

# Canada Games Centre



ANNUAL REPORT  
2024-2025



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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 and athlete development. In an all-inclusive environment, the Centre runs sport and recreation programs, camps, fitness classes, and so much more.

## LAND ACKNOWLEDGMENT

The Canada Games Centre (CGC) is located in Mi'kma'ki, the ancestral and traditional lands of the Mi'kmaq people. The CGC acknowledges the Peace & Friendship Treaties signed in this Territory and recognizes that we are all Treaty People.

## 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.

## OUR VALUES SHARED EVERY DAY

Respect, Communication, Community, Service Excellence, Leadership.

# MESSAGE FROM THE BOARD CHAIR AND GENERAL MANAGER

As we look back on the past year, we're filled with gratitude for your continued support, engagement, and trust in our mission. The community's commitment to the Centre has been instrumental in helping us achieve our goals, and every member and facility user has played a meaningful role in our journey.

This year brought both new opportunities and meaningful progress. Together, we launched new initiatives, deepened our community connections, and expanded the impact of our work. This has been achieved through community volunteering, attending events, providing financial support, or taking part in inspiring healthy active living.

Throughout its history, the Centre has expertly balanced the needs of all customers while proactively expanding programs and services to support an ever-growing community.

We are proud to report key achievements this year, including:

- Upgraded lockers in the Men's and Women's Change Rooms
- Replacement of all cardio and strength equipment
- Centre access through our CGC Fee Assistance programs to those in need
- Upgraded security cameras and system for the entire facility
- A small surplus to allow us to reinvest back into the facility in the years ahead

The iconic design of our building, and the dynamic activity that takes place within, has positioned the Centre to be a recognized leader in creating a sense of community in sport, training, competition, recreation, and fitness.

As we move into 2025-2026, we anticipate new challenges and opportunities. With the continued dedication of our staff and Board, we are confident in our ability to adapt and thrive, just as we have over the past 15 years. In the upcoming year we will be replacing Field House equipment, the shower and bathroom stalls in our Change Rooms, conduct roof repairs, and other projects to improve our efficiency and energy savings.

We extend our heartfelt thanks to the dedicated staff who work tirelessly to make a meaningful impact on the lives of individuals and our community. Their commitment is the foundation of our success, and together, we continue to make a positive difference every day.

We also deeply appreciate the leadership and dedication of our volunteer Board of Directors, whose guidance has helped ensure the CGC remains true to its mission and continues to serve the community with excellence.

To our members, guests, and stakeholders - thank you for your ongoing loyalty and support. We're proud to provide a space that promotes healthy, active living!



**Deanna Severeys**  
*Board Chair,  
Canada Games  
Centre Society*



**Gary Furlong**  
*General  
Manager*

## VISIONARY LEADERSHIP

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

## BOARD OF DIRECTORS 2024-2025

Deanna Severeys, *Chair*

Dave Randell, *Vice Chair*

Nancy Alexander, *Treasurer*

Jenna Poste, *Corporate Secretary*

Christian Browne, *Director*

Colin Brothers, *Director*

Holly Bond, *Director*

Jennifer Seehra, *Director*

Janet Steele, *Director*

Robert Power, *Director*

Scott Morrison, *Director*



# 2024-2025 HIGHLIGHTS



## 10,143

Active Annual  
Members

1,576  
WIH Passes

## 150



Free-Swimming  
Lesson Spaces to ISANS

## 36,623

Day Pass Visitors



## 1,483

Summer  
Campers  
(61 camps offered)



## 10

Camp  
Themes

### WELCOMED IN HALIFAX

**HALIFAX** **isans** | Immigrant Services  
Association of Nova Scotia

The Welcomed in Halifax Program (WIH) through the City of Halifax provides new refugees with free access to recreation facilities, museums, and transit for one year. In support of this program, the CGC celebrated an active welcome of **1,576 WIH Pass visits** to the facility with help from the Immigrant Services Association of Nova Scotia (ISANS).





## DROP-IN FITNESS CLASSES

We have **over 60 free Group Drop-in Fitness classes** available to members and facility users. In 2024 we added Dance Step, Dance Fusion, 6am Bootcamps and Yoga classes to the list. Chairfit became very popular so we added two additional classes, where participants can currently attend four times a week!

