



Irish Water Safety

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Examiner Conference 2002



9th & 10th November 2002

The Grand Hotel

Tramore

Co. Waterford



IWS Examiners' Conference 2002

Tramore, Co. Waterford

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Dear friends and Colleges in Water Safety

It's my great pleasure as chairman to welcome to you to the sunny South East, and most particularly to Tramore, one of Ireland's premier Seaside resorts, in my opinion.

I trust that you will have a very fruitful and enjoyable Conference here in Tramore, but more particularly it's my wish that we all enjoy ourselves and each other company as water safety Examiners over these two days.

Our organisation, notwithstanding the fact that we have teething problems from time to time, is going from strength to strength.

One of the achievements that we can be justifiably proud of during 2002 is the fact that we have got on board a major sponsor for our Lifesaving Championships. There are indications we will have this sponsorship next year also.

As you are aware we had consultants reviewing Irish Water Safety over the last few years, at present their recommendations are been examined by the council and in due course we should see the fruits flowing as a result of the many recommendations made, however some of the recommendations while suggested to us in good faith, do not necessarily appear to apply to Irish Water Safety but this is a matter for the Council to consider with all the other recommendations.

On your behalf I take this opportunity to thank the Director Martin O'Sullivan, the Chairpersons of the Commissions and all the other presenters for the work undertaken in respect of the Conference I also wish to thank the Staff, who have so diligently made the arrangements in respect of the conference, and the Grand Hotel and Management for the facilities for our disposable.

Our special guest this year at the Conference Dinner will be Mr. Martin Cullen, T.D. Minister of the Environment and Local Government, as you are aware the Minister has special responsibility for Irish Water Safety and early indications are that he has a great interest in our work and will be most supportive to us in the coming year. We will all have an opportunity to give him a hearty welcome to our Conference at Dinner.

Once again I hope that we have a good Conference and that we will all leave Tramore with a clearer understanding of the many new technical ideas and projects that are consistently been put forward, by our Commissions.

*Frank Nolan
Chairman*



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Annual Examiners Conference Programme

9th & 10th November 2002

Saturday 9th

- 10.00** **Registration/Tea/Coffee**
- 11.00** Conference Opening
By the Conference Director Martin O'Sullivan
- 11.15** Minutes of 2001 Conference
- 11.30** Official Opening Address
By the Chairman IWS Frank Nolan
- 11.40** ILAM & IWS
CEO ILAM Killian Fisher
- 12.15** World Congress on Drowning/National Office up-date
By CEO IWS John FM Leech
- 12.45** Conference Motions 2001
By Martin O'Sullivan

13.00-14.15 Lunch

- 14.15** Education Commission Report
By Michael Murphy
- 14.45** Lifesaving/Sports Commission Report
By Michael Cuddihy
- 15.0** Lifeguarding Commission Report
By Brendan McGrath
- 15.15** The Syllabus/Proposed Changes
By Brendan McGrath
- 15.45** **Tea/Coffee Break**



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- 16.00 The Syllabus Review – Workshops Part 1
- 16.30 Reports from Workshops
- 17.0 Advisory Technical Committee Report
By Martin O'Sullivan
- 17.30 Rescue Commission Report
By Breda Collins
- 20.0 Launch of the 'Charles Thomson' Award
By Minister Martin Cullen
Dinner to follow

Sunday 10th

- 10.0 Advisory Promotions Report
By Jim Lawlor
- 10.45 Syllabus Review – Part 2
By Brendan McGrath
- 11.30 Polaris HR review on IWS 2002
- 12.00 Open Forum
- 13.30 Closure of Conference/Lunch**



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Examiners Conference 2001

Minutes of Open Forum

Date: Sunday 11th November 2001

Venue: Oranmore Lodge, Oranmore, Co. Galway

Attendees:

Seamus Gallen	Hugh McNally	Anne O'Raferty
Ann McClean	Ann Marie Hewison	Anna Byrne
Anne Boyle	Barney O'Reilly	Betty Walsh
Betty Finnegan	Billy Smyth	Brendan Walker
Brendan Dalton	Brendan McGrath	Catherine Fleming
Colm Dempsey	Deirdre NiLoinsigh	Derville McMorland
Diarmuid O'Donnabhain	Donal McNamara	Evelyn McFadden
Fiona Carroll	Fiona Dineen	Frank Nolan
Gabrielle Earley	Gary Smyth	Gerard Flannery
Gerry McKay	Hillary Lynch	Ita Richardson
Jack Mason	Jackie Mullally	James McLoughlin
Jim O'Neill	Jim McGoldrick	Joe Molloy
John Morrell	John Curley	John Harmon
John Cowman	John Doyle	Joseph Earls
Kathleen O'Hanlon	Kay Wickham	Laurance O'Connor
Margaret McKay	Margaret Bell	Margaret O'Flaherty
Margaret Talty	Martin O'Sullivan	Breda Collins
Maureen Creagh	Michael Cuddihy	Michael Power
Michael Kelleher	Michael Roche	Michael Murphy
Monica Doyle	Maurice Mullen	Ned Daly
Niall O'Lamhna	Paddy Phipps	Patricia FitzPatrick
Paul Devins	Paul Hamlett	Paul Murphy
Paul Burke	Peter McCarthy	Philip Keleghan
Philip McKay	Ray Hackett	Ray Wickham
Richard McLoughlin	Rita Sharpe	Ronnie Horan
Sandra Hecker	Sarah White	Seamus Watters
Seamus Maher	Sean Murphy	Sean Hennessy
Sharon Murphy	Sonny Condon	Stephen O'Toole
Teresa Finnegan	Ursula Devaney	Verlaine Harrision
William Lonergan	Willie Doyle	Willie Sheridan



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Attendees Cond. Examiners Conference 2001:

Angela Wynne
Angela Travers
Aidan J. Byrne

Liz Molloy
Noel McCarthy
Ronnie Molloy

Marie Kelehan
Tom Murphy

Open Forum:

Apologies were received in respect of the following examiners which were read out by the CEO John FM Leech.

Maura Fenlon
Oliver Burns
Andrew Mason
Billy Brett
Gerry McGann
Michael Carroll
Ber O'Connor
Tom Doyle
Gerard Doyle
Eamon Murtagh
Dave Keanneally

Seamus O'Neill
Michael Sommers
Terri Mason Browne
Stan McEoin
Julie Thornberry
Sally Mooney
Jim Cushen
James Ffrench
Fergus O'Neill
Geraldine Lehane
Chris Mac Cormack

Enda O'Leary
Paul McGuinness
Sharon Mason
Darrach Kennedy
Eddie Hoyne
Tony Rennick
Michael Giles
Ursula Carthy
Teresa White
John Staunton
Sharon McKeown



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Motions from the floor for consideration by the Council

1. Proposer: Ann O'Raferty (Meath)
Seconded: Betty Finnegan (Meath)
 - That communication between HQ and all Water Safety Personal, Examiners, Instructors, Secretaries etc. be informed of upcoming courses, seminars, conferences etc by postal service.

The motion was carried & passed to the ATC Committee

2. Proposed: Betty Finnegan (Meath)
Seconded: Ann O'Raferty (Meath)
 - It was proposed that the onus of filling in exam return forms on the Email be taken from county committees and taken on by the paid secretarial personnel in HQ as it was found to be a very time consuming job.

