




ACTIVELY INSPIRING



2014-2015 ANNUAL REPORT

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 *I like the feeling I get
when I'm at the CGC,
it's a place I can go to at any
time and just have fun.*

– SAINEY, 13

VISION STATEMENT

Together, we inspire
healthy active living.

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.

OUR VALUES SHARED EVERY DAY



Respect



Communication



Community



Service Excellence



Leadership

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.



MESSAGE FROM THE BOARD CHAIR AND GENERAL MANAGER

As we set out on the year 2014-2015, we wanted to continue to be different, build a healthy community and share the great stories of our members and users who inspire us each and every day.

Our facility is bursting at the seams with inspiration. It is all around us in the individuals, teams, families, partners and staff reaching for their goals and dreams. This year's stories continued to enrich and help shape the Canada Games Centre Community:

- Inspiring, impactful and heartwarming member videos
- Instructing 15% of all Nova Scotia's Grade 3's to swim, as part of our involvement in the Lifesaving Society's Swim to Survive program
- Continuing to lead in Physical Literacy programming for Atlantic Canadians, aligning our programs and staff with Canadian Sport for Life

- Increasing accessibility on all levels, through facility upgrades, a new responsive website, and partnerships with Canadian Tire Jumpstart, Nova Scotia Thrive! and RBC Learn to Play programs
- Hosting tournaments for athletes of all ages and abilities competing in the sports they love
- Hosting events for organizations raising awareness and funds for the people they love
- Successfully running community events of our own with the Food Run, Try It Day and New Year's Eve Family Extravaganza

The Canada Games Centre produced solid financial results again this year and we have been able to improve the overall user experience of the Centre. These results can be attributed to a number of factors but above all we

thank our members and users for allowing us to be part of your active living journey.

In addition to our annual goals, the Canada Games Centre Board and staff team have set their sights on the long term future of the facility. As we finalize our strategic plan for 2015-2020, with the recognition that a demand for space often exceeds supply and that more people are moving to the area and wanting to be active, we are on a mission to ensure that the Canada Games Centre is the industry leader in our region.

We thank all of our partners who have helped make our first four years of operation such a success and we look forward to building upon this success with you as part of the future.

Together, we inspire healthy active living.



Gary Furlong
General Manager



Colin Piercey
*Chair, Canada Games
Centre Society*

Visionary Leadership

BOARD OF DIRECTORS 2014-2015

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

“ I have my personality
back, and I feel like
life is worth living.

—BERNICE

4,700+

active annual memberships

“ They’ve really
changed things
around for me and the
way I look at the gym.

—KELLY

You make it happen.

We strive every day to provide services and programs that will inspire our members to become the best versions of themselves. What we weren’t quite expecting was the level of inspiration with which our members would provide us in return. In January 2015, we released a video series that captured five journeys to healthy living through the experiences of our members.

“ We feel like part of a
big family.

—OZGEN

WATCH THESE VIDEOS ONLINE AT [HTTP://CANADAGAMESCENTRE.CA/MEMBERSHIP/MAKE-HAPPEN-MEMBER-VIDEOS/](http://canadagamescentre.ca/membership/make-happen-member-videos/)

Brian Gaudet



Karolina Siadaczka



Kelly Blenus



Ozgen Yildirim



Bernice Higgins-Carter



PHYSICAL LITERACY - It happens here!

To support Physical Literacy within our community, we continued to adapt more programs to the Canadian Sport For Life (CS4L) model. We are proud to be Atlantic leaders in the CS4L movement to improve the quality of sport and physical activity in Canada, as it links sport, education, recreation and health with community, provincial and national programming.



