



MOVING FORWARD

2013-2014
ANNUAL REPORT

Canada
Games
Centre



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MISSION STATEMENT

The Canada Games Centre is committed to the promotion of healthy and active lifestyles for our community. We provide opportunities and access for sport and recreation at all levels. Driven by our passion, leadership and teamwork, we strive for innovative programming and exceptional guest experiences.



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.

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



MESSAGE FROM THE BOARD CHAIR AND GENERAL MANAGER

The vision for the Canada Games Centre was opening a facility for community and high performance sport, recreational activities, health and wellness programs, culture and entertainment – a welcoming place for all ages and abilities. This vision is being fully realized each and every day.

No other facility in Atlantic Canada offers such a variety of sports and activities as we do. The vision could not exist without making this facility as accessible as possible. We embark on an ambitious mission to inspire and motivate every visitor to the Centre to be their best self.

2013-2014 was a tremendous year of growth and opportunity for the CGC. We focused on expanding our programming and adopting national initiatives such as physical literacy and Active for Life. We addressed those who had financial barriers to accessing our recreation, aquatic and wellness programs by partnering with Jumpstart and Thrive!

We are pleased that our financial performance resulted in a surplus for the second consecutive year - in only two full years of operation. This allowed us to invest our funds in our community's health and well-being in the following ways:

- Fitness Centre welcomed new arrivals such as cardio machines, spin bikes, free weights, plate-loaded equipment and two complete sets of dumbbells
- Aquatic Centre added equipment (including large inflatable play feature) to extend the users experience

Through our outstanding partnership with HRM, air conditioning was added to our Field House and Track to increase the comfort and safety of our users during the warmer months and construction began on an expanded parking lot

Our ongoing commitment to the community is to capitalize the full value of the Centre as a unique asset for the community in which we live.

We have gratitude to our staff teams who are talented and dedicated to delivering the vast suite of programs and services we offer.



Gary Furlong
General Manager



No other facility in Atlantic Canada offers such a variety of sports and activities as we do. We embark on an ambitious mission to inspire and motivate every visitor to the Centre to be their best self.

The valuable leadership and inspiration we receive from the Board of Directors contribute to our ongoing success as an organization.

We could not achieve much of what we do without the support of Halifax Regional Municipality, its council and the staff with whom we interact with on a regular basis.

Most importantly, we would like to thank all of our members and users for visiting and experiencing the Centre. We are humbled and grateful for your support; we are dedicated to providing you with memorable and innovative experiences.



Dr. Bill Stanish
Chair, Canada Games
Centre Society

Visionary Leadership

BOARD OF DIRECTORS 2013-2014

Audrey Matheson
Mary Smith
Chris Yetman
Kemble Flynn
Dr. Bill Stanish
Brian Lane
Colin Piercey
Byron Rafuse
Chris Morrissey
Bernadette Guirguis
Russell Walker
Gary Furlong (Ex-officio)

A special thank you is extended to our out-going Chair, Dr. William Stanish who was a tireless supportive leader in our early years of operation.

Top three
popular
recreation
programs



Karate



After
School
Program

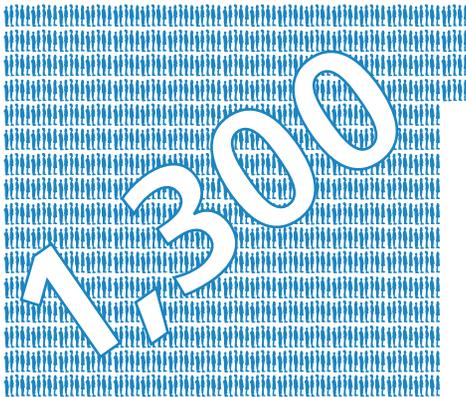


Run-Jump-
Throw



40,000,000+

minutes trained in group exercise



summer day campers

2,104

participants in recreation
programs

CLICK TO WATCH
ON YouTube



As members, we gain

our ultimate family rec room.

**WHEN IT COMES TO AN ACTIVE LIFESTYLE,
THERE IS MORE TO BE GAINED THAN LOST.**

It happens here.



**BROTHERS FAMILY
MEMBERS SINCE 2011**



1ST ANNUAL FOOD RUN 10.20.13

Save the date for our 2nd Annual
Food Run on October 19th!

