

THIS IS **EXHIBIT "N"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1ST DAY
OF October, 2019



Steven H. Leach
(A Commissioner, etc.)

Ipsos Reid

INVOICE NO - 14004665



Payment Terms : 30 days
Due Date : 11/24/2014
Invoice Date : 10/24/2014
(1/1)

Canadian Safe Boating Council
Attn: Ted Rankine
400 Consumers Road
Toronto ON M2J 1P8
Canada

Company : Ipsos Reid [20103]
GST Number : 862733755
QST Number : 1207406615
End Client : 7884997
Sales Order : 14001973 S2
Accounting Contact : 778-373-5000

Purchase Order Number :
Client Contact : Tom McCullough
Client Tel :
Client Email : tom.mccullough@rogers.com

JOB NUMBER	IPSOS SALES REF.	DESCRIPTION	TOTAL
1405524501 20014	Levitin, Jordan Tel +14165724455 Jordan.Levitin@ipsos.com	Additional Charge Canadian Safe Boating Study	2,000.00 CAD

Total Budget Research	39,000.00
Already Billed	37,000.00
Percentage Billed on this Invoice	5.13%

Invoice Subtotal : 2,000.00 CAD
HST 13.000 % : 260.00 CAD
Total Amount Due : 2,260.00 CAD

Please reference the invoice number with your payment. Overdue accounts charged at 2% interest per month.

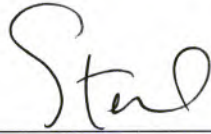
Remit Payment to

Ipsos Reid
1285 West Pender Street, Suite 200
Vancouver BC V6E 4B1
Canada

Wire Payment to

ABA No : 021001088
Swift Code : HKBCCATT
Account Number : 016 10 020 456972001
Bank Name : HSBC Bank Canada
Bank Address : Suite 200 - 885 West Georgia Street
Vancouver BC V6C 3G1
Canada

THIS IS **EXHIBIT "O"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1st DAY
OF October, 2019



Steven H. Leach
(A Commissioner, etc.)



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

Transport Canada Boating Safety Class Contribution Program (BSCCP)

Canadian Safe Boating Campaign

Summary Report April 1st to June 30th, 2014

Scope of Work

This report summarizes activities related to Canadian Safe Boating Campaign initiatives from April 1st to June 30th, 2014. This includes activities related to:

- North American Safe Boating Awareness Week
- Refinement and delivery of a Mini-Safe Boating pamphlet, permanently named Boat Notes
- Work to build the infrastructure and initial marketing for the Grassroots Grant initiative.
- Completion of an Event Planning Guide.
- Creation and Implementation of the 2014 Billboard Campaign.
- Community Cable B-Roll Development
- Community Cable Engagement
- Execution of the Qualitative Research through focus groups
- Preliminary work relating to:
 - Hooked on Lifejackets
 - Operation Dry Water
 - Stretching the Season

General Summary of Project Progress and Achievements (March 24th – June 30th 2014)

North American Safe Boating Awareness Week (SBAW)

1. The national emphasis for the 2014 SBAW campaign was focused on impaired boating. The CSBC, in partnership with advertising firm Saatchi and Saatchi, launched a campaign entitled “Help Us Catch Impaired Boaters – Dial 911”. (For more information on this program, see the section on the National Billboard Campaign.)
2. National Outreach – The national outreach was coordinated by Simic Public Relations Ltd. to engage national and regional Television, Radio and Newspaper outlets to carry SBAW messaging.
3. Local Campaign Activities– The local campaign activities were carried out by volunteers; both individuals and organizations, whose goal was to contact local media, provide local expertise for media interviews and on-site boating safety-related events.
4. 4 SBAW Kick-off events were held in Canada; Halifax, Toronto, Vancouver, and Winnipeg. A SBAW Kick-off event was also held in Québec City and was

managed by the Québec Safe Boating Council under their own contribution agreement. Official proclamations of Safe Boating Awareness Week were made in each of the event cities. The provincial minister of Healthy Living and Seniors (Sharon Blady) was on hand for the Winnipeg event. The Vancouver proclamation was read by Deputy Mayor Adrienne Carr.

5. Ready, Set, Wear It Events – There were 9 events held in Canada. These were locally coordinated and independently funded with the exception of the Vancouver event. Ready Set Wear it was a prime component of the overall SBAW launch in Vancouver. There were a total of 384 participants Canada-wide contributing to a new world total of 6,793 participants worldwide.
6. Statistics reporting media impressions have not yet been completed as of this report and will be included in the next quarterly update.
7. Canadian Tire Corporation ran references to Safe Boating Awareness Week in their May 15th flyer, which has a circulation of over 11 million copies.
8. Research into awareness of campaign messaging and overall attitudes to boating safety has been completed by McCullough and Associates. A quantitative Safe Boating Awareness tracking research survey was conducted nationally, online as part of Ipsos Reid's weekly omnibus survey after Safe Boating Awareness Week with the objectives of:
 - 1) Measuring and tracking awareness of safe boating messages communicated by the Safe Boating Awareness Week annual communication campaign
 - 2) Measuring and tracking boating safety attitudes and behaviours among Canadian boaters, and how they have been affected by awareness of the SBAW campaign messages

Fieldwork was conducted May 29th – June 3rd 2014 with a sample of 1,005 Canadian adults representative of the Canadian population. Findings from this survey will be used to refine and improve the 2015 SBAW campaign based on understanding:

- 1) Awareness amongst boaters of the 2014 SBAW campaign and its 5 key messages,
- 2) Sources of awareness for safe boating messages, including media and other communication vehicles utilized by the SBAW campaign, and
- 3) Extent to which boaters exhibit the safe boating attitudes and behaviours SBAW communications are intended to elicit.

A detailed summary of this and the other phases of research are included, see 'Appendix A'.

In general SBAW continues to be a cornerstone in launching the new boating season. Over the years it has achieved considerable inertia and the media are eager to promote boating safety at this critical time, before boating gets into full swing for the summer.

Mini Safe Boating Pamphlet:

- A first version of the pamphlet has been created, printed and distribution has commenced. It reflects the input and approval from stakeholders comprised of organizations identified in the previous milestone report. The title in English is “Boat Notes, Your Guide to Boating Safety” and “Carnet de bord. Cap sur la sécurité nautique” in French. The initial printing was 40,000 English copies and 15,000 French which are currently being distributed across Canada.
- Electronic versions promoting Boat Notes were distributed to key stakeholder groups including the Canadian Power & Sail Squadrons, the Lifesaving Society, the Canadian Coast Guard & Auxiliary, MADD Canada and numerous police agencies with marine enforcement responsibilities. The response has been overwhelmingly positive. Printed versions are being distributed on an “on request” basis. Each organization receiving printed versions of the brochure is being asked to fill out an electronic evaluation form that provides feedback such that a follow-up printing can incorporate suggestions given by the recipients.
- For those looking to have only one or a few copies of Boat Notes, a downloadable, electronic version has been made available on the CSBC website. This is a great tool to use for the public looking for their own copy or for reference.

Grassroots Initiative

- A 7-person steering committee for the grassroots initiative was created with Barbara Byers as chair, 4 CSBC directors along with Ian Gilson and Ted Rankine.
- A proposal template and documents for the management of the Grass Roots Program have been created and approved by the committee.
- The awareness campaign was ‘kicked off’ with a presentation at CMAC. Additionally, information and an application for the program have been posted on the CSBC website, www.csbc.ca. Promotional activities to solicit proposals will be ramped up over the summer and fall, commencing with mail-outs to boating safety stakeholders.

Event Planning Guide

- The Event Planning Guide to instruct others about how to host their own boating safety events with emphasis on Safe Boating Awareness Week is now available online at www.csbc.ca in a PDF format. Lessons learned from the 5 launches will also be considered and added as applicable.

