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It happens here.



2015-2016
ANNUAL REPORT

Canada
Games
Centre

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Our Legacy

The Canada Games Centre was built as the legacy of the 2011 Winter Canada Games in Halifax, Nova Scotia. In February of 2011, the Centre hosted the badminton, synchronized swimming and artistic gymnastics events.

The Canada Games Centre is now a vibrant multi-sport community and recreation centre open to the public. We are an HRM-owned facility operated by a non-profit society committed to promoting physical literacy, fitness and wellness, and to supporting the needs of high performance sport & athlete development. In an all-inclusive environment, the Centre runs sport and recreation programs, camps, fitness classes, and so much more.

Five years ago, after years dedicated to planning, community meetings, organizing, and construction, the Canada Games Centre Society (Halifax) celebrated the grand opening of the Canada Games Centre (CGC) on March 5, 2011. The mission was clear: promote active healthy lifestyles; ensure services are open, accessible and convenient for all users; provide sport, recreation, leisure, and wellness opportunities; provide excellent customer service; provide services for high performance athletes; and provide a venue for local, provincial, national and international amateur athletic events. Though the Society's leaders were filled with optimism, even they could not have predicted the CGC's extraordinary success.

Soon after opening the doors, the CGC was operating at near capacity and discussions turned to how to meet the growing demand for quality services offered. Five years in and the CGC is as busy and popular as ever. Membership and visitor numbers remain at historically high levels and programs have expanded once again. Each year, new records are set as the CGC continues to be a vital resource in the community.

This is truly a year for joyful celebration. This year, we began the first year of our five-year strategic plan developed in 2015. A new vision was adopted by our Board to guide us: "Together, we inspire healthy active living." To do this we have focused on enhancing the user experience, optimizing facility utilization, being leaders in sport and recreation, beginning discussions on capital expansion, building community connections, and remaining financially and organizationally sustainable. We are happy to report that all goals set for 2015-2016 have been met or exceeded, and the CGC remains in a strong financial position. Our facilities and

programs are highly rated, and there is quality and depth in our volunteer Board of Directors and staff team. We have been successfully welcomed by the community, and we continue to strengthen important partnerships with the City of Halifax, Canadian Tire Jumpstart, THRIVE!, and our tenants: Subway, Lifemark, and Canadian Sport Centre Atlantic—who have all contributed to our success. We have already begun to plan for the future and are excited by our new directions and where they will lead us.

On behalf of the Board, we gratefully acknowledge the outstanding leadership and vision of those who made the CGC happen, as they fulfilled their vision of enriching the lives of those in our communities and gave us a solid foundation upon which we continue to build. The CGC would not, and could not, be where it is today without the time and talent of its Board of Directors. Their contributions have kept the CGC on the path to success since the very beginning. We are also grateful for the talented staff team, led by our General Manager Gary Furlong, who continually strives to ensure the CGC facilities, programs and services are on the leading edge. Last but not least, we are ever thankful for the members and guests who make the CGC a part of their lives each day. We deeply appreciate their patronage and pledge to continue enriching the fabric of our neighbourhoods for years to come. Anniversaries are for looking back, celebrating, and committing to renewal. As we look forward, the CGC's future looks brighter than ever. It Happens Here!



Colin Piercey
*Chair, Canada Games
Centre Society*



Gary Furlong
General Manager

Visionary
Leadership
**BOARD OF
DIRECTORS
2015-2016**

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

VISION: Together, we inspire healthy active living.

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

TURNING FIVE

A LOOK BACK

Though we celebrated our fifth successful year in operation, our story begins thirty years earlier in 1985 with the purchase of 160 acres of land in Mainland North by the City of Halifax. Years of planning, research, and consultations soon followed and in 2007, Halifax won the bid to host the 2011 Canada Winter Games. With federal, provincial, and municipal funding secured, construction on the Canada Games Centre began in 2009. In February 2011, the CGC welcomed athletes from across the country as they competed in Rhythmic Gymnastics, Badminton and Synchronized Swimming. Six days later on March 5, 2011, the CGC opened its doors to the community and our active journey together began.

THANK YOU

to all the members, visitors and staff that have been with us since the beginning.

YOU HELPED MAKE THE CGC WHAT IT IS TODAY!

