

LIFE SAVING VICTORIA
ANNUAL REPORT
2013/14



CONTENTS

President's Report	3
CEO's Overview	4
Our Board	6
Council Executives and Committees	7
Leading Strong Communities	8
Lifesaving Facilities of the Future	10
Strategic Priorities	12
Programs and Services	16
Addressing the Drowning Toll	17
Financial Overview and Summary of Financial Position	18
Lifesaving Operations	20
Membership and Leadership Development	21
Multicultural Services	22
Education Services	23
Commercial Services	24
Aquatic Risk and Research	25
Aquatic Sports	26
Volunteer Training	27
Honours and Awards	28
Life Members	29
Supporters	30

MISSION

TO PREVENT AQUATIC DEATH
AND INJURY IN ALL VICTORIAN
COMMUNITIES.

VISION

THAT ALL VICTORIANS WILL ENJOY
OUR AQUATIC ENVIRONMENT
AFTER LEARNING WATER SAFETY,
SWIMMING AND RESUSCITATION.

Cover image credits: Bottom left - Harvey Allison. Bottom Right - Tharit Boonsoong.

PRESIDENT'S REPORT



It is my great pleasure to present Life Saving Victoria's Annual Report for 2013/14.

In my first full year as President, I have been extremely proud to see the organisation continue to develop and prosper.

In LSV's mission to deliver a safe aquatic environment for Victoria, the organisation has commenced a number of new initiatives in line with our strategic themes of making LSV available from anywhere, empowering Everyday Lifesavers and being resource ready in our day-to-day business and projects.

I am excited to announce that the first of our online "blended" delivery training courses, CPR and Senior First Aid, have been completed and are being rolled out as part of LSV's commercial training offerings. This is an exciting step, which will benefit both our public and member courses in our increasingly time-poor society.

In 2013/14 we have delivered exciting new projects and continued to build on existing ones, with the introduction of the Grey Medallion pilot program, to engage and empower senior Victorians in aquatic activities and safety, while our rock fishing communications project, the Play it Safe by the Water Campaign and partnership with the Environmental Protection Authority, have all continued to deliver vital safety information for our community.

This year our growth in volunteer members has skyrocketed to 30,685, which is again a new record and a fantastic achievement. It is truly inspiring to see more individuals and families getting involved and enjoying the benefits that the lifesaving movement has to offer.

THIS YEAR OUR GROWTH IN VOLUNTEER MEMBERS HAS SKYROCKETED TO 30,685.

Among our members have been a number of outstanding individual achievements, which deserve to be highlighted:

- Dr Graham Cato (Fairhaven SLSC) was awarded the Order of Australia Medal in the Australia Day honours, in recognition of his service to community health and surf lifesaving.
- David Rylance (Elwood LSC and LSV Director, Volunteer Training) was awarded Trainer of the Year at the Surf Life Saving Australia Awards of Excellence in October 2013.
- Mentone LSC President Kate Bell was this year selected to feature in Telstra's mini-documentary series "A tribute to the amazing work of surf lifesavers around Australia".

My congratulations to Graham, David and Kate on these exceptional achievements.

Amid the successes and opportunities, the year hasn't been without its challenges.

Changes continue to occur at a national level in regards to Personal Protective Equipment for both sport and operations. Life Saving Victoria continues to support these initiatives and announcements to ensure that safety of our members is always our top priority and has sought relevant funding opportunities to support our clubs in the roll-out of new safety initiatives.

Financially, it has been a difficult year for LSV, with changes to the Victorian Training Guarantee arrangements resulting in a loss of this income stream for both LSV and lifesaving clubs. LSV has worked hard to ensure that this loss of income has had minimal impact on the output of our services and I am pleased to report that LSV was able to bear this loss, while contributing to its long-term investments strategy, which sees the business continue to uphold a sustainable financial position. Overall, the organisation reported a deficit of \$463,398 for 2013/14. Given that this also includes non-cash items (such as depreciation and amortisation on its headquarters and education facility totalling over \$322,000) and investments into the Surf Life Saving Rescue Fund Trust of over \$475,000, the board has accepted this as a reasonable short term outcome.

I would like to thank the Victorian Government for its continued support in 2013/14, through the Play it Safe by the Water initiative and the range of other programs that support our volunteers and drowning prevention work. Thanks also to our sponsors, partners and supporters for your continued assistance throughout the year.

Thank you to each of my fellow Board Members for your contributions and service to shaping LSV's strategic priorities in addressing water safety issues and initiatives. I would like to take this opportunity to particularly thank outgoing members Nicolas Hall and Stuart Wall for their diligent service to LSV. I also welcome incoming directors during the year David Rylance, Jeannene Stewart and Norm Farmer, as well as Vincent Sheehan who joined the Board after the end of the financial year.

To Nigel Taylor, CEO, thank you for another year of committed service and leadership across LSV's diverse water safety programs and services. To all the staff at LSV, thank you for your continued work in delivering outcomes and progressing LSV as the peak organisation for water safety in Victoria.

And of course, a very special thank you to each and every one of LSV's dedicated volunteers. Every contribution, whether on or off the beach, is justly appreciated. Your dedication to water safety and drowning prevention continues to be both inspirational and what makes the lifesaving movement truly great.

Yours in lifesaving,

Tom Mollenkopf
President



CEO'S OVERVIEW



SADLY, WE HAVE SEEN A FURTHER INCREASE IN THE DROWNING TOLL THIS YEAR, TO REACH 47; THE HIGHEST NUMBER OF DROWNING DEATHS IN THE PAST 10 YEARS.

It is again my pleasure to provide a strategic and operational overview of the year that was for LSV in 2013/14, as our Community/Government partnership progressed and explored innovative water safety outputs, solutions and new relationships.

This year, we have sadly seen a further increase in the drowning toll, to reach 47; the highest number of drowning deaths in the past 10 years. Our reporting is showing us that most of these tragedies are occurring outside of areas where lifesaving services are provided, such as inland waterways and unpatrolled beaches, highlighting the need for innovative solutions to address high risk populations, locations and activities.

In contrast, our beach lifesaving services have been further strengthened, with a 7 per cent increase in membership to reach 30,685 volunteers across the state. While it is exciting to foster this growing interest in volunteering and community aquatic services, the challenge for lifesaving will be in looking to provide more flexible lifesaving services to suit the needs of our changing and diverse communities.

On this premise, 2013/14 saw the introduction of additional metro Rescue Water Craft services patrolling Port Phillip Bay, to provide more flexible coverage during weekday afternoons and evenings, as Melbournians sought relief from extreme heatwaves in January. It was also pleasing to see a number of clubs put on additional patrols midweek and later into the evening to meet these changing community needs.

In the fourth year of LSV's Capital Works Program, we saw the completion of new facilities at Carrum and Fairhaven. Both of these projects have proved successful in their local communities; Fairhaven SLSC was able to maintain strong membership engagement and retention throughout its project, while Carrum SLSC has attracted a 150 per cent membership increase this season. In addition, the new Carrum SLSC building won the highly coveted Land Victoria Local Government Property Award at the Excellence in Property Awards, hosted by the Australian Property Institute in September 2014. The redevelopment of the landscape immediately surrounding the clubhouse at Carrum was also an excellent example of integrating the need for a new facility with a general improvement to the surrounding foreshore area.

The year also saw announcements of \$1 million funding each for Mordialloc and St Kilda LSCs and a further \$900,000 for Mt Martha LSC. Works at Mount Martha are already underway and expected to be completed in January 2015, while Mordialloc and St Kilda are both in advanced feasibility and planning stages. Seaspray SLSC's project is also progressing with additional funding secured from local stakeholders; building works are expected to commence in the coming months.

In our Education area, we celebrated the success of the pilot "Sink or Swim" school education programmatic response to drowning trends in Victoria, with a win in the 2013 Victorian Resilient Australia Awards (Education/ Research Sector). Including both online resources provided through LSV's Education from Anywhere portal, and regional visits to schools in targeted 'at-risk' areas, Sink or Swim has become one of LSV's core water safety program offerings for Victorian schools. We are very proud of its success.

The Education area was also successful in obtaining funding from the Lord Mayor's Charitable Foundation, to run a pilot "Grey Medallion" program: "Helping Older Adults to Become Everyday Lifesavers, a Social Inclusion and Health Project for Over 60s". In its pilot, the program has been highly successful in engaging over 41 older Victorians and we are now working to refine the program framework for Victorian Aquatic facilities to offer to local senior community members.



In our Multicultural Services area, a further 10 Afghan community members have followed the pathway from participating in beach awareness programs to achieving their bronze medallion, alongside local team mates at Edithvale LSC's inaugural Cadet Camp. Edithvale LSC's dedication to this program has created a sustainable pathway for newly arrived communities to get involved in lifesaving and continues to lead the way for other Victorian lifesaving clubs to get involved.

We have also made exciting progress in engaging with Victoria's African communities with the "Connecting African Communities through Aquatics" project. One of the outcomes of this project aims to develop opportunities for employment in the aquatic industry initially as pool lifeguards (see p. 9).

In the aquatic sport arena, the Californian Lifeguard team graced our shores for the biennial Wieland Shield competition. Competition was fierce and continues to facilitate long term relationships, comradery and international learning experiences between the countries.

In local competition, we have seen some excellent results with bayside clubs taking out all of the state title point score competitions for the first time. Mentone LSC won the junior beach state title for the second year running, while Mordialloc LSC emerged victorious in one of the closest senior beach championship contests we have seen in recent years. Williamstown S&LSC also won the Inflatable Rescue Boat Championships and Mordialloc the Pool Championships with Mount Martha taking out the Masters.

Internal changes to better align with the needs of the aquatic industry and our customers have seen our commercial training and risk services areas merge to become one Commercial Services team. Under these new arrangements, Volunteer Training has also moved under the Lifesaving Club Development umbrella, to provide a more streamlined service for our volunteers.

While undergoing a period of consolidation and evaluation throughout 2013/14, the Commercial Services area has continued to perform strongly, with an overall 20 per cent increase in public training courses. The year has also seen the rollout of LSV's first online blended delivery courses in CPR and Senior First Aid as a further advancement of our "Training from Anywhere" strategy.

LOOKING FORWARD TO 2014/15, FROM 1 JULY 2014, LSV WILL SIT UNDER THE NEW COORDINATING BODY FOR THE VICTORIAN EMERGENCY SECTOR, EMERGENCY MANAGEMENT VICTORIA.

Our major Risk and Research projects this year have included completing work on our child swimming capability study, providing supporting research and program assessment for the Grey Medallion project and observational studies as part of LSV's three year rock fishing communications project. In the risk area, the development of surface maps to show the risk of drowning for Victorian waterways provides us with a visual representation of the areas we need to target.

Looking forward to 2014/15, from 1 July 2014, LSV will sit under Emergency Management Victoria, as the new overarching body for the coordination of the Victorian emergency services sector. LSV's place in this structure will be unique, as the only non-government organisation working alongside emergency service statutory authorities and government departments. In particular, LSV's Community/Government partnership operating model places us well to ensure our community is always central to our water safety and drowning prevention services and initiatives.