The motion was withdrawn

- Martin O'Sullivan acknowledged the work in HQ and presented them with a solution of paying personnel from the Centres of Unemployed to complete the work of electronically submitting the exam return forms to HQ
3. Proposed: Anne Boyle (Louth)
Seconded: Teresa Finnegan (Cavan)
 - Procedures should be put in place to allow lapsed instructors/and or examiners to be accepted back into active service.
In response to this motion Martin O'Sullivan has this document in hand and is waiting for finalisation at the ATC Meeting, Wednesday, 14th November 2001.

The motion was carried and referred to the ATC Commission

4. Proposed: John Cowman



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Seconded: Paddy Phipps

- That service awards should be awarded posthumously where applicable

The motion was passed

5. Proposed: Ray Wickham

Seconded: Lar O'Connor

- That the examiners conference remain as a stand alone forum as it has been traditionally and not be integrated into a Water Safety Symposium

The motion was passed

6. Proposed: Brendan Walker

Seconded: Ann O'Raferty

- Biscuits to be supplied with tea
- Lunch of soup & sandwiches not substantial

The motion was passed

The motion was defeated

7. Proposed: Paddy Phipps

Seconded: John Cowman

- That the Water Safety Syllabus has been neglected for 3rd years in succession.

The motion was withdrawn

Joseph Earls expressed his wishes for the Examination Syllabus to be addressed this year.

The motion will be carried to the Education Committee for review

8. Proposed: Jim O'Neill (Mayo)

Seconded: James McLoughlin (Mayo)



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- That Water Safety produce a poster on Resuscitation and C.P.R. as a teaching aid, similar in size and illustration to the 14 steps (safe swim & boating) posters. Part of the poster should show the four chambers of the heart for teaching a class at basic life support 3.

The motion was carried

9. Proposed: Laurance O'Connor (Wexford)
Seconded: John Doyle (Wexford)

- The rope throw be replaced by the lightweight rope at all competition levels National & International.

The motion was carried

10. Proposed: Laurance O'Connor (Wexford)
Seconded: Michael Roche (Wexford)

- That local media press releases be released to media through the local area press release officer.

The motion was defeated

11. Proposed: John Doyle (Carlow)
Seconded: Seamus Maher (Carlow)

- That Water Safety copyright the logo, publications & products etc. so that they can generate their own income as in New Zealand & Australia, in response to this motion it was explained by Chairman Frank Nolan how this was not in the spirit of Water Safety & Lifesaving and that we should think of the implications for the Association and water safety should we agree with this motion as we have been assisted many times over the years with documentation from other organisations and there has never been a problem.

The motion was withdrawn

12. Proposed: Colm Dempsey (Wicklow)
Seconded: Michael Roche (Wexford)



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- Debate on ratio of conference time verses social time during the examiners conference. Conference time to long but the general feeling was that the ratio of this year's conference was correct.

The motion was withdrawn

Proposed: Colm Dempsey (Wicklow)
Seconded: Joseph Molloy (Wicklow)

- That reports of the commissions be sent out to the examiners before the conference for review and the time normally assigned for the presentation of these reports at the conference be used for discussion of these reports. However, this would not always be possible as the Chairpersons of the various Commissions are volunteers and would not always be in a position to work to this type of deadline.

The motion was carried

13. Proposed: Colm Dempsey (Wicklow)
Seconded: Ann O'Raferty (Meath)

- Discussion concerning Examiners code of dress took place. Members should be recognised as examiners of the Association when on IWSA business and so should wear appropriate clothing that presents a good image to the public, which would also raise our profile.

The motion was defeated

14. Proposed: Colm Dempsey (Wicklow)
Seconded: Ann O'Raferty (Meath)

- Examiners conference 2000 voted with a majority of $\frac{3}{4}$ of the examiners saying they would like to see a Senior Pool Competition, apart from the International style one.

The motion was carried and the discussion is to be revisited by the Lifeguard Commission.



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15. Proposed: Joseph Earls (Limerick City)
Seconded: Evelyn McFadden (Kildare)

- All handbooks & manuals are to be technically approved by the ATC commission and are to be accurate in accordance with the syllabus before being sold.

The motion will be carried & passed to the ATC Commission



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Examiners Conference 2001 Minutes cont.

- Throughout this forum it was apparent that there were many concerns regarding membership in the Association. Michael Roche accepts membership in principle but wants the criteria for membership clearly identified, you have rights in been a member of IWSA and it's a privilege to be a member.
- Michael Roche approached the subject of Trainee Instructors also in regard to open membership, it was agreed that this would be documented and sent to Michael Murphy, in relation to Child Protection. Martin O'Sullivan expressed his views regarding the Insurance coverer by our members, and outlined during the session how important the database is in regard to sponsorship for Water Safety, it was made apparent that there are to date 255 members and in reality there are over 1,000 volunteers in our Association.
- He also broached the subject of charging for membership & Water Safety Classes saying we were bordering on social exclusion with the charge for classes increasing. His views are that high levels of sponsorship can be achieved, but only if we have evidence of our members in our database, thus reducing the cost of Water Safety Instruction.
- Brendan Dalton raised his concerns involving the subject of beach rescue with the RNLI.
Chairman Frank Nolan expressed his views and made an informative comment on the RNLI with their new venture into the Beach Rescue Pilot Scheme in England, which is successful, but there are no plans at present to pilot such a scheme in Ireland.
- Fiona Carroll addressed the issue of a Dress Code in relation to the attendance at funerals or other formal Water Safety duties. Scarf's for ladies was recommended, as the men wore ties. Paddy Phipps has a temporary solution with a stock of scarves he has available at home.
- Laurance O'Connor addressed the issue of the poster of the Types of Certificate that we accredit, he would like a number of these posters distributed to all Local Area Committees.
- The discussion of the Coaching Level 1 which was run already this year was addressed and it was made clear by Michael Cuddihy that the coaching course will be run at the end of January 2001.
- In his final speech the Chairman Frank Nolan informed the Examiner's that Minister Molloy regretted that he could not attend the conference, but that he wished the Association well for the



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future. The Chairman, went on to say- "that this was a successful year for the Association, considering the work done by the volunteers and that all members had given a big voluntary commitment over the year, which he thanked them for". He thanked the Staff at HQ, which he acknowledged were new to the Association and had a very busy year. The Chairman spoke at length concerning Philip Nolan, Pat McEvoy, and Frank O'Kelly - on their passing - and how each of them had contributed over many years to Irish Water Safety and how their friends and colleagues in Water Safety will miss them. The role call of "Honour" of deceased Examiners was read by the Chairman and a minute's silence held.

- The Minister of the Marine and Natural Resources, Minister Frank Fahey, T.D. attended the Conference Dinner he presented an Olympic Certificate to Frank Nolan and launched the Basic Life Support Manual. The Minister stated that he was pleased to be present and that Irish Water Safety worked closely with his Department. Minister made a commitment to grant aid the IWS in relation to a project for "Tourism in Ireland" to the sum of £10,000. Frank Nolan (Chairman) thanked the Minister for attending and paying tribute to our work and for the grant aid he the (Minister) announced. All members of Irish Water Safety appreciated the fact the Taoiseach had brought to the notice of the public concerns on the nuclear station in Cumbria.

The Conference closed at 2.15pm on Sunday 11th of November 2001.



