, but far higher than the average concentration of fatalities in young adults, who most perceive to be the worst offenders.

A long-term (24 years) epidemiological analysis of drowning deaths showed that of all accidental drowning deaths, 56% of those aged 30-64 years had a blood alcohol concentration of greater than 0.08%, with 46% of this group with a blood alcohol concentration of greater than 0.15%. Even more worrying is that within that age group, 18% had a blood alcohol concentration of over 0.251%.

Royal Life Saving WA recently completed a research project that investigated alcohol related drowning deaths amongst adults aged 30-59 years in Western Australia which provided a number of recommendations to tackle this emerging water safety issue.



Community Health

The Society coordinates a number of water safety and drowning prevention programs aimed at encouraging safe participation and preventing drowning deaths and near-drowning incidents amongst at risk groups in the community.

Don't Drink and DROWN

Don't Drink and Drown

Don't Drink and Drown promotes alcohol and water safety messages to young adults aged 15-29 years in WA. The program takes a harm-minimisation approach and provides young

people with the information and skills to make safe choices.

This year the Don't Drink and Drown program messages were promoted at 30 community youth events throughout WA. At these promotions, program staff and volunteers provided a range of interactive activities that demonstrate the dangers of drinking alcohol and provided them with useful hints on how to stay safe.

In the next 12 months the program will be busy developing a youth alcohol and water safety DVD and also coordinating a series of regional road shows in the south west region to ensure people living in regional areas have access to alcohol and water safety information.



Keep Watch

Keep Watch is the Society's toddler drowning prevention program and has been running in WA since 1996. The program has been very successful in reducing the number of children under 5 years drowning in WA, however with new parents entering the target group each year it is important to ensure the program continues to be promoted and adapted to suit the needs of the community.

This year the program was expanded to include strategies that targeted the children to encourage them to learn about water safety in a fun and interactive way. A storybook 'The Adventures of Dippy Duck' was created and distributed to primary schools, playgroups and child care centre. In addition, a number of children's presentations were conducted with the help of our new mascot Dippy Duck. These sessions have been very successful with the children getting involved in learning how to be safe around the water. We are looking to build on this in coming years.



Remote Aboriginal Swimming Pools

The Remote Aboriginal Swimming Pools project has been running in WA since 2000 and with six pools in the north-west is one of the most successful Aboriginal health programs in Australia.

This year, 44,116 visits were recorded across the six pools. Numbers were down this year due to the devastating floods that affected Warmun and Burringurrah communities which limited usage of the pool. In addition, 1,031 children participated in annual swimming and lifesaving carnivals and 242 innovative sessions such as water polo, pool parties, aqua aerobics and mums and bubs classes were run.

In a highlight for the season, Commonwealth Games Gold Medallist Sophie Eddington visited the Fitzroy Crossing swimming pool. She spoke to community members, signed autographs and even showed them her gold medal. The children got to see Sophie in action swimming laps in the pool and even received some tips from the swimming champion. It was a great day for the whole community!



Watch Around Water

Watch Around Water educates parents of young children that 'Lifeguards are not Babysitters' and raises the awareness of parental supervision while at public swimming pools. This year we had 85 registered Watch

Around Water pools throughout WA with 100% registration in the Perth metropolitan area. This year all registered centres in regional and remote areas of WA received new pool deck signage "Lifeguards are now targeting" where pools can write their own supervision message. The signs have received great feedback from the pools and are a great and fun way to promote safe supervision.

Walter the Watch Dog also had a busy season travelling around the state from as far as Kalgoorlie, to Geraldton and Port Hedland.

At an interstate level we now have over 200 Watch Around Water pools in Victoria, South Australia, Western Australia, Queensland and New South Wales which is a fantastic achievement and is a direct result of the support and commitment from the WA Aquatics industry.

Case Study

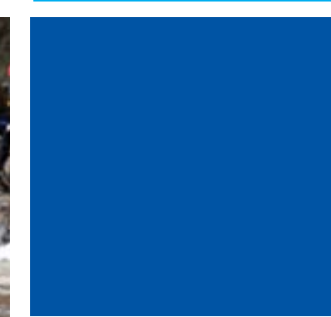
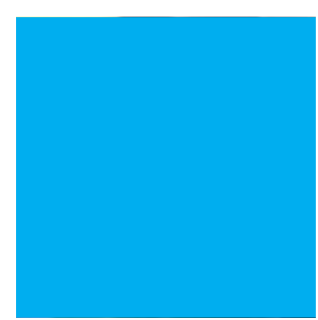
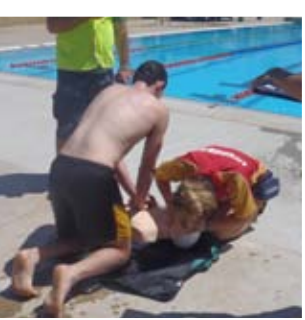
Meelup Beach Party – Leavers 2010

2010 Leavers was our biggest and best yet with the Royal Life Saving Society WA hosting the inaugural 'Don't Drink & Drown' Meelup Beach party down in Dunsborough.

The day was an incredible success with Leavers enjoying the inflatable water park, volleyball matches and free sausage sizzle and merchandise' over the course of the day. A total of over 3000 Leavers turned up, blowing away original expectations of a maximum of 1000 students.

The event was a great opportunity to engage with young people and promote our important alcohol and water safety messages in a fun and interactive way.

We look forward to again hosting this exciting event during next Leavers celebrations in 2011 and making it even bigger and better.



Community Lifesaving

Over the past ten years the Royal Life Saving Society has established itself as Western Australia's leading aquatic Event Manager. 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.

The Community Lifesaving Department has maintained an impeccable safety record, successfully managing three key Western Australian aquatic events over the past year. These include the Avon Descent (the greatest white water event in the world), Classic Paddle and Pool Lifeguard Challenge. In addition, the events provided the Society with an avenue to create awareness of a number of important issues relating to water safety.

2010 Avon Descent

2010 marked the 38th year of the Avon Descent and the 7th year that Royal Life Saving has been appointed the Event Manager. Held on the 7th and 8th August, a record 904 competitors registered, in comparison with participation levels of 851 in 2009 and 665 in 2008. International exposure continues to grow and the event is now part of the M7 action event series and will be televised throughout Asia, Europe, Africa, North America and Australasia.

The Ambassador program which forms an integral part of our increased interstate and international presence proves to be a valuable marketing tool. Two ambassadors were appointed in New South Wales, one in South Australia and one Queensland. New Ambassadors were also appointed in the United States of America and reinstated in South Africa to proactively promote participation in the event within these target groups.