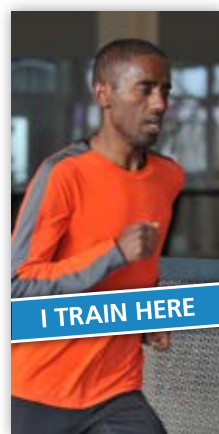
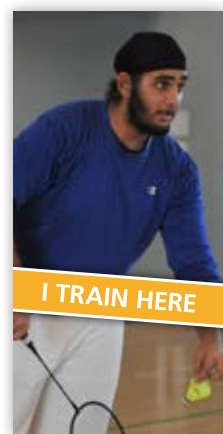
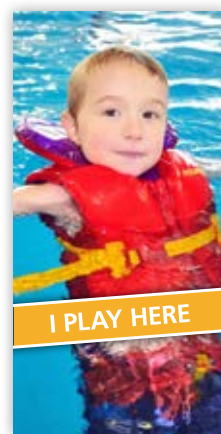
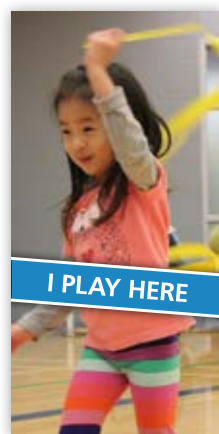
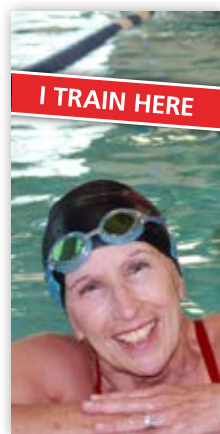
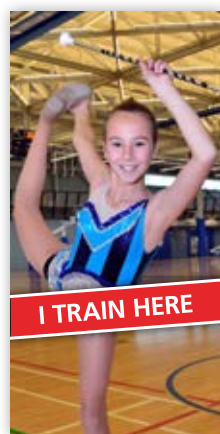
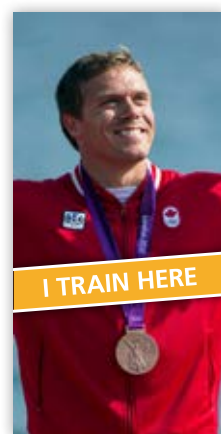
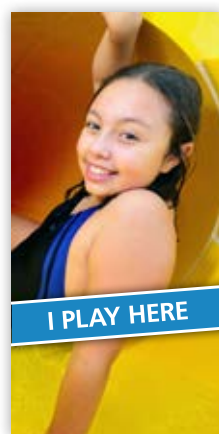
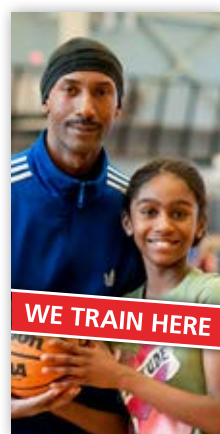
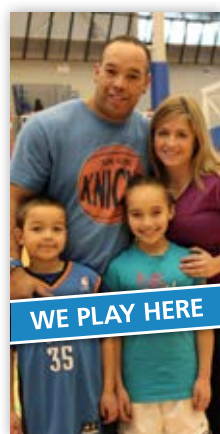
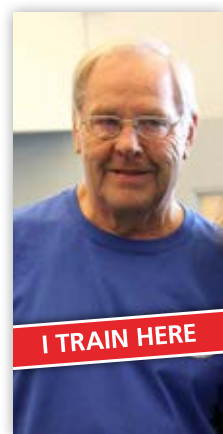
“I’ve had a lot of proud moments as a member of the CGC team but one of my proudest was our open house in January 2011 before the Canada Games even started. There were only 8 of us on staff back then and there were more than 2,500 people who walked through the doors that day and their faces said it all. They couldn’t believe how wonderful the building was and no one could have predicted then how much the community would embrace the facility and make it so successful. It’s been a pretty remarkable first 5 years, lots of changes, wins and hard work but it’s memories like this one that make it all worth it for me.”

– Carla Alderson,
CGC Staff Member
since October 2010



THE CGC COMMUNITY

The CGC community is dynamic, diverse, and inspiring. It ranges from the very young, to the young at heart; from the aspiring athlete to the Olympian. Though we each have different reasons and goals that bring us through the doors, it is our collective dedication to active living which creates the positive energy once inside.