## MOST POPULAR FITNESS PROGRAMS



## NEW REGISTERED FITNESS PROGRAMS

Living a healthy and active lifestyle is important in shaping our community. To ensure we are always doing our part, we offer various fitness programs throughout the year to reach everyone's needs. Here's a highlight of new offerings:



**Youth Strength & Conditioning**



**Youth Speed & Power**



**Prenatal Yoga**



**Total Mobility**



## MEMBERSHIP FEE ASSISTANCE PROGRAM

The CGC offers an affordable access program to help support those in our community that need 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 2024-2025, we welcomed **395 memberships** into the program.



# MEMBER PROFILE

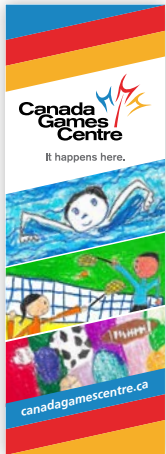
## Emily & Adam

CGC MEMBERS SINCE: 2023

“ Without a doubt one of my favourite things about the CGC is the supportive community. ”

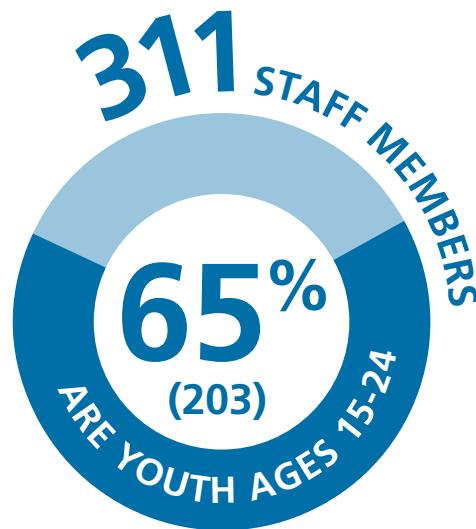






## CHECKING OUT THE CANADA GAMES CENTRE

In partnership with Keshen Goodman Public Library, we were excited to continue the CGC 2-week Access Pass in 2024-2025. This collaboration enables the community to check out a 2-week access pass to the CGC using their library card. The pass is included in a CGC participant kit which contains a physical literacy bookmark and information in English, French, and Arabic on how to make the most of a visit to the CGC. The passes continue to be popular and were **signed out 127 times, with another 508 holds requested** by the end of 2024-2025 fiscal year.



## \$390,116 in community donation support

to provide recreation access through fee assistance, Welcomed in Halifax (WIH) passes, community swims/track programs, CGC rental space and prizing to local non-profit, school, sport and community groups.

## STAFF SKILL IMPROVEMENT TRAININGS

Offered in 2024

- Aquatic Inclusion Training
- Mental Health First Aid
- Non-violent Intervention Training
- Spin Training
- Musculoskeletal Assessment Training
- AQX Aquatic Fitness Training
- Two levels of Customer Service Training
- High Five Training



34  
Afterschool  
Program  
Participants



188  
Birthday  
Parties!

48   
Group Swims





# Canada Games Centre

Swim Academy



**84**  
Off Season

**55**  
Summer Season

**139**  
Swim Academy  
Athletes

The **Canada Games Centre Swim Academy (CGCSA)** provides the opportunity for athletes to participate in annual and seasonal programming. The CGCSA is designed to develop the whole athlete and promote a healthy love of sport in a low-pressure environment. Each team within the CGCSA offers participants access to a variety of training opportunities, both in the water and on dry land, to prevent injury and promote lifelong participation and enjoyment of physical activity.



The CGCSA hosted our first Summer Swimming Provincial Championships, **welcoming 465 athletes** from August 16-18, 2024! Read all about the Swim Team's record setting summer in our online news article:

**Outstanding CGCSA Summer Season:** CGCSA Top Overall and Most Improved Team at Provincial Championships!  
[canadagamescentre.ca/news/outstanding-cgcsa-summer-season/](https://canadagamescentre.ca/news/outstanding-cgcsa-summer-season/)





# YOUR WORDS, OUR MISSION

“ We love  
playing  
pickleball  
at the  
CGC! ”





# FACILITY IMPROVEMENTS

## FITNESS CENTRE UPGRADE

The cardio and strength machines in the Fitness Centre were fully replaced with new equipment. We brought in the latest gear to keep users motivated and challenged.