Despite a difficult year, with the sudden loss of Victorian Training Guarantee funding in the training area, LSV has worked hard to maintain a sustainable financial position, with a minimal loss on paper, while maintaining strong investments for the organisation to continue to grow into the future.

I would like to note my sincere appreciation to the Victorian Government, for its continued and valued support, as well as our sponsors, partners (see p. 30) and donors. Your generosity can never be underestimated.

To LSV President Tom Mollenkopf and the LSV Board, the two lifesaving national bodies and the various committees, thank you for your dedication and contributions.

And to our valued volunteers, members, supporters, officials and staff – both personally and on behalf of LSV generally, I offer our appreciation and admiration of your dedicated input.



Nigel Taylor ESM
CEO



OUR BOARD



MR TOM MOLLENKOPF

LL.B., B.Juris., MBA., FAICD., FCSA

LSV President and Board Chair

*Appointed: November 2012
Occupation: Company Director*

Tom is a Company Director and Independent Advisor. His background is in law, first in private practice and then as corporate counsel. He is a Board Director of Western Water, WaterAid Australia and SLSA and is a former Chair of the Water Industry Superannuation Fund and Director of Water Australia Solutions Ltd. Tom was CEO of the Australian Water Association from 2007 until 2013; prior to that he was Deputy Executive Director of the International Water Association based in London. In addition to being a Life Member of Point Leo SLSC (where he maintains his lifesaving proficiency), Tom chairs the Gary Tierney Foundation.



MS CATHERINE MCCRAITH

B.App Sci (Phys Ed), LL.B (Hons)

Director Membership and Leadership Development

*Appointed: June 2013
Occupation: Teacher*

Catherine has worked in sport management and recruitment and is currently working in special education with the plan to eventually finish her Masters in Education.

Catherine is a mother of three and has a strong personal and close family association with lifesaving in Victoria. Catherine has been a member of various clubs including Rosebud, Gunnamatta, Mentone and Point Leo, and for the past decade has also served as LSV's Membership Protection Officer.



MR DAVID SCHULTZ

MIEAust., CPEng., GAICD

Director Council of Lifesaving Clubs

*Appointed: April 2013
Occupation: Civil Engineer*

David is a Civil Engineer and holds a Company Director Diploma. He is an independent member of the Bass Coast Shire Council Audit Committee and a Non-Executive Director of South Gippsland Water. David has been actively involved with the Inverloch SLSC since it started in 1998, being a member of the first patrol and President of the club from 1999 until 2006. Previously David held various executive roles with GHD Global including Practice Leader of the Management Consulting Practice and Senior Project Director Middle East.



MS JEANNENE STEWART

B.Business (Accounting), Grad Dip Business Computing, CPA

Independent Director

*Appointed: August 2014
Occupation: Retired*

Most recently, Jeannene was Director Corporate Services for the Victoria State Emergency Service from 2008 until retiring in 2013. Previously Jeannene was Senior Adviser to the Commonwealth Minister for Ageing, and prior to that she was the Funding and Retirement Living Manager for Aged and Community Care Victoria. Jeannene is a Certified Practising Accountant with more than 25 years' experience in senior management roles in the welfare, information technology, health and aged care sectors. She has also provided consulting services to the aged care industry, particularly in the areas of financial management, funding and legislative compliance.



MR DAVID RYLANCE

Cert IV Training and Assessment

Director Training and Assessment

*Appointed: April 2014
Occupation: Firefighter*

David has been a firefighter with the Metropolitan Fire Brigade for the past six years, where he currently holds the rank of Leading Firefighter. Prior to this, David worked for Brivis Climate Systems as Research and Development Technician for over 11 years. He is a Life Member of Elwood LSC and member of Williamstown S&LSC.



MR ALLAN HOLMES

Director Aquatic Sports

*Appointed: September 2012
Occupation: Retired*

Allan is a retired businessman, and a former Victorian State Manager and Victorian Sales Manager of Auspine Limited and Wills Timber. Allan's involvement in lifesaving spans 47 years and includes becoming a life member of both LSV and Apollo Bay SLSC. As a member of Apollo Bay SLSC for the past 45 years, Allan has held many executive committee positions including President, Treasurer and Secretary. Allan has also held many state committee positions with Surf Life Saving Victoria and now LSV.



MR DARREN MCLEOD

MAIES

Director Lifesaving Services

*Appointed: April 2013
Occupation: Business Manager*

Darren is the Managing Director of a SME in the electronics industry, which he has been part of for more than 30 years. Darren has been actively involved in lifesaving since the early 80s, when he joined Point Leo SLSC. He is the current President of Seaford LSC where he actively patrols. Darren is a Life Member of both LSV and Hampton LSC, and holds a number of committee positions with LSV including the Chair of LSV's Honours and Awards Committee.



MR PETER WILLIAMS

M.Sc., BEng(Mech), Dip Mech Eng

Director Council of Lifesaving Clubs

*Appointed: April 2013
Occupation: Business Consultant*

Peter is a former Executive Manager with VicRoads and now provides technical assistance in the development and implementation of international development assistance projects. He has over 20 years' experience in the delivery of international projects in Asia and the Middle East. His background is in environmental engineering, having worked in the electricity industry and then as a consulting environmental engineer before moving into international project management. Peter is a Life Member and President of Anglesea SLSC and continues to patrol there. He is also a Trustee of the Anglesea SLSC Foundation.



MR NORMAN FARMER ESM

GradDipMgt

Director Aquatic Education Council

*Appointed: April 2014
Occupation: General Manager*

Norm has recently retired from his position as a General Manager with Surf Life Saving Australia (2007 - 2014). Prior to this, Norm was CEO of the Royal Life Saving Society Australia Victoria Branch (1998 - 2005) and joint CEO of Life Saving Victoria (2003-2005). Norm is the volunteer Chair of the Business Commission of the International Life Saving Federation and volunteer Chair of the SLSA Research Advisory Committee. Norm is a Life Governor of Mordialloc LSC and a member of Frankston LSC.



DR MICHAEL KENNEDY OAM

DBA., B.Bus., FAICD., FCILT, FLGPRO

LSV Company Secretary

Occupation: Chief Executive Officer

Michael is Chief Executive Officer of Mornington Peninsula Shire Council. He is a Director of Inner East Community Health Service and Chair of the Frankston Mornington Peninsula Local Learning and Employment Network. Prior to Michael's 20 years as a local government CEO, he held senior positions in the shipping, transport, logistics and manufacturing sectors. Michael was Life Saving Victoria's founding Board Chair and an Independent Director for six years.

COUNCIL EXECUTIVES AND COMMITTEES

FINANCE, RISK AND AUDIT COMMITTEE

Dr Michael Kennedy OAM Chair
Neil Morarty OAM
Garry Martin
Neil Hough
Dean Sibun
Vincent Sheehan

GRIEVANCES AND JUDICIARY PROCEDURES REVIEW COMMITTEE

Peter Wilson Chair (Part)
Tom Mollenkopf Chair (Part)
William (Bill) Kelly
Graeme Eddiehausen
Richard Symon
Mark Hebblewhite

HONOURS AND AWARDS COMMITTEE

Darren McLeod Chair
Mr Michael Martin AM
Neil Morarty OAM
Dianne Montalto ESM
Dr Andrew Barnes
Belinda Porter Chair Awards of Excellence
Committee
Genevieve Lehmann (Part)
Bree Ambry
Eloise Payne (Part)

COMMUNITY AQUATIC EDUCATION COUNCIL

Norman Farmer ESM Director

AQUATIC SPORTS COUNCIL EXECUTIVE

Allan Holmes Director
Peter van Duren Council Chair
Ian Fullagar Council Representative
Rod Keppell Chief Referee
Graham Rice Pool Panel Coordinator
Andrew Foley Boat Rowers Representative
Justin Burton Powercraft Panel Coordinator
David Strahan Coaching Coordinator
Phil Mawkes Officials Coordinator
Sanja Van Huet Sports Development
Coordinator
Maurice McCutcheon Beach Events Representative
Anthony Orwin Ski Representative
Haydn Tierney Board Representative
Leigh Ryan Swim Representative
Max Collins Lifesaving Events
Representative
Mark Scott Safety & Emergency
Management Coordinator
Brian Happ Junior Competition
Coordinator
Stuart Mackinnon State Team Coordinator

LIFESAVING OPERATIONS COUNCIL

Lifesaving Operations Council Executive

Darren McLeod Director
David Rylance Director
Simon Wilson Council Representative
Tim Mason Council Representative/Chair (Part)
Julian Meagher Council Representative/Chair (Part)
Katrina Antony State Training & Assessment Supervisor
Russell Stewart State Training Strategy & Communication Officer (Part)
Tim Mason State Resource Research & Development Officer
Simon Wilson State Training Membership Development Officer
Mark Scott State Emergency Management Officer
Simon Cartwright State Lifesaving Communications Officer
Ben Griffin State Powercraft Officer
Bree Ambry State Service Efficiency & Standards Officer
Scott Ivey State Gear & Equipment Officer
Kerry Bell Lifesaving Services Representative
Scott Ivey Lifesaving Services Representative

District Officers

Samuel Hines Bass District Officer
Michael Moncrieff / Bayside District Officer
Helen Quinn
Sebastian Phoenix Bellarine District Officer
Murray Colvin Gippsland District Officer
James Stott Kingston District Officer
Bree Ambry Mornington District Officer
Katrina Antony Western District Officer
Chris Ward Otway District Officer
Sebastian Phoenix Port Phillip District Officer
Tim Mason South Barwon District Officer

Regional Officers

Rebel Noter Western Regional Officer
Paul Lunny Surfcoast Regional Officer
Tony Hodder Bellarine Regional Officer
David Barnes / Port Phillip Regional Officer
Angela Montebello
Kerry Bell Kingston Regional Officer
Toby Dobell Peninsula Regional Officer
Rohan Phillips Bass Regional Officer
Barrie Smith OAM Gippsland Regional Officer

MEMBERSHIP AND LEADERSHIP DEVELOPMENT COUNCIL

Catherine McCraith Director
Mimi Craig Leadership Programs Coordinator
Jack Lynch Leadership Programs Coordinator
Yvette Costello Chair
Helen Barnes (Part) Member Protection Coordinator
Angela Malan Life Saving Development Coordinator
Darryl Mayman Development Camps Coordinator
Angela Malan National YDC Delegate
Leonie Newey Council Representative

FACILITY DEVELOPMENT COMMITTEE

David Schultz Chair
Neil Morarty OAM
Garry Martin
Dr Michael Kennedy OAM
Raymond Webb

LEADING STRONG COMMUNITIES

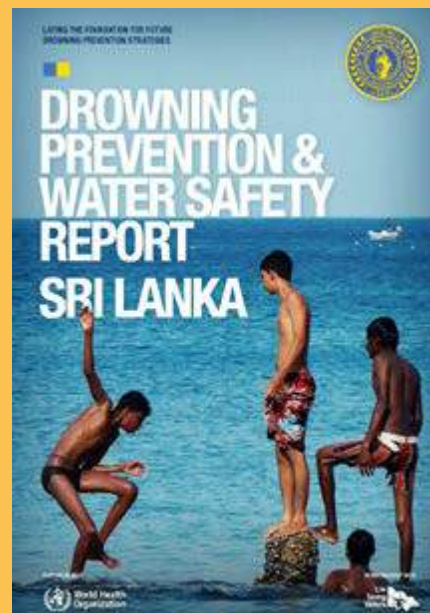
GREY MEDALLION PROGRAM GRADUATES



EMPOWERED THROUGH THE GREY MEDALLION PROGRAM - FIRST SWIMMING LESSON AGED 78



BUILDING LEADERS SCHOLARSHIP PROGRAM DELIVERS TRAINING IN SRI LANKA



1200+ NUMBER OF DROWNING DEATHS IN SRI LANKA EACH YEAR

HELPING OLDER ADULTS TO BECOME EVERYDAY LIFESAVERS – A SOCIAL INCLUSION AND HEALTH PROJECT FOR OVER 60s

A successful pilot of the Grey Medallion program conducted from May – June 2014, will provide a program framework for Victorian aquatic facilities to offer to local senior community members.