National Billboard Campaign

- The CSBC in conjunction with advertising firm (Saatchi & Saatchi) created a series of posters designed to raise awareness and curtail impaired boating. The campaign “Help Us Catch Impaired Boaters, Dial 911” encourages boaters to report (via 911) those suspected of impaired operation of their boat. Strategically it falls in line with the current automobile campaign by MADD Canada and their recently launched 911 campaign on the water.
- Posters promoting the campaign have been placed in a variety of street level locations across Canada. The CSBC is expecting their paid space will be leveraged over year 2014/2015 at a ratio of approximately 10 to 1 providing a significant in kind contribution to the program. To see the complete Pattison Mall Media Report on locations and number of posters in each location, please visit “Appendix B”.
- The posters were converted to ads that were rotated through various long-lead magazines including Pacific Yachting, Canadian Yachting, Real Fishing, Outdoor Canada, Outdoor Canada West, Cottage Life, Boating Business and Boating Industry Canada.
- Campaign management has spent a great deal of time communicating with the Canadian enforcement community and the 911 infrastructure to ensure their support for the project during the planning stage. The initial support was very strong and now that the campaign is underway the enforcement community is really getting behind it. The program is being matched wherever possible with MADD Canada’s efforts to expand their existing ‘call 911’ on the road and on the water. Various organizations have shown great interest in the campaign posters and have requested permission to have their logos put on so they can have posters printed at their own cost and distributed in their local areas. To date, the OPP, Montreal Police, and Rama Police have put their logo on the poster and are promoting the ‘Help Us Catch Impaired Boaters – Call 911’ campaign.
- Separate creative was developed for the province of Québec to take into account current liquor laws which are quite different than other provinces.
- Billboard faces were put in place across Canada just in advance Safe Boating Awareness Week 2014. This campaign was also the lead message for Safe Boating Awareness Week for 2014 followed closely with the other 4 key boating safety messages.

- 4,000 English posters and 1,000 French posters have been printed (double sided with different creative on each) and distributed to various organizations nationwide to be used in boating safety outreach. In addition to placing posters in all LCBO outlets in Ontario (over 630), the LCBO printed 2000 posters at no charge for distribution to marinas, MADD chapters and through Lifesaving Society affiliates in Ontario. The Lifesaving Society branches (Alberta, Manitoba, Saskatchewan, Ontario, Newfoundland and Labrador, Nova Scotia, and PEI) reached out to their provincial liquor jurisdictions to facilitate placement in liquor stores.

Community Cable B-Roll Development/Community Cable Engagement

- The compilation of boating safety B-Roll (supplied from the PlaySafe and CSBC archives) designed for use by community cable networks commenced and was completed this quarter. This collection of B-Roll clips were selected and organized based on five key messages promoted by the CSBC: Wear Your Lifejacket, Don't Drink and Boat, Be Prepared, Take a Boating Course, and Cold Water Immersion. Each clip has great relevance for local boating/angling audiences and can be used to promote the four significant (national) boating safety campaigns that are part of this contribution program.
- A total of 85 clips, including two mini-features 'Lifejacket Challenge' and 'Drinking and Boating (lack of) Skill Test' which included comments from participating boaters, were collected for viewing and selection.
- The encoded clips have been uploaded to the CSBC website and include a preview file and a second download file for posting with a link for community program producers and hosts. A descriptive shot list was included with each set of clips "Appendix C". Since many programs are produced recorded "live to tape" in studio, this allows selection by cable networks prior to scheduled production dates. The topical safe boating B-Roll clips have been arranged as a series that can be rolled in by the director during the course of interview with the CSBC guest and the studio host.
- In the field or in the studio, the CSBC has offered to help on-camera hosts by providing a local boating expert (for example, Canadian Power & Sail Squadron executives, marine police, paddling instructor, etc.) accompanied with a variety of b-roll boating clips for local community programming. The goal is to provide easy access program material for community stations without having to field a production crew for accompanying boating safety shots. Developing this B-Roll and providing an expert to discuss various boating safety topics in studio is appealing to community cable networks and supports daytime studio shows by providing safe boating video clips to support in studio interviews.

- Outreach to cable networks has begun and uptake of the CSBC's offer started with Rogers Cable asking for a boating safety expert to come into two separate studios to discuss boating safety over the July long weekend.
- Through emails and advanced notice, contact will continue to be made with the regional station managers well into the next milestone to arrange studio dates with boating safety experts provided by the CSBC.

Hooked on Lifejackets

- The Hooked on Lifejackets initiative will run from July 5th-14th in parallel with National Fishing Week in Canada.
- The 2014 Nova Scotia Anglers' Handbook citing fishing regulations for the province carries the Hooked on Lifejackets print PSA in its 90,000 copies. Similarly, the New Brunswick Anglers Guide carries the Hooked on Lifejackets PSA in its 77,500 copies. Discussions are ongoing with the Ministries of Natural Resources in Ontario and elsewhere for 2015. (Unfortunately, many of the other provinces have sub-contracted the production of their Anglers' guides to publishing companies who charge for all advertising including those by not-for-profit groups.)

uninformative. It might be better to showcase one or two vehicles with actual in-the-field coverage. I would also like to have seen a photo [right] of the Weapon rig described in "Mayfly mayhem."

GLEN WATSON
SUDBURY, ONTARIO

PRICE LAG

Great Spring issue—lots of info and I love the new gear. One question: Is it possible to include pricing on all the gear you feature? I know I can find this info myself, but life is short.

ROB VAN WYCK
THUNDER BAY, ONTARIO

Editor's note: Our policy is to list MSRPs



have noticed that both articles and the online "Trophy Wall" sometimes picture anglers mishandling or obviously not releasing trophy fish. In future, I hope you will educate outdoorspeople on best practices when it comes to handling and releasing large fish.

CHRIS TURNER
BUFFALO NARROWS, SASKATCHEWAN

Editor's note: For fish-handling tips, see www.outdoorcanada.ca/fishcare.

MISSING MARITIMES

I am a longtime reader and new subscriber. I have noticed that you don't have many articles from the Mari-

fishing and hunting down East, and more will come. Stay tuned.



BOAT BOO-BOO

In "Best new fishing boats" (Spring), we included the incorrect photo for Princecraft's Sport 177. Here is the proper image. Our apologies.

**You've taught them all you know about fishing,
including wearing their lifejackets.**

Fishing is a wonderful sport; an activity you and the kids can enjoy. They look up to you for information and guidance on something you can share together. You've got them hooked on fishing. The Canadian Safe Boating Council thanks you for getting them "Hooked on Lifejackets".


 Canadian Safe Boating Council
 Conseil canadien de la sécurité nautique


**Hooked on
Lifejackets**

 Transport Canada
 Transports Canada
Made possible with a financial contribution from Transport Canada

- Provincial and Territorial Angling and Hunting Federations have been contacted throughout the spring to participate in dissemination of the campaign messaging. To-date, all of the federations contacted have agreed to put out joint media releases in support of the initiative.
- The existing print PSA (above in the latest copy of Outdoor Canada and similarly Cottage Life West and Cottage Life) will be used again for the 2014 campaign in long lead marine publications.

- Bob Izumi, one of the most visible TV fishing hosts in Canada and CSBC's spokesperson for the angler focused campaign, has recorded an English radio PSA (in two lengths) on the importance of wearing a lifejacket. Paul Shibata, another high profile angler has similarly recorded the PSA in French.
- To promote the Hooked on Lifejackets initiative, a booth will be set up at a Boater Safety Information Day organized by a local police marine unit just north of Toronto on June 28th 2014.

