



WHAT

A

YEAR!

**Canada
Games
Centre**

2011-2012 ANNUAL REPORT

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When I first started coming to the Centre, I could only go up the main staircase two steps at a time, then pause. Today, I can easily walk up the entire staircase without stopping.

The Centre has allowed me to continue with my weight loss program. I enjoy walking the track all year round.

Diane and John Bennett

MEMBERS SINCE MARCH 2011



About Us

The Canada Games Centre is operated by the Canada Games Centre Society, a not for profit organization committed to enriching the lives of our community.

We provide opportunities for wellness and community building in an all-inclusive environment. Thereby allowing people to be active, learn new skills and connect with fellow members of the community through shared experiences every day.

It happens here.



SYNCHRONIZED SWIMMING ATHLETES
COMPETING AT THE CANADA GAMES CENTRE
DURING THE HALIFAX 2011 CANADA GAMES



AN ARTISTIC GYMNASTICS ATHLETE COMPETING
AT THE CANADA GAMES CENTRE DURING THE
HALIFAX 2011 CANADA GAMES



MESSAGE FROM CHAIR, BOARD OF DIRECTORS

When I walk into the lobby of the Canada Games Centre, I am proud.

I have travelled to sport and recreation facilities the world over and feel very fortunate that a facility of this calibre exists right here in Halifax, Nova Scotia. Indeed, I am excited about our role in nurturing aspiring athletes, encouraging seniors to stay active, creating friendships and promoting a healthy community.

Canada, like many developed nations, is in the midst of dealing with the dilemma of eroding fitness. Currently 59% of adult Canadians are either overweight or obese.

It is our goal to encourage improved health for Atlantic Canadians through improved nutrition and fitness. It is no accident that an active healthy community is a place where everyone can live safely and become involved in activities they enjoy. The essence of the Canada Games Centre is to offer programs which are designed for the individual, regardless of age, impairment or level of skill.

Our Board of Directors come from all walks of life and are dedicated members of our community. This team of volunteers are educators, health practitioners and business leaders. Their involvement in the past year has been exceptional in setting the framework for the future. Our professional staff are highly skilled, well trained and led by our most capable General Manager, Gary Furlong.



Pictured: (left to right standing) Byron Rafuse, Colin Piercey, Chris Yetman, Brian Lane, Mary Smith, Dr. Bill Stanish, Gary Furlong (Ex-officio) (left to right seated) Audrey Matheson, Kemble Flynn, Chris Morrissey

I am proud to be associated with the Canada Games Centre where youth can train in a world-class facility and stand shoulder to shoulder with an Olympian. The Canada Games Centre Society takes very seriously its role in enhancing the lifestyle of our members.

It has been a very highly successful year for our Canada Games Centre.

The future is bright.

Dr. William D. Stanish
Chair, Canada Games Centre Society

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MESSAGE FROM GENERAL MANAGER

It all started in 1985, when the City of Halifax prepared a Mainland Common Study. This study looked at the future need for community recreation, sport and community in the rapidly expanding neighbourhoods west of Fairview, what is now Clayton Park.

With much excitement, the Canada Games Centre opened in time for the 2011 Canada Winter Games to host artistic gymnastics, badminton and synchronized swimming.

Within days of the closing ceremonies the Centre was turned around and on March 5, 2011 the doors opened. A 176,000 sq ft. state of the art world-class facility that creates leisure and active recreation opportunities for people of all ages, abilities and interests.

Without the commitment of Halifax Regional Municipality (HRM), the Province of Nova Scotia and Government of Canada, this vision would not have become a reality. These partners have invested in the physical and mental well-being of HRM residents. Already we are seeing evidence of how people's lives have been positively impacted.

The first year of operations has truly been a year of discovery and accomplishment. Amazing focus, effort, leadership and resilience was demonstrated by an outstanding team of employees and volunteer Board of Directors as we prepared for the opening of the facility and worked through a busy first year.

“Amazing focus, effort, leadership and resilience was demonstrated by an outstanding team as we prepared for the opening of the facility and worked through a busy first year.”

I want to thank our Board of Directors for providing guidance and support over the last year to our staff team and the Centre. Their insight and experience is invaluable and their commitment is a large contributing factor to our successful first year.

We would also like to thank our partners LifeMark Sport Medicine and Health Centre, Subway and Canadian Sport Centre Atlantic for their contributions to our success. We are pleased to keep company with these like-minded organizations.