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ILAM Ireland

**Kilian Fisher F.Inst.SRM.Hons,
DMS, Dip.M, MILAM**

PERSONAL PERSPECTIVE

- Swimming Coach
- Swimming Teaching
- Lifeguard/Reception/Plant Operation/Admin/Management
- Move to UK- Career Progression/Qualifications/Training
- ISRM/Guild/Ex Ass Experience
- Projects/Strategies experience

ILAM Ireland profile

- National Industry Body
- Independence
- Links to Govt and Agencies nationally & internationally
- Qualifications & Standards
- IHF, CCMA, Outdoor Ed, REF, Sports dev Board Members
- Regional Structure
- Working Groups and Committees

ILAM Ireland Partnerships

- Leisure & Amenity Skillnet
- Fas Leisure Traineeship
- ILAM Ireland/IWS Pool Lifeguard Award
- Dept of Health GP Referral Scheme
- ISRM PPO/ Info notes/ other
- ILAM NI
- DFI/IHF Promotion
- White Flag Award /An Taisce & Jury Orgs



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Consultancy Profile – recent

- Dept. of Tourism, Sports & Recreation (pools)
- Dept. of Education & Science
- Drogheda Corporation
- Mayo County Council
- Galway Corporation
- New Ross Town Council
- Kildare County Council
- Killarney Town Council
- 12 Years for various L/A Clients

Areas of Key expertise

- Market research
- Consultation
- Business planning
- Management specifications
- Design briefs and consumer/client needs
- Marketing
- Training

INDUSTRY COMPARISONS UK

- ✓UK History
- ✓Public Baths to Leisure Centres
- ✓Emergence of Commercial Facilities
- ✓Weights to major Leisure Clubs
- ✓CCT / Pfi
- ✓Trusts
- ✓Best Value



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COMPARISONS- Ireland

- Northern Ireland- 80 L/A Centres
- Major Investment
- ROI - Pool tanks- lack of Investment
- Mainly Private Sector
- Lottery Funding IR£51m 2000
- Pools Programme IR£45m over 3yrs plus Match Funding

GOVERNMENT/PUBLIC SECTOR

- 30 pools identified refurbishment need
- £45 million funding package for the swimming pool programme 2000-02
- Funding £3 million pa to £15 million -total of 51 such proposals
- 80-90%-towards the swimming pool, toddler pool, sauna and steam room/and ancillary accommodation that relates directly to the swimming pool

GOVERNMENT/PUBLIC SECTOR- continued

- The Government development of an aquatic and leisure centre at the Campus and Stadium Ireland site at Abbotstown.
- grant of almost £6 million towards the construction of a 50 metre swimming pool at Limerick University.

CAREER STRUCTURES

- Facilities Operations
- Management- Supervision to Strategy
- Commercial/Public/Management Co's/Voluntary
- SDO'S and Sports Specific
- New LSP's Posts
- Health Boards- Phy Act Co-ord



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EMERGING TRENDS- summary

- Facilities
- People
- Cross Cutting Strategies
- LSP's/ Health/ Crime/Drugs/ Social Regeneration
- Pathways from Play to Elite- NCTC

EMERGING TRENDS- summary

- Overall Employment Prospects
- Celtic Tiger v Recession- the effects
- Larger Facilities
- Changing Trends
- Academic v Vocational Skills

ILAM IRELAND

- Where we are?
- Where we are Going?
- Membership
- Services
- Qualifications
- Standards
- CPD
- New Areas- Play, Sports Dev, Technical, Health



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Message from CEO

On behalf of the Staff at the National Office I would like to welcome all our new Examiners to the Conference and congratulate them for volunteering to work as Examiners in promoting Water Safety for Ireland. I would like to thank all our seasoned Examiners for their continuous and excellent work that they have done throughout the year in making this a successful year for the Association through their work in drowning prevention and rescue.

There has been considerable work and initiatives completed over the year which you will hear about over the next two days from our various speakers. I do not intend to mention any of that work as it would only cause duplication and dilution of my colleagues papers, I feel that it is sufficient to say that I warmly congratulate all my colleagues for the excellent work that they are doing towards drowning prevention in Ireland. I would particularly encourage you to build on the number of Summer Weeks that we conduct each year. There is no substitute for first hand experience of swimming in open water and learning survival skills in it. Fewer people swim in open water nowadays due to the large increase in indoor heated swimming pools. I would encourage all examiners to do all they can to avert this trend as it is not in the best interests of water safety.

Marguerite Glynn who worked with us over the last two years on special leave of absence from our parent department, the Department of Environment and Local Government returns to it and I am very grateful to her for all the work that she has done for our Association in that time. I would like to take this opportunity to wish her every success in her future Career with the Civil Service.

We are currently recruiting a replacement for her. In addition we welcome Adele Gardiner who is working with us in a temporary capacity to establish comprehensive and reliable databases and records management systems. I'd like to convey our sincerest gratitude for the input we have received from many of you throughout the last twelve months and we look forward to continuing this positive relation in the coming year.

I would like to congratulate our Chairman on receiving his Silver Medal of Merit from the Order of Malta Ambulance Corps in recognition for his long and distinguished record of voluntary service in the area of lifesaving.



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I believe we are very fortunate to have Minister for the Environment and Local Government Martin Cullen as our Minister with responsibility for Water Safety. I believe that this will augur very well for water safety in Ireland over his tenure as our Minister.

As I have only 30 minutes I would like to mention the charter for volunteers in Ireland. It was produced by Volunteering Ireland, Carmichael Centre for Voluntary Groups, with input from VOLT, the Irish Network of Volunteer Coordinators, based on a model from the Volunteer Development Agency of Northern Ireland. I feel that it can help us work better as a voluntary Association moving forward.

I hope that you find this short presentation on the World Congress on Drowning informative. You can visit the website through our own links page and as you can see I have attached the Press Release which summarises the conference. Both the Chairman and myself attended the Conference and we attended various plenary sessions and Expert Meetings. I presented a short paper on the Psychological aspects of lifesaving session to one such meeting.

The Conference was held in Amsterdam and was attended by 470 delegates from all over the world. Many rescue, life saving organisations, State Bodies and medical people from many Countries around the World were present.

The conference was run over three full days at the Rai Conference Centre. The programme was very extensive covering every aspect on the topic of drowning, covering epidemiologist treatment, rescue, prevention, risk analysis, flooding, lifejackets, international trends in drowning, just to mention a few.

Each day there were approximately 16 sessions and one will appreciate that it was not possible to attend all, however, we divided the various sessions between us and we attended those which we felt affected the work of I.W.S. most.

May I take this opportunity to wish all delegates a fruitful, productive and enjoyable Weekend and both Roger and myself look forward to speaking with you over the two days. If you do not get a chance to talk with us then please call in to the National Office if you are visiting Galway, we shall be delighted to meet you there.

*John F M Leech
Chief Executive*



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World Congress on Drowning

Most fatalities due to drowning are preventable

Amsterdam, June 28, 2002 – Death due to drowning worldwide is preventable in eighty percent of all cases, according to over five hundred doctors, rescuers, and prevention specialists meeting at the World Congress on Drowning in The Netherlands. Their goal is to find ways to dramatically reduce the toll of drowning in the world, which is one of the leading causes of accidental death, particularly for children. The closing session of the three day congress takes place in the RAI Congress Centre today.

The huge number of drowning victims worldwide, particularly in low-income countries, was the major reason for organising the congress. Experts from forty different countries, ranging from beach rescuers to emergency room doctors shared their knowledge and experience to focus on the major areas of need and potentials for success. According to the World Health Organization (WHO), drowning is the primary cause of death in children (one to four years of age), for all ages, one of the five leading causes of accidental death. In particular in low income countries drowning is a major problem. Even in developed countries, drowning is a major problem.