November 2013

Attended HRM CS4L Summit

October 2013

Connected with NS Department of Health & Wellness

**February/
March 2014**

Staff trained in NCCP Fundamental Movement Skills, Gymnastics Nova Scotia Tumblebugs, Athletics Canada Run Jump Throw & HIGH FIVE Sport



April 2014

Created Healthy Women-Happy Families Program; became part of CS4L Leadership Project; monthly Sport NS meetings began



July 2014

Introduced CS4L to Summer Camps

April 2014

Offered new CS4L approved programs: Tumblebugs, Multisport Explorers, Just for Kicks

January 2014

Attended National CS4L Summit; received Thrive! Facility Grant

March 2015

Developed internal Physical Literacy Strategic Plan for Facility



November 2014

Received RBC Learn to Play Grant

September 2014

Adapted more programs to CS4L & added Tennis, Badminton, Pickleball, Cricket

April 2015

Created Summer Camp Physical Literacy Evaluation, began plan for Physical Literacy Education month and next steps

January 2015

Attended National CS4L Summit

October 2014

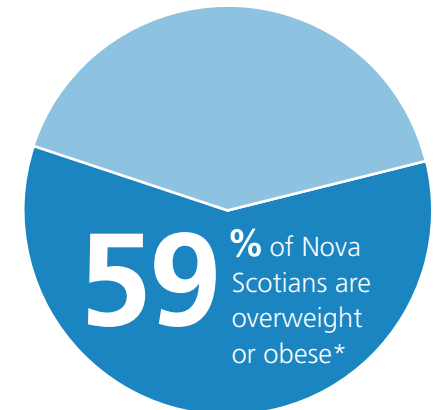
Presented at Recreation NS Conference



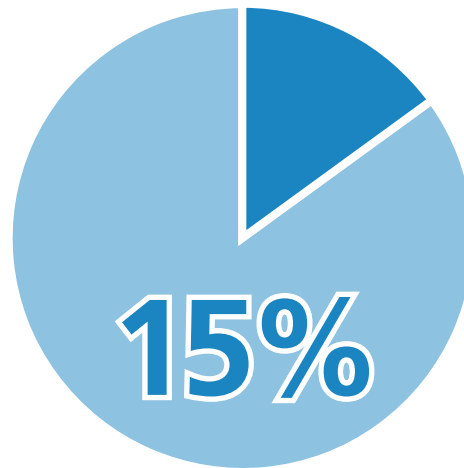
“ Just as learning the alphabet is necessary to read, the development of fundamental movement and sport skills is critical if children [and individuals of any age] are to feel good about physical activity

- www.physicalliteracy.ca

Our goal is to lower this percentage!



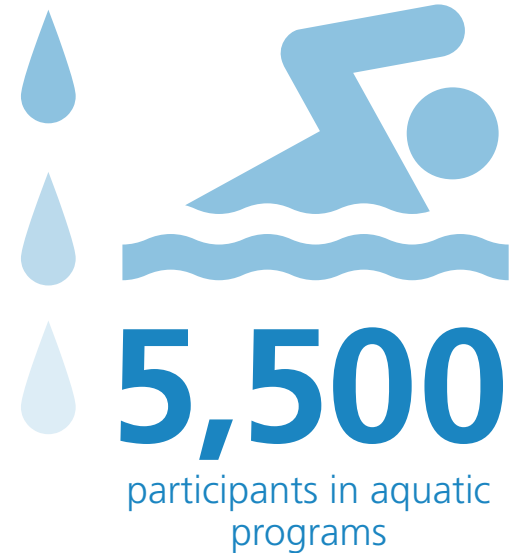
(51% is the Canadian average)
*Statistics Canada Health Trends 2013



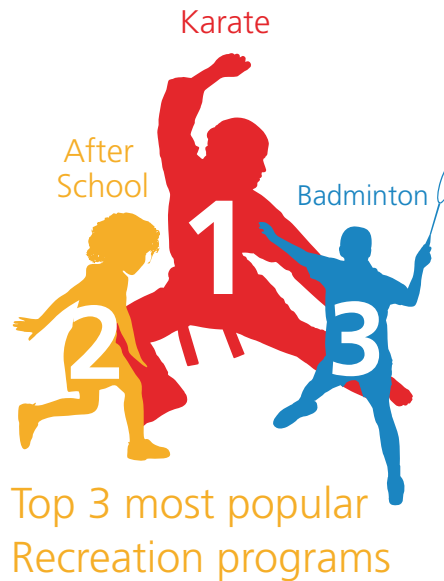
of NS Grade 3's took the Lifesaving Society's Swim to Survive at the CGC

54 Masters Swim Club members

37 Summer Swim Team members



2,884 participants in Recreation programs



FUNDING PROGRAMS

At the Canada Games Centre we are always looking for ways to help more Nova Scotians become active and develop lifelong healthy habits. By partnering with businesses, sports organizations and government initiatives, we are able to provide financial support to those that would otherwise not be able to participate in physical activity without assistance.



