



SWIMMING CANADA POOL WEBINAR SERIES

July 7, 2020



OBJECTIVES FOR TODAY

- Introductions
- Background and Key Research Insights



INTRODUCTIONS



- Ahmed El-Awadi, CEO Swimming Canada
- Stu Isaac, Aquatic Facility, Program, and Management Consultant:
The Isaac Sports Group
- Dan Thompson, CEO and President, Myrtha Pools Canada



BACKGROUND SWIMMING CANADA



Swimming Canada is the Governing Body of the sport of Competitive Swimming in Canada and the #1 ranked Olympic Summer sport. In addition, our coalition with the Canadian Red Cross, Lifesaving Society Canada and the YMCA Canada position us as the leader of the activity of swimming in Canada.

Our membership reach is large, and when combined with the lesson market, we offer an unparalleled audience.

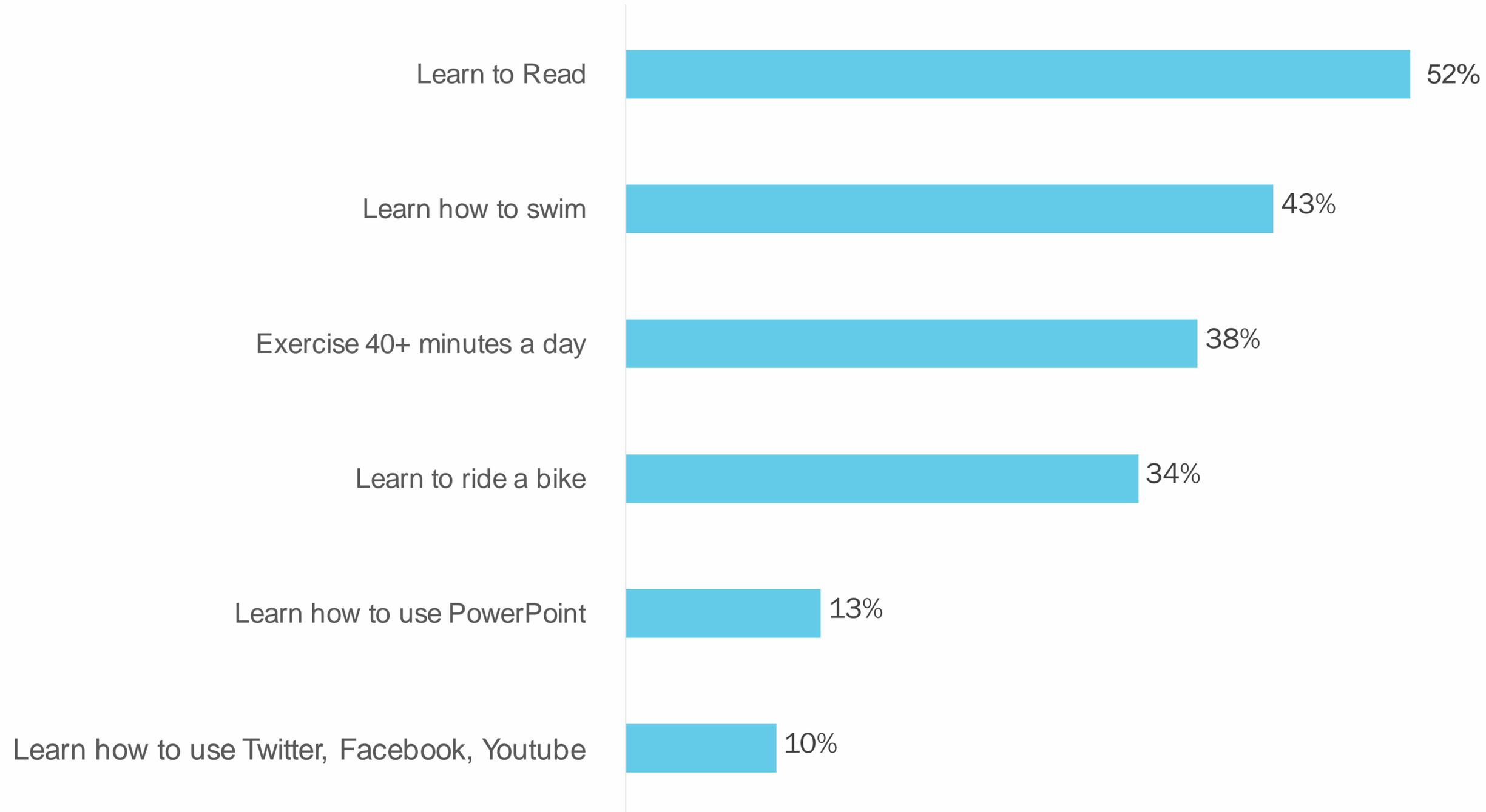
- 50,000 competitive swimmers.
- 2 Million swimming lesson participants per year.
- 100,000 officials
- 4,000 coaches
- 20,000 Masters swimmers.
- Professional infrastructure for distribution.
- Access to lifeguards at outdoor pools