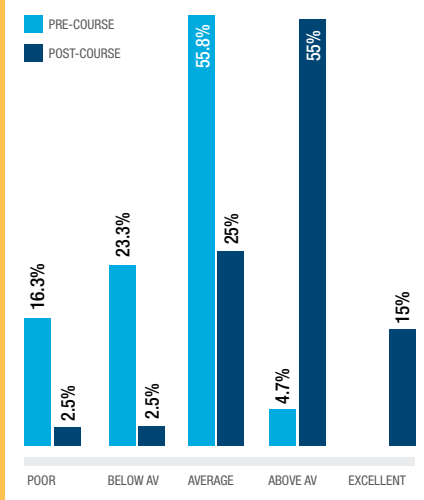
With adults aged over 60 having the highest age-specific drowning rate in Victoria, 'Helping Older Adults to Become Everyday Lifesavers – a Social Inclusion and Health Project for Over 60s' was developed with funding from the Lord Mayor's Charitable Foundation, aiming to prevent aquatic related death and injury to adults aged over 60 years.

As the first of its kind in Victoria, the program aimed to reduce drowning deaths, while encouraging a healthy, independent and active lifestyle.

LSV partnered with Watermarc Banyule and YMCA's Ascot Vale Leisure Centre to deliver two water safety and aquatic participation programs over 10 weeks, for 41 local community members aged over 60 years.

Incorporating the Royal Life Saving Grey Medallion Program, the theoretical and practical sessions covered water safety knowledge, resuscitation and emergency care, aquatic exercise, and personal survival and lifesaving skills.

SELF-REPORTED WATER SAFETY KNOWLEDGE BEFORE AND AFTER PARTICIPATING IN THE GREY MEDALLION PROGRAM



Participants are now empowered with skills to deal with emergencies and with the confidence and competence to enjoy aquatic exercise and other aquatic activities safely.

The program also saw 10 participants take up the opportunity of weekly swimming lessons, including one participant who overcame her fear of water to undergo her first lesson at age 78 (see image above).

Program evaluation conducted by LSV found that participants reported strong improvements in their water safety knowledge following participation in the program (see graph left). Furthermore, improvements were also found in self-reported health and wellbeing, with a 48 per cent increase in those reporting their health as excellent following participation in the program.

This successful program provides an example of the conversion of LSV's research into practice and how this evidence can be used to drive drowning prevention initiatives.

BUILDING LEADERS SCHOLARSHIP EVOLUTION

LSV commenced its drowning prevention work with the Life Saving Association of Sri Lanka in 2012, with the goal to halve the number of drowning deaths in Sri Lanka – currently in excess of 1200 per year – by 2017.

For the past three years, Life Saving Victoria's Building Leaders Scholarship program has been empowering young Victorian lifesavers to help develop lifesaving capacity in Sri Lanka.

**CONNECTING AFRICAN COMMUNITIES -
BEACH PROGRAMS**



**CONNECTING AFRICAN COMMUNITIES -
POOL LIFEGUARD TRAINING**



MULTICULTURAL LIFEGUARDS



Each year, six scholars have undertaken personal training and development, culminating in travelling to Sri Lanka to deliver international standard lifesaving training to local pool lifeguards and lifesaving volunteers.

The program has progressed to deliver increased skill levels for local Sri Lankan trainees each year. This year, the program delivered the Silver Medallion training in aquatic rescue and basic beach management (qualification for beach patrol captains). As a result of its partnership with LSV, the Life Saving Association of Sri Lanka has been increasing its capabilities and is delivering new skills to the local market, including hotels, the Police, Navy and Coastguard.

In 2014, Life Saving Victoria, in partnership with the Life Saving Association of Sri Lanka and the World Health Organisation, is working to release the inaugural Drowning Prevention and Water Safety Report for Sri Lanka (scheduled for Boxing Day, to coincide with the 10 year remembrance of the 2004 Asian Tsunami on 26 December 2014).

The report will analyse trends in the 1200+ drowning deaths that occur in Sri Lanka each year, to help the Life Saving Association of Sri Lanka to identify and implement drowning prevention mitigations.

**CONNECTING AFRICAN COMMUNITIES
AQUATIC PROJECT**

A breakthrough community project in 2013/14 saw over 1000 members of Melbourne's African community engaged in water safety programs throughout the year.

The multifaceted program, delivered across Melbourne's West, South East and Inner City, included beach activity days delivered at lifesaving clubs, training courses in pool lifeguarding, opportunities to participate in learn-to-swim lessons and the "Kingston Beach Safety Day" involving a range of local emergency services, hosted by Carrum Surf Life Saving Club.

In addition to delivering valuable lifesaving and water safety skills to this target group, the project fostered new relationships between African participants and lifesaving clubs, aquatic facilities and emergency services; provided foundation swimming skills for participants to move into lifesaving activities; provided skills for participants to gain employment in the aquatic industry; and developed aquatic role models and positive community stories.

EMPOWERING MULTICULTURAL LIFEGUARDS

With almost half of Victoria's population comprising of people who were either born overseas themselves, or who have at least one parent who was born overseas, providing water safety for Culturally and Linguistically Diverse (CALD) communities is vital. With numerous barriers to participation in water safety and aquatics, the information gap for these communities is large.

A recent initiative between YMCA Victoria and Life Saving Victoria has opened the door for CALD graduates of LSV's training programs to work as pool lifeguards and swimming teachers at a number of YMCA's Melbourne aquatic and recreation centres.

After completing their pool lifeguard training through LSV's multicultural pathways program, eight graduates from within the African, Afghan and Burmese communities have been the first to take up this employment opportunity.

Enabling these young people to undertake pool lifeguard and learn-to-swim teacher training is important not only for their own employment development, but for sharing vital water safety messages with CALD communities.

As role models, these latest Aquatic industry employees can inspire others in their community to seek out more information and get involved in both water safety and learn to swim opportunities.

LIFESAVING FACILITIES OF THE FUTURE

CAPITAL WORKS IN PROGRESS

In the final year of LSV's four-year capital works program, funded by the State Government, two new lifesaving facilities were completed at Carrum (opened October 2013) and Fairhaven (opened January 2014).

The year also saw announcements of \$1 million funding each for Mordialloc and St Kilda Life Saving Clubs and a further \$900,000 for Mt Martha LSC. Works at Mount Martha are already underway and expected to be completed in January 2015, while Mordialloc and St Kilda are both in advanced feasibility and planning stages. Work is also progressing for a new facility at Seaspray SLSC, with additional funding secured from local stakeholders and building works expected to be commencing in the coming months.

Lifesaving clubhouses are more than appropriately-located homes for lifesaving equipment and patrol support infrastructure. Clubhouses of the future cater for the needs of a growing volunteer membership, including patrol operations, training, education and sports. They are open and welcoming and aesthetically assimilate with their local coastal environment. And in being designed for mixed use, they provide facilities for community education, school programs and other local community groups.

LSV's Clubhouse of the Future Development Guidelines (revised June 2014) outlines five key initiatives for developing new lifesaving facilities:

1. Capacity to cater for the needs of a growing volunteer lifesaving membership.

By ensuring adequate access, equipment and facilities for patrols and other activities, including sports, training and education programs and recreational beach use.

2. Have a sense of an open, welcoming environment.

By providing facilities for public use. These could include kiosks, cafes and multi-purpose training and function rooms.

3. Aesthetically the clubhouse design will assimilate with its local coastal environment.

This design will ensure the clubhouse and facilities are a fitting local feature, that is sustainable and durable.

4. Reduction in environmental impacts is a priority.

From the use of water tanks and solar systems to recycling as appropriate, all new sustainability issues need to be considered.

5. The clubhouse will facilitate collaborative community education and schools based programs.

The clubhouse should be designed to include areas that enable education and school groups to share the space and location to run programs.

MOUNT MARTHA LSC



MORDIALLOC LSC



ST KILDA LSC



SEASPRAY LSC



COMPLETED FACILITIES

CARRUM SLSC
2010



2014



50%

INCREASE
IN ACTIVE
MEMBERSHIP

97%

INCREASE
IN PATROL
HOURS

738%

INCREASE
IN TRAINING
AWARDS

FAIRHAVEN SLSC
2010



2014



12%

INCREASE
IN ACTIVE
MEMBERSHIP

24%

INCREASE
IN PATROL
HOURS

231%

INCREASE
IN TRAINING
AWARDS

STRATEGIC PRIORITIES

ONLINE MEMBER INDUCTION



ONLINE SKILLS MAINTENANCE FOR VOLUNTEERS

MULTICULTURAL AMBASSADOR TRAINING



LSV FROM ANYWHERE

Online Induction for Volunteers

In 2013/14, LSV's Volunteer Support Officers have produced a resource that provides new and existing members with a simple and flexible introduction to lifesaving and its policies and framework around volunteering. The primary outcomes of this program are to:

- Identify Life Saving Victoria's mission and values;
- List the services offered;
- Locate policies and procedures; and
- Outline Workplace Health and Safety responsibilities.

The induction aims to provide new members with a consistent and thorough welcome to the organisation, as well as fostering a sense of belonging right from the start of their lifesaving journey.

By putting the induction online, new members can complete it in their own time, at their own pace, to make the transition process easier for individuals and clubs.

The new resources will start to be rolled out to volunteers in time for the 2014/15 season.

Skills Maintenance Online provides flexible solutions for volunteers

Following the successful introduction of Skills Maintenance Online in 2012/13, the number of volunteers signing up to use the system quadrupled in 2013/14, to reach just under 6000 user registrations.

Realising the benefits of the new system, lifesaving clubs and districts strongly encouraged volunteers to use the Skills Maintenance Online program during the 2013/14 season, by rolling out the system as their preferred option for lifesavers' annual skills maintenance (requalification) assessment.