## WET CHANGE ROOMS UPDATES

Our commitment to improving accessibility and member experience continued with the renovation of our Men's and Women's Wet Change Rooms. This included enhanced shower areas, locker replacements, and more accessible seating.



## ELECTRIC VEHICLE (EV) CHARGERS

The CGC now has four level 2 EV chargers, and one fast EV charger. The accessibility of EV Chargers encourages CGC users to re-charge inside, while their car is charging outside in our parking lot!



## AQUATICS CENTRE UPDATES

The Aquatics Centre received some much-needed TLC, after all the years of active play. This revamp included pool deck upgrades, new toys, relaxation improvements, dry sauna and hot tub repairs, movable floor maintenance and replaced pool lights.





# MEMBER PROFILE

## Joaquim & Ana Bela

CGC MEMBERS SINCE: 2020

“We are fortunate to have a workout facility in the community. Make it a part of your daily routine and you will feel accomplished.”



# COMMUNITY PROGRAMS / EVENTS



## DEBUT ATLANTIC

Our partnership with Debut Atlantic continued through 2024-2025 and filled our active space with moving music. We are very grateful for the five performances that were enjoyed by members, guests, and staff.

- September 17: **David Potvin**, Piano soloist
- October 22: **Payadora**—Rebekah Wolkstein, violin/vocals; Drew Jurecka, bandoneon/violin/vocals; Joseph Phillips, bass; and Mark Camilleri, piano.
- November 22: **Obsidiana Duo**, Pianist Yolanda Tapia and singer Camila Montefusco
- February 21: **Duo Beija-Flor**, Guitarist Charles Hobson and flutist Marie-Noëlle Choquette
- March 17: **Therrien-Go Duo**, Pianist Jean-Luc Therrien and Cellist Daniel Hamin.

## FAIRVIEW FOOD PANTRY

We hosted two food drives from June 21-July 4, and December 2–16, 2024 to support the Fairview Food Pantry Project. We celebrate four years of supporting our community through the gift of nourishment. Our winter food drive was the most successful drive we have hosted yet! The generous donations from CGC members, guests and staff, assist in addressing the needs of our community. Thank you to everyone who helped make this possible.



## MOVE TO IMPROVE

Move to Improve is a free 10-week program delivered by the Chebucto Community Health Team in collaboration with the CGC. Helping those with chronic health conditions and low fitness levels, this community program focuses on making gradual yet tangible improvements through physical activity. This popular program helped provide support to over **211 participants** for 2024-2025.



## FITNESS CHALLENGES

We created two fitness challenges for our members and facility users, bringing physical activity and fun together.

From October 11 to 31, we launched Fitness Bingo as a fun way to encourage participants to try new Drop-In Fitness classes. Anyone who completed a full line on their bingo card earned a prize!



We also had an ongoing “Spell your Name” fitness challenge displayed in our active spaces. This encouraged users to participate in various exercises depending on the spelling of their name.





## TREE PLANTING WITH RBC AND TREE CANADA

We partnered with RBC and Tree Canada to plant 24 new trees around the property, furthering our commitment to a greener environment. These trees will help improve the natural landscape and create a more pleasant outdoor space for our community. We are excited to watch them grow for years to come.



## MEMBER APPRECIATION EVENT

Our members are very important to us, and as a thank you, we had a member appreciation event in November. There were healthy snacks and treats available in the main hallway for members to grab before and after their workout. Members were also able to enter a draw for a chance to win an Annual Membership, a birthday party package and some CGC swag!

## OLYMPIC LOUNGE

We hosted a Go Canada Lounge to cheer on Team Canada during the 2024 Summer Olympics and Paralympics! We invited members and facility users to stop by the Olympic Lounge to sit and cheer on the athletes. They were able to leave good luck messages on our message board and colour Olympic Lounge activity sheets.



## FITNESS VIDEO TIPS

Our fitness team are sharing their expertise beyond in-person training. Our team created informative videos, highlighting tips and tricks to get the most out of your workout and keeping your body healthy. These tips are shared to our social media channels and to our digital TV screens within the Centre.