Operation Dry Water

- ODW is scheduled over the August Civic Holiday Weekend. Along with approaching the organizations that took part in 2013, the Canadian Association of Chiefs of Police will again be approached to carry the CSBC's invitation nationwide to participate in this initiative.
- The 'Help Us Catch Impaired Boaters – Dial 911' poster will figure prominently in the 2014 Operation Dry Water Campaign. The PSA below is scheduled to appear in the July/August issues of Canadian Yachting, Pacific Yachting and Real Fishing.
- As the laws pertaining to drinking and boating differ in Québec, a different poster will be used as a hopeful deterrent to impaired boating. See below.



madd[®]



- An even greater emphasis will be placed this summer on involving the media in vessel checks performed by marine police during the Operation Dry Water weekend to provide first-hand exposure to the problem. This program will parallel our ‘Catch an Impaired Boater’ campaign and provide a second window for promotion to leverage the Don’t Drink and Boat message.

Stretching the Season

- This initiative is being brought forward to launch during the 2014 Labour Day Weekend. The message is ‘Fall is a wonderful time in which to boat, but there are

a number of additional precautions that need to be taken to enjoy this activity safely’.

- Detailed planning for this initiative will take place in July.

Research

- After the initial research meeting held at the Lifesaving Society Office in Toronto in late February with various boating safety representatives, three research projects, with an overall objective to investigate and better understand barriers, motivators and high potential opportunities to substantively improve safe boating behaviours among Canadian boaters, commenced and were completed this quarter.

Phase One

- The first phase of research was qualitative research to;
 - 1) Find new, more impactful ways to encourage boaters to wear lifejackets and to not drink and operate a boat.
 - 2) Find fresh, new, motivating triggers and touch points for messaging.
 - 3) Identify high potential communications/behavioural change opportunities.
- Outcome from the research provided answers to the “burning” questions the research explored including:
 - 1) What are the driving insights about men and boating safety barriers?
 - 2) What are the more motivating messages to change behaviour?
 - 3) What lessons can be derived from men’s reactions to existing safety ads?
 - 4) What are the high potential communications opportunities?

Results from this qualitative research will be validated in subsequent quantitative research and will be used by the project team to develop new boating safety PSAs for Year 3.

Phase Two

- The second phase of research was consultation sessions with boating stakeholder organizations, with an objective of obtaining input from boating organizations to scope out specifics of the information needs and output expectations for the upcoming major Quantitative survey phase of the research program.
- Four, 3-hour stakeholder consultation sessions facilitated by a professional facilitator/session leader were held across Canada; Halifax, Montreal, Toronto,

and Vancouver with anywhere from 8-14 participants in each session representing a wide range of boating organizations.

Learning from the stakeholder sessions will be used to develop the research brief for the upcoming quantitative research, which will be conducted during the next milestone.

Campaign Summary by Performance Indicator

Performance Indicator 1:

Number of media campaigns implemented by the Project.

Kick-off events for North American Safe Boating Awareness Week occurred in 5 locations; Halifax, Québec City, Toronto, Winnipeg and Vancouver. (The Québec City event was run by the Conseil Québécoise du Nautisme.)

Performance Indicator 2:

Media coverage (# of people reached) for campaign activities where media measurement is used.

Statistics on media coverage resulting from the clipping service are not yet available and will be reported on in the next quarterly report. Considering all 5 event centres an approximate total of 60 media interviews were requested both during and subsequent to the events.

Performance Indicator 3:

Number of people in attendance at presentations at boating safety events.

No boating safety events were held during the reporting period.

Performance Indicator 4:

Number of media in attendance at presentations organized by the recipient at boating safety events.

Media in attendance at the various Safe Boating Awareness Week events are as follows:

- Toronto - 7 media outlets
- Halifax – 2 media outlets
- Winnipeg – 5 media outlets
- Vancouver – 6 media outlets
- Québec – 4 media

Performance Indicator 5:

Number of requests for information to the Recipient about their Project

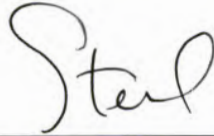
Requests have been received from stakeholder groups, enforcement agencies and long-term lead time publications regarding the dates of the CSBC's 2014 campaign activities so that they can be included in their operational calendars and budgets. Information on how to receive posters and Boat Notes was requested from various boating organizations across Canada.

Highlights of Communications Activities

Communications within this reporting period have, for the most part, been with over 700 stakeholder organizations and over 150 marine industry organizations to invite their continued involvement during 2014 in the various campaign activities.

Publication Industry	Distribution	Issue	Editorials	Ad Theme	Placement confirmed
Pacific Yachting	100,000	April	Fishing Tips & Tricks	Cold Water	YES
		May	Safe Boating Month	SBAW - 5 Steps	YES
		June	Small Boat Special	Weed Ad	YES
		July	Summer Cruising	Weed Ad	YES
		Aug		ODW ad	YES
		Sept	Autumn Cruising	Stretching the Season	YES
		Oct		Stretching the Season	YES
		Nov		Cold Water	YES
		Dec		Cold Water	YES
Outdoor Canada	93,000	March/April	Fishing Special	Cold Water	YES
		July/August	Adventure Special	Weed Ad	Yes
		Nov/Dec		Cold Water	YES
BC Boating	33,000	July/August		Weed Ad	YES
Canadian Yachting	23,554	June		SBAW - 5 Steps	YES
Canadian Outdoorsman	158,238	Spring		Cold Water	YES
		Summer		SBAW - 5 steps	YES
		Fall		Weed Ad	YES
Real Fishing	undisclosed	Apr-June		Cold Water	YES
		July-Sept		Weed Ad	YES
		Oct-Dec		Stretching the Season	YES
		Jan-Mar 19		Boat Notes App	YES
Powerboating Magazine	100,000	Apr	Pontoon Canada, Cruisers, Runabouts	Cold Water	YES
Les Plaisanciers	74223	Spring		Cold Water	YES
Boats & Places	undisclosed	Spring		Cold Water	YES
		Summer		Weed Ad (1/2 pg)	YES
		Fall		Stretching the Season	YES
		Winter		Boat Notes App	YES

THIS IS **EXHIBIT "P"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1st DAY
OF October, 2019



Steven H. Leach
(A Commissioner, etc.)

You've taught them all you know about fishing,
including wearing their lifejackets.



Fishing is a wonderful sport; an activity you and the kids can enjoy. They look up to you for information and guidance on something you can share together. You've got them hooked on fishing. The Canadian Safe Boating Council thanks you for getting them 'Hooked on Lifejackets'.

Canadian Safe Boating Council
Conseil canadien de la sécurité nautique



Hooked on
Lifejackets

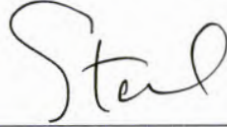


Transport
Canada

Transports
Canada

Made possible with a financial contribution from
Transport Canada

THIS IS **EXHIBIT "Q"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1st DAY
OF October, 2019



Steven H. Leach
(A Commissioner, etc.)



Canadian Safe Boating Council
Conseil canadien de la sécurité nautique

For immediate release

(May 24, 2019)

Supporting Boating Safety – Saving Lives

The Canadian Safe Boating Council (CSBC) will be participating in the LCBO's Provincial Donation Box Program, May 26 – June 22. Next time you visit your local outlet, the CSBC would appreciate your support in this fundraising campaign to help make Canada's waterways safer.

For nearly three decades, the Canadian Safe Boating Council has been in the business of promoting safe and responsible boating throughout Canada. The CSBC and partner organizations have worked to decrease boating related drownings by 40% over the past 15 years. This is significant given the phenomenal growth of boat ownership and boating activities in Canada.

But tragically, approximately 130 Canadians will lose their lives this year due to boating related drownings. That is why funds raised through the Donation Box Program are so important - to help the CSBC continue its work.

