



Report to Council

Department: Community Services
Division: Recreation and Culture
Date: June 3, 2024
Prepared by: Cynthia Cakebread Manager, Recreation and Culture
Report Number: Recreation and Culture-2024-01
Subject: Lifesaving Society Affiliate Recognition 2023
Number of Pages: 6

Recommendation(s)

That Recreation and Culture-2024-01 entitled Lifesaving Society Affiliate Recognition prepared by Cynthia Cakebread Manager, Recreation and Culture dated June 3, 2024 be received, and

That the Lifesaving Society Annual Report Affiliate Recognition 2023 be received for Council and public information.

Purpose

To advise Council of the Community Services Recreation and Culture Division's standing in the Lifesaving Society Affiliate Recognition Award – Ontario Branch categories.

Background and Discussion

The Town of Essex Community Services, as an affiliate of the Lifesaving Society, offers a variety of programs including Learn to Swim, Lifesaving Certifications, First Aid, Automatic External Defibrillation and a numbers of specialty certifications. The Lifesaving Society (LSS) is a national organization whose provincial branch is composed of over 800 individual affiliated municipalities, private businesses, schools and clubs. The Lifesaving Society is regarded as the leader in the delivery of water safety and leadership throughout Canada and around the world.

Annually, the Lifesaving Society – Ontario Branch awards points to affiliates based on the total number of certifications and awards that are delivered within their community. At the end of the year all points are tabulated, and recognition in categories based on population, total number of facilities and further broken down by specific certification with awards distributed to the affiliates of each category.

The Town of Essex program was recognized in the top ten of each of the categories that the Town qualified under.

- Scarborough Cup – 2nd Place
 - Awarded to the municipal affiliate with the largest lifesaving/leadership program in a community with a population between 10,000 and 50,000.
- R. Bredin Staples Cup – 2nd Place
 - Awarded to the municipal affiliate with the largest leadership training program per capita.
- Arnold H. Morphy Cup – 5th Place
 - Awarded to the affiliate with a single facility with the largest lifesaving/leadership program.

- John E. McCutcheon Bowl – 4th Place
 - Awarded to the single-facility affiliate with the largest first aid program.
 - The Town of Essex was the only municipal affiliate to appear in the top 10.

The Town of Essex was a Top 35 affiliate program provider in the Province of Ontario based on the overall point system. The 2023 Ontario Report can be found at <https://www.lifesavingsociety.com/> and can provide full details on the Lifesaving Society's provincial, national, and international accomplishments.

Financial Impact

There is no financial impact.

Consultations

No consultations

Link to Strategic Priorities

- ☐ Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- ☐ **Leverage our Town's competitive advantages to promote jobs and economic investment.**
- ☐ Take care of our natural environment and strengthen the sense of belonging to everyone **who makes Essex "home"**.
- ☒ Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- ☐ Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

Report Approval Details

Document Title:	Lifesaving Society Affiliate Recognition 2023 - Recreation and Culture-2024-01.docx
Attachments:	- 2023_ontarioannualreport-20240412.pdf
Final Approval Date:	May 17, 2024

This report and all of its attachments were approved and signed as outlined below:



Jake Morassut, Director, Community Services - May 17, 2024 - 7:53 AM



Doug Sweet, Chief Administrative Officer - May 17, 2024 - 8:10 AM