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2020-2021 ANNUAL REPORT



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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.

**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.

# MESSAGE FROM THE BOARD CHAIR AND GENERAL MANAGER

When we sit down to write the annual report, we reflect on all the events and activities from the previous year, bringing together the highlights to share with the community. The year 2020-2021 will be remembered like no other.

With the significant events of the world and our province, it was an extremely challenging year, but the power of remaining positive while forging ahead cannot be underestimated. It will serve us well as we move forward into 2021-2022 and continue to support the community and many aspects of people's lives. Like many other industries, the pandemic hit the recreation, sport and fitness community hard, and the Canada Games Centre faced two significant closure periods and a variety of Public Health restrictions while operating.

Each change in restrictions led to a rethink in how best to serve our members, visitors, staff and stakeholders, and every decision we made was guided by the safety of our community. With that focus, we were able to celebrate a return to in-person activity and build momentum with each passing month, inviting back some of the energy we missed around the CGC. While we are eager to say goodbye to aspects of the past year, we also found opportunities

for learning and best practices that we can bring forward to make us better.

Through it all, the CGC found a way to adapt, persevere, and grow by drawing on the strength and leadership of the volunteer Board and the incredible CGC staff team. The efforts over the last year are truly amazing and are an inspiration. We extend our heartfelt thanks to everyone who helped keep our community as healthy and active as possible.

As the province recovers, the CGC will play an even greater role in providing opportunities for individuals and families to safeguard their health, happiness, and wellness, so they can ensure Halifax thrives and meets the demands of the future.

Finally, we are always thankful for the members and guests who make the Canada Games Centre a part of their lives every day. We deeply appreciate their smiles and patronage, and we pledge to continue enriching their lives and our neighbourhoods for years to come.

As we look to the future, we remind ourselves that change is always part of the landscape and it must be embraced as an opportunity to learn and grow. We remain ever committed to inspiring healthy active living!

## VISIONARY LEADERSHIP

### BOARD OF DIRECTORS 2020-2021

Jeff McKinnon  
Valerie Seager  
Cherie Foronda-Brennan  
Sarah McLean  
Greg O'Malley  
Jennifer Seehra  
Kathryn Morse  
Kelsey Green  
Kevin Cameron  
Melissa MacKinnon  
Yemi Akindoju  
Gary Furlong (Ex-officio)



**Jeff McKinnon**  
*Chair, Canada Games  
Centre Society (Halifax)*



**Gary Furlong**  
*General Manager*

# A LOOK BACK

On March 5th, 2011, the Canada Games Centre opened its doors to the community after hosting events for the 2011 Winter Canada Games in Halifax. Ten years later, we're just as excited to be engaged in healthy active living, community, and sport as we were on day one! Although we were unable to celebrate our 10th birthday with an event this year, we enjoyed a look back at some great memories and the wonderful community that helped make the CGC the vibrant and inspiring place it is today.



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**FOOD RUN**  
TAKE A BITE OUT OF HUNGER