Embedded journalists travelled with the team from South Africa and the 30 interstate competitors ensuring good coverage of the event interstate and overseas. Media exposure of the event through Newspaper, Television and Online surpassed levels of previous years. Feedback gained from Local Governments reflected this with increased participation levels at their respective Family Fun Days which are held over the event weekend.

In 2010 weather conditions were perfect on race weekend however due to the lack of rainfall in the lead up to the race, river levels were at their lowest in the events history. This resulted in nearly half the field failing to finish the race. 2010 was dubbed "the most physical event ever" with World Champion, South African competitor, Hank MacGregor achieving back-to-back first place honours.

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 eight years and will continue to be for generations to come.

2010 Classic Paddle

Over the past 14 years, The Classic Paddle has grown into one of the most popular paddling events on the WA calendar. It is an inclusive event designed to maximise community participation and act as a showpiece for enjoyment and safe participation in aquatic activities. The participants range from elite paddlers and Olympians to novice and recreational paddlers out to enjoy Perth's waterways.

The 12km race commences under the Narrows Bridge with competitors in a variety of craft including Surf Boats, Dragon Boats and Single and Double Paddle Craft. The 4km race provides an opportunity for Novices, Malibu Boards and Junior competitors to take part, with all competitors finishing together downstream under the Stirling Bridge in East Fremantle.

Held on the 31st October, a record 800+ competitors registered in the event vying for over \$10,000 in cash and prizes. Female participation continues to rise with 15% of 12km course competitors and 42% of 4km course competitors comprising female entrants.

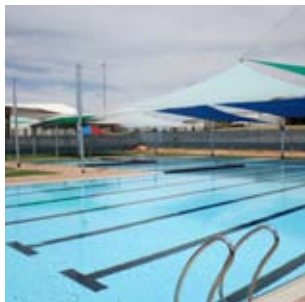
Presentations were held at the Left Bank Bar and Café with seasoned Surf Life Saving Competitors Reece Baker and Simon Roll taking out the Single Surf Ski and Single Kayak respectively in the Open Male Division and Natasha Leaversuch and Jaymee-Lee Martin taking out the Single Surf Ski and Single Kayak respectively in the Open Female Division. Line honours for the Malibu Division were taken by Andrew Mosel from Scarborough Surf Lifesaving Club and Rebecca Browne of City of Perth. The presentations also provided the perfect opportunity to promote the Don't Drink and Drown message to all participants.

Pool Lifeguard Challenge

The Pool Lifeguard Challenge was held on the 17th February 2011 at Challenge Stadium. Eight teams competed for the honour of being named Pool Life Guard for 2011. For the first time in the event's short history a team from Port Headland flew down to compete. This demonstrates 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 consists of three new events including a gruelling emergency simulation where each team is required to deal with a scenario of multiple casualties. The other two events combine swimming and rescue skills in team relays and individual formats. These events test teams on their physical fitness levels, reaction times and first aid skills.

This year the team of lifeguards from Bayswater Waves were judged to be the winners ahead of two teams from Craigie Leisure Centre.



Swim and Survive

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

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.

Infant Aquatics

The Infant Aquatics program encourages individual progression in developing aquatic skills suitable to the child's developmental stage. The program is taught with the child dependent on the parent or carer in the water. Parents are an integral part of their child's aquatic education by providing guidance and support through activities that provide for the development of water familiarisation, exploration and water safety skills. Royal Life Saving is pleased to report 17,067 young children and their parents participated in Infant Aquatics this year.

There are now 59 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 6 new Swim & Survive promotional displays now hosted by 15 Swim Schools

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 instills within participants the values of leadership, communication and decision making. Royal Life Saving is pleased to report 11,370 participants became a lifesaver and completed a Bronze Rescue award this year.

At Risk Communities

Increases in the proportion of drowning among Aboriginal and Culturally & 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 specific community-group swimming and water safety programs to 238 CALD participants and 185 indigenous youth. The programs included both wet and dry components to build water safety knowledge and skills. Targeted regions included;

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

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 access to swimming and water safety education. This has seen the establishment of Endorsed Swim Schools in the following areas;



Case Study
Swim for Fruit Program

Nutrition related diseases are more prevalent amongst the Aboriginal population and those living in regional areas face further challenges in terms of food availability, quality and costs. Generally, fruit and vegetables are not subsidised in many remote communities with coke and chips cheaper to purchase than fruit and vegetables which is not an incentive for the local people to eat healthily.

The Swim for Fruit Program, supported by Healthway and BHP Billiton, encourages physical activity and healthy eating; primarily focusing on developing after school and weekend lap swimming programs as well as expanding the school based learn to swim program. This innovative program involves participants swimming laps at the pool under the supervision of the pool manager and recording this at the completion of each session. After a prescribed amount of laps the child becomes eligible for a voucher to take to the local store or pool kiosk to obtain a piece of fruit. Subsequently a small prize (based on feedback from the children) for the monthly male and female winner of most laps achieved was determined, ensuring the prize and the program is valued by the children. An outstanding 300 remote Aboriginal community children participated in the program in its first two years. With only around 450 children in the communities, this is a significant achievement. The program has delivered significant positive outcomes for the communities including health and social benefits. The introduction of a structured swimming program introduced the communities to physical activity in the form of aquatic sports rather than just 'water play.' This has delivered significant increases in participation in physical activity within the remote communities. The communities have seen a remarkable difference in the health and happiness of their children, improving the overall health and wellbeing of the community.

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

Endorsed Swim Schools

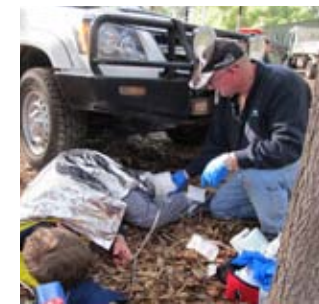
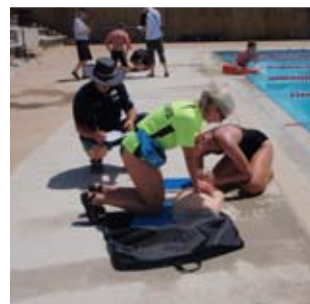
The Royal Life Saving Endorsed Swim School network was established by working in close contact with local government, community and private sector groups to develop a collaborative approach to the delivery of swimming and water safety education.

This year Royal Life Saving expanded its network of Endorsed Swim Schools to include 95 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.

