



SWIMMING CANADA

FACILITY SERIES #5

ADVOCACY GROUPS

March 22, 2022



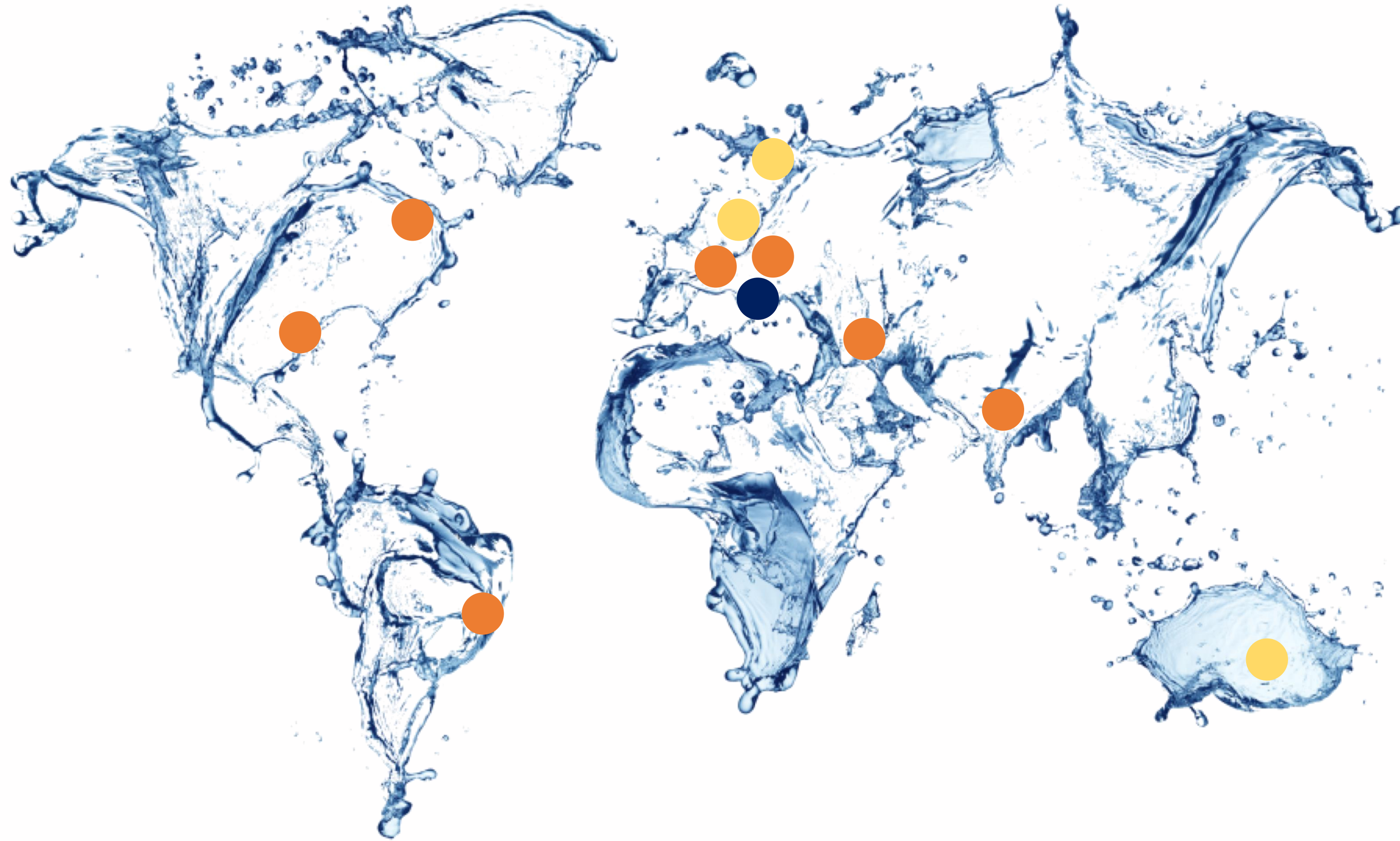
AGENDA



- Welcome & Opening Remarks, Swimming Canada
- Overview: The rationale for a collaborative community-based approach focusing on the timing, makeup and strategies around how to bring an advocacy group to life.
- Panel Discussion moderated by Dan Thompson, CEO, Myrtha Pools Canada with special guests:
 - Jack So: Aurora Aquatics
 - Peter John Lawrence: National Aquatic Complex
 - Dave Boan: Regina Aquatic Foundation