## Health & Fitness Day Event



FREE FAMILY-FRIENDLY OUTDOOR  
DANCE & YOGA CLASSES



## RECREATION DAY

June is Recreation Month in Nova Scotia. We kicked it off on June 1, for National Health and Fitness Day, by hosting a free family-friendly outdoor Dance Fusion and Yoga event!





# YOUR WORDS, OUR MISSION

“ Badminton  
is so  
fun and  
enjoyable  
at the  
CGC! ”



# TOURNAMENTS, EVENTS & GROUP ACTIVITIES



## TOURNAMENTS & EVENTS

- Volleyball Nova Scotia Provincials
- Basketball Nova Scotia U10 Jamboree
- Basketball Nova Scotia – Nova Scotia Classic
- Inner Strength Taekwondo – Atlantic Canada Taekwondo Games
- motionball for Special Olympics
- Badminton Nova Scotia Tournament
- Ultimate Frisbee Tournament
- Murphy's Karate Tournament
- RBC Training Ground
- Athletics Nova Scotia Track Meet
- SMU Track Meet

## COMMUNITY GROUPS / ACTIVITIES

- Athletics East
- Dalhousie University Track and Field
- Saint Mary's University Track and Field
- Grit Athletics
- Pace Athletics
- Athletics Nova Scotia
- Volleyball Nova Scotia
- Basketball Nova Scotia
- Inner Strength Taekwondo
- Special Olympics
- Badminton Nova Scotia
- Metro Basketball
- Ultimate Frisbee
- Murphy's Karate
- RBC
- CSIA
- Tigers Men's Volleyball
- Halifax Sport and Social Club
- Rugby Nova Scotia
- South Indian Cultural Association of the Maritimes
- Canoe Kayak Canada
- Atlantis Artistic Swimming
- Bedford Blizzard Volleyball
- BLT Running Club
- Fastpitch Female Canada Games Team
- Carnegy Animal Hospital
- Chebucto Community Health Teams
- Chinese Medical Association
- Clayton Park West Liberal Association
- Clutterbug Cleaning
- CUA
- CUPE Local
- Elevate Community Church
- Filipino Association of Nova Scotia
- Friends of Blue Mountain
- Ghanaian Association of Nova Scotia
- Gurudwara SGNDs Society
- Halifax Christian Academy
- Halifax Community Learning Network
- Halifax County Condominium Corporation
- Halifax Regional Fire
- Halifax Hurricanes Basketball
- Halifax Minor Baseball
- Halifax Public Libraries
- Halifax Soccer Referees
- Halifax Tides
- Halifax Triathlon Club
- Halifax Water
- IG Wealth Management
- Indonesian Nova Scotian Community
- Iranian Cultural Society of Nova Scotia
- Kraken Underwater Hockey
- Love the Way you Travel
- Maskwa Aquatic Club
- Nova Scotia Artistic Swimming
- Nova Scotia Health Authority
- Nova Scotia Power
- Nova Scotia Snowboard
- Out of the Cold Community Association
- Nova Scotia Sports Hall of Fame
- Pharmachieve
- Real Estate 360
- Ski Nova Scotia
- Soccer Nova Scotia
- Association of Industry Sector Councils
- Department of Advanced Education
- Workers Compensation Board of NS
- Unplugged Canada Nova Scotia Chapter
- University Sainte Anne
- Timberlea Titans Football
- Suburban FC
- Tri-a-ride Paracycling
- HRM Elections
- Metro West Force
- Atlantic Provinces Special Education Authority
- Storm Soccer Club



26

Tournaments /  
Community Events  
for 2024-2025



## SCHOOLS

- Ecole Secondaire du Sommet
- Park West Elementary Junior High School
- JL Ilsley High School
- Halifax West High School
- Fairview Junior High School
- Summit Academy of Active Learning

# MEMBER PROFILE

Gordon  
Melrose

CGC MEMBER SINCE: 2011

“As I get older, it becomes more important to do something healthy.”





# HIGH PERFORMANCE SPORT



The Canadian Sport Institute Atlantic is located at the Canada Games Centre. The Institute develops partnerships and implements programs that help build and support Atlantic Canada's high performance sport structure, leading to Atlantic Canadian athletes succeeding at the national and international level.