The CSBC is a charitable, volunteer-based organization that depends on funding from members, industry and government. With those contributions, the CSBC has been at the forefront of promoting safe and responsible boating through creative educational programs and outreach to boaters.

"Money raised during this month-long campaign will be used to educate Canadians about boating safety and teach boaters to be better prepared and better informed," states John Gullick, CSBC Chair. "We're extremely happy to be partnering in LCBO's Donation Box Program," adds Gullick, "especially as it follows on the heels of the 2019 Safe Boating Awareness Week May 18th – 24th."

The purpose of Safe Boating Awareness Week is to provide boaters with five key reminders as they prepare to embark on another boating season.

- 1) Wear a PFD or lifejacket.
- 2) Boat sober.
- 3) Take a boating course.
- 4) Be prepared, both you and your vessel.
- 5) And be wary of the dangers of cold water immersion.

So when you visit your local LCBO, keep the Canadian Safe Boating Council in mind. Through your donation you can help make our waterways safer for everyone.

-30-

For more information:



John McMullen
905-635-4162
info@csbc.ca
www.csbc.ca





**YOU can
HELP SAVE
a LIFE!**

DONATE TODAY!

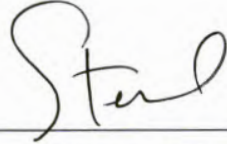


Canadian Safe Boating Council
Conseil canadien de la sécurité nautique

csbc.ca

Charitable registration number: 875659864RR0001

THIS IS **EXHIBIT "R"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1st DAY
OF October, 2019



Steven H. Leach
(A Commissioner, etc.)

SAR NIF CONTRIBUTION AGREEMENT

This Contribution Agreement is made under the Contribution Program in support of the Search and Rescue New Initiatives Fund (SAR NIF) dated this 31st day of March, Two Thousand and nine.

BETWEEN:

Her Majesty the Queen in Right of Canada (Her Majesty) herein represented by the Minister of National Defence, who is the Lead Minister for Search and Rescue (the Minister)

AND:

Canadian Safe Boating Council (the Recipient)

WHEREAS:

The objectives of the SAR NIF are to:

- Enhance the effectiveness of Search and Rescue (SAR) response in federal, provincial and territorial jurisdictions;
- Promote and support projects designed to develop and improve SAR prevention; and,
- Share SAR response and prevention best practices throughout the SAR community.

NOW THEREFORE THIS AGREEMENT WITNESES that, in consideration of the mutual covenants and agreements herein, and subject to the terms and conditions set out, the parties agree as follows:

1 Definitions. In this agreement:

Claim	Any claim, demand, action, cause of action, damage, loss, deficiency, cost, liability or expense, including without limitation, all legal fees.
Contribution	The transfer payment to the Recipient for the purposes specified in this contribution agreement conditional upon it being accounted for or audited, as set out below.
Eligible Expenditures	The expenditures directly attributable to the Project and, without limiting the generality of the foregoing, "eligible expenditures" includes those expenditures set out in Annex B of this agreement.
Fiscal Year	The period starting on April 1 st of any year and ending on March 31 st of the following year.
Project	Means the Smart Boaters - Prevention in the First Degree (the Project) as set out in Annex B.

2 PURPOSE

- 2.1 The Recipient has applied for funding of the Project, which has as its objective to increase boaters' knowledge of important safe boating practices so they will understand the inherent risks, use the safe procedures routinely and have a safe, enjoyable boating experience..
- 2.2 The Minister agrees, as set out below, to provide a contribution for this Project from the SAR NIF.

3 WHAT THE RECIPIENT AGREES TO DO IN ORDER TO RECEIVE A CONTRIBUTION

- 3.1 The Recipient agrees to:
 - 3.1.1 Carry out the Project, in accordance with the operating plans and performance expectations described in Annex B, and in accordance with the provisions of the Applicant's Guide and other guidelines provided by the National Search and Rescue Secretariat (NSS);
 - 3.1.2 Ensure that the Project is completed in a diligent manner and no later than March 31, 2012;
 - 3.1.3 Ensure that a clear, transparent and open decision-making process is in place for the assessment and selection of the delivery methods of the Project, and that criteria, based on the SAR NIF requirements, are established to ensure best value and effective cost control;
 - 3.1.4 Ensure that a fair, transparent and equitable process is followed to provide the best value by determining and applying the best combination of quality, product, service and time criteria, at the best overall cost over the useful life of the Project;
 - 3.1.5 Assume responsibility for any assets acquired with the contribution including ongoing operating costs, safekeeping, maintenance, repair and replacement of assets;
 - 3.1.6 Advise the Minister of any intended disposal of assets acquired with the SAR NIF contribution, so that other participants of the National SAR Program may determine if the asset can be put to effective use in another SAR jurisdiction;
 - 3.1.7 Allow the proceeds of sale of any asset acquired with a SAR NIF contribution that is sold during the term of this agreement, to be taken into account as funding under this agreement in the calculation of the stacking limit, as per Section 3.1.16 of this agreement;
 - 3.1.8 Comply with all applicable statutes, regulations, orders and other laws in carrying out the Project;
 - 3.1.9 Make every effort to carry out the original spending plan;
 - 3.1.10 Submit a written request to the Minister to amend the cash flow from year to year, if needed, by the end of the third quarter;

- 3.1.11 Share with the Minister any findings and reports of their audits should the Recipient decide to audit the Project, in its entirety or in part, referenced in this agreement or any verification of the management of the overall Contribution Agreement;
- 3.1.12 Allow the Minister to conduct an audit, review or assessment to ensure performance is in line with expectations and that due diligence is exercised in managing projects. To this end, and also to ensure the Project is proceeding as required, the Recipient also agrees to provide access by Minister, as overall program manager of the SAR NIF on behalf of the LMSAR/DND to the relevant Recipient's documents and premises and the Recipient shall provide all reasonable assistance to facilitate access for such purposes;
- 3.1.13 Maintain proper accounts and records relating to this agreement for no less than six years following expiration or termination of this agreement, and that the accounts and records shall include, without limitation, all working papers and all original invoices, receipts, vouchers, and proof of payment relating to the eligible expenditures;
- 3.1.14 Allow the Minister to have such records inspected or audited and the Recipient shall provide all facilities, collaboration and assistance, including computer assistance, to allow anyone authorised by the Minister to inspect or audit these records and to take copies in paper and electronic form;

SOURCES OF FUNDING AND STACKING LIMIT

- 3.1.15 Ensure that, subject to the terms of this agreement, the contribution is supplemented by funds sufficient to carry out and complete the Project;
- 3.1.16 Declare all sources of funding for this Project. In that regard, the Recipient declares that it will receive or expects to receive the following financial assistance and in-kind assistance for the project:

Amount	Source
\$ 1,210,478	SAR NIF
\$ 25,000	Pete Crompton Foundation (cash)
\$ 9,000	Ontario Power Generation (cash)
\$ 41,000	CSBC (in-kind)
\$ 55,200	Play Safe Productions (in-kind)
\$ 250,000	Lifesaving Society (in-kind)

The Recipient acknowledges that the maximum total government assistance (i.e. total federal, provincial and municipal assistance) is one hundred (100) percent of eligible expenditures but that the total SAR NIF contribution cannot and will not exceed ninety-nine (99) percent. The contribution may be adjusted or reduced by the Minister, as necessary, to maintain the stacking limit. The Recipient agrees that any contribution made in excess of the stacking limit is an overpayment and shall be considered a debt due to Her Majesty by the Recipient; and

- 3.1.17 Declare to the Minister any amounts due and payable to Her Majesty under legislation or another agreement.