We recognize the visitors to the Centre who either swam a lap, watched their children at karate class, ran on our track, or maybe even exercised for the first time in years. We know the facility is making a positive impact on families and individuals. The community welcomed the Centre with open arms and we thank you for your support.

We have just completed our first customer satisfaction survey and we are pleased with the feedback we received. This information will allow us to respond to our users needs in delivering programs and services for it is vital for the Centre to be relevant to the community we serve.

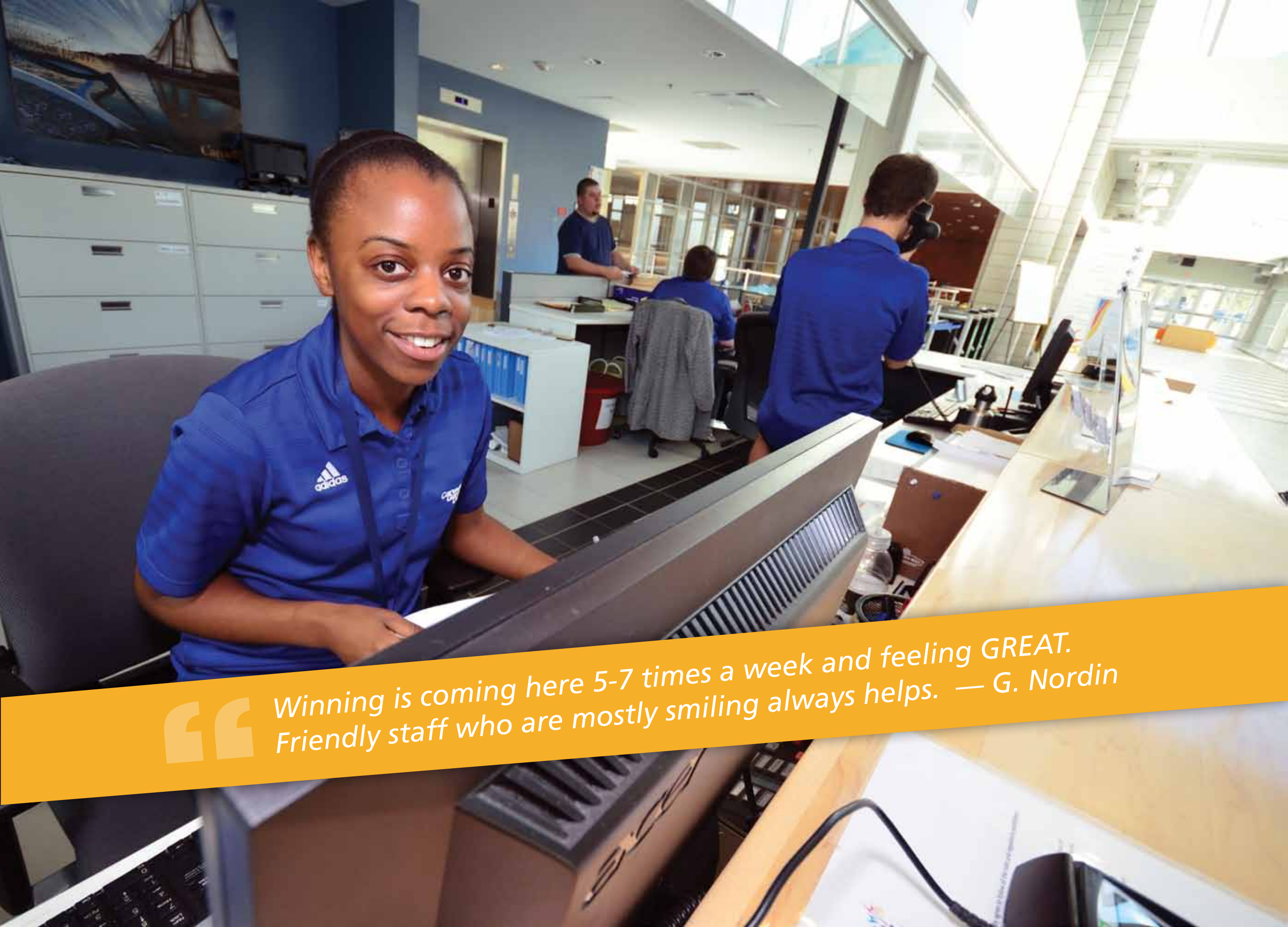


By working together, the Canada Games Centre Society achieved significant results and outcomes in its first year. It is our commitment to inspire and enrich individuals, families and our community - "It happens here!"

