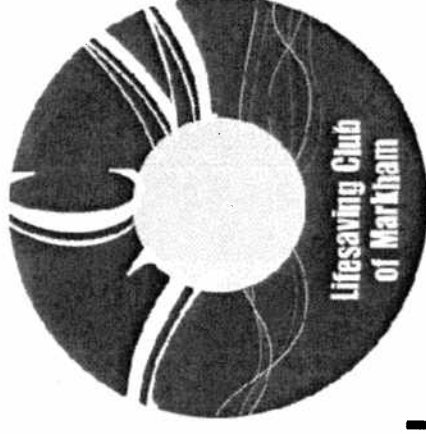


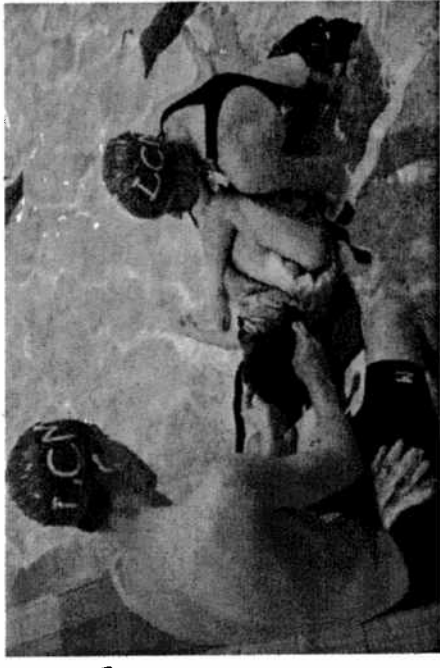


Lifesaving Club of Markham (LCM)

A New Aquatic Recreational Initiative
General Committee
December 12, 2011

Promoting Lifesaving Sport

- “New sport” –recognized by the International Olympic Committee/ Commonwealth Games Federation
- Lifesaving World Championship
- Sport for humanitarian purposes
 - Skills learnt to be used to save lives



LCM – Our Vision

- Program using a club approach to engage youth in the community
- Promotes active living through participation in aquatic activities and individual development of lifesaving skills
- Assists youth in becoming aquatic leaders in the community



LCM –Grassroots in 2008

- First LCM program was launched in 2008
- Milliken Mills was the host pilot site with 16 participants
- Replaced Junior Lifeguard Club (discontinued)

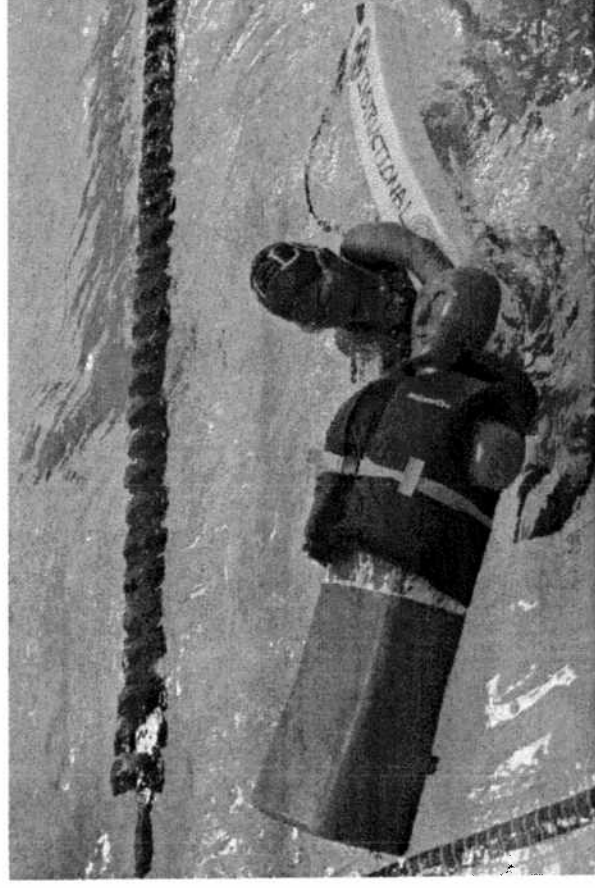


Benefits

- Lifesaving coaches customize their training session to help individuals in improving their individual lifesaving skills
- Regional competitions are used in motivating participants in setting goals and come back to train.
- Participants enjoy the opportunities in making friends

Unique targeted market

- Unique targeted market, not in competition with neighbouring programs:
 - Competitive swimming, recreational learn-to-swim, pre-lifeguarding courses



