



Town of Newmarket
395 Mulock Drive
P.O. Box 328, STN Main
Newmarket, ON L3Y 4X7

www.newmarket.ca
recreation@newmarket.ca
T: 905 895.5193
F: 905 953 5113

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**COMMUNITY SERVICES - RECREATION AND CULTURE
INFORMATION REPORT # 2013-18**

TO: Members of Council

COPY: Bob Shelton, CAO
Ian McDougall, Commissioner of Community Services
Anita Moore, Commissioner of Corporate Services
Rob Prentice, Commissioner of Development and Infrastructure Services
Members of OLT

SUBJECT: 2nd Largest Lifesaving Program in Ontario, 2013
(Community with a population between 50,000 and 100,000)

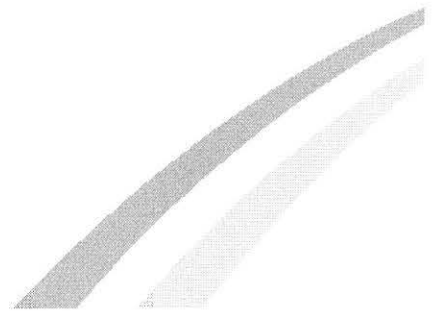
ORIGIN: Recreation and Culture

COMMENTS

The purpose of this report is to provide information about the Town of Newmarket Community Services Commission – Recreation and Culture Department – Aquatics Section’s recent success in being recognized as operating the 2nd largest lifesaving program in a community with a population between 50,000 and 100,000 in Ontario for 2013.

The Burlington Cup is awarded by the Lifesaving Society annually at its Annual General Meeting to the municipal affiliate with the largest lifesaving program. Point values reward the affiliates which offer a full menu of lifesaving programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment and then multiply the points by the number of participants in each program.

Newmarket placed 2nd with 16,042 points for lifesaving and lifeguarding programs offered in 2013. The Cup was awarded to The City of Waterloo which finished with only 614 points more than Newmarket. The Town of Aurora finished in 4th place with a score of 12,617 points.



The lifesaving and lifeguarding programs included in these point statistics are programs such as:

- Patrol Program (Rookie, Ranger, and Star)
- Bronze Star, Bronze Medallion, Bronze Cross
- Emergency First Aid, Standard First Aid/CPR-C, Automated External Defibrillation (AED)
- National Lifeguard Service (NLS)
- Junior Lifeguard Club
- Aquatic Supervisor Training
- Examiner Standards Clinic
- Lifesaving Instructor, Advanced Instructor, Instructor Trainer
- Re-certifications

The Town of Newmarket has also been recognized by the Lifesaving Society for operating the 19th largest lifesaving program province wide. We are keeping good company with much larger municipalities and universities including the Cities of Toronto, Ottawa, Mississauga, Brampton, Hamilton, Oakville and London; Brock University and our York Region neighbours.

In 2014, the Aquatics Section continues to introduce new programs and initiatives through partnerships with schools and community groups in order for youth to gain valuable life skills. Our ability to pursue high standards is strengthened by the by the strategic efforts of Aquatics staff and reflective of the commitment of our Facilities staff who maintain the pools.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Living Well

- Emphasis on active lifestyles and recreation opportunities
- Safety and Security

Well Balanced

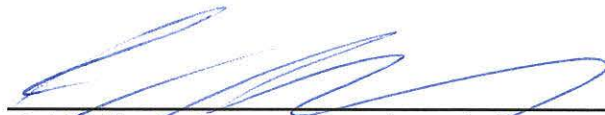
- Recreation facilities and services
- Youth and Seniors' facilities and programs

BUDGET IMPACT


Programs related to the Burlington Cup calculations are priced consistent with the ongoing implementation of the Service Price Policy cost recovery targets.

CONTACT

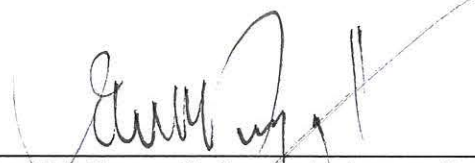
For more information on this report, please contact Rob Wilson, Supervisor – Aquatic Programs, Recreation and Culture at rwilson@newmarket.ca or by phone at 905 953 5300 extension 2603.



Rob Wilson, Supervisor – Aquatic Programs



Colin Service, Director, Recreation & Culture



Ian McDougall, Commissioner, Community Services

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