What a year!

A handwritten signature in blue ink that reads "Gary Furlong".

Gary Furlong
General Manager



“Winning is coming here 5-7 times a week and feeling GREAT.
Friendly staff who are mostly smiling always helps. — G. Nordin

THE PROCESS

It all begin in the mid 1980s; teams of experts were assembled, consultants and city staffers did research, the community had their say and partners were invited to the table.

*The end result is
a place to meet,
learn, exercise,
grow, socialize
and play.*

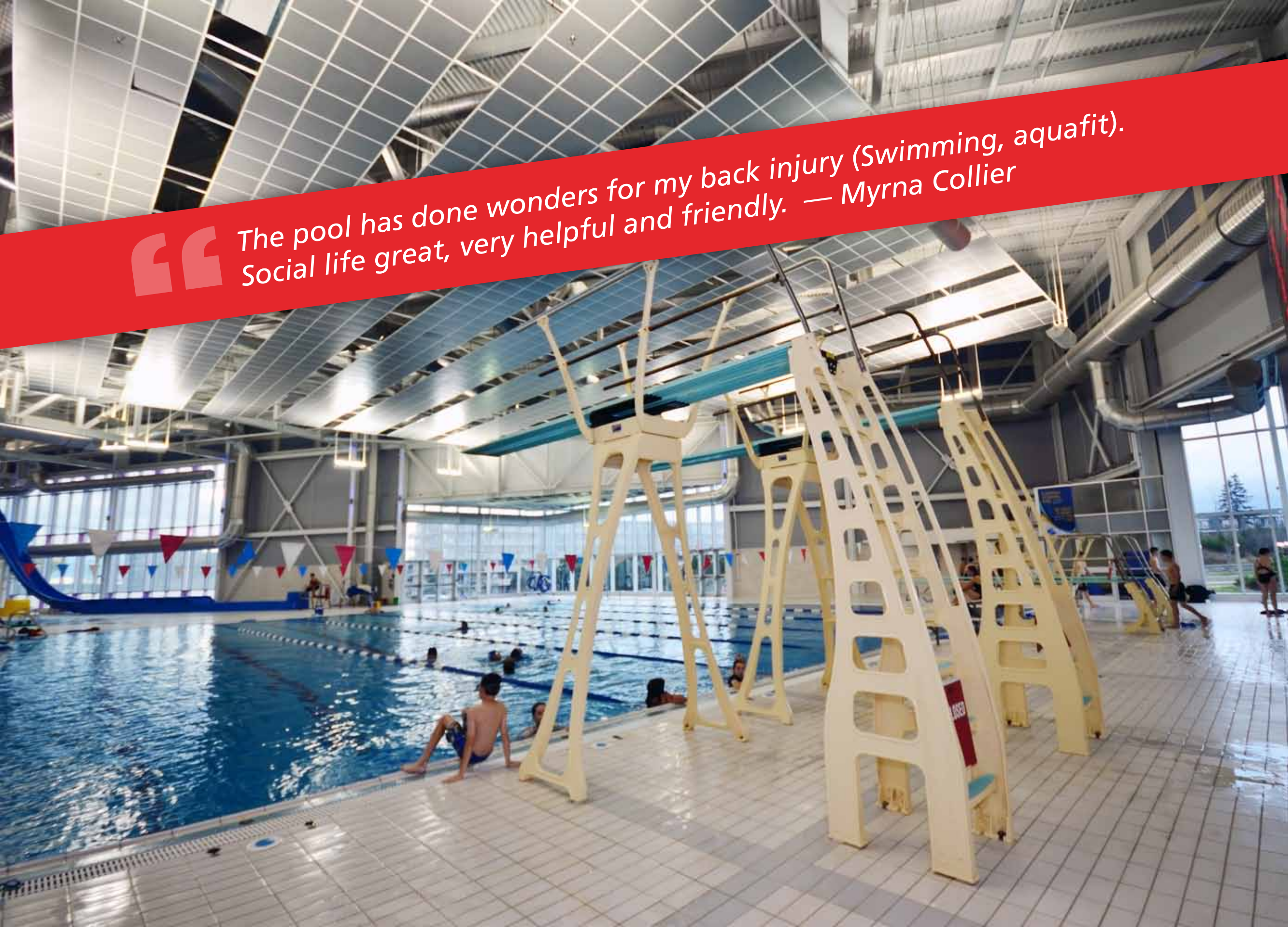
Here's our story

1985	160 acres of land purchased in Mainland North by City of Halifax
1992	Mainland Common Master Plan
1997	Study – Condition of Northcliffe Community Centre
1998	Major Recreation Complex Report
2003	Needs Assessment and Report
2004	Indoor Recreation Facility Master Plan Report
2005	Mainland Common Recreation Centre Business Plan
2005	Public Consultation
2005	Community Survey Facility Options
2006	Council Endorsement
2006	Focus Group Meetings
2006	Leisure Plan International Market Research
2007	HRM Awarded Bid to Host 2011 Canada Winter Games
2007	50 Metre Pool Study
2008	Province of Nova Scotia Funding Secured
2008	Consultation with Provincial Sport Representatives
2008	Government of Canada Funding Secured
2008	Halifax Regional Municipality Funding Secured
2009	Mainland Common Centre Named “Canada Games Centre”