THE WORLD'S LEADING STAINLESS-STEEL POOL COMPANY



72

countries

350+

direct employees

7 + 3 upcoming

subsidiaries

400

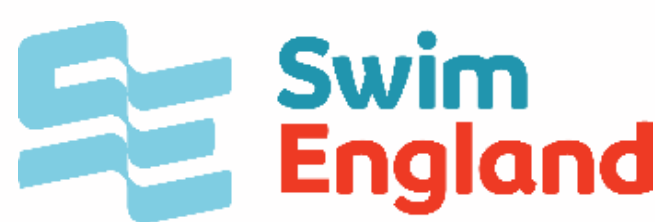
representatives

1.500 swimming pools a year

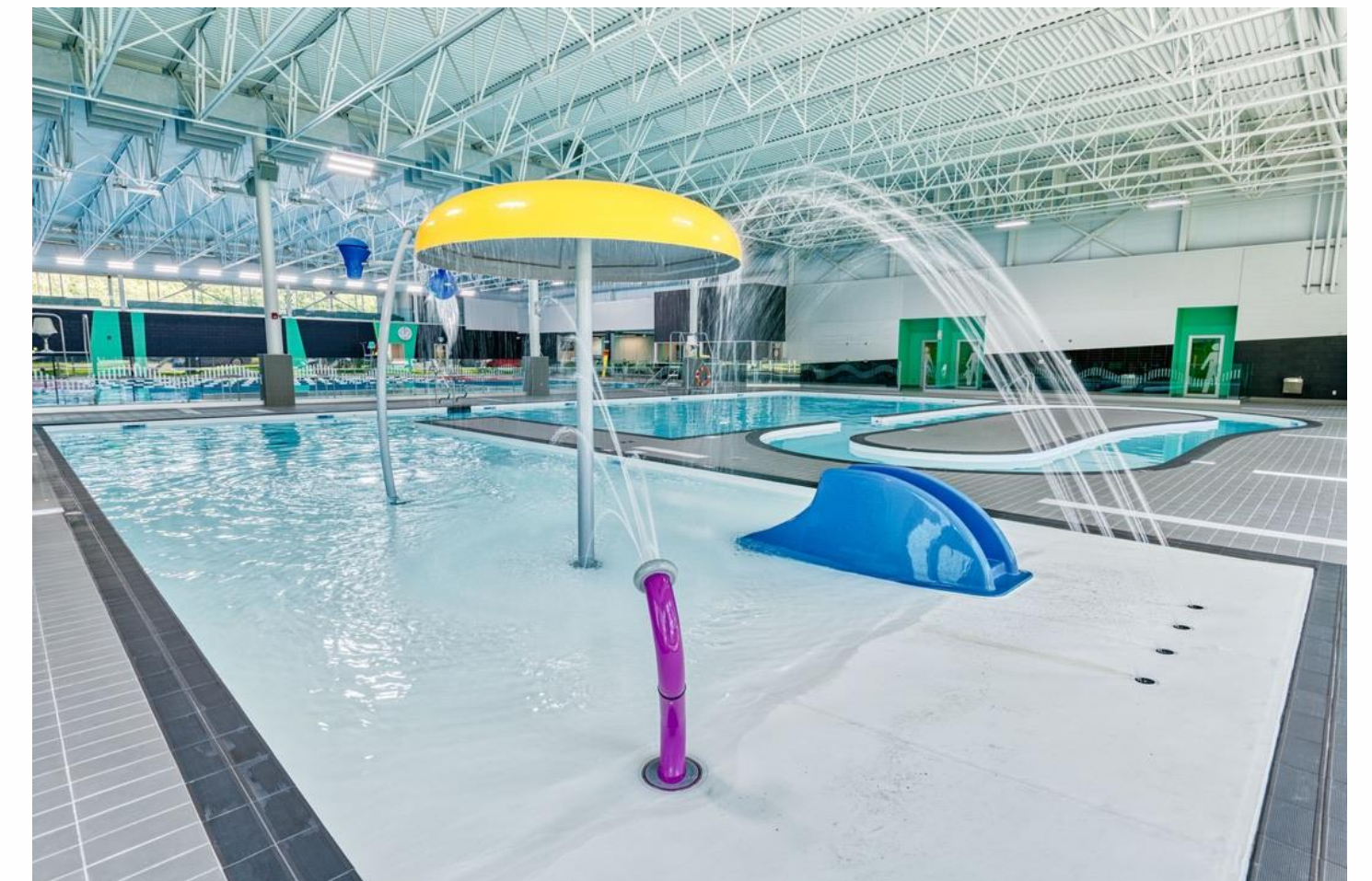
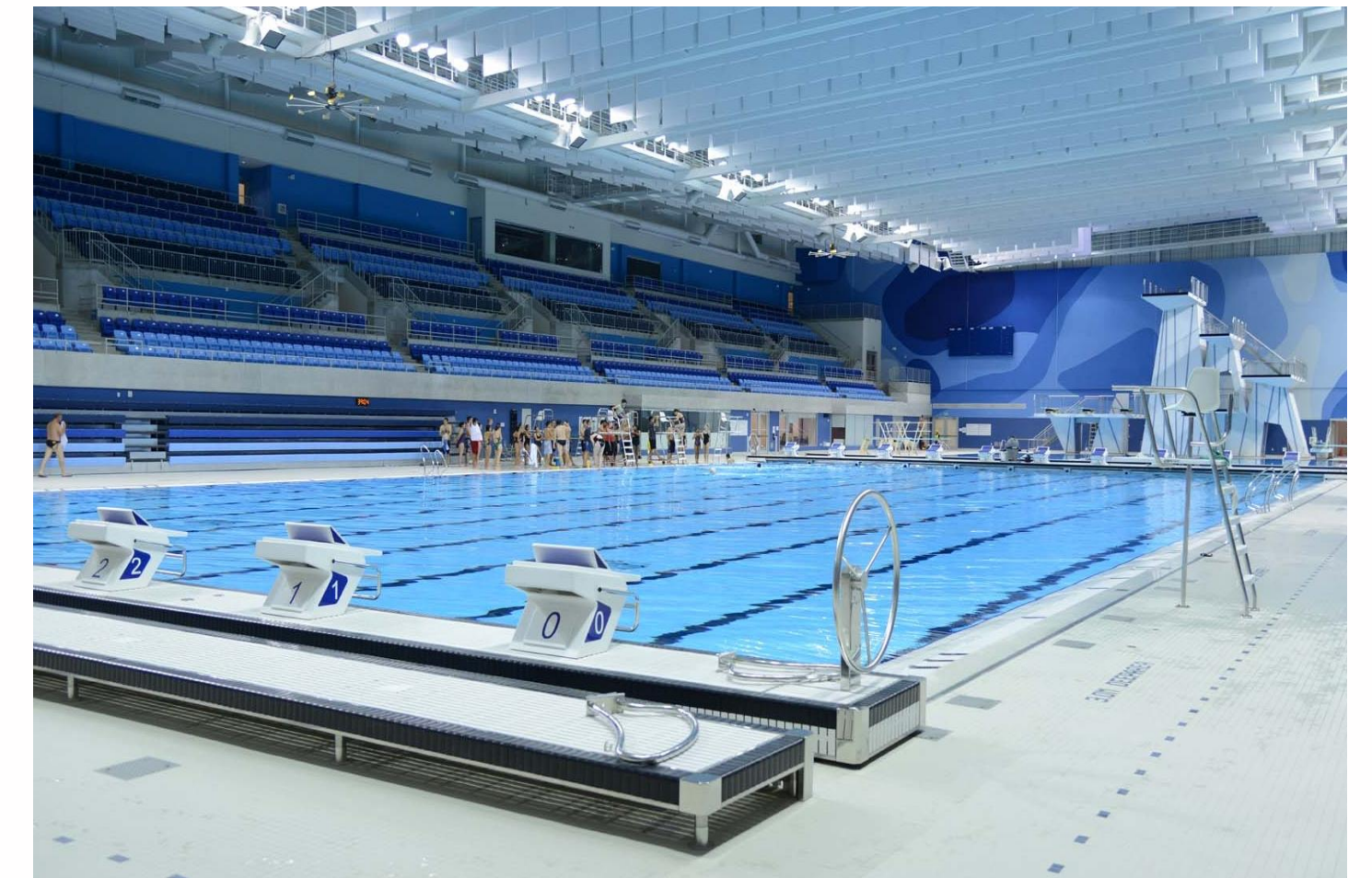
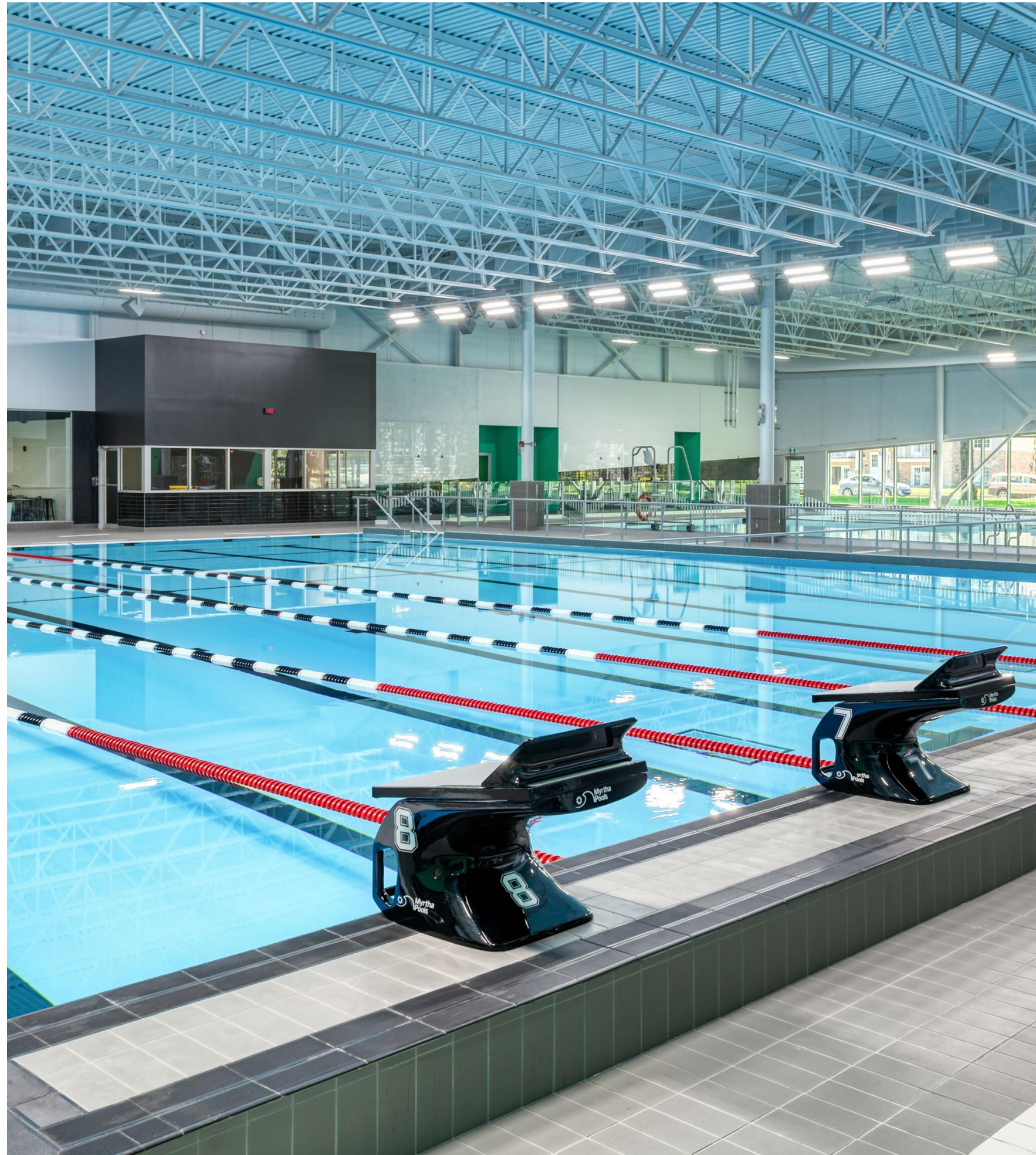
more than 350