In addition to enabling volunteers to complete the theory component of their annual requalification online, the system was expanded in 2013/14 to also enable volunteers to see the schedule of all practical skills maintenance sessions being hosted by their local club, district and state. They were also able to book into their chosen session online, increasing the convenience of the system.

Providing all information in a central location has not only simplified the skills maintenance booking system for volunteers, but also reduced administrative work across clubs, districts and the state Volunteer Training team.

Further improving on this success, the system will be relaunched with a new look and feel and enhanced capability ahead of the 2014/15 lifesaving season.

EVERYDAY LIFESAVERS

Multicultural Ambassador Training

One of the most effective ways to connect with multicultural communities is to engage and empower local people.

In support of LSV's multicultural programs, 11 high achievers were selected to undertake ambassador training with LSV in September 2013 and March 2014.

Six teens and five adults from Chinese, Afghan, Thai, Burmese, and Bosnian communities undertook two days of communications, presentation skills and media training, to learn how to share their stories with media and inspire fellow community members.

Since completing the training, ambassadors have undertaken media interviews, and assisted with community engagement events and education programs.

A series of videos has also been developed of each ambassador telling their stories, which are available on LSV's website.

**EVERYDAY LIFESAVERS -
PLAY IT SAFE BY THE WATER CAMPAIGN LAUNCH**



WIELAND SHIELD



**EPA WATER QUALITY COMMUNICATIONS
PARTNERSHIP**



**Play it Safe by the Water –
recognising Everyday Lifesavers**

To kick off Water Safety Week in December 2013, LSV paid tribute to six young Victorians who have proved to be 'Everyday Lifesavers' by putting their emergency response knowledge into action to save another person's life.

Recognised in conjunction with the 2012/13 Victorian Drowning Report, their brave stories were a timely reminder at the start of summer that anyone can be an 'Everyday Lifesaver.'

Their heroic actions have made life-changing differences for friends, family and even strangers, and highlight the importance of 'everyday' people in the community being trained in first aid, water safety and emergency response. These stories can be viewed on LSV's Youtube channel.

**Wieland Shield facilitates international
lifesaving cooperation**

Contested over three days of fierce competition, the biennial Wieland Shield competition saw Victorian lifesavers take on the Californian LA County lifeguards on the sand and in the surf at Torquay, Lorne and Jan Juc beaches in January 2014, to reclaim the shield on home sand.

Diving into as many Victorian lifesaving events as possible, several members of the team also competed in the LSV Summer Surf Series carnivals at Anglesea and Jan Juc, the Jim Wall Ironman event at Torquay and Lorne SLSC's Pier to Pub.

The idea of the Wieland Shield was conceived when lifesavers and lifeguards from the two countries first met during the 1956 Olympics, naming the competition after then American Consul-General in Victoria, Mr W. A. Wieland. It was first hosted in 1967 in Melbourne at Portsea and Ocean Grove beaches and has since been a biennial event with the two sides taking turns to host the competition.

The Wieland Shield is as much about the exchange of lifesaving ideas and skills as it is competition. An integral part of the visit was the educational tour, which included staying and training with Torquay SLSC, visiting Jan Juc and Fairhaven SLSCs, visiting the Point Lonsdale Lifesaving Emergency Response Team and the Westpac Lifesaver Rescue Helicopter base at Barwon Heads Airport, and the opportunity to participate in a nippers skills session with some of Victoria's future lifesavers.

**Water Quality communications partnership
with Environmental Protection Authority**

The EPA and LSV water quality forecast communication project expanded to 15 Port Phillip Bay lifesaving clubs in 2013/14.

Participating clubs were provided with beach signage to display, as well as a mobile tablet and online training and information to facilitate providing up-to-date information to beachgoers from the Environment Protection Authority's water quality forecast reports.

To increase community awareness and knowledge of bacterial water quality and the availability of information at beaches, information about the Beach Report and water quality forecasts was also added to LSV's Sink or Swim and Open Water Learning Experience programs.

An evaluation of the project was conducted by LSV's Research team and BehaviourWorks, to determine the effectiveness of providing information about water quality direct to beach users. In addition, an eye-tracking research study was conducted by BehaviourWorks and LSV at Monash University in December 2013, to evaluate the most effective sign presentation formats to facilitate behaviour change. The research has been used to improve the design of the signs for 2014/15.

STRATEGIC PRIORITIES



Don't put your life on the line - Rock fishing communications campaign

LSV's rock fishing project moved into its second of three years, delivering advertising communications throughout the summer period. Chinese and Vietnamese communities were targeted through multicultural press and radio advertising, while road and car park signage targeted popular rock fishing locations at the Punchbowl (near San Remo), Pyramid Rock (Phillip Island), Cape Schanck and Jump Rock (Lorne).

Programmed research also continued, involving observational studies and surveys of rock fishers in known popular, dangerous locations along Victoria's coastline.

Unfortunately, results from LSV's observational studies in summer 2013/14 were disappointing, finding that none of the 66 rock fishers observed wore lifejackets.

However campaign testing, conducted as part of a mid-project survey of rock fishers, has shown strong recall of advertising and signage, with over 60 per cent of those surveyed reporting that the billboards and print advertising captured their attention and almost 80 per cent agreed it made them think that 'rock fishing without a life jacket puts lives at risk'.

Moving into its final year in 2014/15, the campaign will look to build on previously demonstrated strengths – such as delivery of workshops, press and radio advertising and signage – while further investigating why rock fishers are not motivated to wear lifejackets.

Lifejackets for IRB operations

In the 2013/14 round of the Victorian Government's Volunteer Emergency Services Equipment Program (VESEP), LSV secured funding to provide clubs and lifesaving services with a number of lifejackets for use in Inflatable Rescue Boat (IRB) training and operations.

The provision of lifejackets by LSV through the VESEP funding was intended to minimise the financial impact on lifesaving clubs in implementing Surf Life Saving Australia's new regulations, which require lifejackets to be worn in all IRB activities from 1 October 2014.

The implementation process involved a review of current practices to ensure LSV maintains high levels of Workplace Health and Safety standards for both volunteers and employees, while demonstrating best practice to the public about aquatic safety.

Distribution of the lifejackets across all LSV clubs and services commenced at the start of April 2014, ensuring Victorian lifesaving clubs are resourced and able to comply well ahead of the required implementation date.

The outcome has been extremely well received by clubs and early feedback has provided encouragement that will guide how similar future projects will be managed.

BLENDED DELIVERY CPR AND FIRST AID - PRACTICAL SESSION



ONLINE THEORY COMPONENT - BLENDED DELIVERY CPR AND FIRST AID



NEW FACILITY SAFETY ASSESSMENT TOOL



RESOURCE READY

Blended delivery CPR and First Aid training

To enable more members of the community to become Everyday Lifesavers, LSV identified an urgent need to make its CPR and First Aid training more accessible and convenient.

LSV developed two blended training courses that comprise an online theory component and assessment of knowledge, followed by face-to-face practical training and skill assessment. The benefits of this training include:

- The ability for learners to complete the theory component in their own time prior to attending a face-to-face practical session;
- Less time required by participants to be on-site for face-to-face training, which suits employers; and
- The range of teaching techniques that have been incorporated into the online learning, making content relevant and engaging.

LSV conducted a month-long trial of the blended CPR course, which was evaluated by LSV's Research team. Following each of the trial sessions, participants provided feedback about the course, which enabled refinements to be made for subsequent trial sessions.

Following the final trial session, participants reported that they found the online content to be clear, interesting and easy to understand and that it effectively prepared them to complete the practical component of their training. Every participant also reported that they would recommend the course to others as a more convenient method for completing training, compared to traditional face-to-face only courses. Furthermore, they all successfully completed the course.

This review provided evidence of the effectiveness of LSV's blended delivery training model, including well-designed educational content, clear and engaging information and communications technology and carefully designed lesson plans. The trial also confirmed the importance of offering flexible delivery options to enable more community members to take part in LSV training.

New Facility Assessment Tool

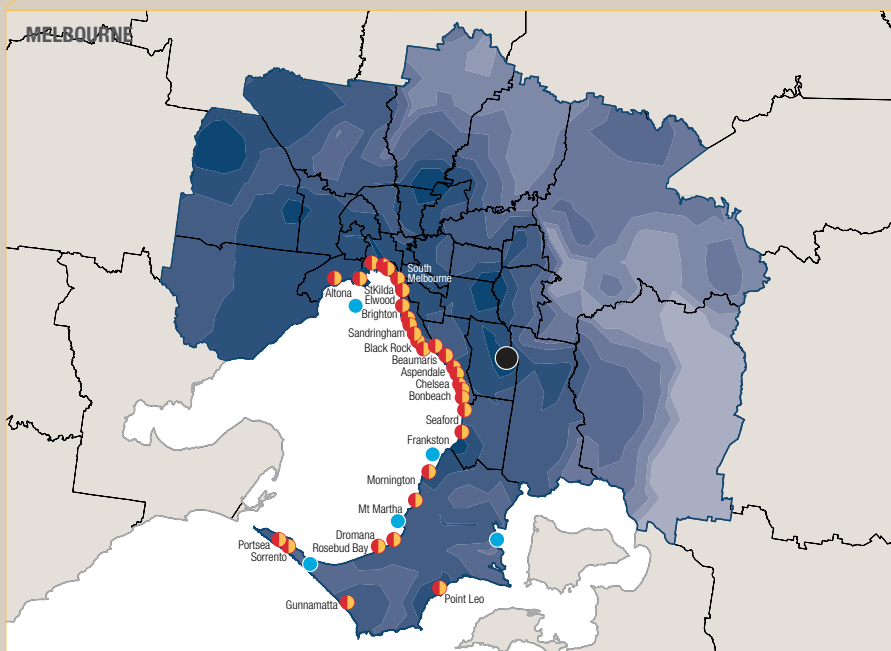
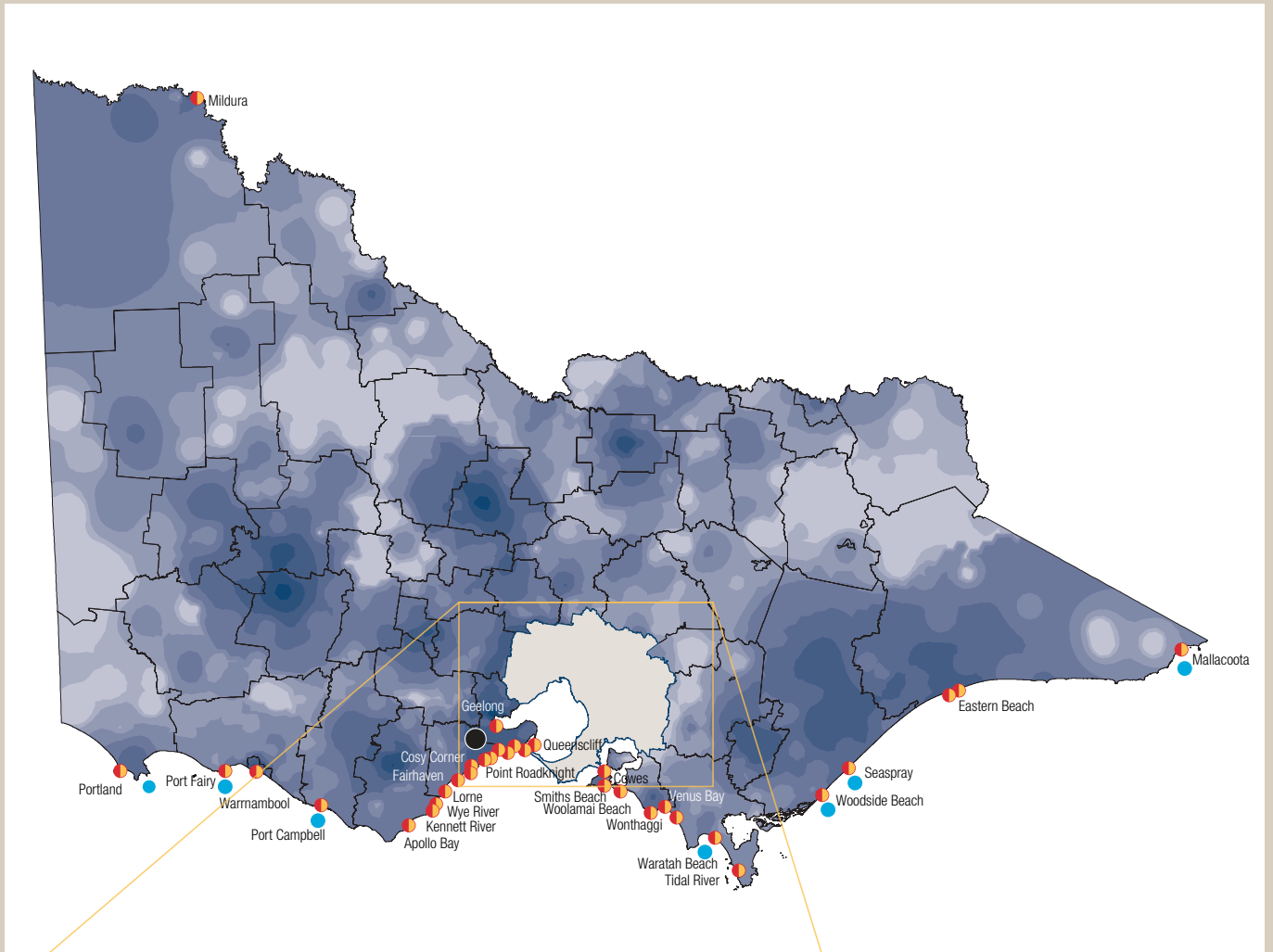
To augment its position within the commercial aquatic industry, LSV's Commercial Services team has enhanced the existing Australian Facility Safety Assessment onto an improved offline app platform.

