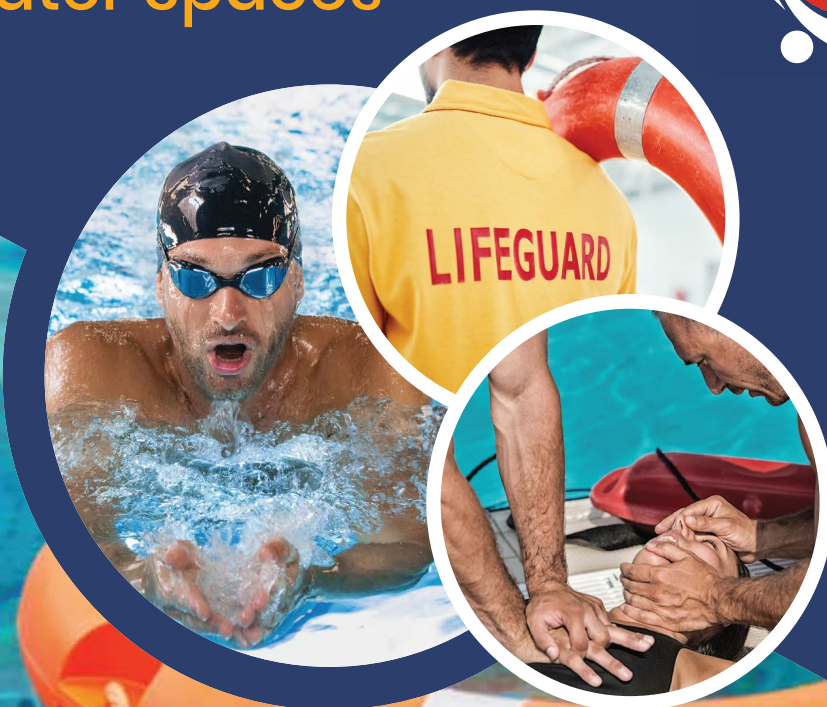


# Building Swimmers Lifeguards and Safe Water Spaces



## DSS SPORT ACADEMY **COMPANY** **PROFILE.**

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[www.dssportsdubai.com](http://www.dssportsdubai.com)

# About DSS Sport Academy

## Our Journey in Aquatics Safety & Training

DSS Sport Academy, formerly known as Desert Skills Sports LLC (DSS), was established in 2019. What began as a center focused on swimming coaching has evolved into a specialized training center for lifeguard training and certification. Partnering with Jeff Ellis & Associates (USA) and Safety Skills Training (Dubai), DSS is now a leader in providing certified lifeguards and life-saving training. We focus on water safety, teaching rescue techniques, CPR, and First Aid through our expert team of instructors.

## Why Choose us

- 01 Swim lessons for all age group
- 02 Experienced Instructors
- 03 Comprehensive Programs
- 04 Continuous Training & Support
- 05 In house trained lifeguards
- 06 State-of-the-Art Facilities
- 07 Certified Lifeguard Training
- 08 Trusted by Top Brands





## Our Services

# Jeff Ellis Swimming (JES)

*Learn to Swim with World-Class Standards*

Jeff Ellis Swimming (JES) offers high-quality, engaging swimming lessons for both children and adults. We provide a safe and enjoyable environment with temperature controlled pools and expert coaching. Lessons are available for beginners, advanced learners, and even those looking to become swimming instructors.



### Expert Coaching

Our certified instructors ensure a safe and fun learning environment.



### Global Standards

JES follows internationally recognized safety and swim training protocols.

# ILTP Lifeguard Training Center

## *Training Lifeguards to International Standards*

DSS Sport Academy provides the International Lifeguard Training Program (ILTP) in partnership with Jeff Ellis & Associates, USA, and Safety Skills Training. This comprehensive program covers essential lifeguarding skills, CPR, and First Aid. Lifeguards trained by DSS receive certification from the Emirates International Accreditation Centre (EIAC) and the Abu Dhabi Quality and Conformity Council (ADQCC), ensuring they are prepared to manage water safety emergencies in both pools and open water environments.



*Ensuring Lifeguard  
Excellence: Certified,  
Skilled, and Prepared  
for Every Challenge*



# Junior Lifeguard Training

*Preparing the Next Generation of Water Safety*



Our Junior Lifeguard Program, aimed at children aged 7-15, provides comprehensive training in water safety, rescue techniques, CPR, and First Aid. The three-day course is designed to increase self-confidence and teamwork through hands-on activities, drills, and games.



## Hands-on Learning

Engaging activities for real-world skills and water safety situations.



## Teamwork & Confidence

Building cooperation and self-assurance through challenges.



*Building Water Safety Leaders: Shaping the Next Generation with Lifesaving Skills, Teamwork, and Confidence.*

# Lifeguard Services

*Trusted Lifeguards for Your Safety*

DSS provides certified lifeguards to **Hotels, Resorts, Beaches, Community facilities, and Schools**. Our lifeguards are extensively trained under the International Lifeguard Training Program (ILTP) and certified by EIAC/ADQCC regulations. They undergo regular in-house training to keep their skills sharp and ensure safety standards are met at all times.



## Certified Expertise

Professionally trained lifeguards ensuring safety compliance and readiness.



*Delivering **Comprehensive Safety Solutions** through Highly Trained Lifeguard Services for Every Aquatic Environment.*

# Our Partners and Clients

*Our Esteemed Partners and Clients*

## PARTNERS



Jeff Ellis & Associates, Inc (USA):  
A global leader in water safety, training  
over 45,000 lifeguards annually.



Safety Skills Training (SST):  
UAE-based provider of Jeff Ellis & Asso-  
ciates products and training services.

## CLIENTS





# Get in Touch with DSS Sport Academy

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