The Canadian Tire Jumpstart program provides funding for children that would not be able to participate in physical activity without financial support. This funding is available for most of our Aquatics and Recreation programming, including summer camps.







**RBC
Learn to Play
Project**

At the heart of the RBC Learn to Play Project is a charitable commitment to support organizations that are working to deliver quality sport and recreation programming to children. The Canada Games Centre is proud to be one such organization and to offer more physical literacy programming to our community through the support of RBC.



Thrive! is an initiative by the provincial government to create a healthier Nova Scotia and through this funding, more people in our community have access to physical activity programs at the Canada Games Centre.

AGE OF PARTICIPANT	CGC PROGRAMS COVERED
4 years – 18 years 2014/15 Funding enabled: 437 participants registered 	Swimming Lessons; and non-CS4L programs
4 months – 15 years; and children/youth with physical and/or cognitive disability 2014/15 Funding enabled: 113 participants registered 	All CS4L programs
3 years – 12 years; and women 18+ years 2014/15 Funding enabled: 6-month memberships for 25 women 500+ participants registered 	All CS4L programs 26 women in Healthy Women-Happy Families program 58 children in CS4L programs 

COMMUNITY FIRST

2014 FOOD RUN

Building on last year's success, our 2nd Annual Food Run took an even bigger bite out of hunger. Held in October to align with World Food Day and Canada's Great Canadian Food Fight, the Food Run continued to celebrate physical activity and promote healthy eating through educational nutrition sessions, a 2.5km/5km walk/run and post-run community festival – all free to the community with a food donation to Feed Nova Scotia. On race day, families and friends of all ages and abilities came out to support this great cause and the overall event was a huge success, resulting in twice as many participants and food donations from our first year. We can't wait to see what next year brings – Save the date for our 3rd Annual Food Run on October 18th, 2015.

594

registered participants



large bouncy
castles

1030kg
of food collected

\$654
cash donations



pumpkins carved

We are committed to creating an inclusive, motivating, and supportive environment in which we collectively work (and work out) towards a healthier and happier community.



COMMUNITY FIRST

CGC TRY IT DAY



NOVEMBER 2014
In conjunction with RBC Sport's Day in Canada, we opened our doors to the community and invited them to experience new sports and challenge their physical literacy.

NEW YEAR'S EVE FAMILY EXTRAVAGANZA



DECEMBER 2014
The CGC community celebrated the New Year in style with our 3rd annual family-friendly event full of activity and fun – bouncy castles, zip lining, giant aquatics inflatable, games, crafts and more!

COMMUNITY FIRST

TOURNAMENTS AND EVENTS

Canadian Diabetes Association – Tri for Diabetes Indoor Triathlon*
Brain Tumour Foundation of Canada Spring Sprint
MS Society Medavie BlueCross Walk*
Latispanica Cultural Society Zumbathon for Big Brothers & Big Sisters
Do It For Dads Prostate Cancer Canada Walk/Run*
Atlantic Canadian Karate Championships
Longard Open and Scott Open Badminton Tournaments
Sport Nova Scotia Corporate Games*
Recreation Nova Scotia Conference*
Volleyball Nova Scotia Provincials
Dalhousie Tigers Track Classic
Mental Health Foundation of Nova Scotia Zumbathon*
FANfit Challenge*
Athletics Nova Scotia Indoor Open Track Meet
Ultimate Frisbee Tournament
Saint Mary's Open Track Meet
Chicken Run (Women's Ultimate Frisbee tournament)
Junior Jamboree Basketball Tournament
Tigers Volleyball Tournament
Bedford Classic Basketball Tournament
Safe Grad for Eastern Shore District High School
YogaFit training – several levels*
20 year-end swims for school groups
Nova Scotia Lifesaving Sport Provincials & Junior Lifeguard Games
Atlantic Mini League Water Polo Tournament
Synchronized Swimming Atlantic Championships

**CGC sponsored event*



There is an energy to the facility that continues to embody the power and spirit of sport, where individuals of all ages and abilities come together to get one step closer to their goals.