**feed**  
nova scotia



 **45,500**

meals for the community  
from 2013-2018

# NEW YEAR'S EVE FAMILY EXTRAVAGANZA



# Go Canada!







**THANK YOU** to all the members, visitors and staff who have been with us since the beginning!

**A SPECIAL THANK YOU TO OUR PAST VOLUNTEER BOARD CHAIRS, FOR THEIR TIME AND COMMITMENT TO HEALTHY ACTIVE LIVING:**



**Bill Stanish**  
2011-2014



**Colin Piercey**  
2014-2016



**Brian Lane**  
2016-2018



**Yemi Akindoju**  
2018-2020

**WE'D ALSO LIKE TO HIGHLIGHT AND RECOGNIZE OUR STAFF CELEBRATING 10 YEARS WITH THE CGC:**



**Aaron Mielnik**

**Tina Giorgis**

**Carla Alderson**

**Scott Keeling**

**Christina Fitzpatrick**

**Ken Boudreau**

**Mallory Newman**

**Gary Furlong**

**Jolena Rafuse**

**John Doyle**

**Tracy Cipryk**

**Sue Jean Seidel**

# 2020-2021 AT A GLANCE

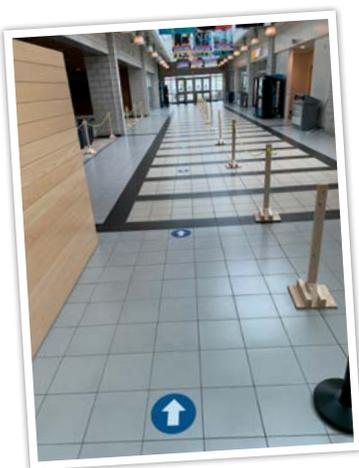


2020-2021 was a year unlike any we had seen before as the world faced the COVID-19 pandemic. While it included Public Health shutdowns and varying restrictions on the number of participants and activities we could provide, we were still committed to safely sharing our love of movement with as many individuals and small groups as possible. As we carefully navigated each change in restrictions, it became even more apparent just how much we value our community, and the roles the CGC plays in supporting physical and mental health for us all.



## **JUNE 22 - JULY 19, 2020** **Press Play – Facility Reopening | Stage 1**

The CGC reopens with a comprehensive plan and free facility access for members.



## **AUGUST 31 - NOVEMBER 25, 2020** **Press Play | Stage 3**

Public Health eases restrictions incrementally and we bring back more activities and amenities, including Open Swims and Aquatic, Recreation and Fitness programs. Memberships and Day Passes are reactivated.

## **DECEMBER 21, 2020 - MARCH 31, 2021** **CGC Reopens**

Public Health reopens rec facilities and thanks to our existing protocols, we make small adjustments that allow us to maximize opportunities for physical activity while keeping everyone as safe as possible.

## **MARCH 17 - JUNE 21, 2020** **Public Health closes rec facilities**

We make the most of this time by offering free virtual activities and completing maintenance projects, repairs, and additional deep cleaning throughout the facility.



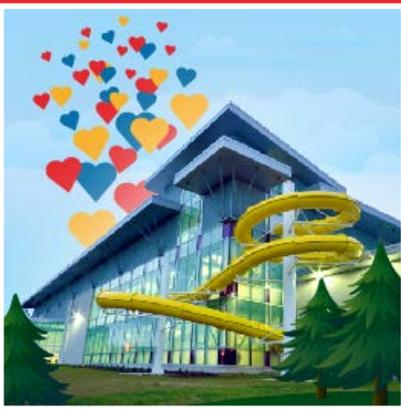
## **JULY 20 - AUGUST 30, 2020** **Press Play | Stage 2**

The Aquatics Centre reopens for Lane Swim & Aquafit, and we introduce Press Play passes for members & non-members, offering lower rates while facility amenities and capacities are significantly restricted.

## **NOVEMBER 26 - DECEMBER 20, 2020** **Public Health closes rec facilities**

CGC supports the community by becoming a rapid testing site and reoffering virtual fitness classes. We also complete another deep clean of the facility and smaller maintenance projects.





“ Canada Games Centre has done an incredible job throughout this Covid19 pandemic!! THANK YOU.

- KAREN S.



204,594

Activity Bookings



4,671

MEMBERS



7,514

DAY PASS VISITORS



RICK & RANDY

Hometown: Dartmouth, NS  
CGC Members since January 2018



“ I’ve always been active and hope to be active for a long time to come—use it or lose it.

“ Fitness is a lifestyle and something my entire family believes in. It’s not a sprint but a marathon.



UMME

Hometown: Bombay, India  
CGC Member since March 2019

“ I feel happy here. It’s fitness with a smile, the staff and members make me feel welcome and part of a community.



JEREMY

Hometown: Halifax, NS  
CGC Member since September 2013

“ [My favourite CGC memory is] playing badminton with my dad and sisters.



SABELA

Hometown: Halifax, NS  
CGC Member since January 2014

“ It’s about overall health. I feel my best when I exercise regularly.



ERINN, GLEN, SOPHIE & LILAH

Hometown: Halifax, NS  
CGC Members since March 2012 (Erin) & 2019 (Family)

“ The facility is truly succeeding in incorporating all members of the family, no matter what the age of the individual. Just about anyone could hit their stride at the CGC. It becomes part of your being.