The 1st Annual Food Run was not an ordinary 2.5/5 km run/walk event. It was also a week of free educational sessions led by nutritional, health and lifestyle experts. This concept was appropriately timed around the fall harvest, World Food Day and Canada's Food Fight. The run/walk portion of the Food Run took place on an overcast Sunday morning and people of all ages and abilities participated. Following the free run/walk event, there was a community festival with vendor tents, information booths, bouncy castles, yummy food and pumpkin carving for the kids. All the while collecting food and raising funds for Feed Nova Scotia.



educational
sessions



large bouncy
castles



registered participants

511kg
of food collected



slices of pie served

\$763
cash donations

We are an organization that's committed to inspiring and cultivating an individual's well-being.

Mind, body and spirit.



A COMMUNITY FIRST APPROACH

Community engagement is that the very top of how we measure our success. Our ongoing commitment is to develop the community we live in and we cannot do this alone. Over the past year, we've partnered with the following community organizations to realize our goal:

- Chebucto Community Health
- Capital Health
- Immigrant Settlement & Integration Services (ISIS)
- YMCA of Greater Halifax/Dartmouth – Immigrant Services Program
- Feed Nova Scotia
- Toronto Raptors (Maple Leaf Sports and Entertainment)
- Bust-A-Move (QE II Foundation)
- Province of Nova Scotia, Department of Health and Wellness
- Kid-Sport



◀ Before I Die wall

Before I Die is a global art project that invites people to reflect on their lives and share their personal aspirations in a public space. This project was started on an abandoned house in New Orleans and re-created at the Canada Games Centre in January 2014.

As members, we gain

time to unwind together.

**WHEN IT COMES TO AN ACTIVE LIFESTYLE,
THERE IS MORE TO BE GAINED THAN LOST.**

It happens here.



KATELYN & KEEGAN PRONK
MEMBERS SINCE 2012

Go Canada!

RBC GO CANADA LOUNGE

No sporting event provides more potential for a display of Canadian pride than the Winter Olympics. As a sports facility where high performance athletes (including Olympians and Paralympians) come to train, the CGC is the ideal location for community members to cheer on Canadian athletes.

Therefore, the 2014 Winter Olympics provided the CGC with an opportunity to give its members and visitors a place to cheer on the Canadian Olympic and Paralympic Teams while simultaneously promoting health and wellness. With the help of RBC the Go Canada Lounge was created.

45,000+

MEMBER VISITS TO THE CENTRE OVER 5 WEEKS

OVER
10,000
LOUNGE VISITORS

 **600+**
ATTENDEES AT THE RIBBON CUTTING

200+
 WELCOMED HOME OLYMPIC SNOWBOARDER ALEX DUCKWORTH

SUB-EVENTS



MAPLE SYRUP ON SNOW



VISITS FROM CURRENT AND PAST OLYMPIANS AND PARALYMPIANS



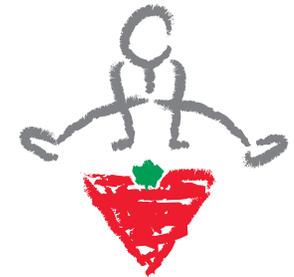
CURLING TRY-IT DAY



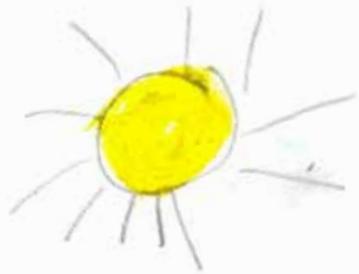
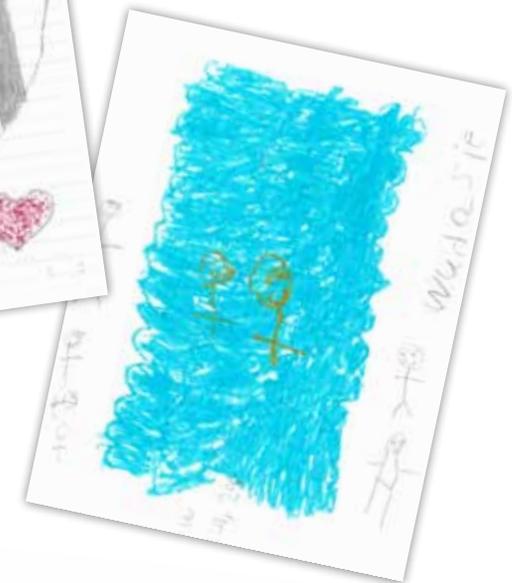


JUMPSTART

Jumpstart is a national charitable program that covers registration costs for children to take swim lessons. Since the fall of 2011, over 800 children have participated in the Jumpstart program at the Canada Games Centre. In 2013, funding was increased to include recreation programs outside of our pools and swimming lessons. The Canada Games Centre continues to work with Immigrant Settlement & Integration Services (ISIS) and YMCA of Greater Halifax/Dartmouth – Immigrant Services Program to identify the greatest need in the community. These organizations provide translation services, assist in the application process and participate in information nights for parents.