CONDITIONS OF PAYMENT

3.2 The Recipient further agrees:

- 3.2.1 That SAR NIF contribution funds may only be used to pay for the eligible expenditures related to the Project, as listed in Annex B of this agreement. Eligible expenditures must coincide with Section 9 of the approved "Conditions for the SAR NIF" (Annex C);
- 3.2.2 To make a request to the Minister for a specific amount of payment in respect of the contribution for the duration of this contribution agreement and, before a payment will be made to deliver to the Minister progress reports for the Project, according to the schedule in Annex A.
- 3.2.3 That the progress reports will contain:
- a narrative description of progress made in implementing the Project including any successes or difficulties that have been encountered with the Project to date;
 - an invoice of all claimed eligible expenditures; and
 - detailed financial information supporting the invoice, along with evidence satisfactory to the Minister that the amount of the requested payment has been determined in accordance with this agreement and that the eligible expenditures related to the payment have been incurred. This evidence may include, without limitation, accounts, records, invoices, cheques, receipts, vouchers, certificates and statutory declarations, as required by Minister;
- 3.2.4 That an end of Project report will be submitted to Minister within 60 days after the completion of the Project, or the end of this agreement, whichever happens first, and in any event no later than May 30, 2012;
- 3.2.5 That payments may be cancelled or reduced by the Minister if the Recipient does not comply with the terms of this agreement;
- 3.2.6 That all payments under this agreement are subject to there being sufficient appropriation by Parliament in respect of the contribution for the Fiscal Year of the Government of Canada in which the payment is to be made; and payments may be immediately reduced in amount or cancelled by the Minister in the event that the funding level of Minister's Department is changed by Parliament, despite anything in this agreement to the contrary;
- 3.2.7 That the Minister will withhold up to 10 percent of the contribution until after the final account and report by the Recipient has been received, reviewed and accepted by him;
- 3.2.8 To advise the Minister as soon as possible if the Recipient will not be in a position to carry out the Project and expend funding based on the deliverables defined in the proposal, so that program adjustments can be made, and agrees that any unused contributions in its possession are an overpayment;

- 3.2.9 That when this agreement ends any contributions received that are in excess of the eligible expenditures incurred by the Recipient up to the date of the written notice of ending are an overpayment;
- 3.2.10 That any expense that is disallowed by the Minister for not being an eligible cost, but for which a contribution was already made, is an overpayment;
- 3.2.11 To promptly reimburse the Minister the amount of any overpayment with interest, as determined by the Minister, immediately upon receipt of a written demand to do so;
- 3.2.12 That any portion of an overpayment remaining owing and unpaid shall carry interest calculated and compounded monthly at the average bank rate plus three percent from the due date to the settlement date, in accordance with the *Interest and Administrative Charges Regulations*, SOR/96-188;
- 3.2.13 That Her majesty may offset the amount of any overpayment against any other amounts payable by Her Majesty to the Recipient; and
- 3.2.14 That amounts payable to the Recipient under this agreement may be set off against any amounts that are due and payable to Her Majesty, under legislation or another agreement.
- 3.2.15 To not seek reimbursement for GST/HST under this Contribution Agreement if the Recipient is GST/HST exempt.

Credit and visibility

- 3.2.16 To communicate and make announcements to the public concerning the Project.
- 3.2.17 That in such announcement, or any other public communications about the Project, the Recipient shall give credit for funding received under the SAR NIF. The Minister reserves the right to withdraw the requirement for recognition of the federal funding when the Minister deems appropriate. The general wording acknowledging credit, logo and examples of project visibility will be made available to the Recipient.

GENERAL CONDITIONS

- 3.3 The Recipient further agrees:
 - 3.3.1 To not exceed the scope of this Contribution Agreement based on verbal or written requests or instructions from any government personnel except a written directive from the Official Representative.
 - 3.3.2 To have no claim on Her Majesty and its Ministers, officers or employees beyond Canada's contribution pursuant to Section 4 of this agreement.
 - 3.3.3 To accept all risks and expenses in relation to any commitments and expenditures it makes in expectation of Canada's contribution that might not materialize.
 - 3.3.4 To have no claim on Her Majesty related to any loan, capital lease or long-term obligation it enters into in relation to this agreement.

- 3.3.5 To indemnify and save harmless Canada, Her Majesty and its Ministers, officers and employees from and against and be responsible for all claims, demands, losses, costs, damages, actions, suits or proceedings by whomever made, brought and prosecuted in any manner, based upon, arising out of, related to, occasioned by, or attributed to any acts or conduct of the Recipient, its employees or agents relating to this agreement or any activities that were made possible through Her Majesty's contribution under this agreement unless such claims, suits, actions or demands result from injury, loss or damage caused by the negligence of an officer or agent of the Minister acting within the scope of the officer or agent of the Minister's employment.
- 3.3.6 To not assign its rights or obligations hereunder to any person without the express written consent of the Minister and shall be and remain jointly and severally liable for all obligations to the Minister notwithstanding any assignment.
- 3.3.7 To ensure that any person lobbying on its behalf is registered pursuant to the *Lobbying Act*;
- 3.3.8 That this agreement does not create a partnership, joint venture, principal-agent, employer-employee or other commercial relationship between Canada and the Recipient. The Recipient may not represent itself, including in any agreement with a third party, as a partner or agent of the Crown;
- 3.3.9 That no member of the House of Commons shall be admitted to any share or part of this agreement or to any benefit to arise from it, that is not otherwise available to the general public.
- 3.3.10 That no current or former public office holder or public servant who is not in compliance with the *Conflict of Interest Act*, the *Conflict of Interest and Post-Employment Code for Public Office Holders* or the *Values and Ethics Code for Public Service* shall derive a direct benefit from this agreement unless the provision or receipt of such benefits is in compliance with such legislation and codes.

4 WHAT THE MINISTER AGREES TO DO

4.1 The Minister agrees:

- 4.1.1 That the NSS Director of Policy and Programs acts on behalf of the Minister for all matters pertaining to the administration and signing of amendments to this Contribution Agreement and is recognized as the Official Representative.
- 4.1.2 That the NSS Director of Policy and Programs is the Designated Payment Authority and that he/she will receive and certify under Section 34 of the Financial Administration Act all invoices associated with this Project. Designated officials within the Department of National Defence will exercise payment authority under Section 33.

Contributions

- 4.1.3 To provide a maximum of \$ 1,210,478.00, of funding over three years as a contribution to the Project. Payable as per payment schedule in Annex A.
- 4.1.4 To make contribution payments for the reimbursement of eligible expenditures after receipt of the appropriate documentation from the Recipient;
- 4.1.5 To make, if requested in writing, and upon receipt by the Minister of a forecast and cash flow requirement in respect of eligible expenditures, an advance payment towards the contribution. The advance payment will be limited to the immediate cash requirements of the Recipient and payments will be in accordance with the Treasury Board Policy on Transfer Payments.
- 4.1.6 Approve amended cash flow requests under 3.1.10, subject to the Minister's ability to carry funding from one fiscal year to the next.
- 4.1.7 To notify the Recipient if a decision is reached based on financial or performance a review, to end this agreement.
- 4.1.8 That NSS will immediately notify the Recipient when there is no longer a sufficient appropriation approved by Parliament in respect of the contribution for the Fiscal Year of the Government of Canada in which the payment is to be made out of which to pay the contribution.
- 4.1.9 To withhold up to 10 percent of the contribution until after a satisfactory final account and milestone report by the Recipient has been received.
- 4.1.10 To demand in writing the reimbursement of any overpayment with interest.

5 DISPUTE RESOLUTION

Mediation or Arbitration. If a dispute arises concerning the application or interpretation of this agreement, the parties will attempt to resolve the matter through good faith negotiation, and may, if necessary and the parties consent in writing, resolve the matter through mediation by a mutually acceptable mediator or through arbitration.