large size pools

WE PRIDE OURSELVES ON OUR PARTNERSHIPS AND THE COMPANY'S SPIRIT OF COLLABORATION



BUT WE ARE ALSO ABOUT FUN, LEISURE AND WELLNESS!



Myrtha Technology

Quality Components



Modular Panels

- ⚙ Hard Bonded PVC
- ⚙ Marine Grade Stainless
- ⚙ Lightweight
- ⚙ Thermo resistant
- ⚙ 100% Customizable

Resilient Design



Buttresses

- ⚙ Modular & Scalable
- ⚙ Millimetric Precision
- ⚙ No Welds - Bolted
- ⚙ Seismic Advantages
- ⚙ Fast Construction

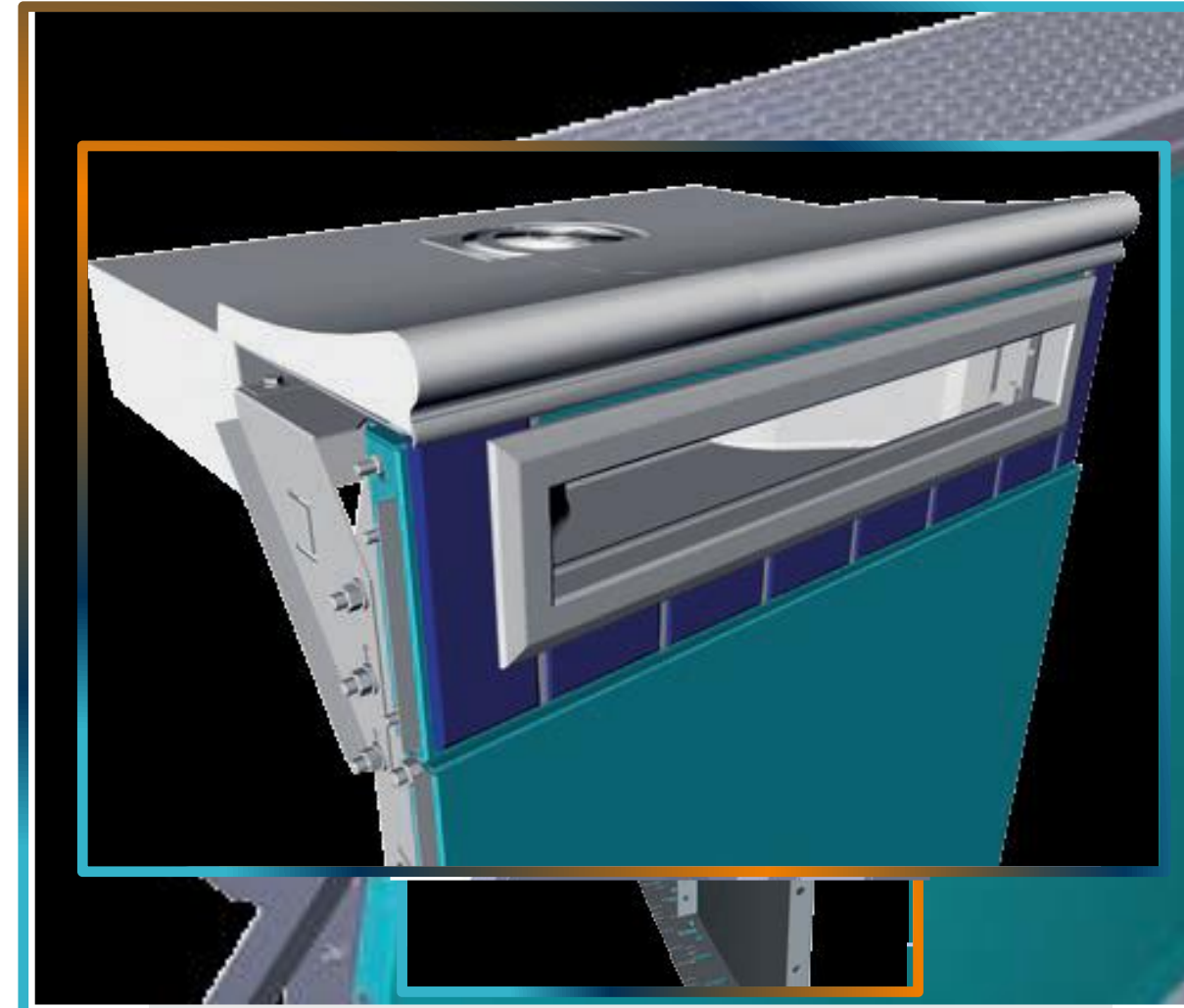
Flexible Waterproofing



Membrane

- ⚙ Evolution 5
- ⚙ Easy to Clean
- ⚙ Inert & Anti-UV
- ⚙ Durable, Flexible
Membrane Transitions
- ⚙ Pleasant, Soft Feel