2011	Canada Winter Games
2011	Opening of Canada Games Centre

Key pillars for success

- Community engagement with a Community First approach
- Building strong positive relationships
- Enhance quality of life
- Organizational sustainability
- Quality experience & customer service
- Clean and safe
- Comprehensive and diverse program portfolio
- Four themes well represented – elite sport, general sport, recreation and community

“ The pool has done wonders for my back injury (Swimming, aquafit).
Social life great, very helpful and friendly. — Myrna Collier



THE CENTRE

A vital fixture in the community, centrally located, built with and adhering to environmental standards, designed with innovation and world-class standards in mind.

Athletic facilities are typically resource intensive, both in their operation and their utility usage, and typically have a large environmental footprint. Considering this substantial impact on the ever-decreasing supply of resources, it becomes a design imperative that the environmental impact of such facilities is minimized, and that they are as self-sustaining as possible.

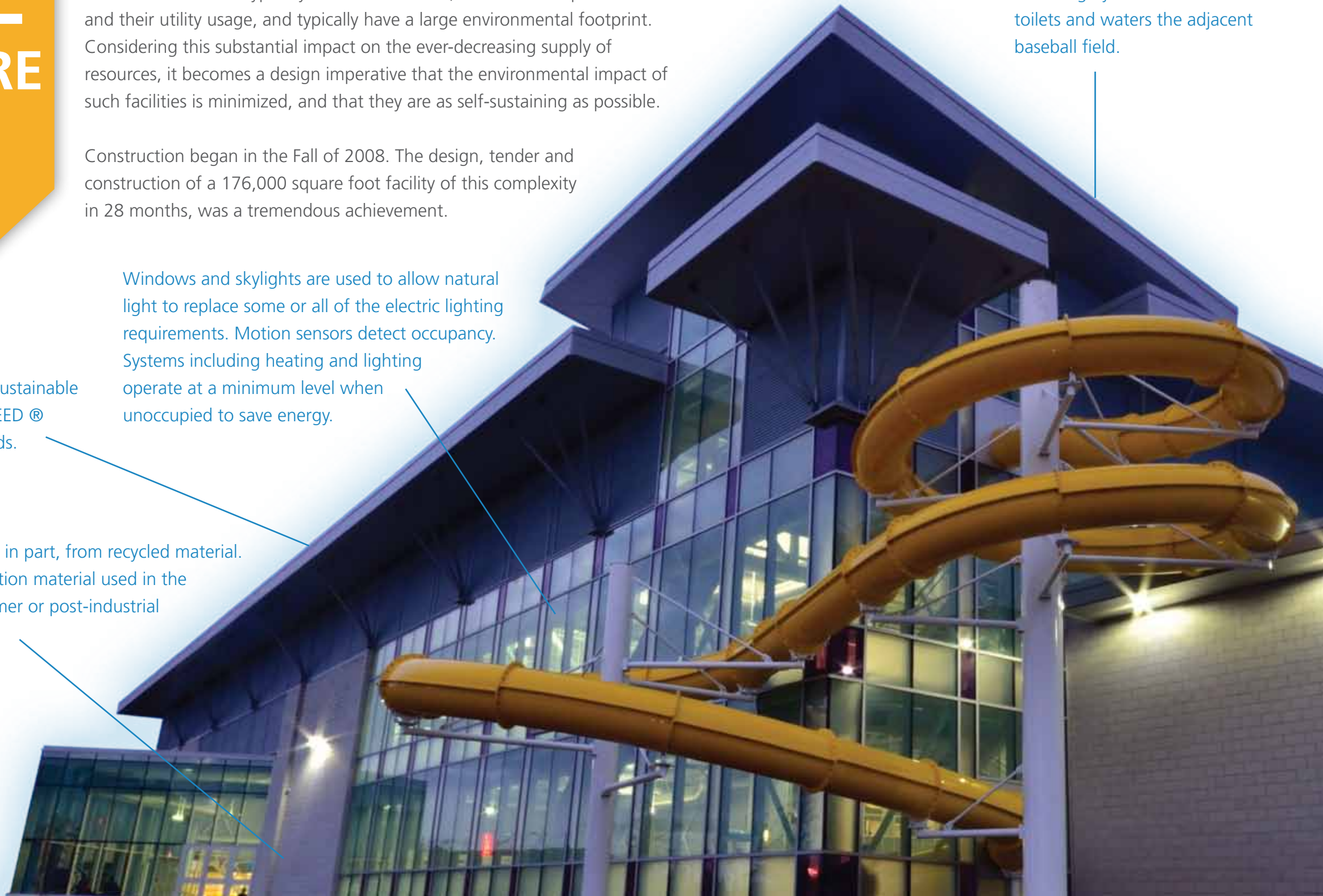
Construction began in the Fall of 2008. The design, tender and construction of a 176,000 square foot facility of this complexity in 28 months, was a tremendous achievement.