“Excellent facility! Excellent staff! I value my membership greatly. It's helping me demonstrate that although I am now a senior, I am a teenager at heart and the Games Centre keeps that heart young!”
– Bryan W.

“The Canada Games Centre has brought me closer to my 16 year old daughter. I am always running into people I haven't seen in a long time. I'm also meeting new, inspiring people every day I come. So much to do for cardio when you just don't want the treadmill!”
– Michelle T.

“This place is AMAZING!! I was in a car accident and the pool here is allowing me to move. When I started I could not swim 1 length. Now I am swimming 700m every day!! Thank you CGC!!”
– Rebecca N.

MEMBERSHIP & ADMISSIONS

4,800+
active annual memberships



“What motivates me is waking up each day feeling better and better about myself. I feel accomplished and love the example I’m providing my child.”
– Devraj, August 2015
Member Profile



“There are 4 billion poses with yoga, and I love being able to learn, practice and relax with each one.”
– Noreen, December 2015
Member Profile



“Everyone knows my name here, and the positive reinforcement from instructors, members and staff makes me feel so good about myself.”
– Michelle, March 2016
Member Profile

Read more CGC Member Profiles on our website:
canadagamescentre.ca/membership



Thanks to the Department of Health & Wellness’s Thrive! Facility Access grant, we created fee assistance for memberships and not-for-profit group access to the CGC. This enabled us to help over 52 individuals and families with financial need stay active this year.



2 Gold and 1 Silver medal for CGC Members Jack, Karen, Dave, Margie, Irvin, Bob and Jackie in Pickleball at the 2015 Nova Scotia 55+ Games.

Read More: canadagamescentre.ca/news/pickleball-champions/

STAYING CONNECTED

345,999 website visits
6,668 e-newsletter subscribers

4,717 Facebook page likes
857 new this year

2,454 Twitter followers
381 new this year

PHYSICAL LITERACY

We are proud to continue to be Atlantic leaders in the Sport For Life movement to improve the quality of sport and physical activity in Canada. We strongly believe in the development of fundamental movement and sports skills as the building blocks to Physical Literacy, health, happiness, and staying Active For Life.



IN OUR CONTINUED COMMITMENT TO IMPROVING PHYSICAL LITERACY:

- We created Physical Literacy Progress Reports for our summer campers and After-School Program
- We aligned all of our Day Camps, March Break Camps and Summer Camps to S4L
- We engaged our Summer Campers in the Physical Literacy Study conducted by Dalhousie University
- We installed an Outdoor Physical Literacy Playground

SUMMER CAMPS

1,570 campers
27 unique camp themes
260+ scheduled hours of physical activity
290 Physical Literacy Progress Reports completed



CGC PROGRAMS

5,539 participants in Aquatics programs
3,000 participants in Recreation programs
477 participants in Fitness programs

New programs offered: ViPR, TRX, Kettlebell, Toughen Up, Introduction to Yoga, Pilates, Ballet Barre, Prenatal Yoga, Wrestling, Rhythmic Gymnastics, and Adventurers: Multi-Sport.



649 took part in recreation and aquatics programs through Jumpstart funding.



190 participants took part in recreation programs through the RBC Learn to Play Project.



143,319 minutes trained in group exercise classes



AFTER-SCHOOL PROGRAM

82 kids 370+ scheduled hours of physical activity



CGC CLUBS

59 Masters Swim Club members

14 medals & 5th place finish overall at Masters Swim Nova Scotia Provincials

49 Summer Swim Team members

Awarded Most Improved Team by Swim Nova Scotia; 9 Provincial Medals & 1 NS All-Star Team nominee

89 Diving Club members

29 competitive divers; 6 medals & 8 Certificates of Merit at Atlantic Diving Championships. 60 Learn to Dive members

15 JR. Lifesaving Club members

50 Water Polo Club members

12 competitive team members; 4th place finish at Water Polo NS Mini Jamboree. 38 in I Love Water Polo levels



LIFESAVING SOCIETY SWIM TO SURVIVE PROGRAM

1,404 Grade 3 students

in Nova Scotia learned the essentials of how to be safe around water and survive an unexpected fall in deep water.