6 NOTICES

All notices, reports, and other communications under this agreement shall be in writing and shall be delivered in the case of the Minister, to:

Director of Policy and Programs
National Search and Rescue Secretariat
275 Slater St., 4th Floor
Ottawa, ON K1A 0K2

And in the case of the Recipient to:

Mr. Ted Rankine
Director
Canadian Safe Boating Council
24 Robert Street
Keswick, ON L4P 1K7

or to such other address that either party may designate by notice to the other.

7 OFFICIAL LANGUAGES

(select one)

Project with national scope, therefore:

The Recipient shall

- issue documentation (e.g. audio, print, video) of equal quality simultaneously in both official languages;
- promote members of both official language communities as equal and active members in operations and programs; and,
- conduct activities to meet the needs of the participants in both language groups.

OR

Project with regional/local scope

The Recipient may issue documentation and conduct activities in either French or English only, as determined in consultation with the Minister.

8 INTELLECTUAL PROPERTY

Where it is to the advantage of Canadians, and not detrimental to the goals of the Recipient, the Minister may require the shared use of any intellectual property, including software, developed by the Recipient. The rights to use this material will include such things as use of data for future research, and publishing intellectual property on the Minister website or in printed documentation and publications to ensure the proper dissemination of information to the SAR community once the projects have been completed. For the Project funded under this Agreement, the intellectual property acquired rests with the Recipient.

9 ENTIRE AGREEMENT

This agreement including any annexes hereto, constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all previous negotiations, understandings and documents in relation thereto. No implied terms or obligations of any kind by or on behalf of the Minister shall arise from anything in this agreement, and the express provisions and agreements herein contained are the only provisions and agreements upon which any rights against the Minister may be founded.

10 SEVERABILITY

Should a court of competent jurisdiction hold that any provision of this agreement is invalid, illegal, or unenforceable, and such holding if appealed is not reversed on appeal, it shall be considered severed from this agreement. All other provisions of the agreement, and all rights and obligations therein, shall continue to be in force and effect.

11 EFFECTIVE DATE, DURATION AND END OF THE AGREEMENT

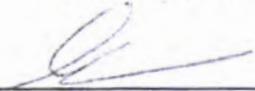
11.1 This agreement shall be effective as of the date it is signed by both parties and, unless ended earlier according to this agreement, shall remain in effect until March 31, 2012.

11.2 The Recipient may end this agreement by giving written notice of that intent to the Minister, delivered not less than ninety (90) days prior to the proposed end date.

11.3 The Minister may end this agreement upon giving written notice of that intent to the Recipient, delivered not less than ninety (90) days prior to the proposed end date if the Minister determines, in the Minister's absolute discretion, that the objectives of the Project, as specified in Annex B, are not being met.

IN WITNESS WHEREOF, the Parties have executed this agreement in **TWO** originals through their duly authorised representatives.

Canadian Safe Boating Council

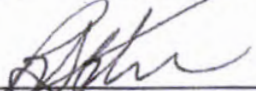


Ted Rankine
Director

April 16 2009

Date

**Her Majesty the Queen in Right of
Canada as represented by the Minister of
National Defence/LMSAR**

Per: 

Director, Policy and Programs
**On behalf of the Lead Minister for Search
and Rescue/ Minister of National Defence**

17 April 2009

Date

Prevention in the First Degree
Consumer Research Component
Overview Description

To measure the success of the program, as well as provide consumer input to the development of Prevention in the First Degree educational materials, the following research will be undertaken:

Research Purpose

1. To evaluate how effective and impactful the outreach media initiatives of the Prevention in the First Degree program are, in educating boating consumers about the boating safety focus messages of Prevention in the First Degree
 - Measure boating consumer awareness of each of the key boating safety messages (eg. related to drinking and boating, cold water, wearing lifejackets/PFDs and boater preparedness before going out on the water), and changes during the 3 years of the Prevention in the First Degree program
 - Measure boating safety attitudes among boaters, and determine if they have been affected by awareness of the Prevention in the First Degree messages and media
 - Evaluate consumer reaction to the CSBC website, as improved and re-launched via the Prevention in the First Degree project
 - Evaluate consumer reaction to other key Prevention in the First Degree message/media initiatives developed for use with consumers by boating agency partner organizations, eg. via PSAs, brochures, etc.
2. To evaluate how well Prevention in the First Degree program materials and resources have been used and leveraged by boating safety partner organizations
 - Measure who has used Prevention in the First Degree materials among the intended boating safety partner distributor/user organizations, how and how much
 - Obtain reaction and feedback re: the improved/re-launched CSBC website, as a resource for users in partner organizations
 - Obtain reaction to other key message/media materials developed for use by partner organizations, and identify opportunities for further improvement for the future.
3. To obtain boating consumer input to development of new boating safety message/media materials being developed as part of the Prevention in the First Degree program
 - Reaction and feedback from boating consumers re: draft materials, that will help the project team optimize the materials before they are finalized and distributed

Research Methodology

To achieve the research objectives, three research components will be conducted:

1. Boating Consumer Impact Surveys

This will be a quantitative online survey, conducted annually to measure impact of Prevention in the First Degree with boating consumers. The survey will be fielded during late May/early June 2010, 2011 and 2012, to measure the impact at the end of Year 1, 2 and 3, just after peak annual media communications efforts have taken place each year during Safe Boating Awareness Week. The respondents will be a nationally representative sample of Canadian

boating participants. In each of the three annual waves of the consumer tracking research, the sample size will be $n = 500$, which will allow for analysis of results by boating activities that consumers participate in (eg. fishing, pleasure powerboating, canoeing, etc.), and by-region. It will include both English and French-speaking Canadians. In Year 1 (May/June 2010) and Year 3 (May/June 2012), an in-depth survey interview of 15 to 20 minutes in length will be conducted. The survey content, analysis and reporting will cover all of the objectives listed above under Research Purpose #1.

At the end of Year 2 (May/June 2011 survey fieldwork), a less in-depth tracking of boating safety awareness and attitudes will be conducted, via an omnibus research survey tool. This will ensure tracking through all 3 years of key consumer impact measures while efficiently managing the research investment in the project.

In addition, baseline tracking of boating safety awareness and attitudes prior to the start of consumer impact of Prevention in the First Degree will be conducted in May/June 2009, using the same focused omnibus research survey tool. This will provide baseline "pre" measures to compare to the "post" measures from the 3 waves of Prevention in the First Degree tracking described above.

2. Boating Safety Partner Organizations Impact Surveys

This will be a quantitative online survey, conducted twice with target users of Prevention in the First Degree materials and resources in boating safety partner/distributor organizations. This partner organizations tracking survey will be conducted at the end of Year 1 and again at the end of Year 3. The first wave at the end of Year 1 will measure Year 1 usage and reaction to the Year 1 materials and resources provided through Prevention in the First Degree, including the re-launched CSBC website resources. The survey content, analysis and reporting will cover all of the objectives listed above under Research Purpose #2. The survey will be fielded on a timing after Year 1 materials have been distributed and utilized by partner organization users, but in advance of completing development of Year 2 materials (to input user feedback re: opportunities for Year 2 improvements) – probably in June 2010, although could be later in the summer if deemed appropriate to overall Prevention in the First Degree project timelines.

The second of the 2 waves of this partners impact survey will be conducted at the end of Year 3 (June 2012). This will measure the cumulative 3-year impact of how well Prevention in the First Degree program materials and resources have been used and leveraged by boating safety partner organizations over the timespan of the project, with comparisons to the earlier results from the first wave of the survey at the end of Year 1.