SWIMMING CANADA STRATEGIC PLAN



I THINK IT IS ESSENTIAL FOR CHILDREN TO:





ADVOCACY, COLLABORATION, AND PARTNERSHIP

Strategies for Developing Aquatic Facilities

Presented by the Isaac Sports Group

Swimming Canada Facility Series

Presented by Myrtha Pools

Aquatic Facility Webinar #2

July 7, 2020



PREVIOUS WEBINAR



- **Overview of the Aquatic Facility Development Process**
- **Understanding Your Needs**
- **Identifying Opportunity**
- **Identifying the Challenges**
- **Understanding the Process**
- **Strategy and Action**
- **Focus on what it means to be “Shovel Ready”**



FEEDBACK FROM FIRST WEBINAR



- **Great questions: Helping identify your relevant issues and concerns**
- **Survey Responses**
- **Topics of Interest**
 - **Development and Strategy**
 - **Developing a sustainable aquatic facility**
 - **Developing collaborative partnerships**
 - **Design and Costing**
 - **Design concepts**
 - **Project costs**
- **Questions: Contact Info**



ADVOCACY, COLLABORATION, PARTNERSHIP



- **Clubs and Sport Organizations**
 - How to most effectively be part of the development process
 - How you can bring value to the City's or owner's development process
 - Steps along the way: Moving from Advocacy to Collaboration to Partner
 - As a potential partner, what resources do you have that you can bring to project?
- **Cities, municipalities, and decision makers**
 - How best to foster and grow community involvement and support
 - Making community stakeholders an important part of the project process
 - Turning random voices into coherent community input
 - The value of community relationship in project development
- **Architects, professional service providers, project teams**
 - Engaging the community
 - Liaison with community



ADVOCACY



- **An organized group or entity speaking on behalf of aquatic stakeholders and constituents**
- **Timing: Early in the process**
 - **Be the initiator of the discussion and launch pad for consideration of a new project**
 - **During the initial City discovery or feasibility phase**
 - **During design phase**
- **Develop your voice**
 - **Broad based platform: Competition, Community, Fitness, Fun**
 - **Team Player**
 - **Not just the loudest in the process**
- **Brand the Effort**
 - **Friend of**
 - **Aquatic Centre Initiative**
 - **Regina Aquatic Foundation**
- **Show understanding of city and community goals and objectives**