Provider	No.	Programs
Endorsed Swim School	95	Infant Aquatics, Swim & Survive, Bronze Rescue
School With Pool	12	Infant Aquatics, Swim & Survive, Bronze Rescue
Lifesaving Club	3	Swim & Survive, Bronze Rescue
Junior Lifeguard	25	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 95 Endorsed Swim Schools, almost half are located in regional and remote areas.

This year 20 Endorsed Swim Schools participated in the annual Swim & Survive 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 a meaningful insight into the skills required to safely participate in aquatic activities in their local area over the coming summer.



Education and Training

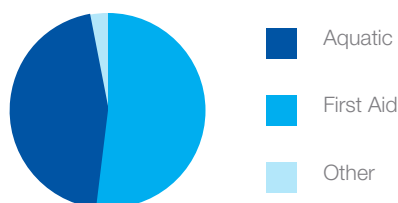
The Royal Life Saving Society Western Australia has been providing the community with swimming, first aid and workplace training courses for the past 100 years. Sometimes a life might have been saved if someone had known resuscitation and CPR.

These courses allow members of the community to gain important new skills and gain employment within the sport and recreation industry. The 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. The organisation delivers these in both commercial and charitable components.

Some of the courses we offer include:

- Bronze Medallion
- First Aid
- Swimming Instructor
- Pool Lifeguard
- Pool Operations
- Certificate IV
- Employment Based Training

In 2010-2011, 27,378 Western Australians participated in training that is a significant number of 'community lifesavers' who now have the knowledge and skills to save a life.



This year six new training rooms were opened - one at Fremantle Leisure Centre, one at Bayswater Waves and four at Mt Claremont. These have enabled greater community access to Royal Life Saving training programs throughout the Perth metropolitan area and have provided more opportunities for training programs to be offered to the public.

For a number of years now we have focused on the importance of delivering education and training programs to regional and remote areas throughout WA. 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 2010-2011, over 5016 people became certified community lifesavers through the regional courses that were conducted. This is an area that will continue to grow in coming years. In addition, there have also been some significant changes to some of the training programs delivered by Royal Life Saving including the advanced first aid and specialty training programs that are conducted for heavy industry work places.

Aquatic Training

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 provides 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 younger children which is a vital element in establishing a lifetime of safe participation in water activities.

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.

Royal Life Saving Bronze Medallion training program is an endorsed program through the Curriculum Council which will ensure that all secondary students have access to the course and can use towards their WACE. In addition, Royal Life Saving continues to assist the aquatics and recreation industry to access quality training and assessment services at a variety of locations. Overall 1,549 people became qualified pool lifeguards in 2010-2011. A further 98 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.

Case Study

Finalist - WA Small Training Provider of the Year 2010

This year Royal Life Saving WA was recognised by the Department of Training and Workforce Development as a finalist in the WA Small Training Provider of the Year 2010.

Being selected as a finalist in the WA Small Training Provider of the Year is an outstanding achievement for Royal Life Saving WA. Becoming a finalist in this prestigious award is recognition of Royal Life Saving's excellent achievements in the vocational education/training sector over the past 15 years and is a compliment to Royal Life Saving's staff, members and volunteers.

Not only does the award say that we are one of the best training providers in WA, but it demonstrates the fact that we are heading in the right direction and our training strategies are effective. Our students and employers can gain confidence that Royal Life Saving WA is providing the best training possible, and will continue to meet and exceed the highest of standards for Registered Training Organisations.





Safety Services

Improving the safety of aquatic destinations is a major challenge when considering the diversity of waterways throughout Western Australia. There is an estimated:

- 122 public swimming pools enjoyed by nearly 10,000,000 patrons each year,
- 2,000 swimming pools in hotels, motels, clubs and schools,
- 200,000 backyard swimming pools,
- 58 rivers in WA stretching over 9,587km,
- 640 intermittent and perennial lakes, and
- an increasing popularity of ornamental lakes and waterways within residential developments.

The function of the Safety Services Lifesaving Unit is to undertake the following activities:

1. Development and distribution of Pool Safety Guidelines
2. Provision of the www.poolsafety.com.au website
3. Provision of Safety Risk Assessment Services
4. Collation and analysis of injury research data at public aquatic centres
5. Provision of Home Pool Barrier Assessment Services
6. Provision of Event Safety Services

Development of 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:

- 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 2010/11, 14,614 unique visitors used the website with a total of 118,007 pages viewed, almost double from 2009/10.

Safety Risk Assessment Services

Safety Services provides assessments of aquatic venues. The service is

an independent review of compliance with relevant regulations and best practice guidelines. The service has grown with increasing public liability obligations faced by aquatic facility managers. The Society's acknowledges the support of the Local Government Insurance Service (LGIS) who funded the assessment of many public pools.

In 2010/11 a safety assessment was conducted for:

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

Home Pool Barrier Assessment Services

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 2010/2011 6,828 home pool and spas were assessed by Royal Life Saving.

- 59% were compliant after the first assessment
- 77% were compliant after the second assessment
- 85% were compliant after the third assessment

The remaining 15% 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 backyard
- Owner unwilling to comply, local govt to enforce regulations.

Event Safety Services

Event Safety Services provide qualified First Aid and Water Safety Officers at a wide and varying range of events and venues. Major events included:

- City to Surf
- WACA Ground
- Mellen Events
- NIB Stadium
- Southbound

As part of the service, staff were provided at a total of 323 events with an estimated 1,729,000 patrons and responded to 638 incidents, a significant increase from previous years. With an increasing number of events, staff and first aid cases to respond to, it is important to ensure that all staff have the required skills, knowledge and access to equipment to ensure safe events. A range of professional development training options were provided to staff this year along with the purchase of new uniforms and first aid equipment. In addition, incident data reporting procedures were reviewed and updated this year to assist in reporting, staff training and planning for future events.

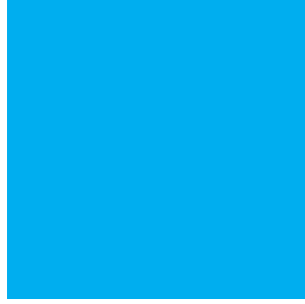
Case Study

Aquatic Injury Surveillance Data

In Western Australia there are 122 public aquatic centres that provide significant benefit in terms of community development, sport, recreation, health and fitness. Overall there were 673 incidents reported across 12 swimming pool facilities in WA, a reduction from 2009.2010. Key results from the report include:

For the eighth consecutive year there have been no drowning deaths recorded in public aquatic centres

- 673 incidents reports at a rate of 29.2 incidents/100,000 patrons, reduction from last year but remains above the 5-year average
- 4.5% of reported incidents were identified as major incidents
- Common incident locations were indoor pool (42.9%), concourse (13.1% and outdoor pools (8.5%)
- Incidents were most likely to occur during 12.00noon to 4.00pm
- Majority of incidents involved children under 14 years of age (69%)
- 45.5% of people involved in an incident were male
- 80% of incidents required the lifeguards to perform first aid
- The lifeguards were the most common person to respond to an incident (42.6%), however this is the lowest result since 2002
- Inappropriate behaviour contributed to 48.1% of incidents.



