



## MEMBERSHIP BENEFITS & CANADIAN SAFE BOATING COUNCIL ACHIEVEMENTS

### Membership Benefits

1. The Canadian Safe Boating Council and Mustang Survival have launched a 40% discount program. All CSBC members are eligible to participate in this program. The 40% discount applies to Mustang Survival recreational gear and will be in effect until December 31, 2025. Once your membership is paid in full, you will be provided with instructions on how you can place your order and take advantage of this excellent offer.
2. Extensive **FREE** resources to support you, your members and customers in enjoying safe and enjoyable boating experiences on the water, including:
  - Association with the organization most respected by all stakeholders for the promotion of boating safety in Canada.
  - Access to website links
  - Subscription to the CSBC Newsletter
  - Personal networking opportunities with key industry and government representatives
  - The satisfaction of knowing your membership supports boating safety initiatives
  - Mustang Survival Discount Program

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

 [x.com/CSBC\\_BT\\_TIPS](https://x.com/CSBC_BT_TIPS) (formerly Twitter)

 [youtube.com/@csbcCaBT](https://youtube.com/@csbcCaBT)

 [Instagram.com/csbc\\_boatingtips](https://Instagram.com/csbc_boatingtips)

3. Opportunities to customize our handy and popular 'Weather to Boat Notes' brochure to promote your own organization with your selected audience and customers.
4. The right to use the CSBC logo and [www.csbc.ca](http://www.csbc.ca) and [www.betterboater.ca](http://www.betterboater.ca) links on your media materials, to demonstrate your commitment to safe boating.
5. Multiple and flexible opportunities to sponsor CSBC activities and events.
6. 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 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 \$250 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 Boating Safety

As a registered Canadian charity, the CSBC is not permitted to engage in political lobbying. We can, however, make safety recommendations to the 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 vessels 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.



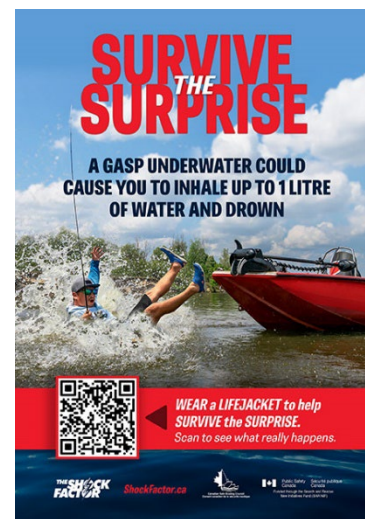
The CSBC Safe Boating Campaigns, including Safe Boating Awareness Week, have resulted in an average of 150 million media impressions annually on radio, TV, billboards, bus shelters, newspapers, magazines, social media, and more. This number continues to grow annually.

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
- Boat Sober
- Take a Boating Course
- Be Prepared: You and your Vessel
- Be Cold Water Safe

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.





## Educational Programs & Resources



Canadian waters are cold for much of the year. The immediate effects of cold-water immersion (as opposed to hypothermia) are becoming better understood, and as awareness grows, so does the acceptance of lifejacket wear. The materials here will help with cold water education and outreach, aiming to get more boaters into lifejackets and reduce needless drownings.

### SARSmart

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.



We regret to inform you that the Weather to Boat (WTB) app has been discontinued. We strongly believe that boaters deserve access to accurate, real-time weather and safety information. That's why we are actively exploring ways to bring back an improved version in the future. If you or your organization are interested in supporting or sponsoring efforts to revive and enhance the WTB app, we would love to hear from you. Thank you for your support and understanding!



Do you know the basics to safely enjoy boating and be prepared for a fun adventure on the water? Whether you are new to boating or a seasoned boater, this is a site created for the whole boating community to share and learn safety tips, general boating tips and boating techniques.



Have you ever leaned way back in a straight chair, balancing on the back two legs, and almost fallen over, catching yourself at the last second? That is the first step leading to the shock factor. That big, and perhaps even half expected action that caused you to gasp in surprise?

Now imagine that you were not expecting it at all...like an accidental fall overboard into the water from your boat or a dock. But you don't catch yourself and your gasp of surprise is perfectly timed with your entry into the water.

The result is the Shock Factor...an accidental fall overboard causing an uncontrolled gasp when you hit the water that can compromise your ability to swim, or even survive.

## 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.

## Research

Research is the foundation of progress—it guides decisions, shapes strategies, and drives innovation. A deep understanding of challenges and opportunities is at the heart of every successful initiative.

By investing in research, we gain valuable insights into the impact of our safe boating campaigns, the barriers and motivations influencing lifejacket wear and safe boating habits, audience reception to various campaign messages, and potential areas for improvement in future initiatives.

The goal of our research is to provide lifesaving knowledge and awareness to the boating community, increase lifejacket wear rates, and improve overall boater safety—ultimately reducing drowning incidents and the need for search and rescue (SAR) operations.

In 2014, the CSBC commissioned the landmark Motivating Change in Canadian Boaters' Safety Behaviours research study by Ipsos Reid to better understand boater safety behaviours and how to influence them through effective messaging. This foundational research became a benchmark for our work and was widely shared with stakeholder groups to inform and strengthen boating safety initiatives across Canada. Since then, we have continued to invest in research to deepen our understanding of the barriers and motivations behind lifejacket wear and safe boating habits. These ongoing efforts have helped shape strategic, evidence-based campaigns—like the Shock Factor program—that educate boaters, increase lifejacket wear, and ultimately reduce drowning incidents and the demand for search and rescue (SAR) operations. Research remains at the core of our mission, guiding our decisions, refining our messaging, and driving meaningful progress in boating safety.

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 as we continue to build on what we have now and continue to move the needle.

## 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.



**Canadian Safe Boating Council**  
**Conseil canadien de la sécurité nautique**