Jumpstart™



When someone walks through our doors, we focus on making a human connection and gain strength from the people we serve.

It's a symbiotic relationship.

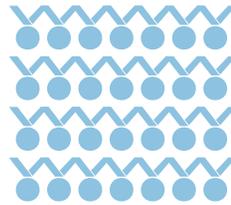


BIGGEST

Dive Club in Atlantic Canada

28

awards at the Atlantic Diving Championships



500

aquatic fitness participants per week

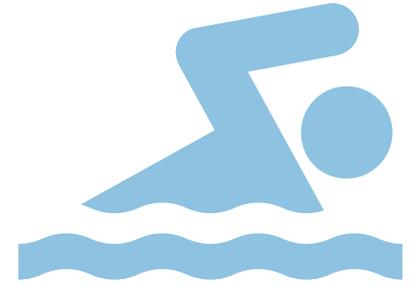
60,000

day passes



275

birthday parties



5,600

participants in aquatic programs

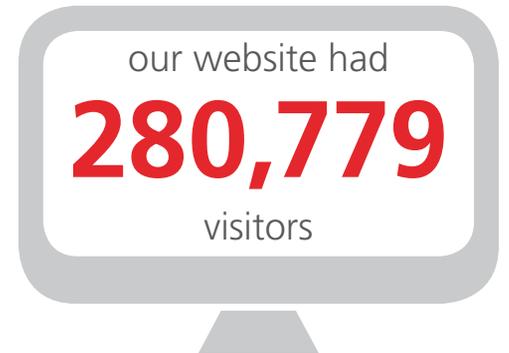
4,500+

active annual memberships

our website had

280,779

visitors



PHYSICAL LITERACY - It happens here!

“ This year we turned our attention to adopting national movements and invested in the health of the community we serve. Physical literacy results in children leading an active life. As the word “literacy” implies, just like reading, basic movement skills need to be taught. It’s similar to when we learn to read – we don’t start with novels.



We launched the Canada Games Centre’s Alignment Project to incorporate Canadian Sport For Life (CS4L) into our recreational and aquatic programming. Our instructors and staff were trained to teach fundamental movement skills, the basic component of CS4L. We introduced new programs and realized that some of our existing programs were already using the CS4L principle.



We identified an opportunity and were the first in Atlantic Canada to join other recreational facilities in Canada in an alliance to deliver consistency programming and best practices at the community level. Active for Life is an online resource where parents can find fun ways of making sure their children get the recommended daily amount of physical activity.



This year we entered into an exciting partnership with the Province of Nova Scotia’s Department of Health and Wellness for the development and delivery of two programs to women and children. One program was designed for children between the ages of 3-11 and followed the Canadian Sport for Life (CS4L) guidelines. Children took programs like: Tumblebugs (ages 3-5), Run, Jump, Throw (Ages 6-9) and Explorers (ages 3-5 and 6-9). The second program created was a Women’s Physical Literacy program called Healthy Women/Happy Families.



The best way to play™

High Five is a standard that organizations follow to ensure children are safe, happy and getting the most out of recreation and sport opportunities. To prepare our organization to successfully deliver this model; we focused on training our recreation and aquatic instructors to gain High Five Certification.

Our goal is to lower this percentage!

59% of Nova Scotians are overweight or obese*

(51% is the Canadian average)
*Statistics Canada Health Trends 2013



As a member, I gain

My strength back after a double lung transplant.

**WHEN IT COMES TO AN ACTIVE LIFESTYLE,
THERE IS MORE TO BE GAINED THAN LOST.**

It happens here.

WILLIAM FOUGERE
MEMBER SINCE 2013



WE'RE LISTENING TO YOU

You'll see things at the Canada Games Centre not offered at other facilities. Sure, the amenities are the same to other centres – pool, fitness centre – what sets us apart is a vision to stay at the forefront of health and wellness, to provide innovative and top quality recreation solutions. In order to do this, we listen to our members, guests and staff who offer feedback and ideas. This past year air conditioning was installed in the Field House and Track and new fitness equipment was purchased for the Fitness Centre.