Fundraising and Marketing

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 \$370,000 for the campaign and importantly facilitated the delivery of our Keep Watch messages to 160,000 households in Western Australia. In addition, this year we were able to acquire over 6,500 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 \$34,000 for water safety and life saving initiatives. We would like to thank our many supporters of both our raffle and direct mail campaigns.

Hello Customer Contact Call Centres

During 2010/2011 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, VIC, QLD)
- Surf Life Saving NSW
- Children's Leukaemia & Cancer Research Foundation
- Diabetes WA
- Multiple Sclerosis Society (WA, Australia)
- Cystic Fibrosis (Australia & WA)
- Royal Life Saving Society South Australia
- Youth Focus
- 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 supporter acquisition fundraising program. Over the past year, CLCRF has acquired almost 25,000 new supporters generating over \$275,00 in new supporter revenue, 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.

Great Australia Day Duck Pluck - Another Lucky Duck!

Again the Swan River foreshore was the place to be on Australia Day. With thousands of Western Australians flocking to the foreshore for the fireworks and family entertainment, one lucky West Australian had more than just Australia Day to celebrate. The Royal Life Saving Society WA again conducted its annual GREAT AUSTRALIA DAY DUCK PLUCK raffle. This year Bev Swain from North Boyanup had her lucky duck plucked from the pond and won \$20,000 cash. A great reason to celebrate.

The Great Australia Day Duck Pluck was a raffle conducted by RLSSA WA to raise much needed funds for our KEEP WATCH program which strives to eliminate toddler drowning deaths.

West Australians were given the opportunity of "adopting a duck" for just \$5 and for that, a unique duck with their adoption number was placed into a constructed duck pond on the swan river. With over 75,000 ducks being adopted the pond was an impressive sight and attracted great interest from the Australia Day crowd.

Mr Mark Gubanyi (KEEP WATCH Ambassador) who knows only too well the tragedy of toddler drowning, waded into the pond and after a few duck dives, "plucked" the winning duck from 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, which in its second year had been extremely effective in capturing the imagination of the community, but also deliver the more serious message that "Ducks float, Babies don't". We hope that we can expand the program and maybe have 100,000 ducks adopted next year."

The 2011 Great Australia Day Duck Pluck was proudly sponsored by Royal Life Saving WA's Principal Community Partner - BHP Billiton. Through their support, BHP Billiton has made a significant contribution to toddler drowning prevention in WA.

The KEEP WATCH program has been running in WA for over 10 years and the reduction in toddler drowning deaths have been significant, but the research shows that failure to continue to constantly deliver this message will result in an increase in drowning in this age group. Our target is ZERO toddler drowning deaths, every year!

Case Study

Great Duck Pluck Wins Awards

Over the past 12 months, the Royal Life Saving Society WA was awarded an Excellence in Fundraising Award in the Special Events category (Fundraising Institute of Australia) and an Excellence in Marketing Award in the Corporate Social Responsibility category (Marketing Institute of Australia) for its inaugural 2010 Great Australia Day Duck Pluck campaign.

The campaign was an outstanding success and delivered results beyond our initial expectations. The program which was delivered and managed largely using in-house resources, was a credit to all staff involved. Importantly, the campaign delivered our KEEP WATCH message to over 300,000 West Australians and raised much needed funds for toddler drowning prevention in WA. Being acknowledged by the FIA for this campaign is significant recognition for our outstanding fundraising staff at our regional call centre operations.

RLSSWA has been involved in winning five (5) AMI marketing excellence awards over the past four (4) years including awards for its "KEEP WATCH" program and "Warren Blackwood Call Centre" project. The DUCK PLUCK was a new initiative and had been extremely effective in capturing the imagination of the community, but also deliver the more serious message that "Ducks float, Babies don't".

Congratulations to everyone involved in some way in the DUCK PLUCK event and the marketing effort that went into making it an outstanding success. This was truly a RLSSWA team effort.



LIWA Aquatics

The past year has seen LIWA Aquatics continue to work hard on behalf of its members, partners and stakeholders. The theme of “Maintaining the Network” has been prolific across the state as we continue to deliver professional development and training opportunities in regional Western Australia.

The Institute takes a great deal of pride in the manner in which it is able to deliver and relate to the needs of the industry across the state and in particular, regional Western Australia. One of the key reasons for this is that LIWA Aquatics has never lost sight of its role to promote and service its members.

The last three years has been an incredible period of growth for the Institute with the employment of an Executive Officer, the production of a national journal and the full implementation of the industry accreditation scheme. The number of issues the Board of LIWA Aquatics gets involved in is forever evolving as the operational requirements of the industry become more regulated. The need for compliance against the Code of Practice has raised the bar in Western Australia and with that comes additional accountability.

Developing strategic partnerships and the support of organisations committed to developing the work of LIWA Aquatics have been significant again this year.

The Institute continues to represent member’s interests with the Water Corporation, the Department of Sport and Recreation, the Department of Health, Royal Life Saving WA and our commercial partners. These alliances have been developed over many years and are based on a premise of trust and a sense of doing what is right for the industry, the environment and the community.

Last year saw the recognition of Peter Leaversuch as a Life Member of the Institute for his contribution to the development of LIWA Aquatics and the industry over the past 15 years. Leavo has made an indelible impact on the national aquatic industry and has been a major driver in the development of the Institute and Life Membership was thoroughly deserved.

This past year also saw the resignation of Bev Bridgland as the Institutes Secretary after many years of service and commitment. Bev was a wonderful Secretary and Board member and she gave a great deal to the industry.

Prudent financial management has seen the Institute able to continue to finance Watch Around Water, regional seminars, the industry journal and to employ a part time IT and Finance Consultant. While the year ahead will again present challenges, the Board of LIWA Aquatics will focus on ensuring that LIWA Aquatics Members and stakeholders are professionally represented to ensure the best possible outcomes for the aquatics industry in Western Australia.