CGC COMMUNITY EVENTS & TOURNAMENTS

Thanks to the generous support of the community, sponsors, and CGC staff, the 3rd Annual Food Run on October 18th, 2015 in support of FEED NOVA SCOTIA and fuelled by Atlantic Superstore, was **our biggest one yet!** Runners and walkers of all ages and abilities came out in record numbers to this free 2.5k/5k event and community festival to celebrate healthy living and physical literacy, and to take a BIG BITE out of hunger.

2015 OUR BIGGEST BITE YET

976 registered participants 3,028 kg food \$2,481 cash donations

2014 OUR SECOND HELPING

594 registered participants 1,030 kg food \$654 cash donations

2013 OUR FIRST BITE

291 registered participants 511 kg food \$763 cash donations



TRY IT DAY

In conjunction with RBC Sports Day in Canada, we hosted our annual Try It Day event on November 21st, 2015. An estimated **400 took part in this free 3-hour event**, trying activities like diving, water polo, Run Jump Throw Wheel, and a fundamental movement skills zone. This year the CGC was selected as a remote broadcast location for CBC's coverage of Sports Day in Canada, and we welcomed broadcaster Bruce Rainnie and ParticipACTION's Rebecca Jones onsite to capture all the action.



NYE FAMILY EXTRAVAGANZA

Our New Year's Eve Family Extravaganza on December 31st, 2015 was another sold out success! Joined by the BOUNCE Street Team and **500 of our closest community friends**, we rang in the New Year in active style for the whole family with zip lining, bouncy castles, our aquatic inflatable obstacle course, fundamental movement skills zone, snacks and more.



NATIONAL

- Elite Canada Gymnastics Championship
- National Rope Skipping Championships*
- 2015 Pan Am Torch Relay stop
- PanAmcake Breakfast - welcome back Maritime Pan Am Athletes
- Practice facility of the Halifax Hurricanes
- RBC Training Grounds
- Volleyball Canada - Team Canada / Team Argentina practice venue

UNIVERSITY / HIGH SCHOOL / LOCAL

- Dalhousie and SMU track meets
- Disc NS High School Ultimate Tourney
- Halifax West High School PALS class
- Tiger Volleyball Annual Tournament



PROVINCIAL

- Athletics NS qualifying track meets
- Badminton NS – Longard and Scott Open
- Basketball NS Bluenose Classic
- Basketball NS Regional Training Camp and Centre for Performance programs
- Canada Games send off for Synchro NS
- Nova Scotia Lifesaving Society Sport Pool Series
- U15 / U17 Eastern Elite Volleyball Champs
- Volleyball NS Provincials
- Volleyball NS Superseries Tournament
- Water Polo NS Mini Jamboree

COMMUNITY SUPPORT / FUNDRAISERS

- Bench Bully 1st Annual Celebrity Basketball Games
- Brain Tumour Foundation Fundraising walk
- Chebucto Health and Public Service programs
- Chick N Run Ultimate tournament
- FANFIT Challenge*
- Hfx Independent School swim meet
- March of Dimes Volleyball Tournament
- Medavie MS Walk*
- Polling station for Federal Election
- Prostate Cancer Canada Do It For Dads Walk*
- Sport NS Corporate Games / KidSport*
- Tri for Diabetes*
- YogaFit training sessions
- Zumbathon by Latispanica Cultural Assoc. / Big Brother Big Sisters of Halifax
- 75 unique group swims for community & school groups

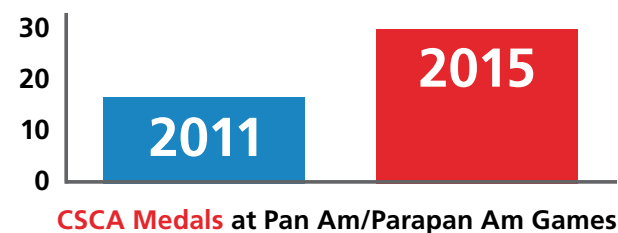
*CGC sponsored event





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.