## KAREN & DAVE

Hometown: Halifax, NS  
CGC Members since March 2011

“ [The CGC has] such a social aspect; meeting new people, and just seeing a friendly face means so much! Especially during Covid, there were online classes to join so you could still be part of the CGC family.



## LAURA

Hometown: Ottawa, ON  
CGC Member since May 2011

“ I'm everywhere! The pool, the gym, and the studios. My favourite activities push me physically and get my heart rate up.



## BIANCA & JAMES

Hometown: Manilla, Philippines  
CGC Members since November 2019

“ Fitness makes us feel lighter, more positive and energetic.



## ARLINE & JOHN

Hometown: Montreal, QC (Arline);  
London, England (John)  
CGC Members since November 2012



“ Keeping active physically and mentally helps keep us healthy.



## ERIN, YUAN AND RAINA

Hometown: Halifax, NS; Miramichi, NB (Erin);  
Henan, China (Yuan)  
CGC Members since September 2019

“ We love the big yellow slide that you can see from the outside. It makes the whole building look fun!



## BRIAN & ART

Hometown: Prospect Bay, NS (Brian);  
Moncton, NB (Art)  
CGC Members since July 2014



“ The CGC is a great place to keep fit and socialize.



## IBRAHIM, KHALID & YOUSIF

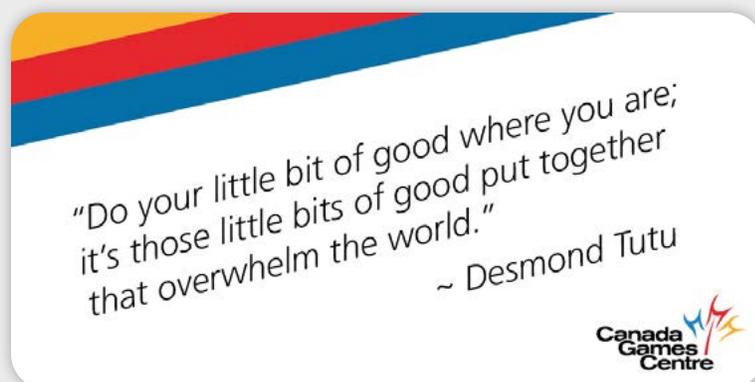
Hometown: Cairo, Egypt  
CGC Members since August 2015

“ If you are trying to start your fitness journey, [CGC] is definitely the best place to do so. Everyone there is so friendly, and it feels like we are just one big team.

# STAYING CONNECTED



Typically, when walking into the CGC, members and guests would be greeted just after the gates by a whiteboard with a motivational quote curated by our amazing Customer Service staff. During the fall closure, we brought a daily virtual whiteboard to our community online. The connection was exactly what we hoped for!



- “ I love reading the whiteboard every day, thank you for this!
- “ The whiteboard is almost as good as your excellent customer service staff! Stay safe, see you soon!
- “ I always took photos of those quotes each time I entered...look forward to reading the one on the day CGC reopens!

“ You guys have been fantastic! Very organized. Everyone is cheerful. Thank you.

- HEATHER

“ The community you've built at the CGC is awesome! I miss seeing the staff and other people in classes. I'm working out at home but it's just not the same. Sure am thankful for you folks! Hope everyone is taking care :)

- SHANNON

# PHYSICAL LITERACY



800

Swim Lesson participants

56 kids  
in After School Program with  
280+ hours  
of scheduled physical activity



**Physical literacy** is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. It is a journey that continues through all life stages—from the young, to the young at heart—as those who are physically literate can make the most of opportunities for fun and activities regardless of their age.

In 2014, we became leaders in Atlantic Canada by starting to adopt **Sport for Life Physical Literacy** and **Long-Term Development** principles into our programs and fitness classes. These active principles continue to form the core of our programming and partnerships.

143

Swim Academy Athletes

886

participants in Recreation programs

210

participants in Fitness programs

28,393

Drop-in Fitness Class participants

225 

Aquatic Leadership participants

## MOST POPULAR DROP-IN FITNESS CLASSES



## CONGRATULATIONS DANIAL & KEVIN!

Each year, Swim Nova Scotia awards individuals who had exceptional performances and have made significant contributions to the sport of swimming in our Province. This year, award recipients included CGC Swim Academy's Danial Murphy and Kevin Ross.