International Services

The Sports and Recreation Management (Singapore) Pte Ltd (SRM) had officially opened its office in the heartlands of Singapore, as it continues to provide consultancy, training, safety risk management and research expertise in Singapore and Asia. The opening of the office for SRM will build on the Memorandum of Understanding that was signed in Singapore in December 2009 between Singapore Sports Council (SSC), Department of Sport and Recreation (DSR), Western Australian Institute of Sport (WAIS), and Royal Life Saving – Western Australia (RLSSWA). The MOU aims to continue with the development of the sporting relationship between Singapore and Australia to enable the sharing and collaboration of ideas and programs that are designed to make sport safer.

We were honoured to have the Honourable Colin Barnett, Premier of Western Australia and other distinguished guests to officiate the opening of the Singapore office. The new office gives a permanent home to the RLSS's Singapore subsidiary Sports and Recreation Management and allows it to go on providing its services including in the areas of water safety and implementing Singapore's national swimming curriculum via the Singapore Sports Council.

"The perseverance, good humour and determination in getting this project to fruition is a great example of the values which make Western Australia the special place it is. I am confident this will be the start of a new chapter in the Royal Life Saving Society's work to improve safety by turning everyday people into everyday community lifesavers."

Colin Barnett, Premier

SwimSafer Open Water Module

As we continue to work with the SSC to ensure children are provided with quality learn-to-swim programme, a new module was designed and launched to complement the existing SwimSafer program in July this year. The SwimSafer Open Water module aims to assist participants to gain skills and knowledge of open water survival and to provide them with a more rounded water safety education.

SRM was commissioned by the Ministry of Community Development, Youth and Sports (MCYS) and SSC to develop the module, resources as well as instructor program to train and qualify

Image above. From Left: Mr. Yeo Guat Kwang (Member of Parliament for Aljunied GRC); The Honorable Colin Barnett; Mr. Alex McKenzie (Executive Director of RLSSWA); Dr Mike Nahan MLA (Member for Riverton); and Ms Kristen Sayers (Senior Trade and Investment Commissioner-Singapore); Flank by the auspicious traditional lion dance which have a ritualistic meaning of bringing good luck and fortune.

SwimSafer Instructors to be competent to conduct the SwimSafer Open Water program. To date, 23 instructors had completed the Open Water Instructor course.

Other Programs

SRM had continued to offer a range of training programs for the past year. We have assisted SSC in conducting the Lifeguard Proficiency Assessment for close to 110 lifeguards. Also, a further 9 new lifeguards had completed their Pool Lifeguard qualification, bringing the total of Pool Lifeguards in Singapore to 31.

With the Workplace Safety and Health Act (WSHA) covering all industries from September this year, SRM will continue to provide bizSAFE Risk Management courses and consultancy services to the sports and recreation industry in Singapore. SRM is the accredited training provider for bizSAFE courses in Singapore.

Apart from the above, SRM is also actively seeking new avenues to reach out to the Asia region where our network and expertise can be shared. SRM, together with our partner, had worked with local businesses to promote Western Australia as a choice destination for programs. SRM's direct link to the array of organisations in Western Australia had opened up a convenient and economical avenue for Singapore to embark on their educational and learning endeavours.

Having an overseas experience is now an integral part of the learning experience in Singapore's schools. The Ministry of Education in Singapore encourage education institutes to start our students young, as mindsets and attitudes are shaped by positive experiences and influences during their growing-up years, encouraging more to venture out to interact with other countries and cultures.



Royal Life Saving Western Power Honours Awards

This year the Royal Life Saving Society recognised the outstanding lifesaving actions of 17 individuals who have utilised their skills to save another person's life. The awards were presented by Western Power and Ron Alexander, Director General of the Department of Sport and Recreation. The bravery and commitment of these individuals in saving lives is an excellent example to all Australians and they deserve our highest recognition.

Trevor Burns

Trevor received an award for exceptional courage and outstanding judgement during a life threatening situation. Trevor Burns was on a Swim with the Dolphins Wild Encounters Tour near Garden Island. While Trevor was in the water he saw what he thought was a dolphin until it opened its mouth and latched on to his tour guide. Trevor instinctively grabbed the shark by the tail distracting it from its victim forcing it to release its grasp on her.

Amongst all the red and white foaming water Trevor lost sight of the tour guide. When the water cleared Trevor could see her sinking towards the bottom and once again, with no thought for his own safety went to help. Trevor dove down and swiftly rescued her to the safety of the boat where first aid personnel were waiting.

Trevor's selfless quick thinking actions saved the tour guides life. His outstanding courage in this life threatening situation is inspirational to all West Australians.

Gemma and Darren Lauder; Sandra Donaldson

Received an award for taking immediate lifesaving action and providing assistance in the rescue of an unconscious person. Gemma and Darren Lauder decided to go for a swim and cool down while at their babysitters house Whilst in the pool Michael attempted to break his record of holding his breath and swimming laps underwater, but after Michael's eighth lap he stopped and sank to the bottom of the deep end of the pool.

Gemma, age 11, was in the shallow end of the pool swam to the deep end, dove down to the base of the pool and managed to bring the 6 foot tall young man to the surface and towed him to the side of the pool where Darren, age 9, kept his head out of the water and put his arms over the side of the pool to secure him so he wouldn't slip back in.

Having secured Michael, Gemma and Darren then each ran to the

neighbouring houses for help. One of the neighbours, Sandra Donaldson, ran to help. She entered the pool and managed to lift Michael out of the water, put him into the recovery position and called for an ambulance. Michael was taken to the Joondalup Health Campus where he made a full recovery. If it had not been for the immediate lifesaving actions of these three individuals, Michael would not have made a full recovery.

Corey Hollow, Matthew Charlesworth, John Sawka & Jabin Herd

Received an award for providing assistance and demonstrating outstanding judgement and management of an unconscious patient. A patron at Challenge Stadium was discovered in a state of distress in the change rooms by Lifeguard Corey Hollow. Moments later the patron collapsed unconscious.

Corey proceeded through the D.R.A.B.C.D and called for help. Lifeguard Matthew Charlesworth collected and administered the oxygen equipment and Aquatic Operations Supervisor Jabin Herd collected and attached the defibrillator to the patient, with Corey and Matthew performing the defibrillator assessments

After recognising the patient was having difficulty breathing and with confirmation from Jabin, Corey began administering E.A.R. Matthew continued to assess the patient's vital signs while Jabin was supporting the patron's wife.

Aquatic Manager John Sawka oversaw the incident response, supervised the medical treatment and navigated all staff and emergency personnel. John's calm management of the situation ensured the gentleman received the best medical assistance possible.

Corey performed E.A.R for approximately 10 minutes before paramedics arrived and transported the patient to hospital where he spent a week in intensive care before sadly passing away. If it had not been for the quick actions taken by the team of employees at Challenge Stadium the gentleman would have passed away at the scene.