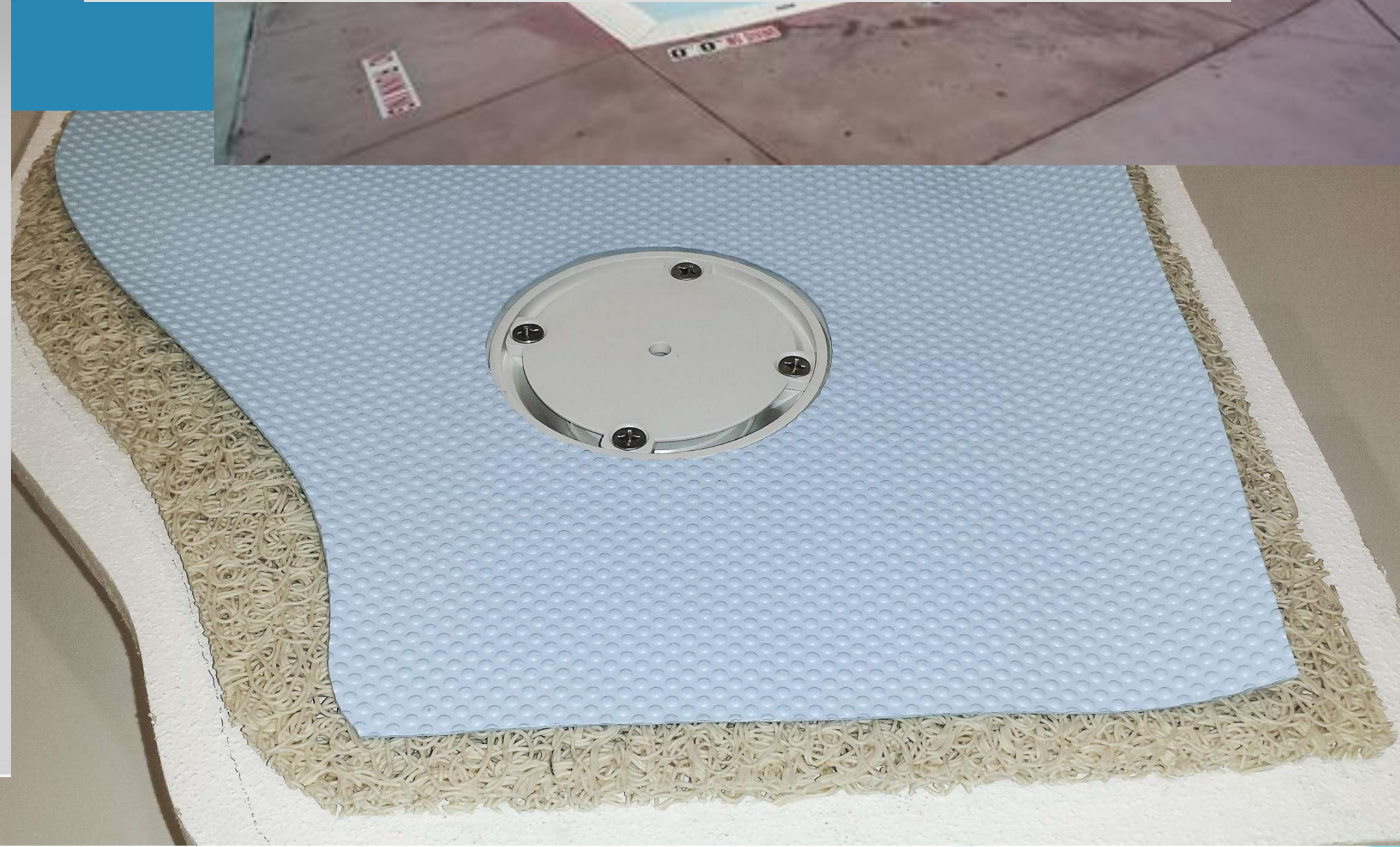