TO2015 PAN AM/PARAPAN AM RECAP



CSCA Athlete Medal Count



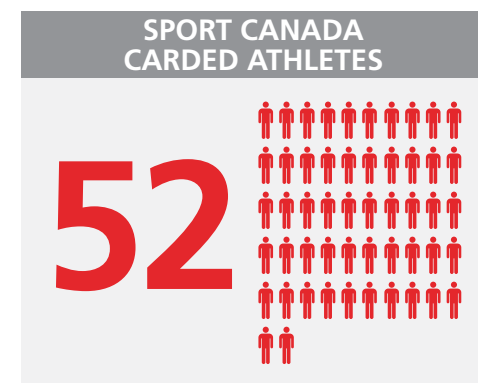
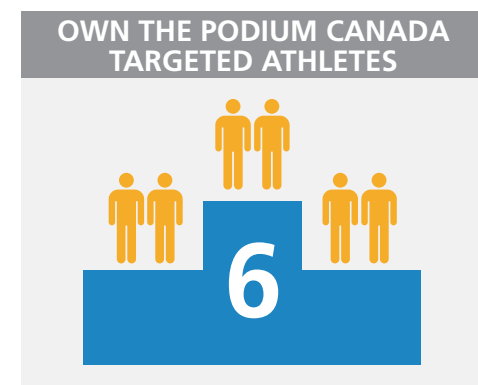
Top Performing CSCA Sports



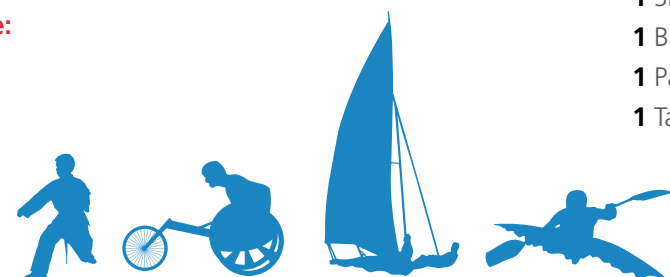
Canada brings top team and boasts strong results at home:

- 217 Pan Am medals
- 168 Parapan Am medals
- Largest, most competitive Canadian team in history
- Record medal haul

ATLANTIC ATHLETES WHO TRAIN AT THE CANADA GAMES CENTRE



- 27 Canoe Kayak
- 10 Sailing
- 5 Para Athletics
- 5 Karate
- 5 Wrestling
- 4 Gymnastics
- 3 Para Swimming
- 3 Goalball
- 3 Hockey
- 3 Athletics
- 3 Shooting
- 2 Para Table Tennis
- 2 Wheelchair basketball
- 2 Para Sailing
- 2 Biathlon
- 2 Basketball
- 2 Curling
- 1 Bobsleigh
- 1 Field Hockey
- 1 Swimming
- 1 Baseball
- 1 Volleyball
- 1 Archery
- 1 Equestrian
- 1 Cycling
- 1 Soccer
- 1 Snowboard
- 1 Badminton
- 1 Para Cross Country Ski
- 1 Taekwondo



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



IMPROVEMENTS & UPGRADES

- Outdoor Physical Literacy Playground
- Replaced older cardio equipment with 40 new pieces: treadmills, ellipticals, upright bikes, recumbent bikes, and climbers
- Additional Field House divider curtains to facilitate more activities going on at once



AWARDS

- CGC Diving Club Head Coach Amanda Layton-Malone awarded 2015 Nova Scotia Amateur Diving Association Coach of the Year
- Les PUNCHARD Award for certifying the most lifesavers in Nova Scotia
- The Coast's Best of Halifax – "Best Place to Go Swimming" Gold Winner
- 2015 Pan Am Torch Relay Torchbearer – Laura Pomeroy, CGC Staff member and Former Canadian Record Holder & Commonwealth Games Bronze Medalist in swimming.
- 2015 Eastern Canadian Powerlifting Champion – Patrick MacInnis, CGC Staff member