HOW WE LISTEN:

- Comment cards
- Facebook & Twitter
- End of Session Surveys
- Summer Day Camp Survey
- Member-Facility User Satisfaction Survey
- In-person
- Media monitoring

2014 MEMBER-FACILITY USER SATISFACTION SURVEY

(conducted by Corporate Research Associates):

REASONS FOR SATISFACTION:

- #1 Good/helpful staff/instructors
- #2 Clean facilities
- #3 Good/nice facilities

2013 EMPLOYEE ENGAGEMENT SURVEY

MORE THAN **90%**

of staff understand how the work they do contributes to the overall strategy of the organization.

Top three popular fitness programs (attendance)



366
participants in
Fitness programs
(fee-based)

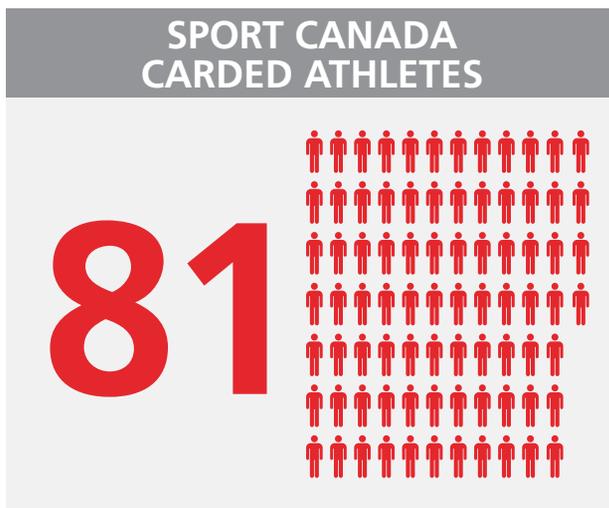
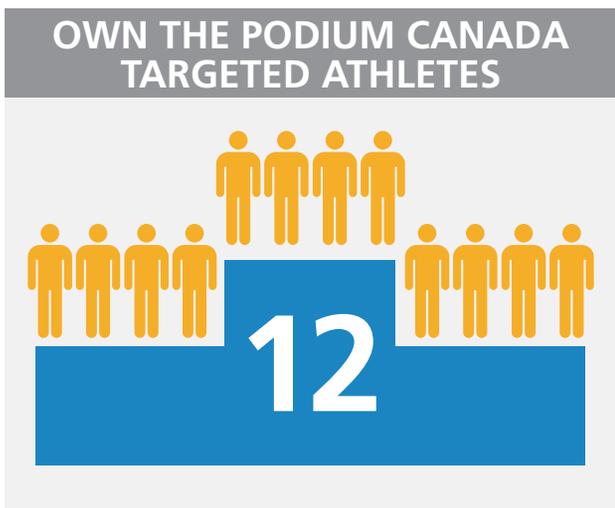
Comment from End of Summer Day Camp Survey sent to all parents:

“

My child did the triathlon camp and he was thrilled with the knowledge and ability of the instructors.

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





STAFF PROFILE

JOSH VINCENT

“

I started working at the Canada Games Centre the day before it opened in 2011. After playing rugby in the 2009 Canada Games in P.E.I., I knew working at the front desk would be a good fit for me. I've moved around from department to department since my first shift here. I've worked at the front desk and the Fitness Centre. After graduating from Saint Mary's University with an Accounting degree I accepted a position as Accounting Clerk in the Finance department. Working at CGC has been a truly rewarding experience for me. I've been able to grow and develop both professionally and personally while developing friendships that transcend the workplace.



THANKS TO OUR STAKEHOLDERS

By aligning with the Canada Games Centre as a place to meet, learn, exercise, grow, socialize and play, we appreciate their support.