Buy-in from parents

- Stroke and skill development beyond LTS
- Opportunities in improving fitness in preparation for lifesaving / lifeguard courses
- Opportunities in staying active, especially when their children are in a “dry-phase”
- Introduction to the concept of competition while having fun
- Program is financially reasonable

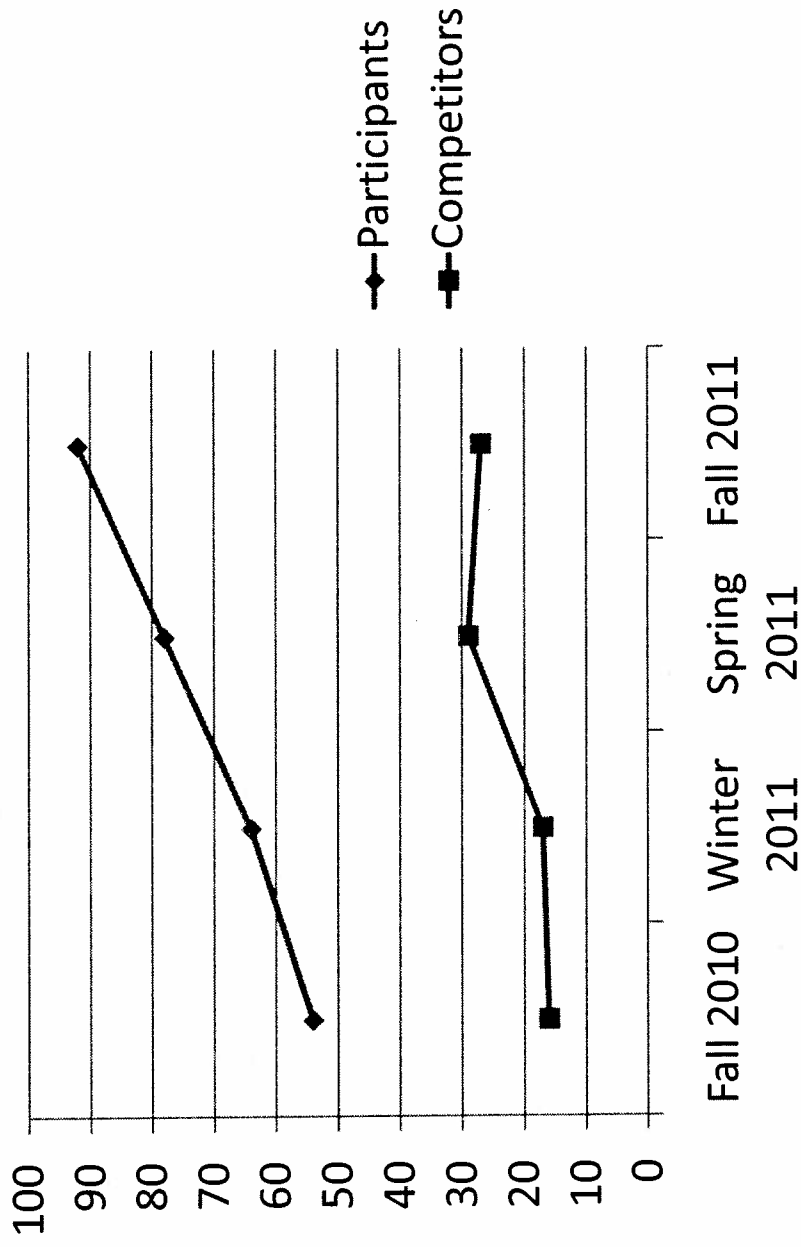
Achievements through the years

- Highlights for Fall 2010:
 - Moved into a year-round program (34 weeks from September – June)
 - Introduced program to Centennial and Thornlea
 - Promoted a free drop-in section, encouraging LCM participants to swim twice a week at Thornlea (Tues)

Achievements through the years

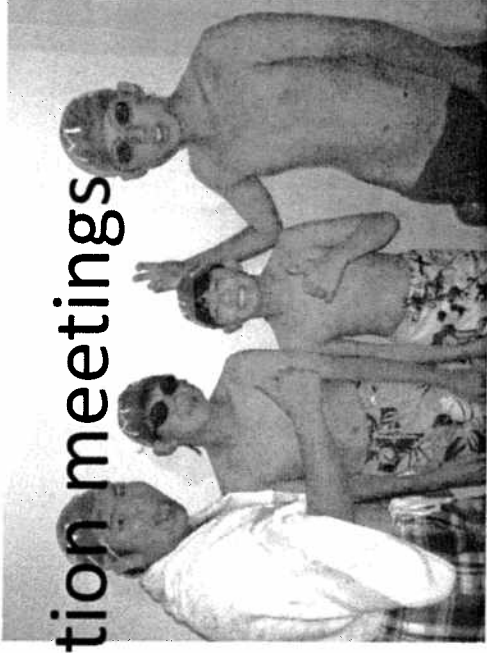
- Highlights for Fall 2011:
 - Introduced program to Angus Glen
 - Created a scoring model that provides more opportunities for individuals to earn ribbons through regional competition
 - 5 LCM alumni currently working for the Town
 - Participated since Winter 2008-9
 - Worked as Aquatic Change Room/ Slide Attendant → Aquatic Instructor/ Lifeguard