LSV's pool safety assessments are recognised as independent and comprehensive assessments of the operation of an aquatic facility. They identify risks and provide recommendations for improvement to enable best practice in management and operation.


The enhanced product has the capacity to remain 'live', to respond to changing industry regulations and needs. This should make it easier for aquatic facilities to ensure they stay up to date in their safety assessments.

Following implementation in Victoria, the enhanced pool safety assessment tool is currently under review for suitability across Royal Life Saving's other State and Territory Member Organisations.

PROGRAMS AND SERVICES

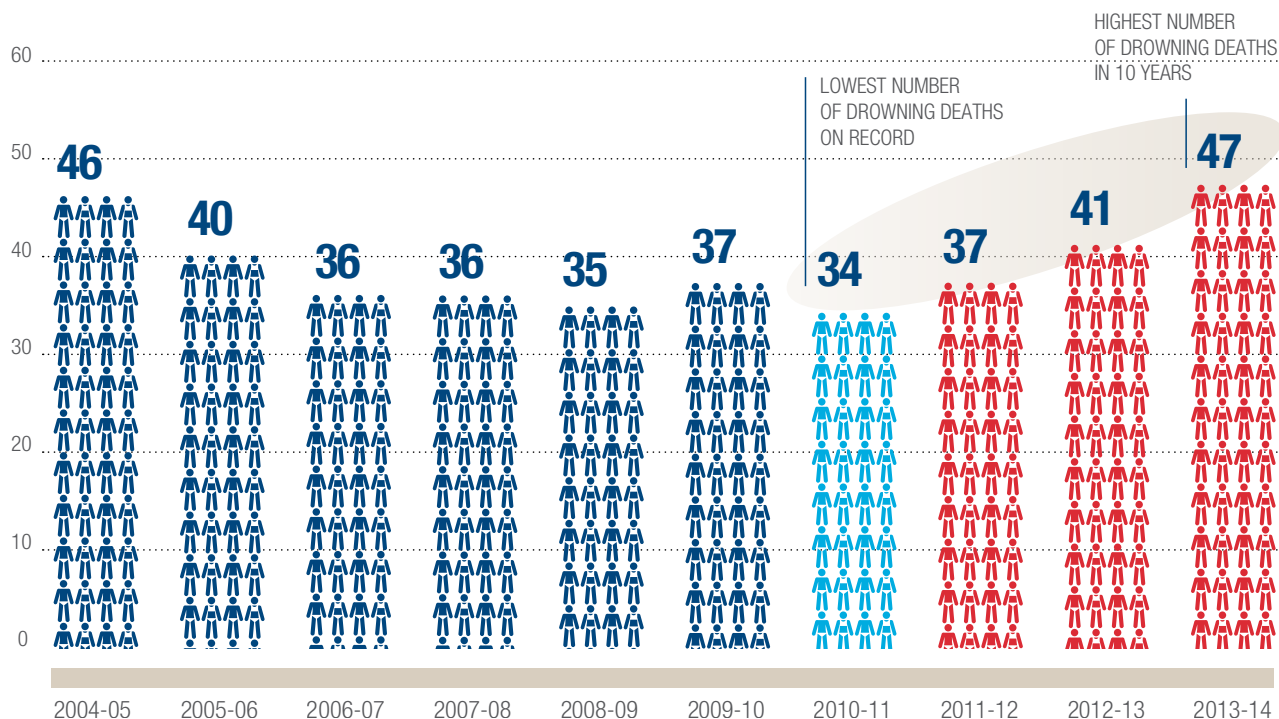


LIFE SAVING VICTORIA PROGRAMS AND SERVICES

-  Frequency of LSV programs and services, represented by dark colours (higher) / light colours (lower)
-  Lifesaving Clubs
-  LSV Marine Lifesaving Services
-  Victorian Westpac Lifesaver Rescue Helicopter Bases

ADDRESSING THE DROWNING TOLL

VICTORIAN DROWNING DEATHS OVER 10 YEARS



Despite a promising trend of decreasing drowning incidents in recent years, we have returned to a position where we have serious cause for concern. In 2013/14, 47 lives were lost to drowning; this is the highest number of drowning incidents in Victoria over the past 10 years.

Emerging trends in 2013/14:

- A 52 per cent increase in the drowning rate of those aged 15-24 years and the continued increase (49 per cent) in the drowning rate of those aged over 60 years, compared to average over the previous 10 years (2003-2013).
- A dramatic increase in drowning in inland waterways – 22 drowning deaths, or a 62 per cent increase compared to the 10-year average – following the decrease observed for this location in 2012/2013.
- A worrying increase in boating drowning fatalities, with seven this year compared to the average of four per year since the introduction of legislation requiring mandatory wearing of lifejackets in 2005. Sadly, in all known cases this year, victims were not wearing lifejackets at the time of the incident.

- Alcohol continues to be an issue in 2013/14, with 12 drowning deaths in which alcohol was reportedly consumed by the individual prior to drowning. Alcohol-related deaths represent one in four drowning deaths in Victoria over the past decade.

Recent achievements:

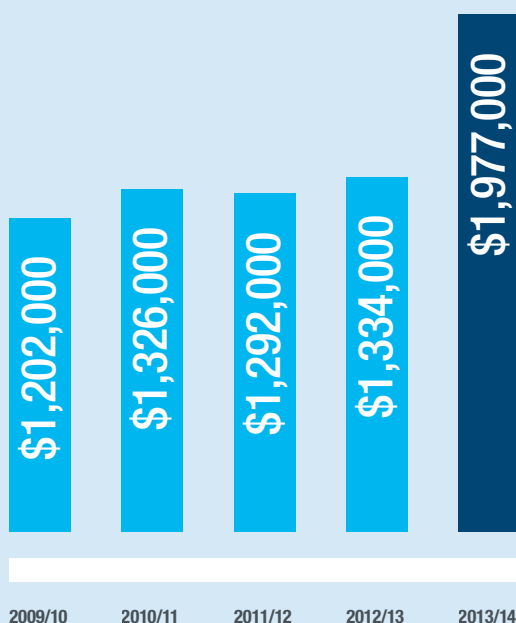
- **A significant reduction in fatal drowning deaths in the 5-14 year age group, when compared to the 10-year average.** A key initiative of Life Saving Victoria to address this area has been the 'Sink or Swim' program, which has had great success in engaging young Victorians through targeted school incursion programs and providing a range of online resources for Victorian teachers to incorporate into their school curriculum. Collective work by a range of aquatic agencies, including Surfing Victoria, Yachting Victoria, Swimming Victoria and Aquatics and Recreation Victoria, in delivering water safety as part of their programs and activities has also contributed to increasing awareness across the age group.
- **Reducing the increase in toddler drowning with the "20 seconds is all it takes for a toddler to drown" advertising campaign.** Following a spike in toddler drowning in 2009/2010, a new public awareness campaign was developed to address the lack of knowledge of how quickly and silently drowning in young children can occur. Programs led by Kidsafe Victoria, including the "Closing the gate on backyard pool drowning" campaign, and distribution of toy "duck families" at 12 month maternal child health visits have also worked to raise awareness of the greatest risk for 0-4 drowning deaths being around the home. While the decrease in drowning deaths in the 0-4 year age group since the "20 seconds" campaign is encouraging, the nonfatal drowning rate for this age group continues to be one of the highest. With this continued risk it is important that public information and intervention through media campaigns is ongoing.
- **Updating public awareness messaging following the observation of a dramatic increase in the number of drowning deaths in coastal waterways in 2012/13.** Communication and education activities over the past year have been focussed around the message of "being aware and prepared" for the conditions across all water environments and it is pleasing to see that this message is getting across.

FINANCIAL OVERVIEW

TOTAL ANNUAL REVENUE



COMMERCIAL TRAINING REVENUE



OVERVIEW

LSV generated total revenue of \$13.8 million, resulting in a 6.1 per cent decrease on the previous year, with an operating loss of \$463,938 compared to a \$225,621 surplus in the previous year. The revenue reduction reflects changes to the Victorian Training Guarantee (VTG) qualifying rules for funding resulting in no income in 2013-14 from this source (\$1,586,783 in 2012-13). After adjusting for this factor, revenue from other sources increased by 5.5 per cent. During the year, LSV also lodged \$477,606 with the Surf Life Saving Foundation to facilitate future financing requirements.