SPLASHForward

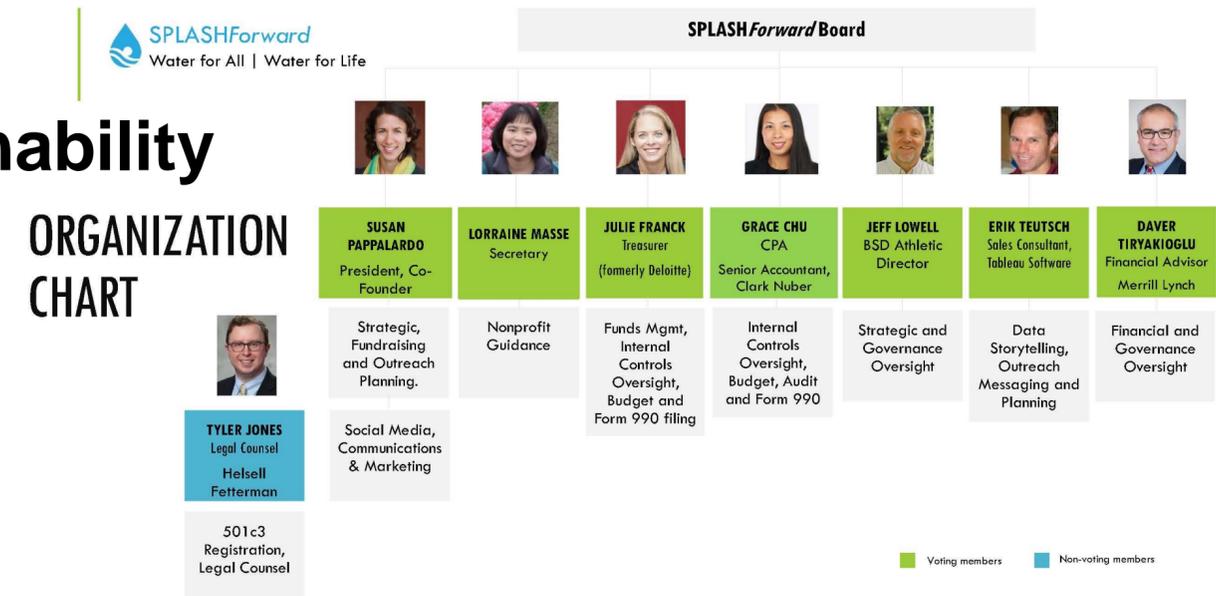
Water for All | Water for Life



ADVOCACY



- **Share your vision & show how it complements and enhances City vision**
- **Establish credibility**
 - **Be the Expert: Identify the value you bring to the process**
 - **Bring “experts” to the project**
 - **Develop Fact Based case for aquatic facility**
 - **Design, Cost, Operating Budget, Impact, sustainability**
- **Establish commitment**
 - **“Skin in the Game”**
 - **Formal entity**
- **Advocacy Group Resources**
 - **People and organizations**
 - **Outside Professional Services**
 - **A consultant can help develop the group filter and present the very basic information and facts and fill in gaps**
- **Goal: Get the City and decision makers to listen to you and get a seat at the table**



COLLABORATION



- **All Advocacy Groups should strive to move to the Collaboration stage**
- **More than just a voice among many:**
 - **City acknowledges your value to the project**
 - **Invites the group to have a “seat at the table”**
 - **Participate in regular meetings with City and Project Team**
 - **Gain access to and share City and Project Team info: Review and respond**
 - **Bring stakeholder and community evaluation and input to the process in a formal way: Be the voice of stakeholders and liaison to the City in this process.**
- **Assist the City and Project Team in communicating with and educating the community**
- **Bring additional resources to the table**
 - **Outside services can also help in this stage and provide an independent review of City Project Team work**
 - **Can help expand on City resources and Project Team**
- **You may not be part of the actual decision making process, but you want to insure that your voice and the input from stakeholders have been heard in a formal and interactive manner.**



PARTNERSHIP



- **Not all Advocacy and Collaborative groups will or even should become Partners**
- **Partnership: Your involvement in the project moves to providing actual resources in support of the project**
- **Additional funding-be a difference maker**
 - **Make the project happen**
 - **Enhance project from a 25m to a 50m pool**
 - **Perhaps funding the scoreboard**
 - **Support of annual operating costs**
- **Share in cost of Feasibility Study (truly involves you in the process)**
- **Access to site/land**
- **Management role in facility or program provider**
 - **Long term lease commitment**
 - **Program/revenue development supporting annual operations**