Six years ago the Dutch Society for the Rescue of Drowning Victims took the initiative to bring together the world widely fragmented knowledge and experience and to initiate global actions for drowning prevention. Nine task forces, including eighty experts from different disciplines and countries, participated in this initiative. They developed an inventory of the major problems in drowning: the preventative approaches, the different methods for rescuing victims and the treatment of drowning victims.

Major Conclusions

Prevention is the key to solving the issue

Drowning is often preventable by simple measures like fencing bodies of water, including swimming pools and even wells, particularly in rural areas. In particular in third world countries, prevention is the key to reducing the huge number of drownings. Over ninety percent of all half million drowning deaths world wide occur in these countries. Even in industrialised countries, many lives can be saved by fencing private swimming pools and increasing beach safety.

Prevention requires a multiple approach aimed at all causes. Wearing of life jackets and making risk groups such as parents of young children and boaters more aware of the drowning risks are but two examples. Product design and development, in everything from buckets to boats, can be expected to reduce the risk of drowning. People must be made aware of the risk of water in all circumstances. Training and education are essential in this respect. The harmonisation of training procedures for and the medical examinations of divers and guidelines for children at school-age, are essential for the reduction of drownings in diving.



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At the congress worldwide agreement was reached on the definition of drowning.

A common definition of drowning is essential to ensure proper identification of the who die or are seriously injured due to drowning. This provides critical information on the causes and circumstances of drowning to facilitate improvement in prevention, rescue and treatment. National authorities and UN-organisations like WHO are key players in this project.

International exchange should increase the effectiveness of rescue.

Survival chances of drowning victims can be best improved by immediate resuscitation delivered by bystanders and other rescuers. Therefore all citizens should possess basic skills in the first aid and resuscitation. Development of first aid competencies among the general population is possible through integration of first aid training in the educational system and by making training including permanent refreshment courses, mandatory a great number of professional groups among which fire-men and police. Also other professionals in the recreational domain, in public transportation and among cabdrivers should be considered in this respect.

Continuing improvement of rescue operations and more rapid resuscitation of victims are essential to increase the survival chances of drowned persons. This is a great challenge as rescue techniques are not well researched and significant improvement can be achieved world wide. Organisations like the International Life Saving Federation play a key role in this respect.

Treatment of seriously injured drowning victims should take place in specialised intensive care units.

The congress concludes that the knowledge in the medical treatment of drowning victims whose condition is severe is rather fragmented and therefore recommends that drowning victims be treated in special hospital prepared for these incidents. A particular problem in this respect is victims who suffer severe hypothermia. The risk of brain damage among hypothermia patients who arrive in coma in hospital can be significantly decreased by artificially maintaining body temp at 30 – 30 degrees Celsius during rewarming.

Next steps

The organisers have put forward the conclusions to the responsible international organisations such as the World Health Organisation, International Life Saving Federation, Divers Alert Network, and the International Maritime Organisation (IMO). Also national authorities and relevant international professional organisations will be contacted by the organisers with over 100 specific recommendations that resulted from the congress. Within two years a new status report will be produced and new initiatives will be taken. Regional initiatives like that of the European Child Safety Alliance today will contribute to the dissemination of the congress conclusions and the enhancement of the preventative actions.



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A Charter for Volunteers in Ireland

VOLUNTEERS' RIGHTS

- To know if, and how, they are being selected
- To be given meaningful work to do
- To know what is expected from them
- To be offered appropriate training
- To be thanked and have their voluntary contribution recognised
- To receive supervision and support
- To get something out of the work for themselves
- To know who to go to if there is a problem
- To be reimbursed for out-of pocket expenses incurred when volunteering
- To make mistakes and learn from them
- To be made aware of any disciplinary and grievance procedures
- To be treated fairly and not to experience discrimination
- To have safe working conditions, including insurance cover
- To be informed about, and given the opportunity to play an active part in, the organisation as a whole
- To be able to say 'no' and to leave without feeling guilty

VOLUNTEERS' RESPONSIBILITIES

- To respect the values and aims of the organisation
- To be committed
- To be reliable and give the organisation sufficient warning if unable to turn up
- To be punctual
- To attend essential training and support sessions
- To undertake the work to a high standard
- To be honest if there are problems
- To respect confidentiality
- To leave when asked and/or when no longer enjoying the volunteering experience



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ORGANISATIONS' RESPONSIBILITIES

- To ensure the volunteering experience is a rewarding one
- To ensure equal access and not to discriminate
- To define clear, meaningful roles for volunteers
- To have policies and procedures for volunteers
- To provide all necessary information to volunteers
- To be available for volunteers
- To provide training where necessary
- To thank and value volunteers
- To provide insurance cover
- To inform volunteers of any legal liabilities
- To supervise and to provide support
- To reimburse out of pocket expenses
- To provide a safe working environment

ORGANISATIONS' RIGHTS

- To look for certain qualities and skills in volunteers
- To select only volunteers who are suitable for the work
- To draw up a volunteer agreement or "contract"
- To ask for tasks to be done in a particular way
- To ask for commitment
- To ask for reliability
- To ask for punctuality
- To deal with disciplinary and grievance matters
- To ask volunteers to leave if their involvement hinders the organisation achieving its goals

This charter has been produced
by Volunteering Ireland, Carmichael
centre for Voluntary Groups, with input
from VOLT: the Irish Network of Volunteer
coordinators, based on a model from the
Volunteer Development Agency in Northern Ireland



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Education Commission – Report 2002

Committee Members:

Mr. Michael Murphy – Education Commission Chairman
Dr. Ita Richardson, Secretary – Limerick City
Mr. Eamonn Murtagh , Dept. of Education Appointee - Wicklow
Mr. Dave Devine – Dublin
Ms. Evelyn McFadden - Kildare

In-Service Courses

Areas who have held courses since their inception in 1986 are:

Dublin	Kilkenny
Limerick	Donegal
Cork	Meath
Wicklow	Tipperary South
Louth	Galway
Wexford	Mayo
Waterford	Monaghan
Carlow	Clare
Kildare	Westmeath

This year courses were held in Dublin (2), Kildare (2), Wexford, Limerick, Cork (2), Donegal and Clare. Two hundred and eighty primary teachers received IWS certification during these courses. The Education Commission congratulate Clare and Kildare on holding their first courses in 2002.

With the Aquatics Programme for Primary Schools coming on stream in September, 2003, the Education Commission request that all Local Area Committees make an effort to offer this course to teachers in July. A meeting will be held in February, 2003 for all areas who wish to run a course – where details of registration, course costs, material for instructors, etc. will be covered. Local Area Committees should contact Teachers' Centres who will provide support in running these courses. The Advisory Technical Committee and Marketing Manager are requested to make I.W.S. packs available to teachers to distribute to every teacher during the training period of 2003-2005.

Mr. Michael Murphy has been appointed by the Department of Education to participate in the team of the Primary Curriculum Support Programme to design the in-service for teachers in the P.E. Curriculum.



