



Report to Council

Department: Community Services
Division: Recreation and Culture
Date: May 16, 2022
Prepared by: Cynthia Cakebread Manager, Recreation and Culture
Report Number: CS-2022-02
Subject: Lifesaving Society Affiliate Recognition Awards 2021
Number of Pages: 7

Recommendation(s)

That Recreation and Culture CS -2022-01 entitled Lifesaving Society Affiliate Recognition Awards 2021 prepared by Cynthia Cakebread, Manager Recreation and Culture dated May 16, 2022 be received, and

That the Lifesaving Society Annual Report Affiliate Recognition 2021 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 700 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 awards are distributed to winners in categories based on population, total number of facilities and further broken down by specific certification with awards distributed to the winners of each category.

Although 2021 was again a challenging year, the Town of Essex program was recognized in the top ten of each of the categories that the Town qualified under.

- Scarborough Cup – 1st Place
 - Awarded to the municipal affiliate with the largest lifesaving/leadership program in a community with a population between 10,000 and 50,000.
 - This is the 11th time the Town of Essex has won this cup since 2008.
- R. Bredin Staples Cup – 1st Place
 - Awarded to the municipal affiliate with the largest leadership training program per capita.
 - This is the 5th time the Town of Essex has won this cup since 2009.

- Arnold H. Morphy Cup –3rd Place
 - Awarded to the affiliate with a single facility with the largest lifesaving/leadership program.
- John E. McCutcheon Bowl – 5th 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 the 13th largest affiliate program provider in the Province of Ontario based on the overall point system. The 2021 Ontario Report can be found at 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

- Manage, invest and plan for sustainable municipal infrastructure which meets current and future needs of the municipality and its citizens.
- Create a safe, friendly and inclusive community which encourages healthy, active living for people of all ages and abilities.
- Provide a fiscal stewardship and value for tax dollars to ensure long-term financial health to the municipality.
- Manage responsible and viable growth while preserving and enhancing the unique rural and small-town character of the community.
- Improve the experiences of individuals, as both citizens and customers, in their interactions with the Town of Essex.
- Improve the Town's capacity to meet the ongoing and future service needs of its citizens while ensuring the corporation is resilient in the face of unanticipated changes or disruptions.

Report Approval Details

Document Title:	Lifesaving Society Affiliate Recognition Awards 2021 - - 2022-02.docx
Attachments:	- 2021-annualreport-ontario.pdf
Final Approval Date:	Apr 27, 2022

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



Jake Morassut, Director, Community Services - Apr 27, 2022 - 1:49 PM



Doug Sweet, Chief Administrative Officer - Apr 27, 2022 - 1:50 PM