Rainwater collected on the roof is used as grey water in our dual flush toilets and waters the adjacent baseball field.

An environmentally sustainable building, targeting LEED® Silver design standards.

Windows and skylights are used to allow natural light to replace some or all of the electric lighting requirements. Motion sensors detect occupancy. Systems including heating and lighting operate at a minimum level when unoccupied to save energy.

The facility was built, in part, from recycled material. 15% of the construction material used in the facility is post-consumer or post-industrial recycled content.





Pete Smith
PERSONAL TRAINER

“This is a self-rewarding job where I’m making a positive impact in people’s lives. And also my own, I’m in the best cardio shape in my life AND I lost 30 lbs since working here!”



WHAT A YEAR!

We had to start from somewhere and 2011–2012 was a year of firsts. Our inaugural year was filled with achievements where we surpassed targets, celebrated successes and learned a great deal in the process. Through tremendous effort from our management and staff, they set the framework for day to day operations for this bustling Centre.

Thank you for your tremendous support in welcoming us as a valued friend in your community.

In one year we have:

- Welcomed over 720,000 visitors
- Started an after school child care program
- Developed a play school program
- Built an innovative group exercise program with more than 26 consistent classes per week
- Partnered with Canadian Tire to launch Jumpstart, a program that provides financially disadvantaged children access to swim lessons
- Launched online registration with more than 50% of registration done online
- Established unique partnerships with Atlantic Cirque, Ultimate Frisbee, Karate...to name a few
- Hosted a sold out Family New Year's Eve event
- Collaborated and partnered with skilled people, groups and organizations.
- Established operational procedures and policies
- Implemented communication channels to connect with our members and users
- Designed and developed marketing and branding materials

A portrait of Sharon Beckwith, an elderly woman with short, curly white hair and red-rimmed glasses. She is smiling and wearing a blue textured top. The background shows a stone wall and a wooden beam.

Sharon Beckwith




I swam for the very first time ever in your pool today. Having Cerebral Palsy, I was amazed how much easier the water allowed me to move and walk.

2011-2012: KEY ACCOMPLISHMENTS

- 1,200+ kids played, sweated and smiled through Summer Camp programs in 2011
- 5,000+ participants in our aquatic programs over 12 months
- Recognised as one of "Canada's Best New Attractions for Summer 2011" in WHERE Magazine
- Awarded CanSIAN's "Solar Thermal Project of the Year" for 2011
- Only facility in Nova Scotia to have aquatic staff trained at the health care provider level
- First to offer Aquatic Supervisor training in Nova Scotia
- First to offer HydroRider classes in Nova Scotia
- Presented with the Les Punchard award for training the most Lifesavers in Nova Scotia
- Launched a user-friendly website which averages over 800 visitors per day
- An environmentally sustainable building, targeting LEED ® Silver design standards.





“ Well I’ve never been to a place like this. When I checked this out for the first time I was thrilled. I told my friend this is the best place ever, and that’s how I became a member at the CGC! — Liath Nasrallah

“ I have never been a person who loves the gym! BUT, CGC opened the door to Zumba that I love. Now I’m an active member of the gym. Thanks for your hard work, please keep going. — Sepideh

EVENTS

In 2011-2012, we were the proud hosts of numerous events, from children's birthday parties to national events.