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Teacher Training

Students in all training colleges are taking I.W.S. courses

St.Patrick;s College, Drumcondra

Foebel College

Marino College of Education

Church of Ireland College of Education, Rathmines

Mary Immaculate College of Education, Limerick

These courses have proved so popular that Dublin Area Committee are having difficulty supplying pool hours for all students. Our two new awards *Aquatics Organiser* and *Aquatics Pool Assistant* are offered to every student. The Education Commission congratulate Local Area Committees on the work they are doing because at least 10% of the students in the colleges have passed Rescue 4.

Awards

Work on new awards, **PAWS** – Primary Aquatics Water Safety, paralleling the Primary Schools' aquatics program is almost complete. All Education Commission awards: **PAWS, JAWS, Aquatics Organiser, Aquatics Pool Assistant** should be included in the new syllabus for circulation to all examiners and instructors.

Child Protection

Education Commission is working with Chief Executive Officer to devise a new membership form. We are so designing A6 size booklet incorporating Code of Ethics and membership application form. This will be going to the publishers in the new year. A number of concerns have been brought to the commission which are under review, e.g. use of cameras and videos at swimming pools. Code of behaviour is under consideration. A sub-committee of Council has been set up to examine membership types.



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We are recommending that the current Instructor Log Book be modified to become Class Attendance Record Book.

Special Needs

We are aware of the need to integrate Special Needs Awards into our syllabus. It has been accepted that Ms. Anna Byrne, Kildare should attend an STA Special Needs Provider Course. We are awaiting details of such a course.

P.E. Teachers

We have held discussions with P.E. Association of Ireland and have agreed that I.W.S. sponsorship will be used to compile a Water Safety Pack which can be distributed to P.E. Teachers nationally. It is envisaged that further sponsorship will be available. Pack will include:

- Rescue Skills Manual
- Summary of Junior and Senior Aquatics Course
- JAWS Syllabus
- Sample JAWS Certificates
- Posters
- Leaflets, etc.



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Sports and Recreation at Third Level

The commission carried out a detailed investigation into the availability of Water Safety Courses in third level and post primary certificate courses. Recreation and Leisure Studies, Sports and Leisure Management, Leisure Studies, Health and Leisure Studies including/excluding pool lifeguard course.

St. Kevin's College, Crumlin, Dublin.	IWS
Dundrum College, VEC	IWS
Sallynoggin College of Further Ed.	IWS
DIT, Cathal Bruagha St., Dublin	No award
Inchicore College of Fur. Ed	RLSS
Colaiste Ide, Finglas, Dublin	RLSS
Community College, Moneenageisha, Galway	No award
Colaiste Stiofain Naofa, Cork	IWS
Sligo, IT	IWS
Waterford, IT	IWS
Tralee, IT	RLSS
Athlone, IT	IWS
Enniscorthy Vocational College, Wexford	RLSS
Bray Inst. Fur. Ed.	RLSS – bronze medallion
Carlow VEC	IWS
Croom, Limerick	IWS

We need to address our input into third level colleges, particularly with respect to the ***Pool and Beach Lifeguard Awards***. The commission have recommended that a full-time Education and Training Officer whose remit would include, research into the development of a plan for third level for the future, be appointed.



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LIFEGUARD COMMISSION - REPORT 2002

2002 saw the culmination of a 3 year period of work by this Commission. The members of this Commission for 2002 were:

- ❑ Michael (Buddy) Cuddihy ~ Chairman - Waterford
- ❑ Paul Burke ~ Secretary - Cork
- ❑ Jack Mason - Dublin
- ❑ Seamus O'Neill - Donegal

A summary of the work of this Commission follows.

Competitions:

The Commission organised the following competitions -

- IWS National Junior Lifesaving Championships in Cork
- IWS National Senior Lifesaving Championships in Wicklow (Vodafone) / (DLRG team competed)
- The Commission also organised a team to represent Ireland in the Nivea Cup (The German Surf-Lifesaving Championships) which is held annually in Warnemunde, near Rostock, in Germany.
Trials for this team were held in Co. Clare in early June, and from these trials 5 males and 5 females were chosen. This team were very successful on their first outing with all of the members reaching finals in their disciplines. There were some notable results, namely:

Peter Conroy GOLD in 90m Beach Sprint
Oisin Mc Grath SILVER in the Board Race
Both mens and womens teams came 4th in their respective taplin finals.
- Seamus O'Neill entered a team in the Celtic Games which were held in Donegal in August.
- The Commission envisaged that a winter league competition structure would be activated with a pool competition being hosted by a local Area Committee every 4 to 6 weeks (rotated). This would be important for keeping competitors fit and interested in competition.



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This Commission set out 3 years ago to raising the profile of competitions in this country. While, inevitably, some problems occurred along the way, the Commission members are pleased with the fact that the standard of lifeguarding in the country is ever improving ~ competitions ensure that lifeguards are fit and skilled at their job. The International success of our Nivea Cup Team has shown us that our lifesavers are amongst the best out there.

IWS NATIONAL REFEREE COURSE

IWS LEVEL 1 COACHING COURSE

IWS BEACHGUARD PROVIDER COURSE ~

14 candidates took part in these courses that were completed this year. All candidates were successful in exams for each of these courses and only a few have yet to complete their log books in the Level 1 Coaching course.

It is envisaged that the Level 2 Coaching course (a matter for the incoming commission) will contain much more practical work and information. Having a number of people qualified to referee at competitions (National) is a great help at competition time.

Other work ~

- Competition rule book up-dated to include a section on Fair Play and Drug Free policies
- Beach Lifeguard Re-validation form revamped.
- Course provided to the RLSS explaining the IWS Rule Book, prior to Nivea Cup Trials.
- On-going monitoring of Community Games situation

The Commission would like to thank all those who supported us in our efforts in 2002, and indeed over the past 3 years.

Paul Burke
Hon. Secretary,
IWS Lifeguard Commission.



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Life Saving Commission Report - 2002.

Committee Members:

Mr. Michael Cuddihy – Lifesaving Commission Chairman
Mr. Brendan McGrath – Clare
Mr. Paul Murphy – Dublin
Mr. Willie Doyle – Wexford
Ms. Ber O'Connor - Kerry

Work Programme:

- Examination Syllabus Review. Final feedback and comment from the examiners' conference will complete this project. It is hoped to have the new syllabus fully operational from Jan. 2003.
- Develop “ Surf Life Saving Awards”. A number of awards were drafted and approved in principle. These have received trial runs in a number of locations nationally. Feedback has been excellent to date. The commission have proposed the introduction of a number of outdoor specific awards.
- Liaison with the STA. This is ongoing. STA council meetings and their annual conference have been attended. A joint STA/IWS swimming teacher tutors course was successfully run during Feb. 2002.
Agreement has been reached to send Ms Anna Byrne to an STA Disability Awareness course. This will then have IWS in a position to deliver such courses in future. Whether certification will be STA, IWS or Joint has yet to be decided.
The decision to send Anna has overlapped with the STA's updating of the syllabus for such courses resulting in the delayed response to requests made at last years conference.
- Liaison with the Irish Heart Foundation. Paul has attended meetings on a regular basis. Efforts continue to agree on joint projects with IWS.
Ronnie Horan has attended a full IHF instructors training course on behalf of IWS.
- Review of Trainee Examiner courses. A proposal was prepared and presented to the ATC for completion.



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Work Programme Contd.:

- Preparation of draft examination return forms. These have been completed by the ATC.
- Organise and run an AED course. Proposals were made. Our medical advisor, Dr. Tony Handley has advised on the appropriate course of action.
- Develop BLS teaching aids. This is on going. We are awaiting material from international sources before this project can be finalised.
- Swimming Teacher Courses. A national course was not held this year, but an update seminar for all IWS qualified swimming teachers has been approved. Date and venue have to be arranged.
- The commission also considered the development of awards with the Irish Surfing Association and the Irish Sailing Association.