AWARDS, TRAINING & FACILITY IMPROVEMENTS

As facilitators of active living, we too are happiest when in motion. We constantly seek ways to improve and innovate in our pursuit of excellence.

TRAINING

- 👤 Certified 3 in-house Fundamental Movement Skills (FMS) trainers
- 👤 50+ staff trained in FMS
- 👤 Certified 2 in-house High Five Sport trainers
- 👤 36 staff received High Five Sport certification
- 👤 Trained 8 in-house water polo & 4 diving coaches

AWARDS

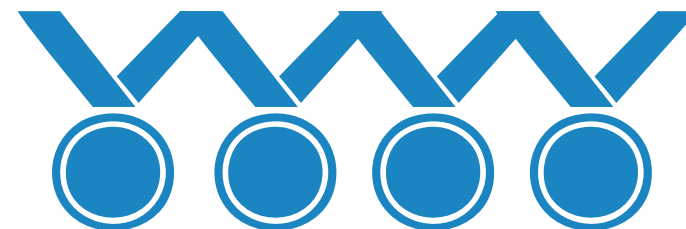
- 🏆 The Coast's Best of Halifax *"Best Place To Go Swimming" Silver Winner*
- 🏆 Les Punchard Award *Training the most lifesavers in Nova Scotia 2014*
- 🏆 Nova Scotia Lifesaving Society . . . *Largest year round lifesaving training program for population 10,000+*
- 🏆 Atlantic Business Ethics Awards . . *2014 Finalist, non-profit category*

IMPROVEMENTS & UPGRADES

- + New Aquatics signs and lane ropes
- + New fitness equipment - 12 Keiser spin bikes, 3 Octane LateralX machines, 6 WaterRowers
- + More accessible doors installed throughout facility
- + Large outdoor LED sign
- + New mobile friendly and responsive website
- + Online community calendar
- + Side lot extension = 100+ additional free parking spots
- + Increased anti-slip tiling in change rooms

50+

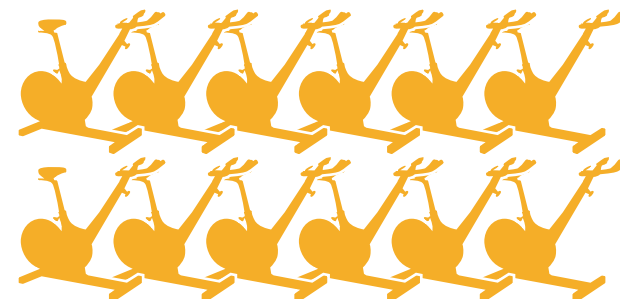
staff trained
in FMS



recognized 4 times

12

new Keiser spin bikes



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

OWN THE PODIUM CANADA TARGETED ATHLETES



SPORT CANADA CARDED ATHLETES

67



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.