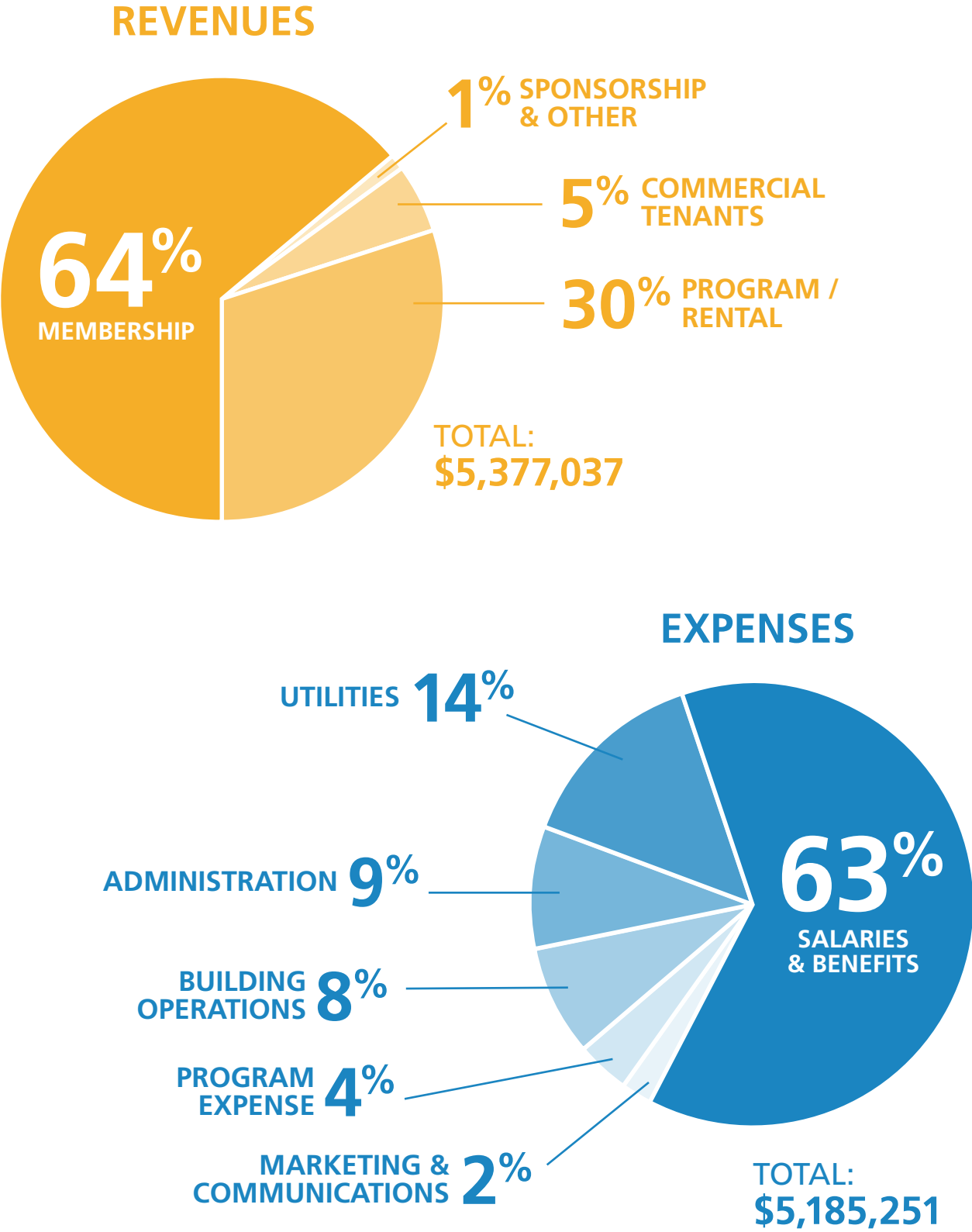
TRAINING

- Angelfish Therapy program training for Aquatics staff to facilitate swim lessons for those with autism, physical difficulties and sensory challenges
- Fitness Centre staff completed new equipment and technique training modules
- Conducted Spin Group Exercise Instructor Training
- 6 Fitness instructors certified in Can Fit Pro Yoga Fit Trainings
- Trained and certified 7 staff as water polo instructors
- Growth of Personal Training team from two to five



“It (CGC) offers an atmosphere that is very welcoming! Can honestly say, in all my many years of gym membership I've benefited the most by this one at the CGC, I love the “sense of community” feel it portrays. I enjoy both the very young and not so young too. The staff are very friendly and the facility is very well maintained.”

– Karen C., member since 2011



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

HALIFAX



“It energizes me. I love the multi-generational composition of the Centre.”
– Karen T.

“The CGC has helped me regain confidence in myself to exercise; I have loved yoga classes and working out in the weight/cardio room. The children have loved the pool creating great family time for us.”
–Krista W.

“Love the all-day lane swim and gym! It really fits into my crazy work schedule but because of these great services and friendly helpful staff I’ve been able to maintain a healthy lifestyle and lose a few lbs. Thanks!”
– Marc S.



It happens here.

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