



2022 King Edward VII Cup

Norman Farmer AM ESM

Norman Farmer AM ESM has been a key figure within the lifesaving and drowning prevention for several decades and not only provides invaluable time and commitment to the Royal Life Saving Society (RLSS), but to the wider community.

Although a junior member of the Mentone Life Saving Club where his parents were involved, Norm Farmer's keen interest in lifesaving started in his late-teens when he joined the Mordialloc Life Saving Club, where he is still a member as well as a member of the Frankston Life Saving Club.

Norm has held many roles within lifesaving in Victoria, Australia including CEO of RLSS Australia Victoria branch from 1998 to 2005, joint CEO of Life Saving Victoria from 2002 to 2005 and a volunteer Board member some years later.

He has held numerous voluntary roles within the international lifesaving community, particularly at the International Life Saving Federation (ILS) where he was involved between 1994 and 2021, as a Board member, Chair of various Commissions and Committees and most recently as President for the Asia Pacific region and Vice President of ILS from 2016 until 2021.

Norm has been involved in a voluntary capacity in international lifesaving events over many years. He was the Chair of the RLSS International Competition Task Force which developed the rules for the 1991 RLSS Centenary Championships on which subsequent Championships were based; was a member of the RLSS Commonwealth Development Committee from 1991 to 1994 and Co-President of the 2007 World Water Safety Conference and a member of its Scientific Committee.

In 2015, Norm became Honorary Executive Director of the RLSS. He has been instrumental in taking forward the Governance Review and putting policies and processes in place for the Society. He has been a driver for engaging youth and delivering major projects for the RLSS such as Emerging Leaders Events, Regional Workshops, CPR projects, a recent sponsored project in Malaysia and the development of a Sport for All programme. He has supported the creation of and led the delivery of the Society's Strategy Action Plan and has been involved in many of the projects contained within the plan and supported each Portfolio Director.

Norm has championed aquatic related research for many organisations within Australia and the ILS. He has presented and published work on a variety of aquatic safety topics including swimming pool safety, coastal safety and international lifesaving development.

As a result of his reputation and wide-ranging experience, Norm continues to support and mentor many lifesaving organisations around the work, particularly in the Asia Pacific region.

Norm's service to the RLSS and impact on lifesaving, water safety and drowning prevention over many years has been outstanding.

For his dedication to the Royal Life Saving Society and the wider drowning prevention community, it is with great pleasure that Norman Farmer is awarded the King Edward VII Cup for 2022.