GOVERNMENT SUPPORT FOR LIFESAVING CLUBS

LSV continues to explore financing opportunities to support our lifesaving clubs. During the year a further \$2 million for facilities development through funding from the Department of Justice was realised.

Other financing for direct club assistance included:

- Volunteer Emergency Services Equipment Program Grants - \$600,346
- Club Administration Support Grants - \$128,500
- Special Club Administration Assistance Grants - \$305,000
- Club Risk Management Assistance Grants - \$156,650

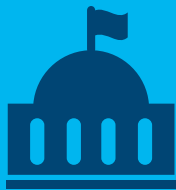
DURING THE YEAR A FURTHER \$2 MILLION FOR FACILITIES DEVELOPMENT THROUGH FUNDING FROM THE DEPARTMENT OF JUSTICE WAS REALISED.

SUMMARY OF FINANCIAL POSITION

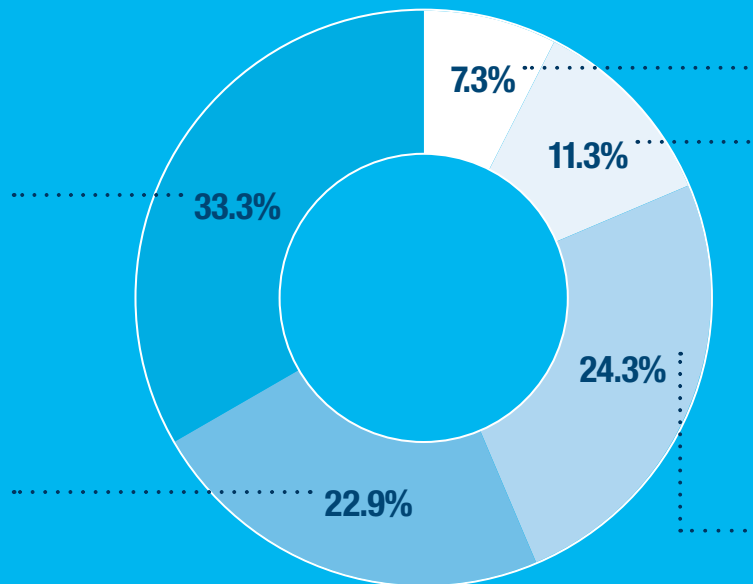
SOURCES OF REVENUE



COMMERCIAL
ACTIVITIES



GOVERNMENT
GRANTS -
RECURRENT



OTHER REVENUE



SPONSORSHIP



GRANTS AND
DONATIONS

ASSETS	2011-12	2012-13	2013-14
	\$'000	\$'000	\$'000
Property, Plant & Equipment	5,412	5,000	4,870
Cash & Cash Equivalents	4,787	1,992	1,200
Other Assets	789	5,144*	6,677*
Total Assets	10,988	12,136	12,747

* Note: Includes \$4 million term deposit arranged on behalf of LSV by Surf Life Saving Foundation.

LIABILITIES	2011-12	2012-13	2013-14
	\$'000	\$'000	\$'000
Creditors and Grants in Advance	3,260	4,126	5,078
Provisions	650	707	829
Borrowings	-	-	-
Total Liabilities	3,910	4,833	5,907

Members Funds	7,078	7,303	6,839
----------------------	--------------	--------------	--------------

CONTINUED DIVERSIFICATION OF FINANCING

LSV continued to focus on diversifying financing for operations through development of commercial activities, including training, risk advisory and fee based water safety programs and program specific grants. Recurrent government grants comprised 35.2 per cent of total revenue (29.0 per cent in 2012-13) while other grants and donations reduced from 27.2 per cent to 11.0 per cent of total revenue.

LSV continues to benefit from fundraising opportunities in conjunction with the Surf Life Saving Foundation, resulting in \$453,740 being received in distributions in 2013-14.

SUMMARY OF BALANCE SHEET 2011/12 – 2013/14

LSV's balance sheet as at 30 June 2014 showed total assets of \$12.7 million, liabilities of \$5.9 million and Members Funds of \$6.8 million. The table to the left shows the major elements of the balance sheet and their respective values for the past three years.

LIFESAVING OPERATIONS

513



1548



23,524



2.9M



ESTIMATED BEACH ATTENDANCE

The 2013/14 lifesaving season featured a sweltering summer. The mid-January heatwave prompted LSV to request lifesaving clubs put on additional patrols to meet community needs, as people sought relief from temperatures reaching over 40 degrees for four consecutive days.

These changing needs follow the general trend of shifting working and recreation patterns of Victorians, with beachgoers as well as volunteers working more flexible hours and taking holidays at different times, it is important that our lifesaving services can also adapt to meet these changing needs.

As part of LSV's flexible delivery of lifesaving services, the Westpac Marine Rescue Port Melbourne Rigid Inflatable Boat, Metro Rescue Water Craft Lifeguard Services and Westpac Lifesaver Rescue Helicopter Services also provided roving and aerial patrols later in the afternoon and into the evenings as beachgoers stayed into the twilight to cool off in the heat.

The expansion of the Metro Rescue Water Craft Lifeguard Services saw an additional two rescue water craft come online to cover the northern section of Port Phillip Bay, from Williamstown through to Brighton. Along the coastline, a new marine rescue base for the Woodside Beach offshore rescue boat was also completed.

A significant expansion of online sign-on and sign-off for patrols with LSV Comms proved highly successful, with very high take-up by clubs and lifeguards throughout the season.

This year the Lifesaving Operations team invested in resources to support clubs, including acquiring Volunteer Emergency Service Equipment Program funding to provide lifejackets for Inflatable Rescue Boat operations (see p.14) and development of an online induction tool for volunteers (see p. 12).

Further refinements were also made to the Advanced Lifesaving Camp, being delivered from a new venue to enable access to a variety of beaches for training scenarios.

FUTURE DEVELOPMENTS

- Roll-out of online volunteer induction.
- Improved capability of LSV Comms and club interaction.
- Increased focus on flexible lifesaving service delivery.

MEMBERSHIP & LEADERSHIP DEVELOPMENT



8 FEMALE LEADERSHIP NETWORK SESSIONS



LSV's Membership and Leadership Development department introduced a number of exciting new leadership and development opportunities in 2013/14, while continuing to deliver its flagship programs, including the Building Leaders Scholarship Program (see p. 8) and the Female Leadership Network.

In 2013/14, an extensive review was undertaken into the framework of the Champion Junior Lifesaver event, with the evaluation determining the need for a stronger emphasis on development. This led to the introduction of the "Champion Junior Lifesaver Weekend" in a development camp format. All clubs were encouraged to nominate both a female and male youth member to apply to attend. The effective new format saw 21 young lifesavers from 14 clubs take part in the weekend at Waratah Beach SLSC in April 2014, with the winner being announced at the LSV's Awards of Excellence evening for the first time.

The successful Female Leadership Network, introduced in June 2013, continued to grow and evolve, with approximately 150 members signing up to take part. The network hosted eight development sessions throughout the year, including a multiagency session, which was opened up to volunteers from a range of emergency services. A regional Think Tank weekend was also hosted in Lakes Entrance in May 2014.

The Membership and Leadership Development department worked closely with other agencies to provide opportunities for interagency professional development, including the Emergency Services Foundation Volunteer Leaders Forum in May and the opportunity for six volunteer lifesavers to take part in the Volunteer Fire Brigades Victoria Darley Scholarship, with graduates receiving a Certificate IV in Frontline Management.

A number of key resources were created during the year, including the Lifesaving Pathway Document and the Recruitment and Retention Guide. The Nipper Planning Guide was also developed by LSV's Volunteer Support Officers and Membership and Leadership Development team, to merge and update all of LSV's existing nipper resources into one easy-to-follow guide for clubs.

FUTURE DEVELOPMENTS:

- Introduction of additional interagency development opportunities.
- Pilot professional development sessions for Age Managers.
- New development opportunities for 15-17-year-old age group.
- Consolidation of recently introduced programs.
- Introduction of Surf Grey Medallion program.

MULTICULTURAL SERVICES



7000 | **860** | **13**
 SWIMMING LESSONS | LEARN TO SWIM PARTICIPANTS | POOL VENUES



LSV's multicultural programs have continued to expand in 2013/14, engaging a record number of over 12,000 Culturally and Linguistically Diverse (CALD) program participants.

Among these were 1000 community members who participated in the "Connecting African Communities through Aquatics" project held in Melbourne's West, South East and Inner City as part of a breakthrough community engagement project with Melbourne's African community. In addition to delivering water safety to this target group, the project fostered development of aquatic role models and many positive community stories (see p. 9).

With employment of multicultural youth a significant issue in Victoria, LSV facilitated a partnership with YMCA Victoria to employ a number of graduates from LSV's multicultural training pathways program. Upon completing either or both of the pool lifeguard or swimming and water safety teacher qualifications, eight young African, Afghan and Burmese candidates have gained employment at a number of YMCA facilities around Melbourne.

This year, a CALD Media Ambassador training program was also established, with six teens and five adults from Chinese, Afghan, Thai, Burmese, and Bosnian communities taking part. The training covered communications, presentation skills and media interviews, enabling participants to be ongoing ambassadors and spokespeople for LSV within their communities.

LSV's 2014 Awards of Excellence evening also saw the International Lifesaving Federation (ILS) pay tribute to a long-term multicultural program partner, the Rootvij Kadakia Foundation. The foundation was awarded a Citation of Merit by the ILS, for work completed with LSV to run beach safety programs for migrants and international students.

FUTURE DEVELOPMENTS:

- Overseas migration is set to be the greatest contributor to Victoria's growth over the next 30 years, with an estimated 48,000 migrants per year. As the water safety information gap widens for many of these entrants, next year will see LSV continue to build on the record 12,000 CALD participants engaged in 2013/14.
- An increase in CALD activity focus will occur in the Greater City of Dandenong – where over 60 per cent of residents are born overseas – through a new aquatic safety and employment project with YMCA Victoria.

EDUCATION SERVICES

38,561

COMMUNITY EDUCATION PROGRAM PARTICIPANTS



12,906

SINK OR SWIM PROGRAM PARTICIPANTS



11,453

OPEN WATER LEARNING EXPERIENCE PROGRAM PARTICIPANTS



149,882

SWIM & SURVIVE AWARDS ORDERED (CERTIFICATES AND LOGBOOKS)



201

SWIM & SURVIVE LICENSEES



828

EDUCATION FROM ANYWHERE ONLINE RESOURCE PORTAL SUBSCRIBERS



SINK OR SWIM PROGRAM

In addition to the Grey Medallion pilot seniors aquatics program (see p. 8), LSV's Education team has delivered face-to-face education programs to 38,561 participants in 2013/14.

The success of the Sink or Swim program – introduced in 2012 in response to increased drowning in children aged 5-14 in Victoria – was confirmed with the program receiving the State Award for Research and Education in the 2013 Resilient Australia Awards. The program was also presented by LSV's General Manager Education Services at the World Conference on Drowning Prevention in Potsdam, Germany in October 2013.