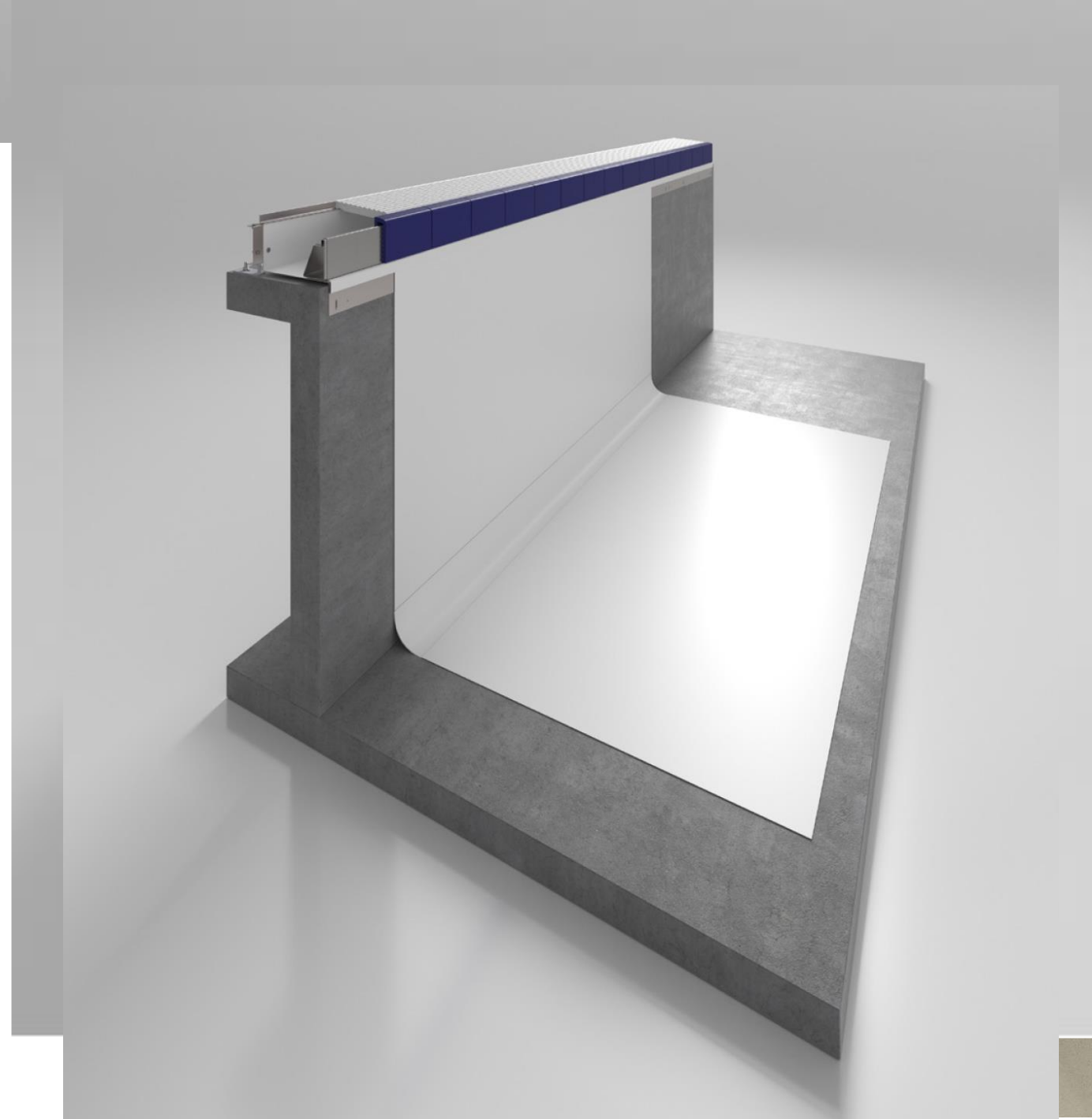
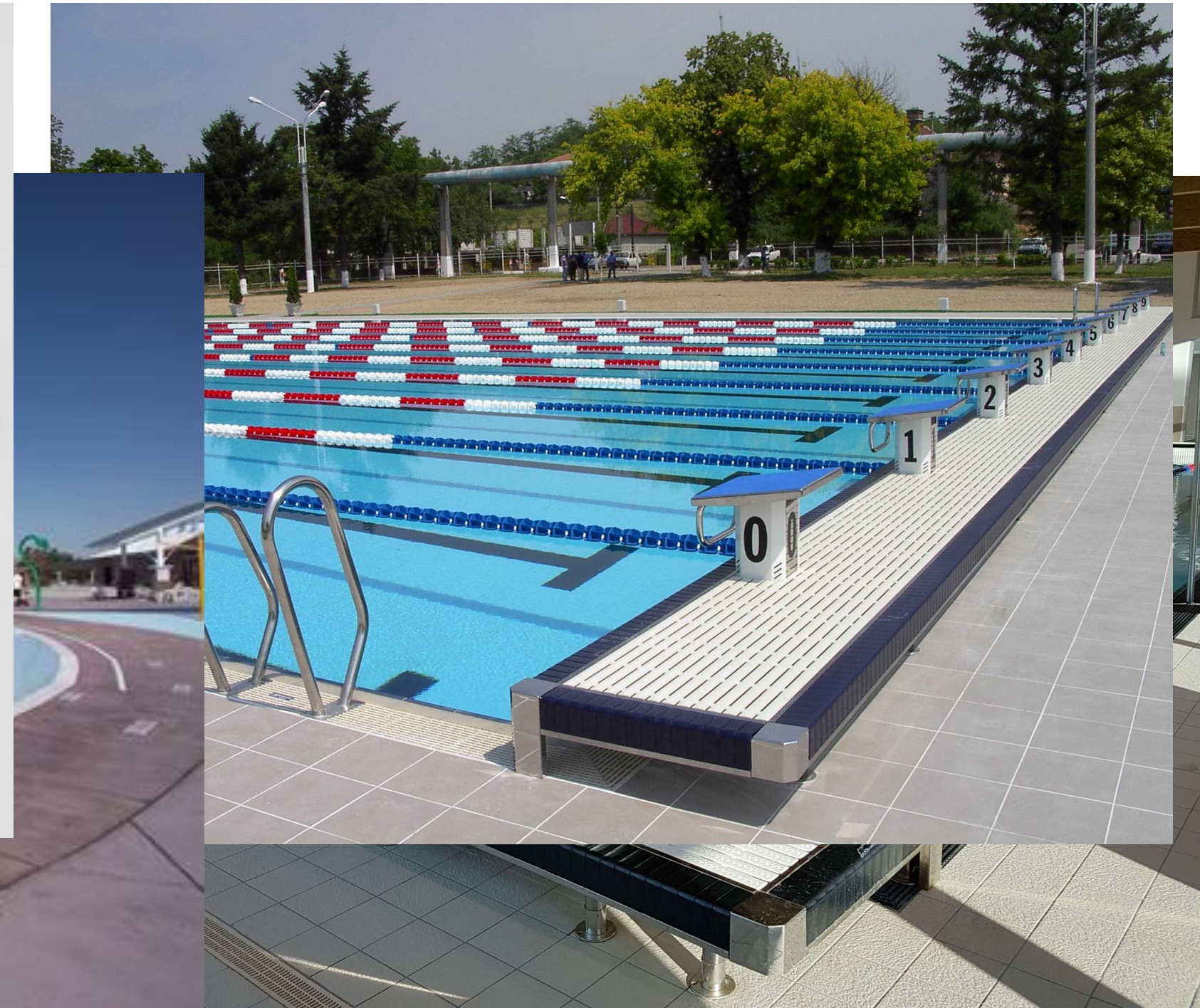