## ATLANTIC ATHLETES WHO TRAIN AT THE CANADA GAMES CENTRE



Athletics  
Artistic Swim  
Badminton  
Tennis  
Judo  
Karate  
Speed Skate  
Canoe  
Curling  
Soccer  
Sailing  
Gymnastics  
Equestrian  
Hockey  
Cycling  
Softball  
Boxing  
Rowing  
Swimming  
Freestyle Ski  
Snowboard  
Basketball  
Alpine Ski  
Wrestling  
Ringette  
Rugby  
Volleyball

**831**  
Provincial Athletes



## WORLD CHAMPIONSHIP MEDALISTS

### 2024 ICF Junior and U23 Canoe Sprint World Championships

- Julia Lilley Osende - U23 C2 Women's 500m
- Julia Lilley Osende - U23 C4 Women's 500m
- Jacy Grant - U23 C1 Women's 500m
- Jacy Grant - U23 C2 Women's 500m
- Jacy Grant - U23 C4 Women's 500M
- Ian Gaudet - U23 K1 Men's 500m

### ISU World Junior Speed Skating Championships

- Julia Snelgrove - Team Sprint Women
- Julia Snelgrove - Mixed Relay

### Senior Worlds

- Blayre Turnbull - 2024 IIHF Women's World Championships
- Sarah Mitton - World Athletics Indoor Championships

### Olympic Games - Boxing

- Wyatt Sanford - Men's 63.5kg

### Olympic Games - Canoe/Kayak

- Sloan MacKenzie - Women's C2 500m
- Katie Vincent - Women's C2 500m
- Katie Vincent - Women's C1 200m

# YOUR WORDS, OUR MISSION

“We’re  
currently  
training to  
run a half  
marathon!”





# PHYSICAL LITERACY

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. This is why we continue to support physical literacy within our community by providing quality programs and services based on **Sport for Life Physical Literacy** and **Long-Term Development** principles.



## PHYSICAL LITERACY LIFE CYCLE



Physical literacy begins when parents encourage movement in infancy ...



... develops throughout life ..



... and can be a gift that is shared between generations.

## THE BENEFITS OF BEING PHYSICALLY ACTIVE



**7-8% Higher** annual earnings



**Reduced risk of** heart disease, stroke, cancer, and diabetes



**40% Higher** test scores



**Increased** self-esteem and happiness



# MEMBER PROFILE

## Colm & Sophie

CGC MEMBERS SINCE:  
THEY WERE 12 YEARS OLD

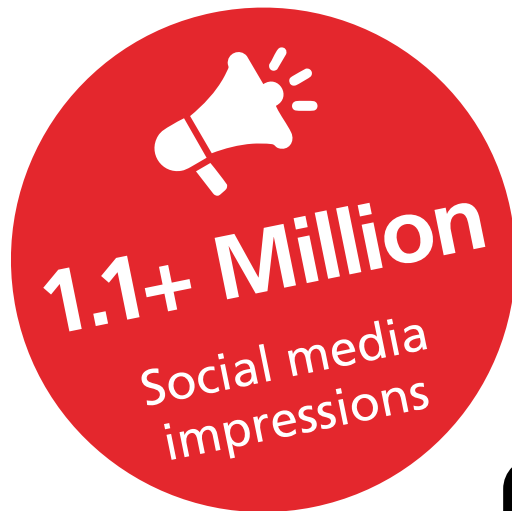
“ I like that there are so many different options for things to do on any given day. ”





# STAYING CONNECTED

In 2024 we started our Instagram and TikTok social media channels—thank you for the love and support from our community. Our channels continue to help showcase and inspire healthy active living, for all ages!

