

## **Message from the Chair for CSBC May 2014 newsletter**

After what seemed like an endless winter, boating season is now under way, and as always, the CSBC is working with our many enthusiastic and committed partners, sponsors and volunteers to save lives on the water, by bringing boating safety messages to boaters across Canada. This is the second year of our exciting three year Canadian Safe Boating Campaign project, which we are undertaking with a financial contribution of some \$ 900,000 from Transport Canada, and the support of Pattison Outdoor and many other partners. Amongst our successes last year was an all-time high of more than **100 million** media impressions for our Safe Boating Awareness Week (SBAW) campaign. Look out for – and even better, get involved in - our summer-long series of media events: Hooked on Lifejackets, Operation Dry Water and Stretching the Season.

Remember our great ‘fire alarm’ billboard campaign from previous seasons? This year we are launching an innovative new billboard campaign focussing on combating drinking and boating, and have police forces and other partners across the country on board. Fun on the water should never end in tragedy; together we can make a real difference!

The CSBC could not exist without the collaboration and support of our partners and sponsors. In January we were delighted to announce that Stearns has come on board as a major new partner in many of our boating safety promotion activities. You will see, for example, that Stearns is now a presenting sponsor of our newsletter, and we are looking forward to rolling out other joint initiatives over the coming year.

The CSBC reaches out to other organizations not only in Canada, but internationally. While our boating environment may be very different and our approaches may vary, we are all facing similar issues and can learn from each other. Read the article in this newsletter about the report from Transport New South Wales on personal watercraft incidents and lifejacket wear.

We have reported in previous newsletters and on our website about the International Lifejacket Wear Agreement the CSBC signed last year. I made a presentation on this, along with Australian and American colleagues, at the International Boating and Water Safety Summit in Nashville in April. It was a call to action to U.S. boating safety organizations to signal their support by signing up at the international website [www.lifejacketwear.com](http://www.lifejacketwear.com), and you can too. More information is on that website, as well as at [www.csbc.ca](http://www.csbc.ca).

Everything the CSBC has been able to accomplish, is thanks to the efforts of our wonderful volunteers. At our May AGM and Board meeting, two of our founding members, Irwin Doxsee and Bill Taylor, retired from the CSBC Board. As Treasurer, Secretary and always-willing ‘I’ll take it on!’ volunteers for numerous other duties, they have made an incredible contribution to our organization, for which we are deeply appreciative. They, and their wives, will always be part of the CSBC family. Read more in this newsletter.

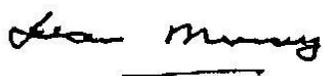
We are always looking for volunteers to contribute to our various activities and projects. Are you interested in getting involved? The work is interesting, you’ll meet great people and, most important of all, you’ll be making a difference in strengthening the boating safety community in Canada, and ultimately, to saving lives on the water. See this issue for specific opportunities.

Now here's a quiz! Where in Canada can you:

- Be the first to hear the results of new boating safety behavioural research?
- Explore what's going on with Rowing Canada, Sea Cadets and Paddle Canada?
- Have fun within sight of Parliament Hill, on a dinner cruise?

For those of you who guessed at the CSBC Symposium, you're right, and we look forward to welcoming you in Ottawa from September 21 – 23, 2014. For those who didn't guess right, we look forward to welcoming you anyway! More details at [www.csbc.ca](http://www.csbc.ca).

Happy boating!



Sean Murray