- Mayor's Welcome Event for the Federation of Canadian Municipalities that saw more than 750 delegates from around the world walk through our Centre
- Rick Hansen Relay for Life end of day event where Rick addressed the community to talk about his mission and vision
- More than 12 major tournaments/meets throughout the year for athletics, basketball, volleyball, ultimate Frisbee and gymnastics
- 2nd Annual Bust a Move Event where \$601,471 was raised for a Breast Health Centre
- Provincial NS Masters Swim Championships
- Provincial NS Lifesaving Championships
- Provincial NS Private School Swim Championships
- Future host for the 2014 Canadian Lifesaving Championships

BUST A MOVE



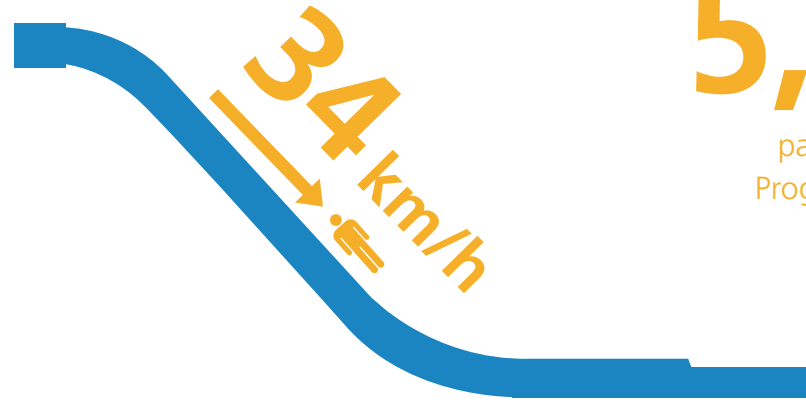
“ I get to go swimming and play badminton with my whole family. — Keira, age 5



“ Has had a wonderful impact on making our family more active and spending more family time together instead of watching TV or playing on computers. It's been a very positive influence so far that I hope will continue for years to come! — Carol Webb

FACTS AND STATS

Fastest blue water slide speed:



5,000+

participants in Aquatic Programs over 12 months

200

solar panels on the roof are used to heat water for showers and sinks

1,200+

pool visits per week day



3,000+

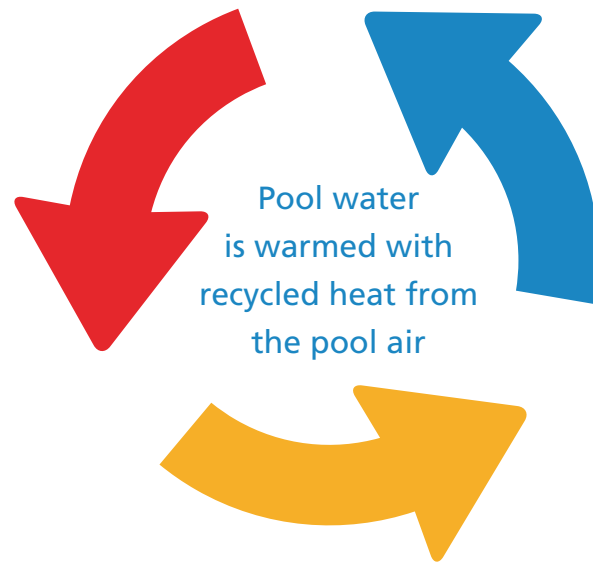
pool visits per weekend

500+

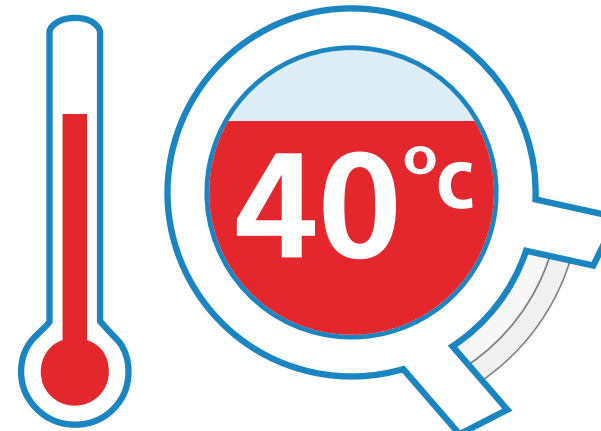
weekly Aquafit participants

250+

classes per term



Average temperature in the therapeutic hot tub:

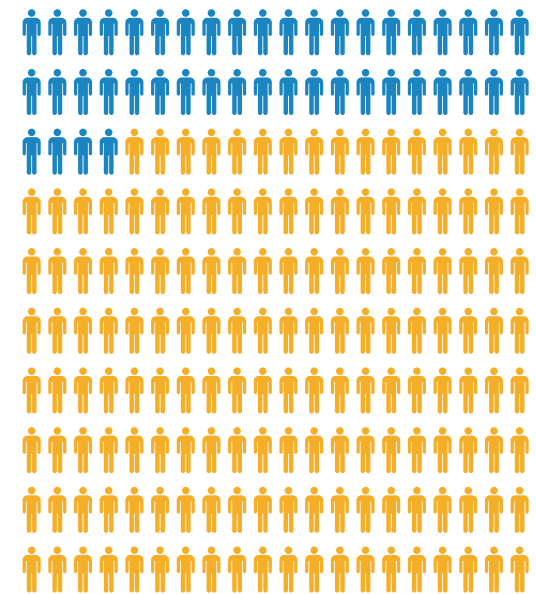


1,200

summer day campers

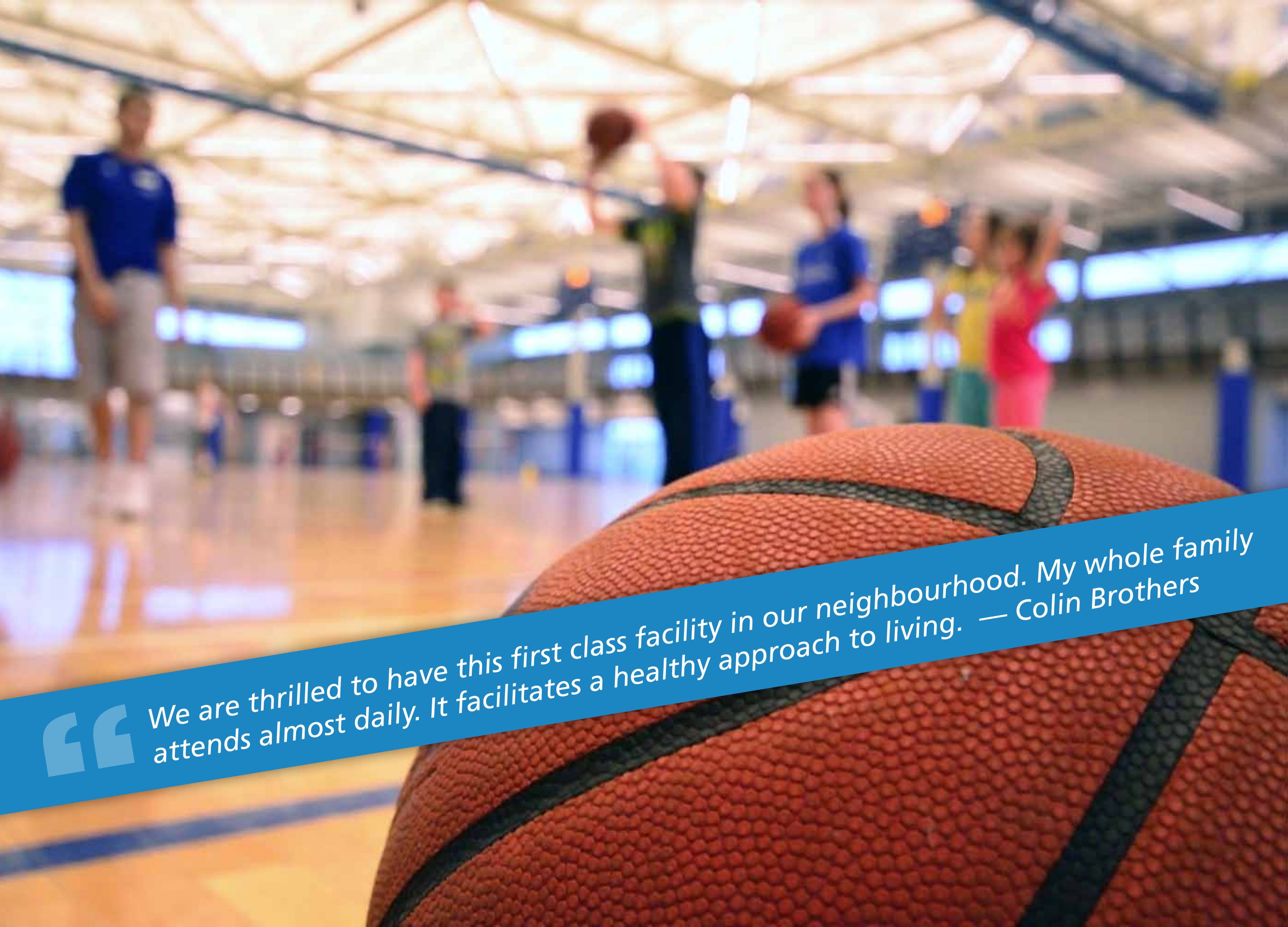


Approximately **200** employees



● full-time (44)

● part-time (156)

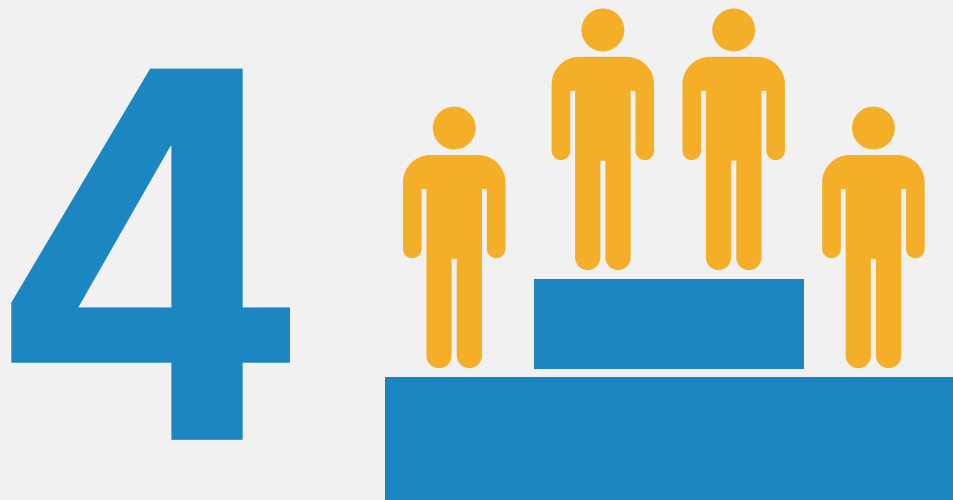


“ We are thrilled to have this first class facility in our neighbourhood. My whole family attends almost daily. It facilitates a healthy approach to living. — Colin Brothers

The Canadian Sport Centre Atlantic (CSCA) is located at the Canada Games Centre. The CSCA is part of a national network of multisport centres that link high-performance athletes and coaches with sport-related services.

Atlantic athletes who train at the Canada Games Centre

PODIUM CANADA TARGETED ATHLETES



SPORT CANADA CARDED ATHLETES



GROUP ATHLETES

Canoe/Kayak



13

Athletics



6

Curling



4

Cycling



3

Gymnastics



2

Rugby



1

Snowboard



3

Sailing



16

Soccer



8

Swimming



1



Genevieve Orton

NATIONAL WOMEN'S KAYAK TEAM MEMBER
WORLD CHAMPIONSHIP BRONZE MEDALIST

“The Canadian Sport Centre Atlantic high performance training area at the Canada Games Centre has been great for training. The ability to train with athletes from other sports, the quality equipment and the professional training environment has had a positive impact on my training.

Mark de Jonge
CANOE/KAYAK ATHLETE

“All of the support staff working with me and particularly the staff at Canadian Sport Centre Atlantic helped more than I could have imagined... (they) allowed me to be confident in my preparation with a clear focus on upcoming races.



THANK
YOU

Connect with us

✉ E-newsletter: <http://bit.ly/cgcnews>

🐦 @CdaGamesCentre


📘 facebook.com/CGCHalifax

www.canadagamescentre.ca

canadagamescentre@halifax.ca

902.490.2400

26 Thomas Raddall Drive
Halifax, NS
B3S 0E2



A male athlete in a red shirt is racing a handcycle on an indoor track. The handcycle has two large black wheels and a smaller front wheel. The athlete is leaning forward in a racing posture. The background is blurred, showing the indoor track environment with lights and railings.

Ben Brown
WHEELCHAIR ATHLETE



It happens here.

Canada
Games
Centre