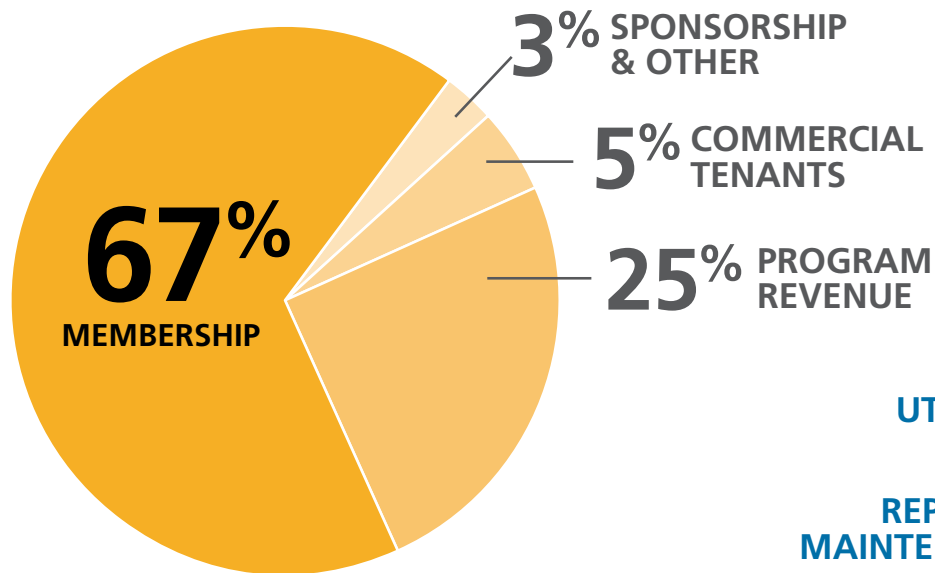


Top 3 visited website pages:



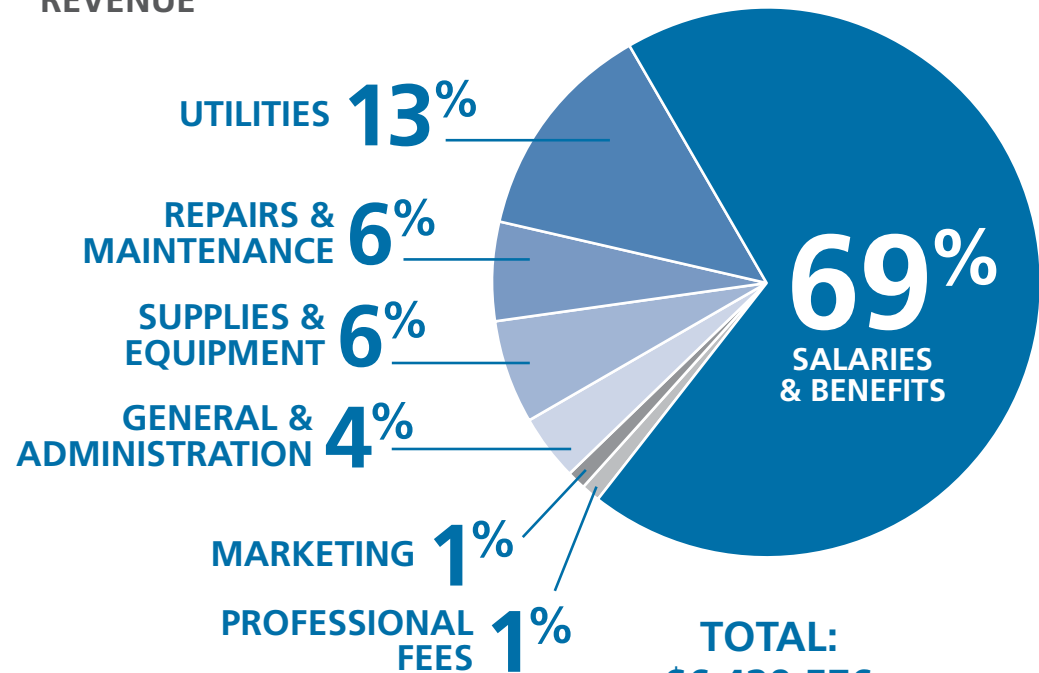
# FINANCIAL SUMMARY

## REVENUES



TOTAL:  
\$6,460,283

## EXPENSES



TOTAL:  
\$6,429,576



# 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



## lifemark



It happens here.

26 Thomas Raddall Drive  
Halifax, NS  
B3S 0E2

**902.490.2400**  
[canadagamescentre.ca](http://canadagamescentre.ca)  
[info@canadagamescentre.ca](mailto:info@canadagamescentre.ca)

    @CGCHalifax  
 E-newsletter: [bit.ly/cgcnews](https://bit.ly/cgcnews)