In 2013/14, Sink or Swim regional tours were delivered over four weeks in November 2013, engaging 9062 participants (an increase of 300 on the previous year) from 76 primary and secondary schools across 109 sessions. The program was also delivered at LSV in Port Melbourne as part of the State Government Department of Education's Children's Week and was attended by the Hon. Wendy Lovell MP, Minister for Children and Early Childhood Development.

LSV continued its partnership with the YMCA Victoria and Geelong Outdoor Recreational Camps to deliver the Open Water Learning Experience Program at its camps, enabling a further 3875 participants to take part in the program. This is highest number of participants since the inception of the partnership five years ago.

In support of LSV's Swim and Survive Licensees, a new Aquatic Professional Development workshop was developed and delivered to familiarise teachers with the differing program levels. A total of 201 aquatic facilities, councils and schools have now become Licensees to deliver the Royal Life Saving Swim and Survive program in Victoria, which is the highest number of Licensees in the past five years. LSV also held two networking lunches for Licensees throughout the year, with an average of 70 aquatic facility staff attending each event.

LSV's Education team also continued its partnership with ACHPER, once again being named Program Partner for the 2013 International ACHPER Conference, held in Melbourne in November. LSV engaged with the 1200 delegates, delivering five presentations, an abstract paper and trade display, as well as providing first aid for the event.

FUTURE DEVELOPMENTS:

- Trial of a 'Before School Swimming and Water Safety Program Model' to provide an innovative solution to barriers identified by schools for participating in swimming and water safety education programs.
- Investigation of technology innovations in program delivery and processes, including a trial of online 'Everyday Lifesaver' water safety and emergency response training (including CPR and First Aid) for Year 7 and 8 students and risk management applications for teachers.
- Launch of the Royal Life Saving Bronze eLifesaving program for secondary schools.
- Revamp of the Open Water Learning Experience program with new engaging activities.

COMMERCIAL SERVICES

35,951

COMMERCIAL TRAINING COURSE PARTICIPANTS



TRAINING LICENSEES

30



SERVICE MEMBERS

315



PLATINUM POOL PROGRAM FACILITIES (CAPACITY)

25



ACCREDITED WATCH AROUND WATER FACILITIES

153



A review of LSV's internal and external training requirements led to a realignment of LSV's commercial training services, together with delivery of aquatic safety services, into the newly formed Commercial Services team. This restructure has been driven by the needs of LSV's commercial clients, to centralise the LSV point of contact and services into a one-stop-shop, offering a valuable, competitive product to clients. It also separates commercial service delivery from development of risk management frameworks, to ensure overall best practice and customer service.

As such, the department has been through a period of consolidation and evaluation throughout 2013/14, including rigorous review and improvements of systems and processes to maximise training outcomes. With these now embedded, the Commercial Services area is ready for sustainable business growth in 2014/15.

Meanwhile, continued growth of LSV's Commercial training services has not halted, with an overall 20 per cent increase in public training courses. The year has also seen rollout of LSV's first online blended delivery courses in CPR and Senior First Aid (see p. 15), as well as the introduction of the Aquatic Technical Operations Course.

With renewed focus on our customers, a new self-service web based registration portal was rolled out in 2013/14, to maximise customer usability in booking courses and managing their certificates and personal details. This portal has been used in the roll-out of contracted training services for the Department of Human Services and YMCA Victoria, saving both time and resources in processing bookings, certification and requalification. This roll-out will continue throughout 2014/15.

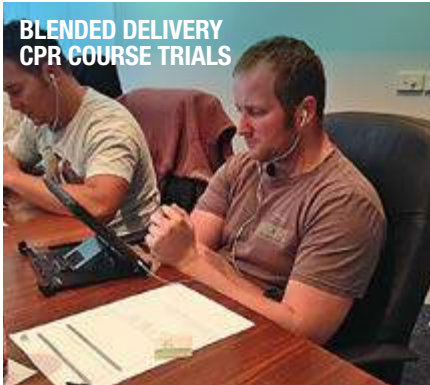
Highlights for the year also include the Safety Summit held in October 2013 for 25 facilities, as well as the second annual Professional Pool Lifeguard Challenge, where 16 facilities from across the State were challenged through simulated safety management and rescue scenarios as well as aquatic races.

FUTURE DEVELOPMENTS:

- Delivery of additional online blended delivery courses, including Pool Lifeguard and Aquatic Technical Operations.
- Build capacity to deliver multiple course formats simultaneously.
- Work with Royal Life Saving to roll out pool safety assessment app platform to other states.

AQUATIC RISK AND RESEARCH

BLENDING DELIVERY
CPR COURSE TRIALS



59



WATCH AROUND WATER ENDORSED
AQUATIC FACILITIES DIRECTLY
ASSESSED AS PART OF MONITORING
AND EVALUATION PROJECT

100%

OF CPR COURSE PARTICIPANTS
WOULD PREFER TO UNDERTAKE
BLENDED DELIVERY TRAINING,
COMPARED TO TRADITIONAL
FACE TO FACE TRAINING



2

RESEARCH
PRESENTATIONS
AT WORLD
CONFERENCE
ON DROWNING
PREVENTION



ROCK FISHING ADVERTISING SIGNAGE



97%

OF GREY MEDALLION GRADUATES
FELT THEY KNEW HOW TO AVOID
GETTING INTO HAZARDOUS
SITUATIONS IN AND AROUND WATER

In 2013/14 the Aquatic Risk and Research department continued to provide expert advice and evidence to the aquatics industry to further develop and improve a range of programs and services.

With an internal realignment shifting delivery of commercial pool risk assessments to the Commercial Services department, the Aquatic Risk and Research team is now dedicated to developing risk management frameworks, separate to the delivery of commercial services.

As such, the team has renewed its focus on evidence based practice in aquatic injury prevention and development of monitoring and evaluation frameworks, as well as greater use of Geographical Information Systems (GIS).

The shift toward GIS based workflows has also seen greater emphasis on development of open water risk assessment within the GIS platform and enables exploration of geographical risk factors associated with historical drowning and aquatic injury occurrences.

Development of surface maps of the relative and/or excess risk of drowning for Victorian waterways has provided a visual representation of the differences between the geographic density of the events in particular parts of the state.

Work on aquatic safety signage recall was also published in the international peer-reviewed journal Safety Science: Matthews B, Andronaco R, and Adams A. (2014) Warning Signs at Beaches: Do they work? Safety Science 62: 312-318.

In addition to managing research components of LSV's rock fishing communications project (see p. 14) and water quality communications partnership with the Environmental Protection Authority (see p. 13) the Risk and Research team presented two research projects at the World Conference on Drowning Prevention in Potsdam, Germany in October 2013. 'Staying afloat: Addressing a lack of swimming ability in Victorian children' reviewed the swimming ability and water safety knowledge of Victorian Year 6 children, while 'Putting lives on the line: Rock fisher attitudes and behaviour in Victoria, Australia' provided a summary of initial survey findings of rock fisher's attitudes prior to the launch of a public awareness campaign.

Research projects in 2013/14 included:

- Evaluation of the Watch Around Water program with participating aquatic facilities to monitor success and identify areas for improvement.
- Evaluation of the new blended learning (combining online and face-to-face training) CPR and First Aid courses, to assess useability and effectiveness of the blended training method.
- Evaluation of the Grey Medallion pilot program, to assess effectiveness of program content and delivery.

FUTURE DEVELOPMENTS:

- Release of report; 'Sink or Swim: The state of Victorian primary school children's swimming ability'.
- Field research trip to Sri Lanka to gather local observational data for the completion of the inaugural Drowning Prevention and Water Safety Report for Sri Lanka. The report will form the foundation water safety strategy for Sri Lanka and is scheduled for release on the 10th anniversary of the 2004 Asian Tsunami on 26 December 2014.

AQUATIC SPORTS

4583

JUNIOR CARNIVAL PARTICIPATION



854

SENIOR CHAMPIONSHIPS ATHLETES

1503

JUNIOR CHAMPIONSHIPS ATHLETES

1649

JUNIOR REGIONAL CHAMPIONSHIPS

318

SENIOR POOL CARNIVALS



LSV's Aquatic Sports team has had a progressive year, expanding its calendar of events to provide new sporting opportunities and enable greater participation by lifesaving clubs in state carnivals and events.

The 2013/14 season kicked off with the inaugural Victorian Endurance Championships, which were held at Torquay, attracting over 120 competitors. Following the popularity of long distance races such as the iconic Coolangatta Gold held on the Gold Coast each year, the Victorian Endurance Championships are the first of its kind run by LSV for Victorian clubs, aiming to appeal to lifesaving athletes who want to take their fitness to the next level. Events included an 8km surf boat race, 8km Ski Paddle, 4km Board Race, 2km Swim and a 5km Run, along with modified beach relays, sprints and flags.

The Victorian Junior and Senior Lifesaving Championships moved to two new locations this year, with Warrnambool and Ocean Grove SLSCs hosting the respective events. Both clubs will again host these events in 2015.

Continuous improvements in the state carnival programs led to changes including a central marshalling area at events and improving the efficiency of the event schedule throughout both senior and junior state carnivals.

The year also saw the reintroduction of the High Performance program for athletes in U14s – Open categories, expanding the opportunities for off-season training to over 100 lifesavers from across the state. A junior high performance squad was also introduced this year, to include competitors who placed in the top four in Junior State Championship events.

FUTURE DEVELOPMENTS:

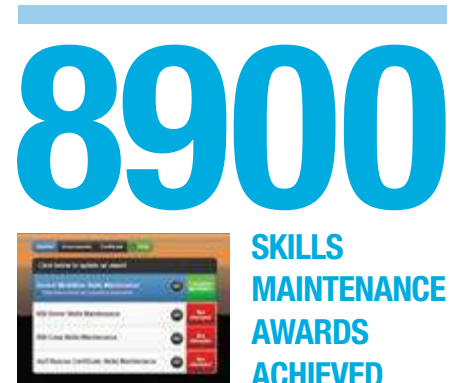
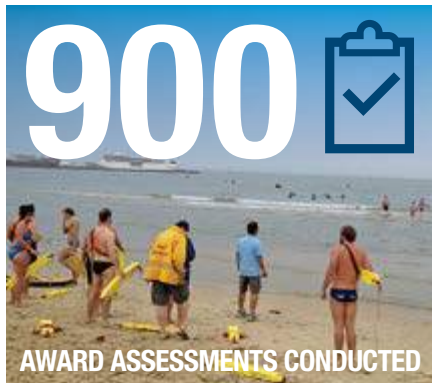
- Introduction of a modified sport concept to create opportunities for all clubs to encourage athletic participation.
- Regional championships to become qualifiers for the Victorian State Championships, combining the Eastern and Western regions with the Peninsula and Surf Coast regions respectively.
- Youth Australian Lifesaving Championships to be held for the first time in 2015.
- Reintroduction of School Surf League competition.