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Advisory Technical Committee – Commission Report - 2002

Commission Members:

Martin O'Sullivan (Chairman)
Buddy Cuddihy - Waterford
Breda Collins - Kilkenny
Brendan McGrath - Clare
Michael Murphy - Dublin

- ❖ The ATC has met on seven occasions in 2002
- ❖ The ATC dealt with all technical matters brought forward by the four commissions. These are summarised in the commission reports
- ❖ Trainee Examiners courses were completed. Stages 2 and 3 are being carried out for this, the largest group of trainee Examiners in the history of the organisation
- ❖ The circular entitled “The Period of Validity” was completed and is enclosed
- ❖ Procedures for Instructor/Examiner qualification and for Refresher Courses were agreed (enclosed)
- ❖ An Appeals Procedure has been completed and has been forwarded to Council for approval
- ❖ The ATC has agreed a major *policy change*.

The IWS Assistant Swimming Teacher Award may be run as a stand alone course with its own certification

- ❖ The new Pool Lifeguard Award has been developed in conjunction with ILAM. (Details are enclosed)
- ❖ The new Pool Lifeguard Manual has been completed and is being prepared for printing. (All manuals have been reviewed, updated and prioritised for printing)
- ❖ The ATC is organising an AED Tutors course. The course is to be held on December 14 and will cater for a maximum of eight trainee tutors. All other personnel delivering the AED module of the new Pool Lifeguard Award will be trained by those who have successfully completed the AED trainee Tutors Course (along with other individuals who have already qualified as AED Tutors). Dr Tony Handley is running the course.
- ❖ Work is ongoing on the PTSS document.



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The Period of Validity

Circular ATC/1/2001
26/06/01

The purpose of this circular is to define the term “period of validity” as it applies to various awards of IWS. It is not intended to indicate a change in policy, but rather to more precisely define existing policy in this area.

1. Lifesaving Awards

The validity period for these awards shall be as per the syllabus. Where this period of time has elapsed the following conditions will apply:

Period Elapsed	Requirement
(a) Greater than 2 years	Repeat highest award taken to date
(b) Greater than 4 years	Recommence water safety course at Safety 4.

Instructors and trainee instructors may be exempt from the above at the discretion of the Area Committee.

2. Pool and Beach Lifeguard Awards

The validity period for these awards shall be as per the syllabus. Where this period of time has elapsed the following conditions will apply:

Period Elapsed	Requirement
(a) Greater than 2 years	Complete the Pool or Beach re-validation test
(b) Greater than 4 years	Complete the full Pool or Beach Course and exam



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3. The Instructor

- (a) Must be a member of Irish Water Safety
- (b) Must meet all the requirements as laid down in the IWS Syllabus
- (c) Must attend an approved refresher course at least every three years

The term “satisfactory work-log” is further defined as:

Instructing on an approved course during the previous two years

When an instructor fails to comply with all of the above he shall be considered “inactive”. In order to re-validate his status he must:

- (i) Seek the approval of the Area Committee.
- (ii) Attend an approved refresher course.

4. The Examiner

- (a) Must be a member of Irish Water Safety
- (b) Must meet all the requirements laid down as per the IWS Syllabus
- (c) Is required to attend an approved refresher course at least every three years

When an examiner does not comply with the above he will be considered “inactive”. An “inactive” Examiner may not examine water safety classes or test candidates for lifeguard vacancies.

In order to re-validate his status, an “inactive” Examiner must:

- (i) Seek the approval of the Area Committee
- (ii) Attend an approved refresher course.



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Examiner Qualification Procedure

*Circular
ATC/2/2001*

The Trainee Examiner:

1. Must be nominated by the Area Committee where he is resident
2. Must comply with the prerequisites, which are laid down in the Examination Syllabus
3. Must attend an approved Trainee Examiners Course (Stage I). The results of Stage I are collated by the Course Director and are forwarded to HQ. The Course Director shall, in liaison with the Chairman of the Advisory Technical Committee, appoint Local Examiners to carry out the Local Assessment (Stage II)
4. Must complete the Local Assessment (Stage II). The standard of these classes must be as per the syllabus. The results of Stage II are forwarded to HQ and a Technical Assessor is appointed by the Advisory Technical Committee to carry out Stage III. HQ must inform the Examiner who is appointed as a Technical Assessor. HQ must also inform the Trainee Examiner and the Area Committee of the appointed Technical Examiner. It is the responsibility of the Area Committee to arrange lifesaving classes for this assessment. The standard of these classes must be Rescue 3 or Rescue 4. ***(If the Stage II assessment is not favourable the Trainee may be reassessed. However, if the second assessment is not favourable then the Trainee must begin at 1 above again)***
5. Must complete a Technical Assessment (Stage III). The results of Stage III are forwarded to HQ. The IWS Council will then make a formal appointment of the Examiner based on the recommendation of the Technical Assessor. ***(If the result of Stage III is not favourable then the Trainee may be reassessed. However, if the second assessment is not favourable then the Trainee must begin at 1 above again.)***



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6. The time schedule for conclusion of the above shall be as follows:

Stage I to Stage II: Greater than 6 months but less than 1 year

Stage II to Stage III: Not greater than 2 years

(This is dependant on the availability of classes. However, the ATC must maintain a watching brief over the time schedule to ensure that the assessment process is not unduly held up.)

7. Where the participant is an Examiner seeking re-validation there will be a requirement to examine various aspects of the syllabus under the supervision of an Examiner appointed by the Area Committee. If the examining is not of the required standard, the examiner seeking re-validation may be required to repeat the refresher course.
8. The Code of Ethics



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Refresher Course

Appendix 1

Area committees must run refresher courses at least once every three years. The main theme of these courses will vary but the following core subjects must be included in order to facilitate those who may be re-validating their status through the course.

1. All aspects of Basic Life Support with particular emphasis on the changes that are now standard practice. The participant will be expected to give a practical demonstration of each aspect of BLS following the update.
2. The Safety Awards with particular emphasis on the significant difference between the nature of the victims/rescue at this level as distinct from the type of victims/rescue being dealt with at the Rescue Levels.
3. The Rescue Awards with particular emphasis on the significant difference between Rescue 1 and Rescue 2/3/4. The participants will be expected to demonstrate (at least on land) the various methods of approach and carry and the different grips and releases.
4. Spinal Injury Management: This must be a practical session where the participants have to enter the water and carry out each of the methods.
5. Where the participant is an instructor seeking re-validation there will be a requirement to teach various aspects of the syllabus under the supervision of an Examiner. If the teaching is not of the required standard the Examiner may insist that the instructor repeat the refresher course.



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Rescue Committee - Commission Report – 2002

Committee Members:

Members: Breda Collins (Chairperson) - Kilkenny
Ronnie Horan (Secretary) - Dublin
Kevin Desmond - Waterford
Dave Kenneally - Waterford
Frank Nolan (ex. Officio)

Commission held six meetings in 2002.

Commissions main areas of responsibility-

1) Risk Assessments –

55 sites in total assessed in 2002.

All reports evaluated by commission before final report issued to requesting body.

Risk Assessment Refresher course held in Sept.

24 assessors present.