Danial Murphy was named PARA Male Swimmer of the Year: During the 2020 Nova Scotia David Fry Provincial Championships in Halifax, Danial achieved bronze medals in the Para 50m Butterfly, 50m Backstroke, 50m & 100m Freestyle events. His performance in the 200m Freestyle last season ranked him 23rd in the Amended World Rankings, earning him an invitation to the 2021 Canadian Paralympic Trials.

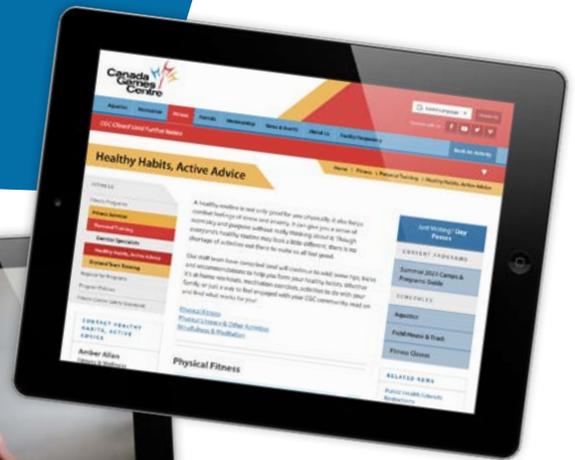
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Kevin Ross was named PARA Coach of the Year: Kevin coached Danial Murphy to the season's highest-ranking Para Swimmer and helped him secure his invite to the 2021 Canadian Paralympic Trials.

# VIRTUAL FITNESS

## HEALTHY ACTIVE LIVING AT HOME

When Public Health pressed pause on recreation facilities, we took our activity online. Using our Healthy Habits, Active Advice page on our website, our staff team compiled some tips, tricks and recommendations to help people form healthy habits at home. Content included virtual workouts, meditation exercises, activities to do with family, and a way to stay engaged with the CGC community. This page saw over 4,200 visitors during the closures and early stages of reopening.



**40**  
Strength  
Technique  
Videos

## VIRTUAL FITNESS CHALLENGES

Recognizing that healthy routines are not only good for us physically, but also help combat feelings of stress and anxiety, we designed free monthly fitness challenges for the community to complete at home from May-August. Each challenge included a month-long workout plan with six live fitness classes per week, a variety of focused upper and lower body strength workouts, and built-in rest days. The challenges also offered supplemental videos (demonstrating proper technique using minimal equipment) and multi-level instruction, to help participants complete a workout best suited to their fitness level and ability.

**300**  
On-Demand  
class views

**2,060**  
YouTube  
views

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Canada Games Centre	<b>MAY FITNESS CHALLENGE</b>				1 (Sat) HIT & CORE 10am	2 (Sun) Upper Body Strength
3 (Mon) Lower Body Strength	4 (Tue) Yoga	5 (Wed) HIT & CORE 6pm	6 (Thu) Upper Body Strength	7 (Fri) Lower Body Strength	8 (Sat) Dance Fusion 10am	9 (Sun) HIT & CORE 10am
10 (Mon) Upper Body Strength	11 (Tue) Lower Body Strength	12 (Wed) Yoga 6pm	13 (Thu) HIT & CORE 6pm	14 (Fri) Upper Body Strength	15 (Sat) Lower Body Strength	16 (Sun) REST DAY
17 (Mon) HIT & CORE 10am	18 (Tue) Upper Body Strength	19 (Wed) Dance Fusion 10am	20 (Thu) Yoga 6pm	21 (Fri) HIT & CORE 6pm	22 (Sat) Upper Body Strength	23 (Sun) Lower Body Strength
24 (Mon) REST DAY	25 (Tue) HIT & CORE 6pm	26 (Wed) Upper Body Strength	27 (Thu) Lower Body Strength	28 (Fri) Yoga 6pm	29 (Sat) HIT/Conditioning 10am	30 (Sun) Upper Body Strength
31 (Mon) Lower Body Strength	<p>Workouts are emailed to you on a four-day cycle. The first email is sent out on April 30th. The  symbol on the calendar represents when you'll receive the next four days of workouts. Here are some Challenge tips to help you:</p> <ul style="list-style-type: none"> <li>If possible, set up a designated space in the home for workouts.</li> <li>Schedule your workout time; set a reminder on your phone or computer and post this calendar to your fridge.</li> <li>For the non-live workouts, create a playlist that is about the same duration as the time you'd like to be exercising. Pick your favorite tunes and wear whatever feels most comfortable.</li> </ul>					