Carissa Wright

Carissa received an award for initiating and taking immediate lifesaving action and performing a rescue of multiple people in hazardous surf conditions. Carissa Wright was surfing at Smith's Beach, Yallingup, when a sudden change in weather caused a man and two young girls to be swept



out to sea. Carissa heard their cries for help and immediately paddled out to their rescue. Remaining calm she gave one of the girls her surfboard and supported her safely to shore. She then courageously headed back out to sea for the second girl who was starting to go under water, pulled her on the surfboard and supported her safely back to shore. Then realising the gentleman was now in distress she entered the hazardous surf conditions for the third time and rescued him safely back to shore.

Carissa's exceptional judgement, outstanding lifesaving skills and determination in an extremely difficult situation directly saved the lives of three people.

Stephen Spiers

Stephen received an award for recognising a potentially life threatening situation and showing outstanding judgement to aid a person in difficulty. Stephen Spiers was sailing in the waters of Cockburn Sound near Garden Island. Stephen, an off duty Fireman, instinctively went to help when he sighted an unmanned jet ski and a woman floating nearby. Stephen dove into the ocean and successfully supported her safely to his boat utilising his lifesaving and trauma training, and then called for an ambulance. He continued to monitor her injuries until they reached the safety of the harbour and the ambulance arrived transporting the woman to hospital with a broken femur.

Atot Amoly

Atot received an award for taking quick and outstanding lifesaving action to aid a person in difficulty at Balga Leisure Centre. Lifeguard Atot Amoly was on duty at Balga Leisure Centre when he recognised a young boy in distress following a slip from an inflatable slide. The boy was beginning to submerge and struggling to stay afloat. Atot immediately implemented skills learnt during his Royal Life Saving Pool Lifeguard qualification to successfully rescue the young boy. Atot's attention to his assigned responsibilities and taking decisive and quick actions prevented what could have been a very different outcome.

Luke O'Reilly

Luke received an award for performing an outstanding rescue of a young child caught in a rip in tough surf conditions. Luke O'Reilly was body boarding at Claytons Beach when he heard a woman on the shore in distress. The woman's two young children were caught in a strong rip and were being swept out to sea. Whilst another bystander attended to one of

the children, Luke immediately paddled into the rip, pulled the other child onto his board and successfully supported her safely back to the beach. Luke's bravery and immediate lifesaving actions resulted in the successful rescue of a young girl.

Ben and Eli Hellewell; Brayden Wroth

These boys received an award for assisting in the rescue of a person swept out to sea in rough surf conditions. An English tourist and his friend decided to take an "adventure out to sea" from the Moore River Inlet in their canoe. While preparing the canoe in the water, a sudden tidal change caused the tourist to be dragged away from the canoe and swept 300m out into rough seas. Brayden, Ben and Eli were surfing down the beach when they saw that the man was in serious trouble and paddled out on their boards carrying one of the oars from the canoe. The three boys worked together to rescue the tourist safely back to shore.

The boy's immediate lifesaving actions learnt during a Royal Life Saving Bronze Medallion Course resulted in the successful saving of the tourist's life.

Jason Grocott

Jason received an award for performing a rescue of an unconscious man. Jason Grocott was on his evening jog along Middleton Beach, Albany, when he noticed a man floating on his stomach 25m offshore. Jason immediately swam out to the man, grabbed him under the arms and towed him safely to shore. Jason then placed the unconscious man in the recovery position and stayed with him until assistance arrived and the man was taken to hospital. Jason's lifesaving actions directly saved the man's life.

Margaret Tucker

Margaret received an award for recognising a potentially life threatening situation and showing outstanding judgement to rescue a person in difficulty. Margaret Tucker, a retired nurse, was at her home overlooking West Beach in Esperance when she recognised a swimmer was in distress 100m offshore caught in a rip. He was beginning to tire and go under the water occasionally. She instinctively grabbed her boogie board, ran down the long set of stairs to the beach, paddle out to the Canadian Tourist, pulled him onto her board and supported him safely back to shore. Margaret then assisted the gentleman ridding his lungs and stomach of sea water before being taken to hospital. Margaret's decisive actions resulted in the successful rescue of the gentleman.

Our Organisation

Legal Advisory Board

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Committee

Malcolm McCusker QC
Prof. James Edlemen Oxford
Martin Bennett
Brian Sierakowski
Eleanor Jewell

Manikin Maintenance

Joanna Reynolds
Dannika Wilson
Stephanie Russell
Madeline Thompson
Jordanna Shine
Supatma Roberts

Board of Directors

President
Executive Director
Finance Director
Members

Ross Peters
Alex McKenzie
Audrey Cahill
Colin Hassell
Jeff Fondacaro
Michael McDermott
David Cummins

Swim & Survive

Senior Manager
Swim & Survive Coordinator
Inclusion Officer

Trent Hotchkin
Angela Carey
Rebecca Wahlsten
Jade Browning

Community Lifesaving

Manager
Administration Officers

Scott Jardine
Emma Thomson
Lisa Lilleyman

Sport Committee

Trent Hotchkin
Penny Cohen
Bec Cohen
Gill Murrish
Tom Ballantyne

Safety Services

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

Eddie Gibbs
Hugh Singe
Alison Classen
Andrew Mosel
Daniel Maxwell
Stuart Glenn
Lauren Thomas
Mike Bateman
Jane McDonald

Awards Committee

Scott Jardine
Jeff Fondacaro
Gill Murrish
Sallie Watson
Tom Ballantyne

Staff Members

Executive Management

Executive Director
Operations
Community Relations
Aquatic Services

Alex McKenzie
Ian Brown
Greg Tate
Peter Leaversuch

Marketing and Fundraising

Senior Manager
Operations Manager
Fundraising Administration Assistant

Allan Godfrey
John Haynes
Glenda Stark
Louise Ellis
Jodie Tholon
Rowena Roberts
Lyn McLoughlin
Maria Vellios
Bobbie Page
Craig Edwards
Rita Kitson
Sue Batchelor
Chris Bussanich

Administration

Senior Finance Manager
Finance Assistant
Administration Coordinator
Trading Coordinators

Elin Sirr
Hena Park
Lyn McKenzie
Kelly Brown
Allison Classen
Rosie McWaters

Manjimup Call Centre Manager
Outbound Call Centre Manager
Customer Service Manager
Outbound Supervisor
Training Manager
Senior Outbound Supervisor
Senior Inbound Supervisor
Systems Supervisor

Community Health

Community Health Manager
Keep Watch Coordinator
Don't Drink and Drown
Coordinator
Remote Pool Managers