New Risk Assessors course – postponed until Spring 2003

I.D. cards to be issued to all Assessors.

2) Blue Flag –

Commission liaised with Martin O'Sullivan (F.E.E.E representative) regarding the Blue Flag requirements for Risk Assessment as a criteria for Blue Flag approval from 2005.

I.W.S. to be the designated body to carry out Blue Flag Assessments.

Separate assessment required for Blue Flag.



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3) Inshore Rescue Boat Courses –

These courses provide training for community I.R.B. stations and for Irish Coastguard personnel.

Course content –

- Boat and Engine maintenance
- Equipment (Boat/Station)
- Radio
- Navigation
- Pyrotechnics
 - Knots
 - Capsize Skills
 - Hypothermia
 - Resuscitation
 - 23 sea skills

This provides I.W.S. with a strong link with these groups.

2002: - 3 I.R.B. courses provided.

Total candidates 36 of which 33 were successful.

4) V.A.T. Relief Inspections –

8 Community Inshore Rescue Stations are a 'declared facility' with Irish Coastguard. They require a two yearly inspection of equipment, boats and crew to ensure standard is maintained to the required level.

These inspections are monitored by the commission which work from a panel of inspectors who are qualified in the relevant areas.

Colm Dempsey (Wicklow) and Aine Stafford (Wexford) have agreed to come on board and become part of the panel of inspectors. Both Colm and Aine are qualified helmsmen with R.N.L.I.

Commission members have either met or corresponded with 4 other C.I.R.S. who sought advice on standards required.

C.I.R.S. guidelines look for establishment of C.I.R.S. was revised and launched at boat show by Minister Bobby Molloy.

5) Rescue Awards –

Rescue awards nominations evaluated by commission.

2002 – total of 7 awards issued.



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Advisory Promotion & Development Committee Commission Report - 2002

Committee Members:

Members: Jim Lawlor (Chairperson) – Sligo
Roger Sweeney (Secretary) – IWS National Office
Kathryn Byrne – Dublin
Breeda Doherty – Meath
Paddy Phipps – Dublin
Donal O'Sullivan – Dublin
Ray Wickham – Dublin
Frank Nolan (ex Officio)

MARKETING GOALS

- Develop a distinct brand identity
- Increase brand awareness
- Identify at-risk groups
- Establish a full range of branded products
- Effectively and efficiently deliver the water safety message
- Recruit new partners
- Maintain and develop existing partners
- Improve internal communications



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REVIEW OF MARKETING ACTIVITIES 2002

PUBLIC RELATIONS

•PUBLIC RELATIONS	•BRAND AWARENESS
•ADVERTISING	•WEBSITE
•PROMOTIONS	•DIRECT MAILINGS
•EVENTS	•MEMBERSHIPS
•SPONSORSHIP	•FUTURE GOALS

•MEDIA INTERVIEWS

- 73 year to date
- RTE, TV3, National & Local Stations

Perception

•“The definitive source for info on water safety”

•PRESS RELEASES

20 year to date

186 articles in National & Local press



IWS Examiners' Conference 2002

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PRESS RELEASES ISSUED:

•Q1	•Q2
-Martin O'Sullivan conferred KOLS	-May Bank Holiday Press release
-Minister for Defence visits IWSA	-National Water Safety Week
-Urgent press release flooding Jan 2002	-Silage runoff
-Press release Boat Show	-Vodafone Mobile Phones
-Urgent press release flooding Feb 2002	-Drowning Statistics
-St Patricks Day Press Release	-
-Easter Press Release	-
-	-
•Q3	•Q4 to date
-Ireland competes in NiveaCup	-October Bank Holiday
-Junior Lifesaving Championships	-Examiners Conference
-SAR demo	-
-Germany Award Order of Merit to Lifesaver	-
-IWS Vodafone Lifesaving Championships 2002	-
-Vodafone extended coverage	-
-Flood Warning Highest Tides	-



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SPECIAL FEATURES:

•Defence Forces	•Emergency Services
•ILAM (re certs)	•Ar Sláinte
•Emergency Services	•Sunday Mirror (1 page)
•Afloat	•News of the World (1 page)
•Kindergarten Times	•ILAM (Pool Lifeguard)
•Nursing Times	•Health & Safety Times
•Consumer Times	•Your Baby Magazine
•General Council of County Councils Magazine	•Aer Arann "Express It"

•Response to a questionnaire to editors and station managers nationwide:

- 170 media contacts added this year under
- News
- Features
- Sport
- We can send local water safety issues to these contacts

ADVERTISING

•RADIO CAMPAIGNS

- June Bank Holiday
- Sponsored by IIF
- August Bank Holiday
- raise water safety awareness
- September
- Resulted in greater up take of classes
- October
- Targeted specific counties with a history of least calls seeking classes
- Leading DJ Mr Dave Fanning was the celebrity voice in all radio advertising



IWS Examiners' Conference 2002

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•BSKYB TV ADVERTISING CAMPAIGN

- €53,500 value
- Huge Branding Success
- August through November time slot
- 150 adverts per month
- 30 second slots
- Peak times during Sky News and popular programmes (eg Simpsons / Buffy etc)
- 7 queries per day to IWS

PROMOTIONS

•IWS Calendar for Web

- more details of local events needed

•IWS Newsletter

- “Irish Water Safety News”
- Send in articles and suggest useful content

•IWS Wall Planner & IWS Diary

- Planner now available
- pocket diary will issue to all IWS members
- grateful to the sponsors

•Carlow Water Safety	•Trim Swimming Pool
•Donegal County Council	•Portmarnock Leisure Centre
•Dun Laoighaire Water Safety Committee	•The Embassy Club, Sligo
•Galway Crystal	•Alan Reid Design
•Clare Co Council	•Tipp South
•Irish Heart Foundation	•Turn Key Cleaners, Galway
•Kells Swimming Pool	•University Arena Limerick
•Kerry County Council	•Waterford County Council
•Kilgreaney Plastic Products, Carlow	•Waterford Crystal Sports & Leisure Centre
•Lough Ree Powerboat School	•Ballyshannon National Watersports Centre
•Mayo County Council	



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•IWS Posters

- Steps to Safe Swimming reprint (RNLI)
- Steps to Safe Swimming for Schools Poster Competition
- Generic poster for Hotels, Leisure Centres, Pools
- Poster will be designed around the caption: “Learn to be a swimmer – Learn to be a Lifeguard”
- Images of range of certs
- 5,000 Safe Boating posters were reprinted sponsored by Yachtsman Insurance

•IWS Leaflets

- Steps to Safe Boating Leaflet (RNLI)
- Steps to Safe Swimming Leaflet (RNLI)
- Water Safety Signs Code Leaflet (printed with Pole Covers)
- Hypothermia Leaflet reprint (RNLI)

•Car Stickers

- 25,000 car stickers distributed with certificates
- 5,000 each of 5 messages
- Swim Near A Lifeguard; Learn Lifesaving Skills; Always Swim With Others; Don't Eat Before Swimming; Always Wear A Lifejacket.
- 10,000 inserted in Afloat & Inland Waterways magazine
- 5,000 are now printed for distribution to all boating and sailing clubs nationwide.