*I just wanted to write and give my wholehearted thanks to the CGC and great staff for running this program! I was a student at the time and couldn't access my gym, but all of a sudden had lost all routine in my life. Having the classes and workouts to build my week around starting in May was probably a huge part of me being able to cope with the pandemic, while getting a hold of the fitness I'd lost during school. I could always tell how much thought, effort, and care was put into the program by the amazing staff. Thank you all SO much!!!!*

- FITNESS CHALLENGE PARTICIPANT

## MEMBERSHIP FEE ASSISTANCE PROGRAM



Two years ago, we set out to create an affordable access program to help support those in our community that needed it most. We believe that everyone should have the opportunity to take part in fitness and recreation activities, and that those opportunities should be accessible and affordable—regardless of one’s financial means. The CGC Membership Fee Assistance program aids individuals and families by covering 50% of their annual membership fees. In 2020-21, we welcomed **133 memberships** into the program.

## COMMUNITY PROGRAMS



At the Canada Games Centre, we are always looking for ways to help more Nova Scotians become active and develop lifelong healthy routines. By partnering with community health care organizations, we can provide specialized programs to assist in the wellness of those struggling with chronic health conditions.



### KEEP ON IMPROVING

Keep On Improving is a program delivered by the Chebucto Community Health Team in collaboration with the CGC and made possible with funding from the Nova Scotia Health Authority. It is the second step in programming designed to help those with chronic health conditions and low fitness levels, by focusing on making gradual yet tangible improvements through physical activity. The CGC fitness team was delighted to support participants in Keep On Improving and continue with their healthy progress in 2020-2021.

### SOLDIER ON

A program of the Canadian Armed Forces (CAF), Soldier On contributes to the recovery of ill and injured CAF members and veterans by providing opportunities and resources through sport, recreational, and creative activities. As part of this program, the CGC facilitated eight yoga, mindfulness, and meditation sessions for local military members.



# EVENTS, SPORT TRAINING & GROUP ACTIVITIES



## NATIONAL / REGIONAL / PROVINCIAL SPORT

- Athletics Nova Scotia Indoor Club Championships
- Athletics Nova Scotia Indoor Open
- Athletics Nova Scotia Last Chance Indoor Meet
- Athletics Nova Scotia Mini Indoor Jump Meet
- Athletics Nova Scotia Provincial Sprint Training
- Basketball Nova Scotia – Targeted Athlete Strategy Clinic & Academy Training
- Bicycle Nova Scotia – Para Cycling Try-it Weekly Sessions
- Canoe Kayak Canada Combine
- Canadian Sport Centre Atlantic Para Track Athletes
- Canadian Sport Centre Atlantic Canoe Kayak National Teams Dryland Training
- Soccer Nova Scotia Referees Association
- Special Olympics Nova Scotia – Track and Multi-Sport
- Volleyball Nova Scotia Indoor Excellence Program
- Volleyball Nova Scotia (Team NS) Canada Games Team Selection and Team Training Camps
- Wrestling Nova Scotia Provincial Team

## WEEKLY / MONTHLY COMMUNITY GROUP MEETINGS / ACTIVITIES

- Children’s Indian Music Classes
- Deaf Literacy Nova Scotia
- Green Zone Driving School
- Halifax Trails Association Weekly Indoor Track Walks
- Mainland North Joint Emergency Management
- South Indian Cultural Association of the Maritimes