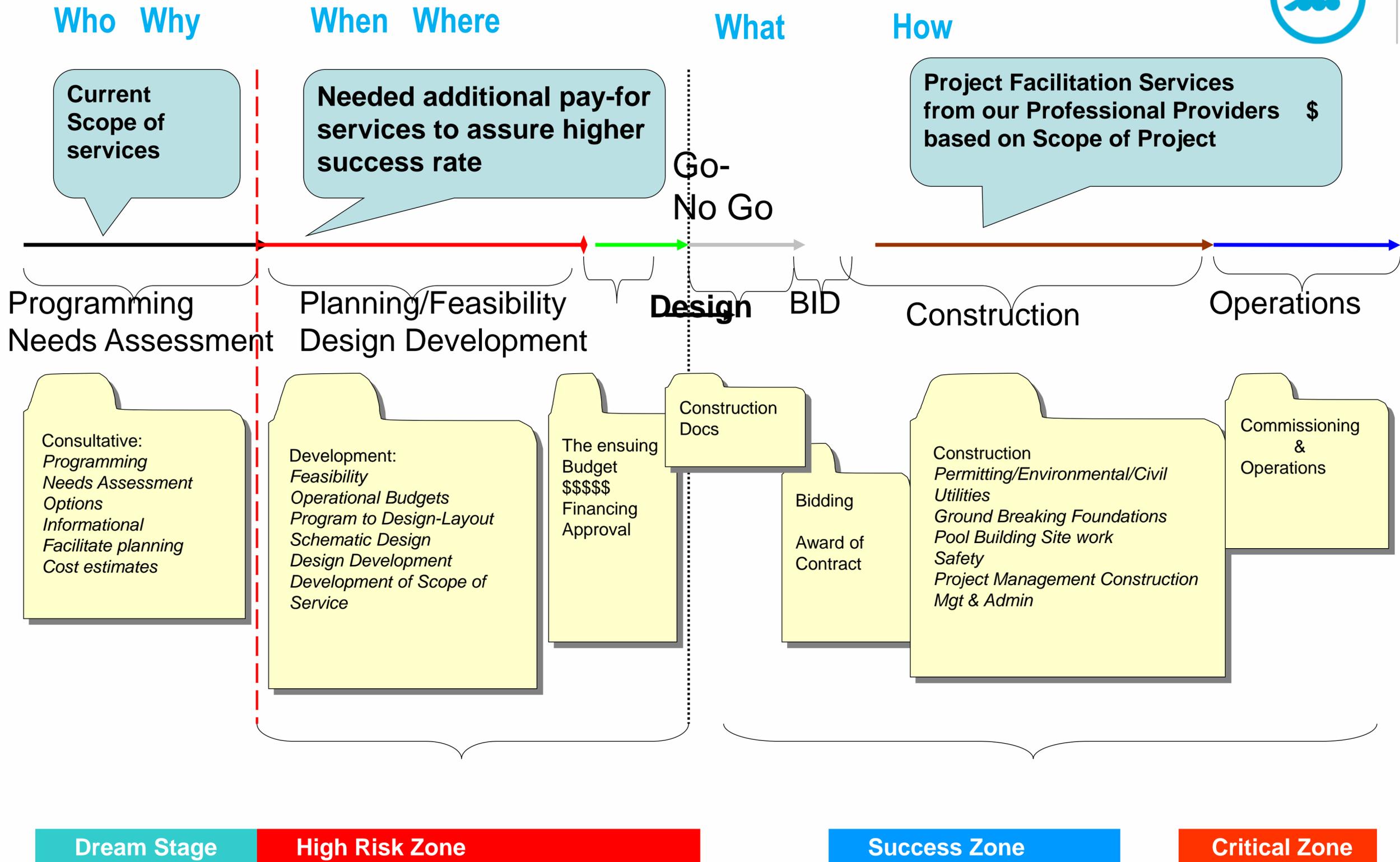
PARTNERSHIP



- **Identifying and bringing other partners to the project**
- **Lead lobbying and educational efforts on the project (especially if coming to vote)**
- **Spearhead a public capital campaign to help fund project**
- **Next Steps: Partnerships**
 - **Work together to identify and clarify what both sides expect in a partnership**
 - **What does the City need the partner to bring to the table?**
 - **What resources does the partnership group have that they can bring to the project?**
- **Establish Project Timeline and Action Plan with Partner**