Participation from members



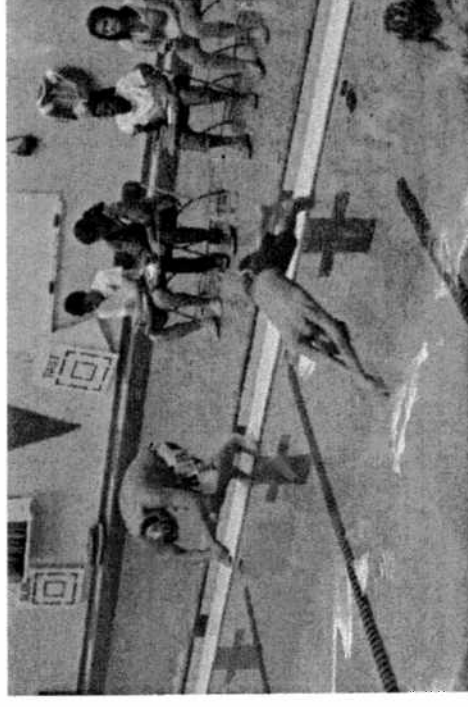
Developing the “membership” model

- Gradual development of the program
 - i.e. create more recognition opportunities for participants
- Promote activities beyond the pool session
 - i.e. recreational skate, beach day
- Public and parental consultation meetings



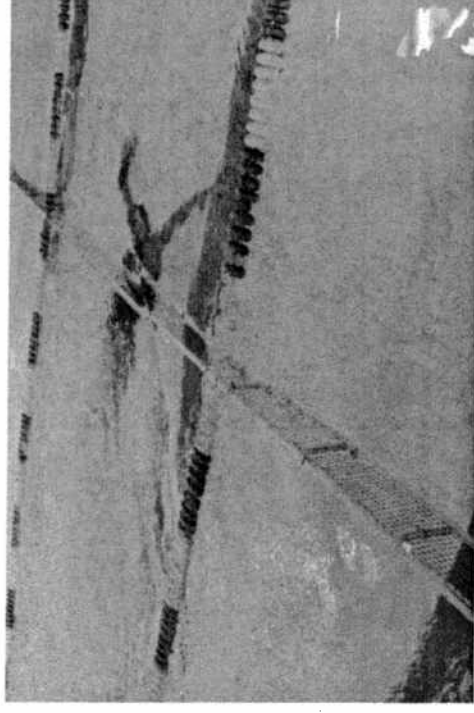
Winter 2012 –LCM membership

- One “umbrella” fee that covers all the club benefits:
 - Two training sessions per season
 - Unlimited lane and recreational swims
 - Monthly social events
 - Regional competitions