Total 40,000 “travelling messages”

•Till Receipt Advertising

- 4 million Shop N Save till receipts
- advertising the importance of learning life saving skills
- This promotion built on our radio promotion to reach larger audience
- 10% read receipts (400,000 audience)



IWS Examiners' Conference 2002

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EVENTS

•Water Safety Week

- Launched by Minister Molloy at Boat Show
- Radio Campaign sponsored by Irish Insurance Federation
- Targeted the 20-29 age group
- Long-term promotional tool for Local Area Committees

•Junior Lifesaving Championships

- Certificate of Participation issued to all participants
- Nine teams participated
- Sponsor indicated interest

•Water Safety Weeks

- 145 registered classes on the website

•IWS / Vodafone National Lifesaving Championships

- 21 teams participated from 7 counties & RLSS & Germany
- Travel Grant to competing teams
- Publicity
- 2FM Roadcaster live from beach & radio interviews
- East Coast Radio live from pool & radio interviews
- Posters and road signs increased awareness
- Press coverage was complimented by Vodafone
- AA traffic reports
- IWS now one of Vodafone's community partners



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SPONSORSHIP ACHIEVED

•Move by companies to cost related sponsorship

-MSWG	-Boat Show Stand
-North Western Health Board	-World Congress on Drowning
-Inland Waterways Association	-Safe Motorboating Leaflet
-DOMNR	-Irish Boat Rental Assoc
	-Safe Boating Video
-Vodafone	-Newsletter advert
-Vodafone	-Mobile Phones for Lifeguards
-12 Sponsors	-Diary / Wall Planner
-Irish Insurance Federation	-Dave Fanning Radio Campaign
-Vodafone	-Lifesaving Championships
-RTE / Aertel	-Summer Public Service Adverts
-Dept of Education	-Delivery of IWS newsletters to 3,500 primary schools
-DLRG	-3 Courses in Germany
-Yachtsman Insurance	-14 Steps to Safe Boating Poster
-Dave Fanning	-4 Radio Campaigns
-BSKYB	-TV Campaign (Aug - Nov)
-TG4	-Summer Public Service Adverts
-Lough Ree Powerboat School	-3 training weekends
-Shop & Save	-4 million shop receipts
-ILAM	-ILAM conference stand
-Slendertone	-Slendertone product
-Pole Covers Ltd	-Water Safety Signs leaflet
-ESB	-National Primary School Poster Competition
-RNLI	-Printed Matter
-Seiko	-Just In Time Award
-DOMNR	-Wear a Lifejacket poster



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SPONSORSHIPS IN PROGRESS

- **National Junior Lifesaving Championships Perpetual Trophy**
- **National pool repair company have agreed to sponsor a project**
- **Teachers Resource Pack on cd-rom**
- **Dopper the Dolphin**
- **EU European Water Safety Conference**
- **Poster into Banks promoting Lifesaving classes.**

“We care about our customers – learn swimming and lifesaving with Irish Water Safety”

- **International Fund for Ireland**
- **Lotto funding**
- **Health Promotion Units**
- **Local sponsorship assistance available through the National Office**
- **Offers received:**

Ennis UDC

- **150 seat centre available for IWS**
- **Irish Underwater Council**
- **Free Dive Show Stand**

•THE IWS / SIMON SCHOOLS POSTER COMPETITION

Sponsored by ESB

“Water water everywhere, what I do to take care”



IWS Examiners' Conference 2002

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•Rollout of the program

Dec week 1

Press Release / Nationwide program RTE / announce competition at IWS Awards ceremony

Jan 07

Prepare mail shot pack for 3,500 schools

Jan 13

Pack arrives at all primary schools nationwide

Feb 21

Closing date

Feb 27 – Mar 02

Announce winning school at Boat Show

28 Apr – 05 May

Press release during Water Safety Awareness Week. Winning Poster already distributed to all schools.

BRAND BUILDING & BRAND AWARENESS

- Letterhead redesigned
- Full colour Logo on RTE / TG4 / BSkyB
- Logo appeared (1.5" diameter) as part of a 1 page Sunday Mirror Opinion
- ILAM / IWS Pool Lifeguard Award
- Pool Lifeguard Clothing
- Professional image
- Good quality
- Resource Ireland



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WEBSITE

•Hits

- 17,000 hits per month (2,000 of those are certs)
- Mon, Tues, Weds: 200
- Thurs: 400
- Fri: 1,000
- Sat, Sun: 200
- Press Release peaks
- 1,200 Oct Flood warning
- Online Shop
- Product Range Expanded
- Website review
- 81 Links
- Free job vacancy advertising
- Banner advertising as an additional revenue source
- Public Sector Times Excellence in e-Government websites merit award
- An Taoiseach, Mr. Bertie Ahern will present Awards 12 Nov

DIRECT MAILINGS

•SAZ

- Direct Mail Fundraising
- Initial trial: 2,000 homes



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MEMBERSHIP

- 1157 IWS members as of Nov 8th 2002
- 3 tiered membership
- Full Member
- Examiners, Trainee Examiners, Instructors, Trainee Instructors, Class Organisers and Water Safety Development Officers
- Associate Member
- Certificate recipients
- Corporate Member

CERTIFICATION

- 44,474 certificates entered online in 2001
- Statistical Analysis requires fully completed exam return forms
- Disparity between certificates posted and certificates entered online
- Certificates will be numbered

STATISTICAL ANALYSIS

•Drowning Statistics Database

- Drowning Stats 1922 to date
- Garda C67 Drowning Reports
- Press Cuttings

EVALUATION SYSTEMS

•Database records telephone queries

- Counties with lowest response to campaigns identified
- Targeted Radio Campaign



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IWS MANUALS

- All manual content being revised
- Manuals will be republished once prioritised
- Enhance image of IWS
- Joint IWS / ILAM Pool Lifeguard Handbook available Week 5 November

Request

- Contact details for Local Hotel & Leisure Centre Pools
- Registration dates for classes

Thanks to:
APC members
National Office
Council



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PRESS RELEASE

04 Nov 2002

WATERFORD HONoured AS BEST COUNTY CONTRIBUTOR TO WATER SAFETY PROMOTION IN IRELAND

Waterford County Council will be the recipient of the inaugural Charles Thomson Award, in recognition of the County's outstanding contribution towards the promotion of Water Safety in Ireland.

In assessing each county's contribution to water safety promotion, this year Waterford will receive the award for the provision and inspection of ringbuoys within the County on a constant bases, for providing a first class lifeguard service during the summer months that operates on the beaches within the County and for fostering a water safety awareness regime at all times and the forthright manner in which information on matters of water safety is given to the public.

Irish Water Safety and the Royal Life Saving Society (Republic of Ireland and Ulster Branches) have donated the award and replica in memory of Commander Charles Thomson, an International Life Saver of renown who visited Ireland on many occasions to assist in promoting water safety awareness. The award will be presented to Waterford County Council by Mr Martin Cullen TD, Minister for the Environment & Local Government at Irish Water Safety's Annual Examiner's Conference on Sat 9th November in Tramore, Co Waterford.

An average of 185 people lose their lives to drowning in our waterways every year and many of those are preventable. It is the efforts of the volunteer force of Irish Water Safety, and the Royal Life Saving Society in association with the many other Rescue Organisations that raises awareness nationally in an effort to reduce these drownings.

Over 60,000 certificates are awarded each year to adults and children examined in Swimming, Rescue, Resuscitation, and Lifeguarding skills nationwide. The Annual Examiner's Conference presents an opportunity for those directly involved in the promotion and development of lifesaving and water rescue to discuss best practices for the future.

Further information from
Irish Water Safety
The Long Walk
Galway

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