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OUR MISSION: Make the Muskoka lakes safer and quieter to ensure the sustainable enjoyment of a treasured shared resource



Spring 2017 Newsletter

Getting Ready for Summer 2017

Chair's Message

Last summer, our outreach program and Quiet Campaign and a host of other initiatives to make our lakes safer and quieter gained significant traction. Bruce Gibbons, Mayor Seguin Township said "....Safe Quiet Lakes is reaching critical mass and making a significant impact ." And from Don Furniss, Mayor Township of Muskoka Lakes says "I sincerely believe your efforts are making a difference"



This year we are going even further. Some examples are:

- rollout of an ambitious survey of lake users in co-operation with **ERIN Research** to follow-up on our very successful initial survey in 2013;
- sponsorship by **Gordon Bay Marine**, the largest marina in Ontario, a first for us;
- continuing our partnership with the OPP in year two of the Quiet Campaign;
- establishing an **Advisory Group** of experts to help us answer questions and advise us on issues in their area of expertise;
- inclusion of Safe Quiet Lakes material in a June "dock drop" package from Sotheby's Real Estate that will be delivered to over 8,000 cottages on lakes Muskoka, Rosseau and Joseph. This should dramatically raise awareness of our organization among Muskoka cottagers.

You can find more detail on these initiatives below.

On behalf of SQL, my thanks to the many lake associations, municipalities, generous individuals and especially this year to **ERIN Research, Gordon Bay Marine, and Sotheby's** for their support. We feel it's going to be another banner year for Safe Quiet Lakes.

Frances Carmichael
Chair, Safe Quiet Lakes



2017 Board Members: (from left) Frances Carmichael, Ross Halloran, Nancy Cohen, Lawton Osler, Karen Dalton, Al Manchee, Caroline Brooks, Greg Wilkinson, Linda Stockton. (missing) Ken Buchanan, Claude Leblanc, Craig Reith, Pat Pape

ERIN Research - 2017 Survey



We are very excited to be partnering once again with ERIN Research and Lake Associations across Muskoka to update our data on lake user attitudes and behaviour.

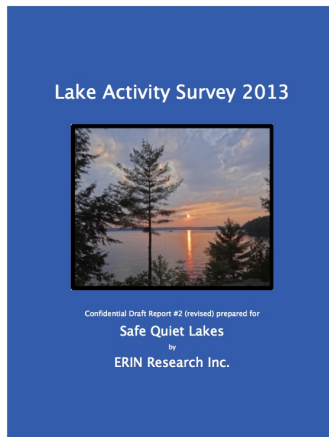
[ERIN Research](#), a prestigious public opinion survey company, has very kindly agreed to work with us to conduct another survey of lake users this summer in the Muskoka region on a range of pertinent questions on recreational use and enjoyment of our lakes. This year's survey is entitled **"Your Lakes, Your Views"**.

The valuable data will be compared to responses to the 2013 survey ERIN conducted for us. This will give us tangible, quantitative evidence of what changes have taken place in attitudes and perceptions over the past four years. Safe Quiet Lakes sets its communication, education and advocacy priorities based on the survey and we share the data with others who care about the lakes: community groups, cottage and lake associations, governments and the OPP.

We will be conducting surveys in June and July, and will announce results in late August.

Some issues raised in the [2013 survey](#) are:

- Noisy boats.
- Boats driving too close to shore.
- Damage to boats, docks and shorelines from large wakes.



Gordon Bay Marine Sponsorship

Gordon Bay Marine , one of North America's Top 100 marine operations, has agreed to work with us and sponsor our organization this year. Gordon Bay supports the need to help educate boaters about safe boating practices and is committed to making our lakes safer and quieter for the enjoyment of all. In addition to an exciting event to be held late summer at their marina. Gordon Bay are distributing our materials at their marina, in new boat packages, with their rental boats and at the Boat Show. **We are delighted to be able to work with such a committed partner.**



OPP & Quiet Campaign



The OPP Bracebridge detachment has agreed to work with us again this year on year two of the Quiet Campaign that was such a success last year.

The objective is to influence boating attitudes by promoting safe, respectful and courteous behaviour on the water, and spelling out clearly the legal requirements for mufflers on all engines on the Muskoka lakes.

We will be launching our 2017 Media Campaign on the Victoria Day long weekend as part of our Safe Boating Awareness Week activities. Stay tuned ...

Want to report boating too close to shore, wakes, noise or other safety issues? Call 1-888-310-1122

Driving an unmuffled boat with pipes venting exhaust above the waterline directly from the engine with no muffler, or bypassing the muffler, is illegal on Muskoka area lakes.

Outboard and inboard/outboard engines comply with the law when they exhaust through the propeller hub under water. Loud isn't illegal, but muffler bypassing on our lakes is.

The OPP wants to hear from you. The more info you can provide, the better: photo, description, location, time, and registration number.



[Watch the Campaign Video](#)

Annual Stakeholder Meeting a Great Success!

Over 65 people drove through bad weather to attend the sixth annual Safe Quiet Lakes stakeholder meeting in Port Carling on Friday April 7th. We wish to thank all of the presenters and attendees for making this our most successful meeting to date.