Participation in each wave of the survey from the target group of partner organization users will be obtained by sending them e-mail invitations, based on their current e-mail addresses available at the time via the boating safety organizations they work/volunteer for. The invitation will provide them with the link to go to the research supplier's website to complete the survey online. Invitations will be sent to up to 1,000 users in the boating safety partner organizations, of which we anticipate a 30% - 50% response rate based on past experience on surveys of this type, with this type of target respondents. This will provide a completed sample size of 300 – 500 responses. The survey will be national in scope, including both English and French-speaking respondents.

Consumer Input Focus Groups

To obtain boating consumer input to development of new boating safety message/media materials being developed as part of the Prevention in the First Degree program (Research Purpose #3 above), qualitative focus group research will be conducted during the development of materials in each of Years 1, 2 and 3. This would occur when draft materials have been

developed (eg. storyboards or rough edits of TV PSAs, draft print PSAs or brochures, key website pages, etc.), but not yet finalized. This would enable the Prevention in the First Degree project team to better understand how well the draft media/communications materials are engaging boater consumers and achieving the desired response, as a basis for identifying opportunities to fine-tune and improve the materials for final production.

To efficiently obtain input from a selection of boaters across the country, the qualitative focus groups would be conducted as "webinar-teleconference" focus groups. This would involve consumer participants logging onto a website that allows the moderator to share materials with them, such as audio, video, website pages, print materials, etc. Led by the moderator, the group discussion related to the materials would take place via a simultaneous teleconference call.

In each of Year 1, 2 and 3, three of these focus groups would be conducted, each with 6 to 8 consumer participants. This will enable us to include both English and French speaking consumers (eg. of the 3 focus groups per year, could be 2 groups conducted in English and 1 in French), drawn from individuals in wide-ranging geographic locations across the country. Participants can be recruited to reflect the "bulls-eye" consumer target for the materials being developed each year, eg participants in particular priority boating activities, age and gender focus, have particular pre-existing attitudes we want to influence with the Prevention in the First Degree communications materials, etc. Each focus group would be 60 to 90 minutes in length.

Cost & Resourcing

The costs for conducting this Prevention in the First Degree research and measurement is \$228,000 + GST in total, which includes:

	Research Supplier Costs	Research Management Fees (McCullough Associates)	Total Research Cost
1. Research & Measurement Planning	--	\$4,000	\$4,000
2. Boating Consumer Impact Surveys:			
Baseline	\$5,000	\$3,300	
Year 1	\$42,500	7,500	
Year 2	7,500	4,500	
Year 3	<u>38,300</u>	<u>5,000</u>	
Total	\$93,300	\$20,300	\$113,600
3. Boating Safety Partner Organizations Impact Surveys:			
Year 1	\$24,000	\$7,500	
Year 3	<u>20,700</u>	<u>5,000</u>	
Total	\$44,700	\$12,500	\$57,200
4. Consumer Input Focus Groups:			
Year 1	\$11,400	\$5,000	
Year 2	\$11,800	4,000	
Year 3	<u>\$12,100</u>	<u>4,000</u>	
Total	\$35,300	\$13,000	\$48,300
5. Summaries of Research & Measurement Results	--	\$5,000	\$5,000
Total:	\$173,300	\$54,800	\$228,100

Notes:

1. All costs above are exclusive of GST, which will be additional.

THIS IS **EXHIBIT "S"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1st DAY
OF October, 2019

A handwritten signature in black ink, appearing to read "Steal", written over a horizontal line.

Steven H. Leach
(A Commissioner, etc.)

Minister Garneau announces funding to organizations that promote safe boating practices

Français

NEWS PROVIDED BY
Transport Canada →
May 22, 2019, 11:36 ET

LONGUEUIL, QC, May 22, 2019 /CNW/ - Recreational boating is an activity practiced by many Canadians each year, and the Government of Canada takes their safety very seriously.

Given the importance of promoting boating safety best practices to as many Canadians as possible, the Honourable Marc Garneau, Minister of Transport, accompanied by Sherry Romanado, Member of Parliament for Longueuil – Charles-LeMoyne, today announced more than \$2.1 million of funding over the next four years under Transport Canada's Boating Safety Contribution Program. Eleven organizations across the country will use the funds to raise public awareness about recreational boating safety.

The Boating Safety Contribution Program helps Canadians stay safe on the water by providing up to \$1 million every year to support recreational boating projects focused on the importance of following safe boating practices and on increasing national boating incident data.

This year's projects focus on education, awareness and research that aim to increase the number of pleasure craft operators following safe boating practices, reduce injuries, loss of life and property damage due to boating accidents, advance knowledge of boating safety issues, practices and behaviours in Canada, while supporting regulatory compliance.

The 2019-20 Boating Safety Contribution Program's recipients are as follows:

- Alberni-Clayoquot Regional District
- Bleu Massawippi
- Canadian Power and Sail Squadrons
- Municipalité de Saint-Adolphe-d'Howard
- Nautisme Québec
- Nova Scotia Community College
- Paddle Newfoundland Labrador
- Service national des sauveteurs
- Shuswap Lifeboat Society
- Shuswap Watershed Council
- University of Ottawa

More information on the 2019-20 Boating Safety Contribution Program recipients will be available in the coming weeks.

In addition, Transport Canada is now accepting applications for projects that will begin in 2020-2021. Interested applicants can visit the Transport Canada website for more information.

Quotes

"The North American Safe Boating Awareness Week is an excellent opportunity to remind Canadians of boating safety best practices. We are pleased to be working with our partners and stakeholders to provide Canadians with valuable information and education on boating safety, and the recipients of this year's Boating Safety Contribution Program will be of great help in spreading these messages throughout the year. "

The Honourable Marc Garneau

Minister of Transport

"The Boating Safety Contribution Program allows some organizations, such as Nautisme Québec, to reach more Canadians and improve the safety of our fellow citizens when boating on our beautiful waterways."

Sherry Romanado

Member of Parliament for Longueuil – Charles-LeMoyne

"Transport Canada's support is vital to ensure the preservation and evolution of the Suivez la vague campaign. This will allow us to develop a youth component and customize best practices on the water to ensure a harmonious coexistence between users and people living near the water, while respecting the environment."

Sylvain Deschênes

Directeur, Programs and Member Services

Nautisme Québec

Quick Facts

- Transport Canada's Office of Boating Safety supports prevention-based programs and encourages safe boating practices and compliance with safety regulations.
- The Program funds up to 75% of total eligible project expenditures, up to a maximum of \$400K per recipient.
- Since 2009, 64 recreational boating safety projects across Canada were funded under the Program, totalling \$8.7M.
- According to the Canadian Red Cross, there are an average of 160 water-related fatalities while boating each year. Nearly 90 per cent of boaters who drowned were not wearing, or not properly wearing, a lifejacket.

Related Products

- Video: Be a boating super hero.

Associated Links

- Transport Canada - Boating Safety Contribution Program
- North American Safe Boating Awareness Week
- Transport Canada Office of Boating Safety

Transport Canada is online at www.tc.gc.ca. Subscribe to e-news or stay connected through RSS, Twitter, Facebook, YouTube and Flickr to keep up to date on the latest from Transport Canada.

This news release may be made available in alternative formats for persons living with visual disabilities.

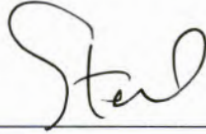
SOURCE Transport Canada

For further information: Delphine Denis, Press Secretary, Office of the Minister of Transport, Ottawa, 613-991-0700, Delphine.Denis@tc.gc.ca; Media Relations, Transport Canada, Ottawa, 613-993-0055, media@tc.gc.ca

Related Links

<http://www.tc.gc.ca/>

THIS IS **EXHIBIT "T"** TO THE
AFFIDAVIT OF MICHAEL L. VOLLMER
SWORN BEFORE ME THIS 1st DAY
OF October, 2019



Steven H. Leach
(A Commissioner, etc.)

The CSBC needs your help to continue its important work. By supporting the CSBC, you become an important participant in the safety of boaters across Canada.