Lauren Nimmo
Katherine Celenza

Tom Shalders
Jaime O'Donohue
Scott and Linda Kendall
Jacqui Forbes
Benadette Egan
Aaron Jacobs
Trevor Caporn
Adele Caporn

Life Members

P McDaniel*
M Edwards
CA Glew
M Nicholas*
R Davies
A Eifler
C Humphrey
M Davies
H Billstein
D Millington
G McLennan
A Cahill
G Tate
J Lamb

DR Anderson
RL Ewen
AE Middleton
AC Peacock
L Dale*
D Smith
J Fussell
J Kent
N Maciejewski
L Whittle
R Peters
T Ballantyne
I Brown

NR Collins*
JG Fraser
E Nancarrow
D Anderson
V Dennis
F Murphy
D Roberts
L Marston
L Aiken
G Murrish
Dr H MacGowan OAM*
Hon. Colin Barnett
P Leaversuch

Training and Education

Program Managers

Holly Alvaro
Heather Preston
Chris Lewis
Craig Smetherham
Rob Munce
Joe Alvaro
Eleanor Lee
Mark Nelli
Jacqui Lamb
Elizabeth Hunn
Melissa Bezuidenhout
Samantha Morgan
Chloe Robinson

Project Manager
First Aid Consultant
Training Officer
Traineeship Field Officer
Course Coordinators

Group Booking Officer
Administration Assistants

* Deceased

Our Partners

Principal Community Partner - BHP Billiton



Program Partners



Fundraising Partners



Media Partners



Legal Partner



AUDITORS' REPORT

To the Council of The Royal Life Saving Society - Western Australia Inc

NICK DEL POPOLO
CHARTERED ACCOUNTANT
9 CARRINGTON STREET
NORTH PERTH WA 6006

26 October, 2011

TO THE MEMBERS
THE ROYAL LIFE SAVING SOCIETY - WESTERN AUSTRALIA INC

We have audited the financial statements of The Royal Life Saving Society - Western Australia Inc (the Society) and The Royal Life Saving Society - Western Australia Inc and Controlled Entity (the consolidated Group) for the year ended 30 June 2011. These financial statements have been prepared on the basis set out in Note 1 to the financial statements.

The Society's Directors are responsible for the preparation of the financial statements. We have conducted an independent audit of these financial statements in order to express an opinion on them to the members of the Society.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial statements are free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether in all materials respects the financial statements are presented fairly in accordance with Australian Accounting Standards so as to present a view of the Society which is consistent with our understanding of its financial position and the results of its operations.

The financial statements include fundraising receipts. It has not been practicable to determine whether pledged monies from external fundraising activities have been received and banked to the Society's accounts.

The Audit opinion expressed in this report has been formed on the above basis.

Audit Opinion

In our opinion, the financial statements present fairly the financial position of The Royal Life Saving Society - Western Australia Inc (The Society) and The Royal Life Saving Society - Western Australia Inc and Controlled Entity (the consolidated Group) as at 30 June 2011 and the results of its operations for the year ended 30 June 2011 in accordance with applicable Accounting Standards.



NICK DEL POPOLO
CHARTERED ACCOUNTANT
REGISTERED COMPANY AUDITOR

Liability limited by a scheme approved under professional standards legislation.

THE ROYAL LIFE SAVING SOCIETY - WESTERN AUSTRALIA INC
STATEMENT BY THE BOARD OF DIRECTORS

The Directors have determined that the Society is not a reporting entity, and that this special purpose report should be prepared in accordance with the accounting policies outlined in Note 1 to the accounts.

In the opinion of the Board of Directors, the accompanying financial statements:

1. (a) The accompanying Income and Expenditure Statement gives a true and fair view of the surplus or deficit of the Society and consolidated group for the financial year; and

(b) The accompanying Balance Sheet gives a true and fair view of the state of affairs of the Society and consolidated group at the end of the financial year.

2. At the date of the statement, there are reasonable grounds to believe that the Society will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board of Directors and is signed by and on behalf of the Board by:



Executive Director
ALEX MCKENZIE



Finance Director
AUDREY CAHILL

Dated 26 October, 2011

Income & Expenditure Statement For The Year Ended 30 June 2011

	Consolidated		Parent Entity	
	2011	2010	2011	2010
	\$	\$	\$	\$
INCOME				
Sales	479,151	425,432	520,500	561,295
Programs & Operations	7,984,504	7,766,931	7,910,265	7,565,131
Donations	91,895	125,650	91,895	125,650
Subscriptions	390	2,415	390	2,415
Investment Income	(9,337)	53,860	18,384	21,901
Sponsorship	408,481	379,588	408,481	379,588
Grants (Note 2)	1,085,060	854,309	1,085,060	854,309
TOTAL INCOME	10,040,144	9,608,185	10,034,975	9,510,289
EXPENDITURE				
Cost of Sales	222,110	223,471	211,985	246,671
Programs & Operations	7,904,055	7,524,284	7,904,055	7,524,284
Depreciation & Amortisation	170,349	145,206	170,349	141,336
Employee Costs	850,868	826,556	850,868	826,556
Provisions	71,843	83,026	71,843	83,026
Administration Costs	607,792	761,671	510,519	635,187
TOTAL EXPENDITURE	9,827,017	9,564,214	9,719,619	9,457,060
Net Surplus/ (Deficit) before tax	213,127	43,971	315,356	53,229
less Income Tax expense	1,127	-	-	-
NET SURPLUS/(DEFICIT) AFTER TAX	212,000	43,971	315,356	53,229

The accompanying notes form part of these financial statements.