2014 Championship Results	Gold	Silver	Bronze
2014 Australian Lifesaving Championships - Open	2	3	3
2014 Australian Lifesaving Championships - Masters	6	19	8
2014 IRB Aussies	1	1	1
2014 SLSA Pool Rescue Championships	4	10	11

VOLUNTEER TRAINING

55000

AWARDS ACHIEVED BY MEMBERS



An internal restructure in 2013/14 saw the formation of Volunteer Training as a separate department to Commercial Services, now forming part of the Lifesaving Club Development area. This realignment has enabled the team to work more closely with the Volunteer Support Officers and Lifesaving Operations team, to provide a more integrated service and support for volunteers.

The focus for this newly established department has been to provide improved systems and resources that meet the changing needs of both volunteer members and clubs. A key component of this is making more training courses and resources available through LSV's "Skills Maintenance from Anywhere" portal, which now has over 6000 members registered.

During the year, the development of the Senior First Aid, Training Officer Course and Assessor Course online programs commenced, in order to provide more flexible options for members.

Professional development sessions were conducted in both Melbourne and regional locations in July and August 2013, to enable club trainers and assessors to upgrade their Senior First Aid and Training and Assessment Qualifications, in line with updates to the Australian Quality Training Framework certificate qualifications and units of competency.

Further developments have also been made to the Skills Maintenance program for 2014/15 season. The enhanced platform is more user friendly, with the addition of a new calendar program for members to view the schedule of available practical skills maintenance sessions and the ability to book into their preferred session online.

FUTURE DEVELOPMENTS

- Release of new skills maintenance programs in October 2014, ahead of the 2014/15 lifesaving season.
- Delivery of a bridging course for existing LSV trainers and assessors to receive a Certificate IV in Training and Assessment.
- Delivery of online training officer and assessor courses.
- Simplification of training resources.

HONOURS AND AWARDS



Life Saving Victoria Club of the Year (Beaurepaire Shield)

Torquay SLSC

Life Saving Victoria Volunteer of the Year (Graeme Long Memorial medal)

Bill Johnson, Torquay SLSC

Life Saving Victoria Lifesaver of the Year (John Wishart Memorial medal)

Jessica Woodward, SLS Lakes Entrance

Outstanding Achievement of the Year

Fairhaven SLSC

Administration Club of the Year

Point Leo SLSC

Beach Lifeguard of the Year

Mattias Baenziger

Team of the Year

Williamstown S&LSC Men's IRB Teams Rescue Team

Male Athlete of the Year

Nick Leman, Inverloch SLSC

Female Athlete of the Year

Emily Carty, Mordialloc LSC

Masters Male Athlete of the Year

James Evans, Mordialloc LSC

Masters Female Athlete of the Year

Sally Cumming, Anglesea SLSC

Junior Male Athlete of the Year

Sam Henson-Thompson, Half Moon Bay SLSC

Junior Female Athlete of the Year

Madeline Gibson, Mordialloc LSC

Coach of the Year

Geoffrey Waters, Anglesea SLSC

Competition Official of the Year

Bill Johnson, Torquay SLSC

2014 Victorian Championship Point Score Winner

Mordialloc LSC

Training Officer of the Year

Davina Jackson, Jan Juc SLSC

Assessor of the Year

Bree Ambry, Seaford LSC

Commercial Training Licensee of the Year

Victoria University

Commercial Trainer of the Year

Simone Griffin

Life Saving Victoria Service Member of the Year

Stanley Hewerdine

LSV Professional Pool Challenge Champions

Glen Eira Sports and Aquatic Centre

Outstanding Contribution to the Aquatics and Recreation Industry (Sir Frank Beaurepaire Award) (Awarded by Aquatics and Recreation Victoria)

Carol Crofts

Pool Lifeguard of the Year (Awarded by Aquatics and Recreation Victoria)

Ross Dean, Monash Aquatic and Recreation Centre

Education Instructor of the Year

Hayden Owens

Life Saving Victoria Swim and Survive Licensee of the Year

Leisurelink Aquatic and Recreation Centre

Mike Martin AM Champion Junior Lifesaver of the Year

Chris Breedon, Williamstown S&LSC

Nipper Parent of the Year

John Nightingale, Edithvale LSC

Membership and Leadership Development Service Awards

Imogen Dingle, Fairhaven SLSC
Julian Meagher, Waratah Beach SLSC
Teagan Thom, Inverloch SLSC

National Leadership College

Alexandra Mantell, Point Leo SLSC
Josie Chambers, Cape Paterson SLSC
Mark Scotland, Mentone LSC
Teagan Thom, Inverloch SLSC
Owen Carbery, Woolamai Beach SLSC
Laurie Aitken, Cape Paterson SLSC
James Burt, Fairhaven SLSC

SLSA Leaders Masterclass

Rachael Rylance, Elwood LSC
David Rylance, Elwood LSC
Jeanette Lambert, St Kilda LSC
James Carew, Lorne SLSC
Nick Wootton, Mount Martha LSC
Scott McKenzie, Port Campbell SLSC
Stuart Mackinnon, Half Moon Bay SLSC

Building Leaders Scholarship program

Kim Lipszyc, Point Leo SLSC
Lauren Chan, Anglesea SLSC
Ben Hall, Aspendale LSC
Hugh Moodie, Anglesea SLSC
Cassandra Moss, Jan Juc SLSC
Tarryn Thom, Inverloch SLSC

Media Service to Lifesaving

Rebekah Cavanagh, Herald Sun

International Lifesaving Federation Citation of Merit


Rootvij Kadakia Foundation

LSV Life Membership inductees

Thomas (Roger) Lloyd, Point Lonsdale SLSC
Geoffrey Thompstone, Jan Juc SLSC



LIFE MEMBERS

R Anthony	L Errey	J Lee	J E Pettigrove	R H Tyas
H G Ashworth	F M Evans	G M Lehmann	H M Pierce OAM	F R Tyler
H E Baker	W Everard	M F Leiper	H Pittard	P F Van Deuren
A J Barnes	F J Fegan	A R Lester	E A Pleasents	S L vander Pal
S Barnes	C G Fitzgerald OAM	W Lievesley	F Pollard	T E Varley
N Bayles	E Fitzsimmons	J M Lippmann OAM	M Portingale BEM	R S Veale CMG
M J Bell	A F Forster	J J Liston	F J Ramsay	A W Walker OBE
A Bellotti	A R Frost BEM	R Lloyd	F D Reid	B Walklate
P I Bennett	G Fry	MA Lumley	A Renfrew	J F Wall
W Birkenhead	E Fry	C R Lyne AM	J F Revell	M G Walsh
A Birt	J Furmedge	J J Maclean	M P Ricca	G W Waters
R W Blackney	C Gadd	Sir W Manifold	R Ricca	J M Waters
R O Blackwood	J Gale	R W Markillie	P E Rice OAM	B J Webb
D L Boswell	K J Galloway	L R Marsh	B B Richards	J C Williams
W D Boulton	A W Goetz	M J Martin AM	A Robbie	A Williamson
B H Bowman	D R Grant OAM	W E Martin	K Roderick AFSM	H C Windmill
R K Boyce	B Gray	W C McBeath	N Rose	R S Wood ESM
H Brereton	A Gray	M O McCutcheon	A Rosen	J G Worrell
H F Brockhoff	J S Gregson	L R McDonald	M R Scott	A E Wright
M M Brodie	N G Hall	E J McGee	A W Seals	A Wynne
W Brodie	E Handley	P J McGibbon	M S Sharman	B J Young
K Brooks	E J Harris	W H McLear	I D Shephard	
A S Buchannan	D E Heathcote	D M McLeod	K J Shields	
Q L Burke	J B Heily	J G Meehan	A H Short	
J Burrowes OAM	K R Hodgson	O G Merritt	J B Silom	
G W Cato	J A Hogan	J H Millett	C Simpson	
R Charrett	A M Holmes	R Millett MBE	W Slater	
F M Clayton	D R Hopkins	R A Mitchell	B J Smith OAM	
I Collum	M J Horne	D G Montalto ESM	W A Spinner	
R B Cook	S L Horton	N W Morarty OAM	T W Stanford	
A Cooper	W M Hull	J I Morgan	H Stephenson	
L Cooper	F A Hunting	B A Morgan OAM	S G Stevens	
A Coulson	R J Hussey	D G Morland	P M Stevens BEM	
W Coyte BEM	R Hutchings	F L Muir	D Stewart	
Sir G Cuscaden	F Inness	B Murray	M P Straford	
R W Dale	J Jackson	M M Naphthine	T G Strahan	
G L Dann	L Johnson	H A Norris	C L Swyer	
L Darbyshire	C C Kelly	G Nutbean	Sir G A Syme	
A Davies	H G Kelly	H O'Connor	S R Tannahill	
A G Dell	T R Kennedy	J Olson	B Tayler	
J L Dobson	A R Kennedy BEM	P J O'Rorke OAM	P F Taylor OAM	
T Donnett	W Keys	B G Owen	L R Thomas	
O Douglass	E G Kidd	W C Patrickson	M H Thompson	
E Doull	H J Klauer	M E Pearce	L H S Thompson AO CMG	
J Duthie	J Knight	F Pebbles	G A Thompstone	
B G Edmonds	A M Laughton	F Perrin	J Thomson	
C P Ellicott	A Laven	V Petersen	A Thorburn	
N L Emselle	T G Leary	T K Peterson OAM	G Titter	

SUPPORTERS

LSV acknowledges the support from the following entities:

GOVERNMENT:



AUSTRALIAN GOVERNMENT
DIVERSITY AND SOCIAL
COHESION PROGRAM



OTHER:



HARRIS
FAMILY
TRUST



AUSTRALIAN
RESUSCITATION
COUNCIL



AUSTRALIAN
SPORTS
COMMISSION



H V MCKAY
CHARITABLE
FOUNDATION



The Therapon Foundation
Joe White Bequest
Abacus Graphics
Polaris

BehaviourWorks Australia
Brimbank Community Grants program
SEDA
ACHPER

Neann
Moorabbin and Barwon Heads Airports
Primary Edge Promotions
Volunteer Fire Brigades Victoria

Scanlon Foundation
Helen Macpherson Smith Trust
Murlid Family Endowment

LSV'S VALUES

**BUILD STRONGER
AND SAFER COMMUNITIES.**
POSITIVE INTERGENERATIONAL
RELATIONSHIPS.
DEVELOP HEALTHY LIFESTYLES.
BEING RELEVANT
IN TODAY'S SOCIETY.
**PERSONAL DEVELOPMENT
THROUGH A LIFESAVING
COMMITMENT.**
TAKING PERSONAL
RESPONSIBILITY FOR BETTERMENT.
**BEING OPEN, WELCOMING
AND INCLUSIVE.**
EFFICIENT AND APPROPRIATE
USE OF AVAILABLE RESOURCES.



Life Saving Victoria

200 The Boulevard
Port Melbourne VIC 3207
PO Box 353
South Melbourne DC VIC 3205

Tel (03) 9676 6900
Fax (03) 9681 8211
mail@lifesavingvictoria.com.au
www.lifesavingvictoria.com.au