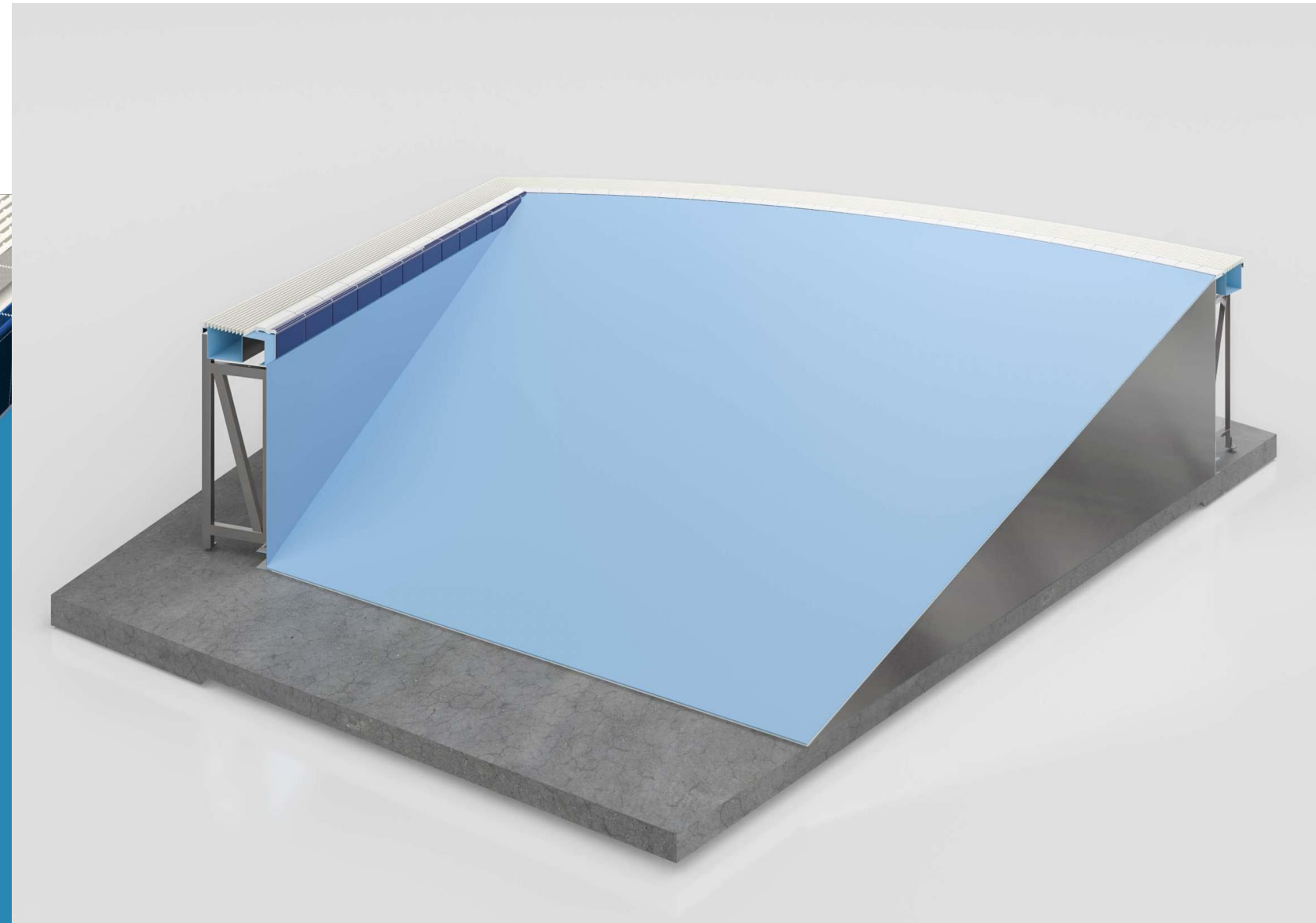