MP Tony Clement and **MPP Norm Miller** gave short presentations in support of Safe Quiet Lakes. Attendees included **Muskoka District Chair John Klinck**, **Seguin Township Mayor Bruce Gibbon**, **Mayor of the Township of Georgian Bay Larry Braid**, numerous municipal councillors, and representatives of over 20 lake associations, local marinas and businesses.

The meeting featured presentations from key stakeholders, followed by breakout sessions where groups discussed important issues. A summary of the discussion and of the many ideas that came forward in the breakout groups will be in our next newsletter and on the website.

Presentations included:

- **ERIN Research** representative George Spears who discussed results of the 2013 Safe Quiet Lakes survey and plans for the upcoming survey of Muskoka area lake users
- **OPP** Sergeant Todd Selva provided an overview of OPP marine activities last year. The marine unit spent 615 hours on the water, responded to 130 marine calls, and conducted 3000 boat checks resulting in 405 marine offences. They stopped 28 boats for speed related issues, and received seven complaints about boat noise.
- **Summer Water Sports** owner and **Water Ski Wakeboard Ontario** Director Geordie Newlands explained Transport Canada regulations regarding permits for anything moored to the lake bed (e.g. ski courses, rafts, markers).
- **National Marine Manufacturers Association** Executive Director Sara Anghel and Canadian Safe Boating Council Director Bob Minielly couldn't make it due to poor road conditions. Moderator Greg Wilkinson stepped in, and presented Sara's slides on the progress that boat manufacturers have made

on emissions and noise. The presentation also described the new [Discover Boating Safety App](#) that features the Safe Quiet Lakes [Boater's Code](#).

- **Larry Braid, Mayor of the Township of Georgian Bay**, discussed the "No Wakes" resolution passed by his council and 27 other municipalities expressing concerns about the risks, damage and hazards caused by wakes. In these resolutions they are asking the Federal minister of transport to give municipalities the authority to designate "no-wake" zones.

Feedback has been very positive. One lake association president commented:

- "I thought the meeting yesterday was very good (despite power outages and no shows due to weather). The content was very useful to me as an association president (several things to take back to our association). I especially enjoyed the break out session. Some really good ideas came out of our group.... Great work on your part and of your board. "

During the Stakeholders meeting, we had great traction on [Twitter](#), [Instagram](#) & [Facebook](#), including retweets/shares/mentions from: Tony Clement, Norm Miller, Summer Water Sports, Muskoka Ratepayers, Councillor Jack Hepworth and others. Following the event, we saw an increase in followers across all platforms.



May 20-26 is Safe Boating Awareness Week

North American [Safe Boating Awareness Week](#) will take place across Canada from May 20 to May 26, 2017. The purpose of Safe Boating Awareness Week is to promote safe boating practices to the estimated 16 million recreational boaters in Canada who head out in canoes and kayaks, sailboards and sailboats, fishing boats, personal watercraft and powerboats.

Canada Safe Boating Council has provided critical boating safety information in a pamphlet called " [Boat Notes](#) " that is free to the boating public through boating safety organizations, marine enforcement agencies and the marine industry. An excellent collection of videos on boat safety are available on the CSBC website - www.csbc.ca .

At the core of the CSBC's 2017 campaign are the 5 key messages:

- **Wear a PFD or Lifejacket**
- **Don't Drink & Boat**
- **Take a Boating Course**
- **Be Prepared, Both You and Your Vessel**
- **Be Wary of the Dangers of Cold Water Immersion**

Safe Quiet Lakes, in conjunction with the OPP, will be launching our 2017 Media Campaign during Safe Boating Awareness Week.

Advisory Group Launched

We are fortunate that several highly qualified and respected authorities have agreed to serve on our new Advisory Group. The Group will help respond to Ask an Expert questions, advise on issues within their areas of expertise, and keep us up to date on new regulations and activities of other organizations. We believe the Advisory Group will add real value to our organization. The Group includes:

- . **Geordie Newlands** representing skiing and wakeboarding community
- . **Bill Jennings**, boating safety authority
- . **Steve Tait** from Gordon Bay Marine
- . **Todd Selvage** of the **OPP Bracebridge** Detachment
- . **Sara Anghel** from National Marine Manufacturers Association
- . **John Gullick** from Canada Safe Boating Council

Sotheby's dock drop

Sotheby's realtor Ross Halloran will include an information piece (including our Boaters Code) in a dock drop he will conduct in June delivering packages to over 8,000 lakefront properties in the big three Muskoka lakes. We believe this will give us substantial visibility and raise awareness of our goals among cottagers.

Summer Job Opportunity

We are looking to hire a summer student to help with our outreach activities including speaking to boaters at events, restocking our materials at marinas and resorts, and presenting to Lake Associations. If you know of anyone who might be interested, please have them contact us at outreach@safequiet.ca

Fundraising for Jake Thomas

Videographer Jake Thomas who produced our terrific [video](#) last year was paralyzed in a terrible snowmobile accident early this year. Jake lives in Bracebridge with his wife and four young children. For information and or to help out, please visit his [GoFundMe](#) page.

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