

# MEMBERSHIP BENEFITS & CANADIAN SAFE BOATING COUNCIL ACHIEVEMENTS

## Membership Benefits

1. A **free** Safety First Marine certificate program. It is geared towards marine retailers and offers an online staff training and certification program that will give staff all the information they need to promote the choice, purchase and maintenance, of required marine safety products to their customers.
2. Extensive **free** resources to support you, your members and customers in enjoying safe and enjoyable boating experiences on the water, including:
  - Boat Notes App
  - Weather To Boat App
  - BetterBoater App with TC Safe Boating Guide,
  - 'Within Reach' campaign materials
  - Mobile-enabled BetterBoater website
  - CSBC Newsletter to keep you updated on boating safety news
  - Social media to keep you connected

 [facebook.com/CSBCCANADA](https://facebook.com/CSBCCANADA)

 [twitter.com/CSBCCANADA](https://twitter.com/CSBCCANADA)

 [youtube.com/channel/UCs97K2eLV7IH41APRkDXAGw](https://youtube.com/channel/UCs97K2eLV7IH41APRkDXAGw)

 [instagram.com/csbcc\\_boatingtips](https://instagram.com/csbcc_boatingtips)

4. Opportunities to customize our handy and popular Boat Notes brochure to promote your own organization with your selected audience and customers.
5. The right to use the CSBC Member designation and [www.csbcc.ca](http://www.csbcc.ca) and [www.betterboater.ca](http://www.betterboater.ca) links on your media materials, to demonstrate your commitment to safe boating.
6. Multiple and flexible opportunities to sponsor CSBC activities and events.
7. Opportunities for personal networking with key industry and government representatives at CSBC events.

## About the CSBC

The Canadian Safe Boating Council is in the business of promoting safe and responsible boating throughout Canada.

CSBC is the perfect forum to join other boating and water safety advocates in sharing ideas and carrying the message of safety and responsible boating to Canadian boaters. This is because our members include organizations and individuals from all boating sectors. Your membership fees will help maintain and grow CSBC events and activities, like the Safe Boating Awareness Week Campaign, the Annual Symposium, Cold Water Awareness programs, [www.SmartBoater.ca](http://www.SmartBoater.ca) and the Canadian Safe Boating Awards (CASBAs). As a member of the CSBC, which is a non-profit organization, you are recognized as a supporter of safe boating in Canada and can be confident in knowing that your membership dollars can Help Make a Difference!

### How Can You Participate as a Voting Member?

To join many other responsible corporate citizens in the recreational boating field, we invite you to represent your company or organization as a CSBC Group member for \$500 a year.

Individual CSBC memberships are also available.

CSBC members' email addresses are automatically added to our distribution list. Non-members may also receive our email communications, on request.

As a CSBC member, you are invited to attend our Annual General Meeting, normally held in Toronto in early May, to hear about the work we have been doing, review our financial statements and vote on next year's Board.

## CSBC Achievements

### Advocating for Boating Safety

As a registered Canadian charity, the CSBC is not permitted to engage in political lobbying. We can, however, make safety recommendations to government, ***and we are increasingly being recognized as an authoritative voice on boating safety issues.***

In 2017, for example, we were invited to appear before the House of Commons Standing Committee on Justice and Human Rights in its consideration of Bill C 46. Amongst the Bill's provisions was a new exclusion of solely human powered vessels from the types of vessel to which impaired operations restrictions would apply. The CSBC presented evidence demonstrating that this would reduce safety, and our testimony resulted in the removal of the proposed exclusion.

The CSBC is supporting Paddle Canada in their interventions with government on Bill C 69, to be known when passed as the Canadian Navigable Waters Act. As a result of these interventions, we understand that practical protections of the public right of navigation, which had been severely restricted in previous amendments to the longstanding Navigable Waters Protection Act, are to be restored.

The CSBC also intervenes to promote boating safety with other groups, e.g. we recently collaborated with Paddle Canada to ask Ontario Tourism to make sure that paddlers and boaters who appear in their visual marketing are all wearing lifejackets while on the water, and to ask a U.K. tourism company promoting adventure paddling tours in Canada to change their marketing material to show participants wearing lifejackets, which they have agreed to do.

## Canadian Safe Boating Campaigns

With the support of multiple partners, including the financial support of Transport Canada's Boating Safety Contribution Program and Public Safety Canada's Search and Rescue New Initiatives Fund and the in-kind support of Pattison Outdoor, the CSBC has been running successful safe boating campaigns across Canada since 1993. We have extended **our reach every year**, from the initial Safe Boating Awareness Week campaign to the multi-event Canadian Safe Boating Campaign to keep boating safety top of mind throughout the season.

**More and more partners** from across Canada are coming on board every year, helping us bring boating safety messages to communities across the country.



The CSBC Safe Boating Campaigns have resulted in a total of over **350 million media impressions annually** on radio, TV, billboards, bus shelters, newspapers, magazines, social media and more. This number has been steadily growing annually. The **value** that the CSBC was able to leverage for this media coverage was estimated in 2017 to approach **10 million dollars annually**.