## SCHOOL / LOCAL SPORT

- Atlantis Artistic Swimming Club
- Blizzards Volleyball
- Dalhousie Athletics
- Fury Volleyball Club
- Halifax Athletics Club
- Halifax Hurricanes Minor Basketball Club
- Halifax Kraken Underwater Hockey
- Halifax Prep Basketball
- Halifax Sport and Social Club (volleyball, badminton, dodgeball)
- Halifax Triathlon Club
- Halifax Ultimate Frisbee
- Metro Minor Basketball
- Roger Frangieh Community Basketball
- Sackville Chebucto Athletics Club
- Sackville Wrestling Club
- Saint Mary’s University Track Team
- Sir John A High School Basketball
- SLAM Basketball
- Starlites Baton Club
- Tiger Men’s Volleyball
- Tiger Women’s Volleyball
- YHZ Track

“ I feel most fortunate to live in the neighborhood and benefit from aquafit, track & fitness activities suitable for me. I have adapted to booking online and have found the staff most courteous whenever I need help. It’s been such a positive environment during the pandemic year particularly and I am very grateful for this facility that serves so many.

– SUMITRA

# HIGH PERFORMANCE SPORT



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



### CANADIAN ELITE TARGETED ATHLETES



### CANADIAN DEVELOPMENT ATHLETES



**593** Provincial Team Athletes

# STAFF, AWARDS & IMPROVEMENTS

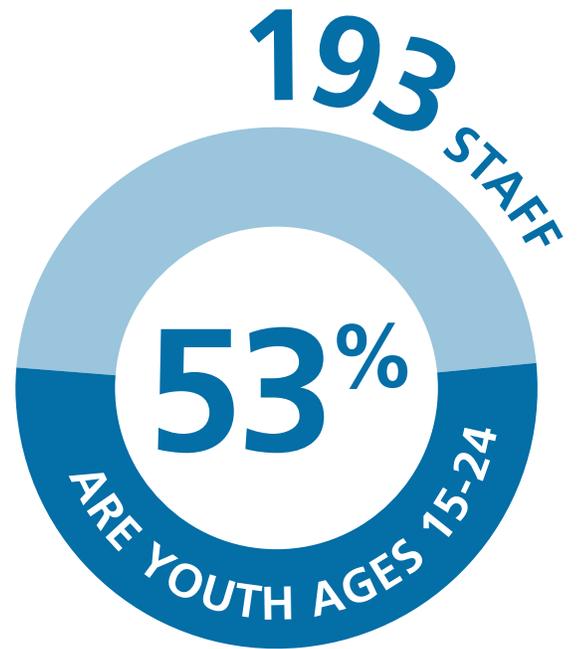


## NEW SOFTWARE

In November 2020, the Canada Games Centre transitioned to a new software system. This change aligned the CGC's system with other recreation centres across the municipality while continuing to provide the community with exceptional CGC programs and services. The online experience, MyRec, allows individuals to search, book/register and manage their recreation activities and programs within one account, no matter which facility they choose.

## SAUNA REFRESH

The Dry Sauna in the Aquatics Centre received a beautiful renovation in 2020-2021. All existing materials were removed and replaced with brand new cedar wood. New electrical wiring, new lights, a new heater and a new door were also installed to complete the project.



Retrofitted the Aquatics Centre with LED lighting in partnership with the City of Halifax and Efficiency Nova Scotia

## FACILITY AWARDS



Lifesaving Society's **Les Punchard Award** – for certifying the most individual lifesavers in Nova Scotia.