Sponsorship

As a sponsor, your support may be directed to:

- sponsor activities specifically geared to educate and inform the general boating public about safe and responsible boating.
- help across the entire complement of ongoing and new projects that the CSBC is involved in.



For further information, call Canadian Safe Boating Council 905-820-4817, or visit the website www.csbc.ca

Charitable Donation

The CSBC will gratefully accept any contribution to support the continuance of the important work of keeping Canada's waterways safe and is pleased to provide a charitable tax receipt.

You may contribute to the CSBC by visiting www.csbc.ca About Us / Sponsor / Online CSBC Sponsorship Donation Using Credit Card Payment

Or by sending a cheque to: CSBC, 400 Consumers Road, Toronto, ON., M2J 1P8. Ensure that your name, phone number, email and mailing address are included.

Become a member

The CSBC is the perfect forum to join other boating and water safety advocates in sharing ideas and carrying the messaging out to the boating community. Membership is inexpensive and provides a variety of benefits including website links, the CSBC newsletter, personal networking with key industry and government representatives and simply knowing that your membership dollars help support safety in boating.

To become a member visit:

www.csbc.ca / About Us / Membership / Membership Application with online card payment

Whichever way that you decide to become involved, you can be confident that your contribution to the CSBC will be to the organization most respected by government and others for the promotion of safe and responsible

Background

The Canadian Safe Boating Council (CSBC) promotes safe and responsible boating. This is accomplished through an in depth understanding of the boating market and cultivation of partnerships with government, water safety organizations and the boating industry.

After organizing in 1991, the CSBC first helped lead the way to securing government approval of more 'wearable' personal flotation devices, including the introduction of a variety of colours. Over subsequent years, the CSBC has been instrumental in the promotion of enjoyable recreational boating through the creation and management of innovative ways to promote boating safety.

The CSBC is a registered charitable organization. This means that membership fees and other donations to the CSBC can be accompanied by a tax receipt for your records.

Mission

The principal mission of the CSBC is to reduce the incidence of deaths that occur as a result of recreational boating activities. The CSBC accomplishes that mission through outreach to the significant boating communities across Canada, providing information about how to enjoy boating in a safe and responsible fashion. The results speak for themselves. Thanks to awareness campaigns produced and sponsored by the CSBC and its partners, water-related fatalities in Canadian waters have been reduced by more than 30% over the last 15 years, in spite of the increase in boating activities.

Key Messages

The CSBC constantly promotes 5 simple & important key messages that are fundamental to boating safety.

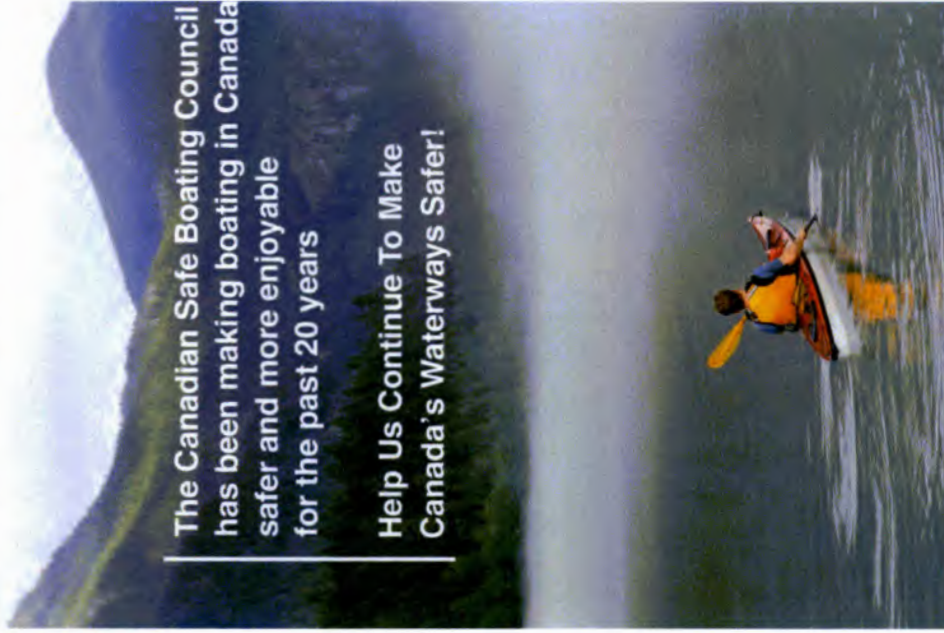
- 1 Wear your lifejacket
- 2 Don't drink and operate a boat
- 3 Take a boating course
- 4 Be prepared – you and your vessel
- 5 *Reward of cold water risks*



Canadian Safe Boating Council

The Canadian Safe Boating Council has been making boating in Canada safer and more enjoyable for the past 20 years

Help Us Continue To Make Canada's Waterways Safer!



Campaigns & Major Activities

Safe Boating Awareness Week (SBAW)

SBAW is an annual event that kicks off boating season during the May long weekend. Over the past years the uptake with the media has been incredible. The 2010 campaign generated over 75 million impressions. But it is more than just exposure. Each year the campaign is measured and the results acted on to ensure that the messaging is reaching its target audience goal and positively affecting Canadian boater behaviour to reduce boating-related incidents and deaths.

Ready - Set - Inflate (RSI)

RSI is a unique event developed in partnership with the U.S. National Safe Boating Council as a kick-off to the annual Safe Boating Awareness Week campaign. This World Record Lifejacket Inflation Event garners a lot of media attention to encourage awareness about lifejackets and the importance of safe and responsible boating practices. Other countries have joined in with RSI, including England, Australia and Italy.



Annual Symposium

The CSBC hosts an annual Symposium to impart information on safe boating best practices, present and debate emerging safety issues and share information and outreach from our members and agencies from around the world. This important event is the catalyst that provides the springboard for new and innovative local and regional boating safety activities.

Canadian Safe Boating Awards (CASBAs)

The CASBAs are an annual awards ceremony to recognize the efforts of volunteers, professionals, agencies and organizations who have stood out with their body of work, campaigns, products and successes in the promotion of safe and responsible boating. This recognition is often the only reward that the boating safety volunteer community receives for their incredibly important work.

PFD Wear

The CSBC strongly advocates that lifejacket wear is the most effective tool to reduce the risk of drowning on Canadian waterways. The CSBC initiated a benchmark study on lifejacket wear in Canada, called *Will it Float?*, which has become an important reference guide outlining trends and acceptance of lifejacket wear by the Canadian public. Proactively, the CSBC is continually promoting ways to encourage the wearing of lifejackets.

SmartBoater.ca

SmartBoater.ca is one of the CSBC's most innovative, emerging communication tools. It is a boating safety website that recognizes that boating safety is not a one size fits all and provides an on-line delivery mechanism for boating safety designed for all Canadians who enjoy their time on the water. SmartBoater.ca is THE place that boaters go to for boating information regardless of the type or size of their boat.



Cold Water

Accidental cold water immersion is an important issue those involved in recreation on or near Canada's waters. The CSBC has pioneered a number of cold water aware initiatives including Cold Water Boot Camp, designed to help inform Canadians about the risks of accidental immersion. To complement *Cold Water Boot Camp*, a CSBC created *Beyond Cold Water Boot Camp*, a practices tool for first responders who are tasked locating, rescuing and re-warming a hypothermic victim.



International Partnerships

The CSBC has North American and international relationships with safety organizations around the world. Collaborating with the National Safe Boating Council (USA) has meant that Safe Boating Awareness Week and Ready Set Inflate are now North American in scale. The CSBC also represented on the National Water Safety Congress (USA) and is actively sharing information, collaborating developing best practices in boating safety promotion with the United Kingdom, New Zealand and Australia.