Campaign	No. of 2017 Impressions	% Increase > 2016
Safe Boating Awareness Week	169 M	12%
Hooked on Lifejackets	14.4 M	136%
Operation Dry Water	184 M	197%
Stretching the Season	20 M	263%
<b>Total:</b>	<b>387.4 M</b>	

Our award-winning **Billboard Campaigns** are focussed on key safety messages; based on behavioural research; developed and tested with key target audiences; their reach is measured; and the investment we make is leveraged by extensive in-kind support from Pattison Outdoor. We know we are investing wisely and making a difference.



## CSBC's 5 Key Boating Safety Messages

- Wear your Lifejacket
- Don't Drink and Boat
- Take a Boating Course
- Be Prepared: You and your Vessel
- Beware of Cold Water Risks

The key safety messages developed by the CSBC are now used by multiple partners and organizations across the Canadian boating community, multiplying their memorability and impact.

## CSBC Events

The CSBC annual **Symposium** brings together members of the boating community to hear about and discuss new and ongoing safety initiatives. We hold the event at different locations across Canada, including in the North, to engage the local community and bring attention to local boating issues. In recent years we have brought this event to Victoria, Quebec City, Yellowknife, Halifax, Ottawa, Whistler, Gravenhurst, St. John's and Montreal.

The annual **Canadian Safe Boating Awards** recognize varied achievements of individuals and organizations who promote and practice boating safety and sound environmental practices across the country. **Every year, with the support of our sponsors, we present up to a dozen awards to honour the contributions of Canada's boating brightest and best.**

## Educational Programs and Resources



Our free **Boat Notes App** was rolled out in 2017. It is tailored to your boating situation and puts key information at your fingertips to help you stay safe on the water.

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Our **Smartboater.ca website** has long been a go-to for educators, boating safety organizations, boaters and the public, with a wealth of information and downloadable material. Its

is now **mobile-enabled** so you can access it from your device wherever you are.

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The CSBC offers training and resources geared those who boat and provide response services in cold water environments. We work with renowned researcher and cold water expert Dr. Gordon Giesbrecht to publicize the effects of cold water shock, and prevention and response strategies.

In addition to our Cold Water Boot Camp and Beyond Cold Water Boot Camp DVDs, we offer **cold water training programs** for first responders and instructors. In addition to the 65 students who have taken our courses in 2017, **our reach has been extended to hundreds more first responders** through our train the trainer workshops.

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The CSBC is also a key partner with the Lifesaving Society's new **Startboating** program, which offers new Canadians and others new to boating key information they need to enjoy family activities on the water. The program is organized by type of boating and offered in several languages.



In 2017 we launched **Operation Life Preserver**, a partnership with the Canadian Rangers and local indigenous communities to address boating safety issues in the North. In the first year we distributed thousands of lifejackets and educated youth about boating safety in 6 communities and presented the program to over 150 Junior Rangers from throughout Ontario's north. For 2018 we will continue to roll the program out for both youth and adults in 16 more Ontario communities and commencing work in northern Quebec and Nunavik.

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Under the three-year **Smartboater Youth** program, we are partnering with Scouts Canada on a program to bring boating safety training to young people, and to leverage this knowledge through providing tools for youth in these organizations to make boating safety presentations in their local communities.

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The CSBC developed the **Safety First Marine** Program to support marine retailers in bringing expert boating safety knowledge and advice to their customers. The program is free to marine retailers and offers an online training and certification program for retail sales staff.

## Research

Research is a key CSBC activity. Our boating safety projects are developed based on **research and testing** with target audiences, and the results evaluated, to **ensure scarce project dollars are spent most effectively**.

We also commission studies on key boating safety issues. The *Will it Float?* Study in 2002 carried out with the support of the Cook-Rees Memorial Fund and Smartrisk produced valuable insights on lifejacket wear.

In 2014 the CSBC commissioned the *Motivating Change in Canadian Boaters' Safety Behaviours* research study by Ipsos Reid, aimed at better understanding boater safety-related behaviour, and how to influence it with effective messaging. We made presentations to various stakeholder groups and disseminated the findings broadly, so that all could benefit from the information in the development of their boating safety messaging.

With the withdrawal of governments from key boating safety data gathering, research and other activities, the **role of the CSBC in carrying out research and sharing the results across the boating safety community has become even more critical**.

## International collaboration

The CSBC reaches out to collaborate and develop partnerships **with international boating safety organizations**, learning from each other, sharing resources and extending our influence. We have a longstanding Memorandum of Understanding (MOU) with the U.S. National Safe Boating Council, an MOU with the Societa Nazionale de Salvamento in Italy, and are a founding signatory to the International Lifejacket Wear Principles Agreement, together with Australia, France, New Zealand and the U.K.

## The CSBC needs your support!

These initiatives are saving lives. Canadian statistics over the last 10 years show a drop in boating fatalities – together, we are making a difference!

We are a volunteer organization with no ongoing sustainable funding. The generous support of our members and sponsors is essential to our success in promoting safe and responsible boating. The more financial support we receive, the more we can achieve together. Please make your organizational or individual commitment and renew your membership now.

*February 2023*