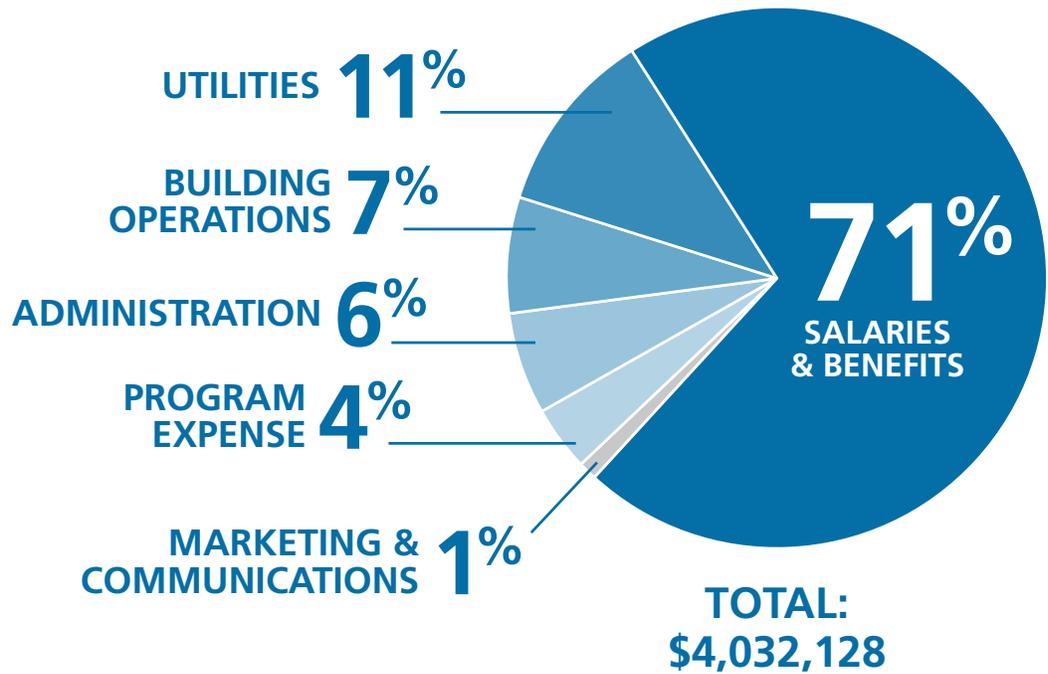
Award recipient  
10 years running!



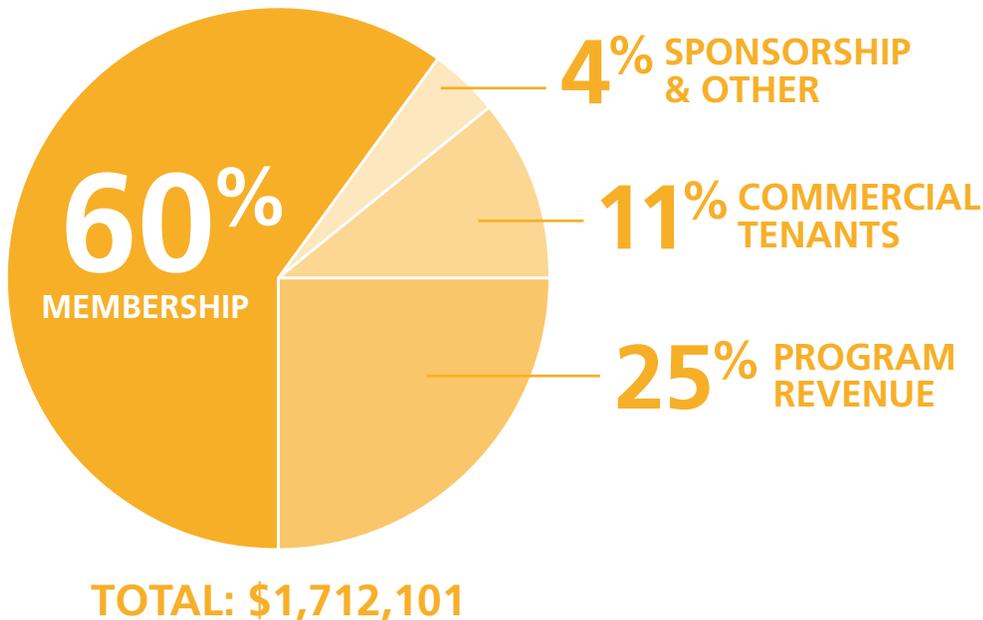
Lifesaving Society's Regional Affiliate for Halifax Region – **Large Facility Award** for running the most lifesaving programs in the City of Halifax.

# FINANCIAL SUMMARY FOR 2020-2021

## EXPENSES



## REVENUES



# THANK YOU

The Canada Games Centre is grateful for the support of the following stakeholders, who continue to align with us as a place to meet, learn, exercise, grow, socialize and play.

## HALIFAX





It happens here.

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

 @CdaGamesCentre

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

[www.canadagamescentre.ca](http://www.canadagamescentre.ca)

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