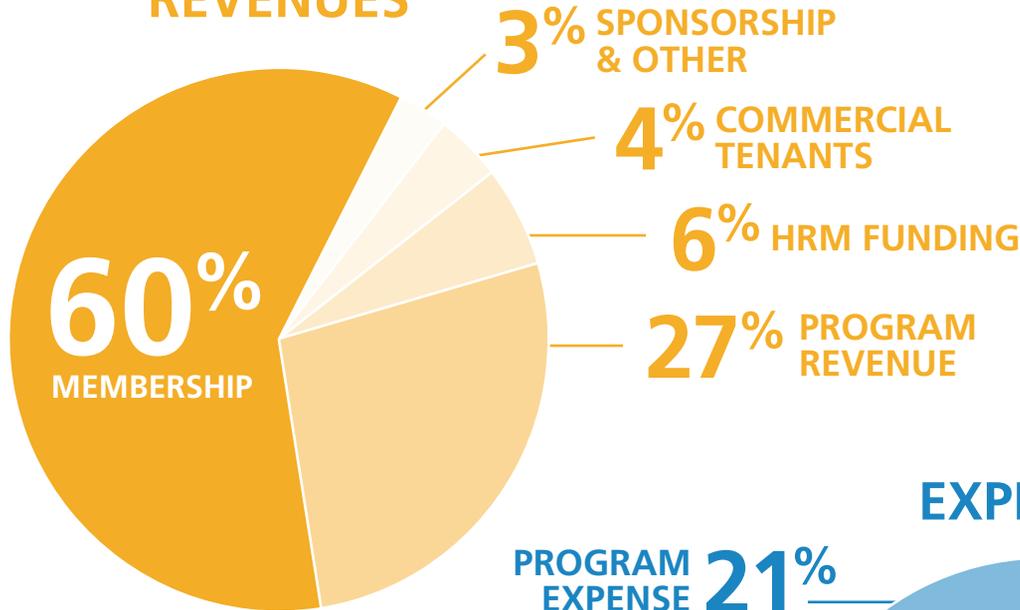
HALIFAX



FINANCIALS

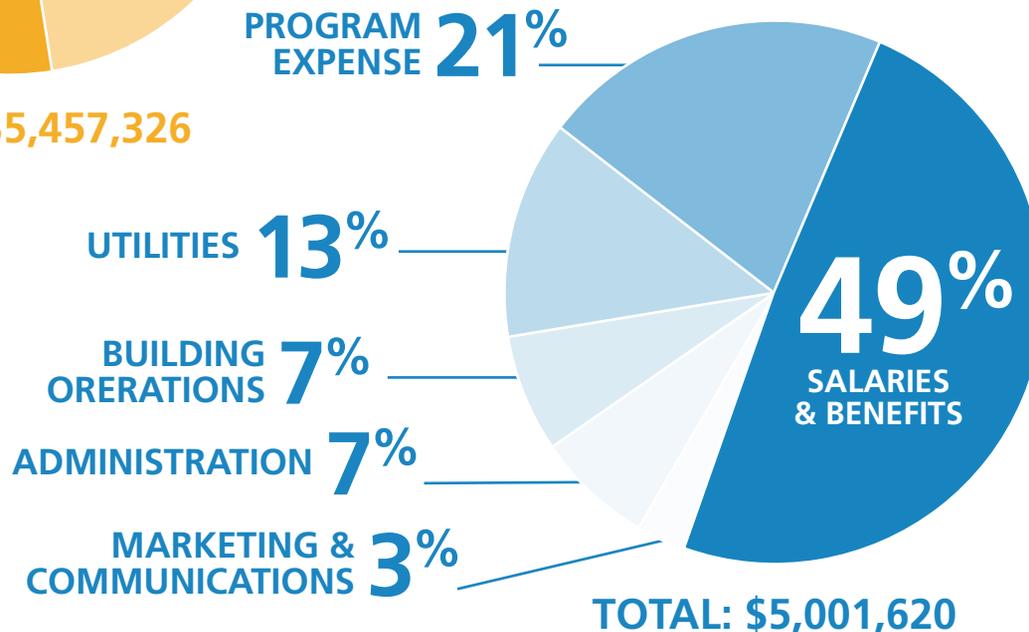
FINANCIAL SUMMARY
FOR 2013-2014

REVENUES



TOTAL: \$5,457,326

EXPENSES



TOTAL: \$5,001,620

Organizational sustainability is identified as one of the measurements to how we determine our success.

We are pleased at the financial progress we are making and sincerely thank everyone for contributing.

CONNECT
WITH
US

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

 @CdaGamesCentre

 [facebook.com/CGCHalifax](https://www.facebook.com/CGCHalifax)

 [youtube.com/CanadaGamesCentre](https://www.youtube.com/CanadaGamesCentre)

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