Balance Sheet 30 June 2011

	Consolidated		Parent Entity	
	2011	2010	2011	2010
	\$	\$	\$	\$
CURRENT ASSETS				
CASH				
Cash on Hand	1,233	800	800	800
Cash at Bank - Head Office	42,790	88,057	42,790	88,057
Cash at Bank - Program	21,198	32,153	21,198	32,153
Cash at Bank - Fundraising	31,716	79,095	31,716	79,095
Cash at Bank - Singapore	72,160	74,962	-	-
	169,097	275,067	96,504	200,105
RECEIVABLES				
Trade Debtors	509,064	664,209	468,050	546,496
Less Provision for Doubtful Debts	(10,354)	(21,572)	(10,354)	(21,572)
Security Deposit	53,639	50,066	52,902	50,066
Prepayments	93,283	60,522	93,057	60,029
Inter Co Loan	-	-	244,704	182,845
	645,632	753,225	848,359	817,864
INVENTORIES				
Stock on Hand at Cost	93,968	93,381	85,736	93,381
	93,968	93,381	85,736	93,381
INVESTMENTS				
Cash at Bank - Investment Account	159,744	156,278	159,744	156,278
Cash at Bank - Cash Management Account	22,523	51,942	22,523	51,942
Cash at Bank - Bonus Account	86,302	591,582	86,302	591,582
Investment in Subsidiary	-	-	10,477	10,477
	268,569	799,802	279,046	810,279
TOTAL CURRENT ASSETS	1,177,266	1,921,475	1,309,645	1,921,629
NON CURRENT ASSETS				
PROPERTY, PLANT AND EQUIPMENT				
Building and Improvements (at independent valuation)	2,631,743	1,389,547	2,631,743	1,389,547
Less Provision for Depreciation	(231,743)	(188,206)	(231,743)	(188,206)
	2,400,000	1,201,341	2,400,000	1,201,341
Plant and Equipment at cost	1,064,162	1,269,800	1,064,162	1,269,800
Less Accumulated Depreciation	(670,089)	(782,160)	(670,089)	(782,160)
	394,073	487,640	394,073	487,640
Plant and Equipment at cost - Singapore	40,465	1,897	-	-
Less Accumulated Depreciation	(2,656)	(105)	-	-
	37,809	1,792	-	-
Intellectual Property	22,496	23,200	-	-
Less Accumulated Amortisation	(11,248)	(3,870)	-	-
	11,248	19,330	-	-
TOTAL NON-CURRENT ASSETS	2,843,130	1,710,103	2,794,073	1,688,981
TOTAL ASSETS	4,020,396	3,631,578	4,103,718	3,610,610

Balance Sheet 30 June 2011

	Consolidated		Parent Entity	
	2011	2010	2011	2010
	\$	\$	\$	\$
CURRENT LIABILITIES				
CREDITORS AND BORROWINGS				
Income in Advance	118,054	452,536	118,054	452,536
Creditors - Trade	97,398	294,682	91,690	294,681
Creditors - Other	12,273	161,561	12,273	158,008
Inter Co Loan	-	-	-	-
	227,725	908,779	222,017	905,225
PROVISIONS				
Annual Leave	283,343	180,143	283,343	180,143
Long Service Leave	182,959	100,829	182,959	100,829
Accrued Wages	121,505	147,669	121,505	147,669
Income Tax	1,127	2,249	-	-
	588,934	430,890	587,807	428,641
TOTAL CURRENT LIABILITIES	816,659	1,339,669	809,824	1,333,866
TOTAL LIABILITIES	816,659	1,339,669	809,824	1,333,866
NET ASSETS	3,203,737	2,291,909	3,293,894	2,276,744
SOCIETY'S FUNDS				
	\$	\$	\$	\$
Accumulated Funds	2,094,944	2,052,938	2,081,745	2,028,516
Surplus / (Deficit) for the year	212,000	43,971	315,356	53,228
Asset Revaluation Reserve	896,793	195,000	896,793	195,000
TOTAL SOCIETY'S FUNDS	3,203,737	2,291,909	3,293,894	2,276,744

NOTES FORMING PART OF THE ACCOUNTS

For The Year Ended 30 June 2011

NOTE 1: STATEMENT OF ACCOUNTING POLICY

These financial statements are a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporations Act. The Directors have determined that the Society is not a reporting entity.

The accounts have been prepared on the basis of historical costs. They do not take into account changing money values, or except where stated, current valuations of non-current assets. The accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of these financial statements.

PRINCIPLES OF CONSOLIDATION

A controlled entity is any entity over which the Society has the power to govern the financial and operating policies so as to obtain benefits from its activities. In assessing the power to govern, the existence and effect of holdings of actual and potential voting rights are considered.

As at reporting date, the assets and liabilities of all controlled entities have been incorporated into the consolidated financial statements as well as their results for the year then ended and effect of holdings of actual and potential voting rights are considered. A list of controlled entities is contained in note 3 to the financial statements. All inter group balances and transactions between entities in the consolidated group, including any unrealised profits or losses, have been eliminated on consolidation.

TAXATION

The parent entity is an income tax exempt body. The controlled entity is subject to Singaporean tax law.

PROPERTY, PLANT & EQUIPMENT

Plant & equipment are brought to account at a cost basis. Plant and equipment is to be depreciated over their estimated useful life. Leasehold buildings are measured on the fair value basis, being the amount for which an asset could be exchanged between knowledgeable willing parties in an arms length transaction. An independent valuation was performed on 16 June 2011.

TROPHIES

The Society holds numerous trophies which have been purchased or donated. All are of a perpetual nature. The value of the trophies is indeterminable due to their nature therefore, have not been included on the Society Balance Sheet.

PROGRAMS

The Society is engaged in a number of programs. The financial transactions of these programs are included in these financial statements. Programs are:

- Pool Safety Inspections
- Keep Watch 0 - 4 Drowning Prevention Program
- Don't Drink and Drown
- Alcohol and Water Safety
- Regional Aboriginal Community Pool Program
- Aquatic Sport and Event Safety
- JLC/Sport Development
- In Term Swimming Program
- Warren-Blackwood Call Centres

LEAVE PROVISIONS

The provision for annual leave represents accrued employee entitlement to annual leave pay. Provision is also made for long service leave from the fifth anniversary of the employee start date.

NOTES FORMING PART OF THE ACCOUNTS

For The Year Ended 30 June 2011

NOTE 2: GRANTS

Grants received for operations or capital works purposes are included as income.

	Consolidated		Parent Entity	
	2011	2010	2011	2010
Department of Sport & Recreation	245,000	245,000	245,000	245,000
Health Department of WA	121,253	250,653	121,253	250,653
WA Department of Training & Workforce Development	18,300	18,300	18,300	18,300
Leisure Institute of WA	9,091	6,818	9,091	6,818
Department of Education, Employment and Workplace Relations	452,066	308,538	452,066	308,538
Healthway	25,000	25,000	25,000	25,000
Office of Crime Prevention	14,850	-	14,850	-
Department of Health	148,000	-	148,000	-
Lotterywest	29,000	-	29,000	-
Department of Commerce	20,000	-	20,000	-
Department for Communities WA	2,500	-	2,500	-
	1,085,060	854,309	1,085,060	854,309

NOTE 3: CONTROLLED ENTITY

Controlled entities consolidated	Country of Incorporation	Percentage Owned 2010
Subsidiary of RLSS –WA Inc Sports and Recreation Management (Singapore) Pte Ltd Incorporated 31 July 2008.	Singapore	100%

For further information please contact:



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