Winter 2012 – LCM membership

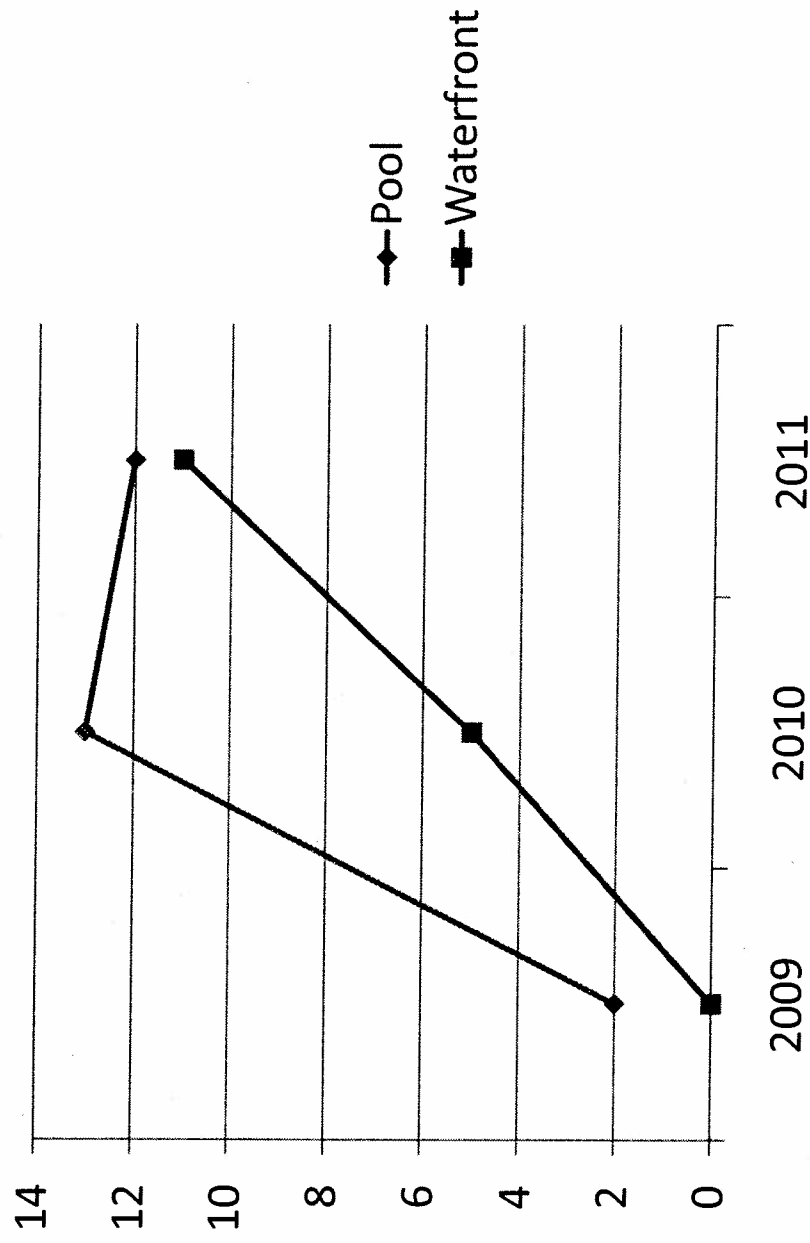
- Flexible scheduling
- Flexible payment to encourage participation
- Promotes active living and building healthy habits
- Provides opportunities in building long lasting relationships



Statistics – New Model

- As of December 6th
 - 56 membership passes sold (revenue of \$15,234.00)
 - 19 training sessions (4 groups, 4 pools, 6 days)
 - Growth at the new pools (Angus, Centennial, & Thornlea)
 - 45% of participants registered for two training sessions per week

Ontario Junior Lifeguard Games

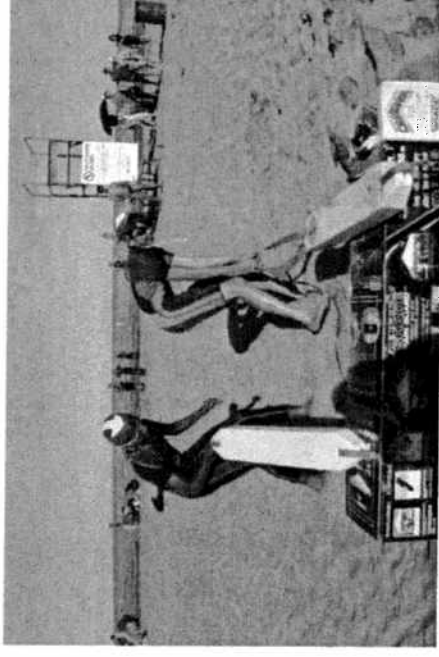


Ontario Lifesaving Club Overall

- Combined overall scores from 7 competitions:
 - Lifesaving Pools, Lifesaving Waterfront, Lifeguarding
 - Juniors participate in 2 of 7
- 2006: no placement
- 2007: 16th place
- 2008: 11th place
- 2009: 5th place
- 2010: 3rd place
- 2011: 3rd place

Future Initiatives

- Participate in Jr. Lifesaving Pool/WF competitions (June, August 2012)
- Host Provincial competitions
 - Sr. Lifeguard (August 2012)
 - Jr. Lifesaving Pools (March 2013-4)
- LCM training camp (1 – 2 week program)
 - Promotes lifesaving certifications within the club



Testimonial

“Just want to say thank you to you and your staff for another great season and a really terrific morning of TeleGames today. Wesley had a great time and I think you may have a really great 12 year old team this year. They really seemed to have connected and want to push and support each other.”

Thank you!

- Questions?