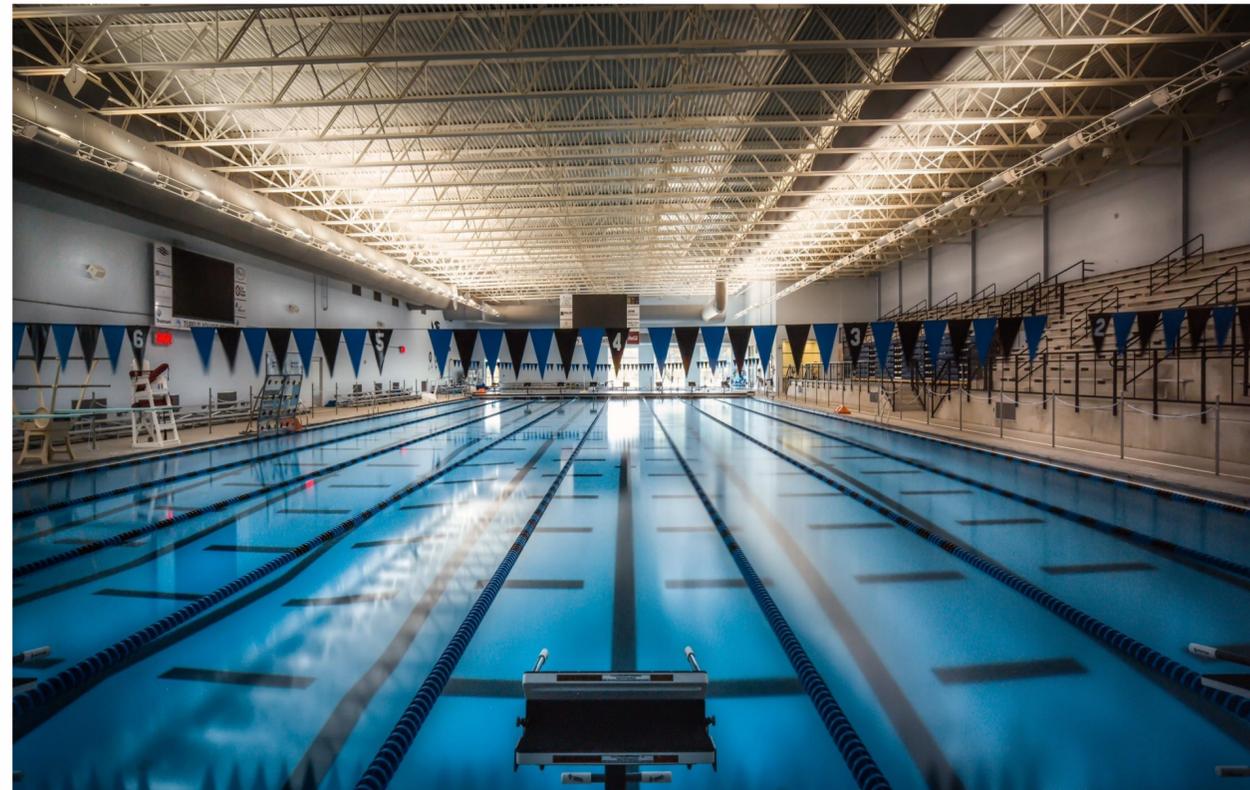
FACILITIES DEVELOPMENT PROCESS



LOOKING AHEAD-FUTURE WEBINARS



- **Management: Programming and Budget Sustainability**
- **Privately owned facilities:**
 - Are they possible?
 - What does it take to succeed?
 - Examples
- **Designing and building cost effective affordable aquatic centres**



MYRTHA POOLS-INTRODUCTION



- **Dan Thompson, CEO of Myrtha Pools Canada**
- **Speaking about different partnership models**
- **Case Study**
- **Partnership and private facility examples in North America**
- **Potential trends in the post COVID-19 “new normal”**



CASE STUDY



Mascouche, Quebec Complexe aquatiques Desjardins





QUESTIONS AND DISCUSSION



RESOURCES



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THANK YOU!

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@swimmingcanada



FOR THE NEXT WEBINAR DATE & TOPIC!





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