



Report to Council

Department: Community Services
Division: Recreation and Culture
Date: June 2, 2025
Prepared by: Cynthia Cakebread Manager, Recreation and Culture
Report Number: Recreation and Culture-2025-01
Subject: Lifesaving Society Affiliate Recognition 2024
Number of Pages: 6

Recommendation(s)

That Recreation and Culture-2025-01 entitled Lifesaving Society Affiliate Recognition prepared by Cynthia Cakebread Manager, Recreation and Culture dated June 2, 2025, be received, and

That the Lifesaving Society Annual Report Affiliate Recognition 2024 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. Along with the recognition categories below, the Town of Essex is a Top 40 affiliate under the Ontario Branch.

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

- R. Bredin Staples Cup – 1st Place
 - Awarded to the municipal affiliate with the largest leadership training program per capita.

- 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.
- Arnold H. Morphy Cup – 5th Place
 - Awarded to the affiliate with a single facility with the largest lifesaving/leadership program.
- John E. McCutcheon Bowl – 6th Place
 - Awarded to the single-facility affiliate with the largest first aid program

Financial Impact

There is no financial impact.

Consultations

Jake Morassut, Director, Community Services

Sarah Newton, Assistant Manager Aquatics

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 Award 2024 - Recreation and Culture-2025-01.docx
Attachments:	- 2024 Ontario Report - annual report 2024 ontario 20250331 web.pdf
Final Approval Date:	May 8, 2025

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

A handwritten signature in black ink, appearing to read 'Jake Morassut', with a stylized, cursive script.

Jake Morassut, Director, Community Services - May 8, 2025 - 3:31 PM

A handwritten signature in black ink, appearing to read 'Doug Sweet', with a stylized, cursive script.

Doug Sweet, Chief Administrative Officer - May 8, 2025 - 3:34 PM