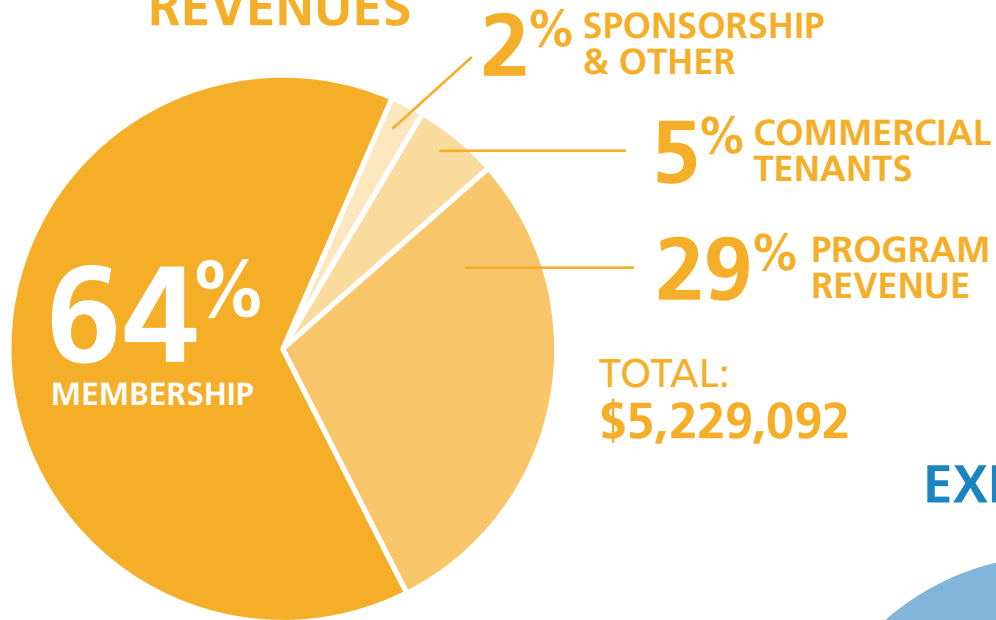
HALIFAX



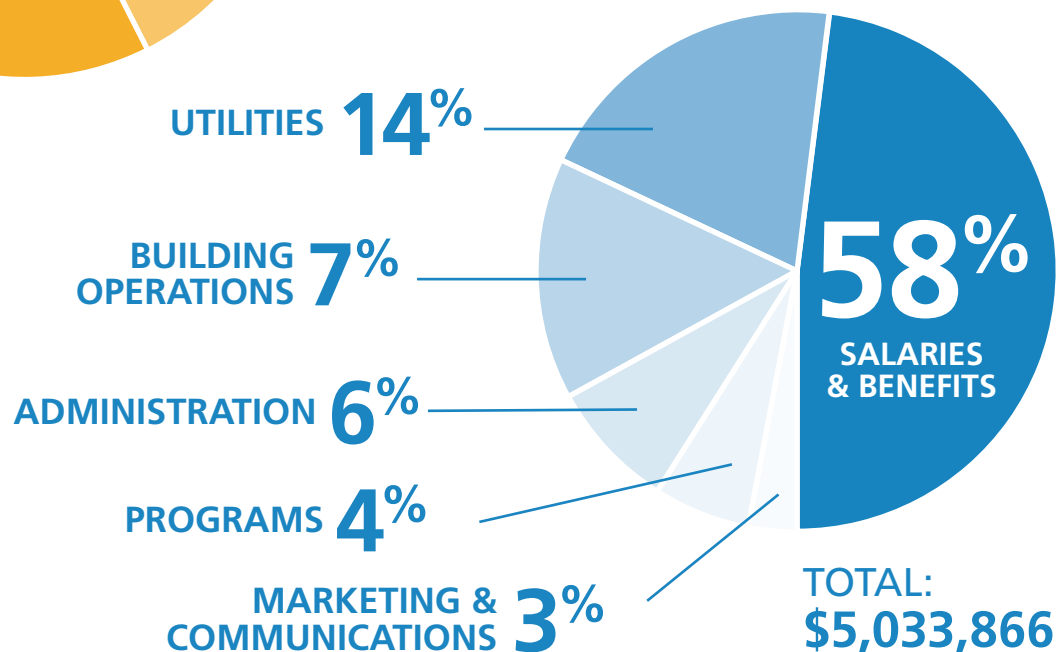
FINANCIALS

FINANCIAL SUMMARY
FOR 2014-2015

REVENUES



EXPENSES



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.



Twitter followers

4,724



e-newsletter subscribers



298,222

website sessions

www.canadagamescentre.ca
info@canadagamescentre.ca

3,860

Facebook page likes



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

 @CdaGamesCentre

 facebook.com/CGCHalifax

 youtube.com/CanadaGamesCentre

902.490.2400

26 Thomas Raddall Drive

Halifax, NS

B3S 0E2



It happens here.