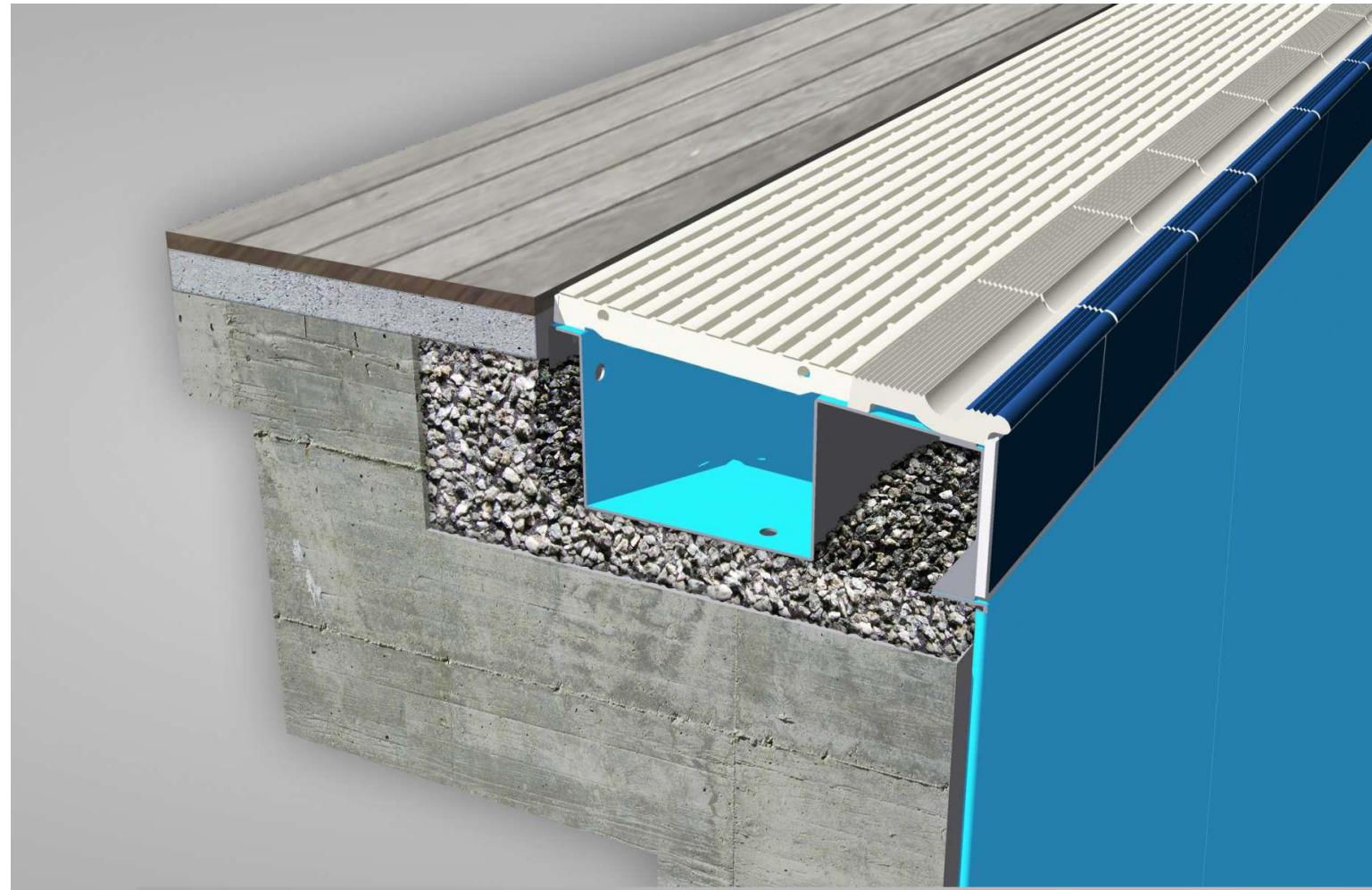
Precise Solutions



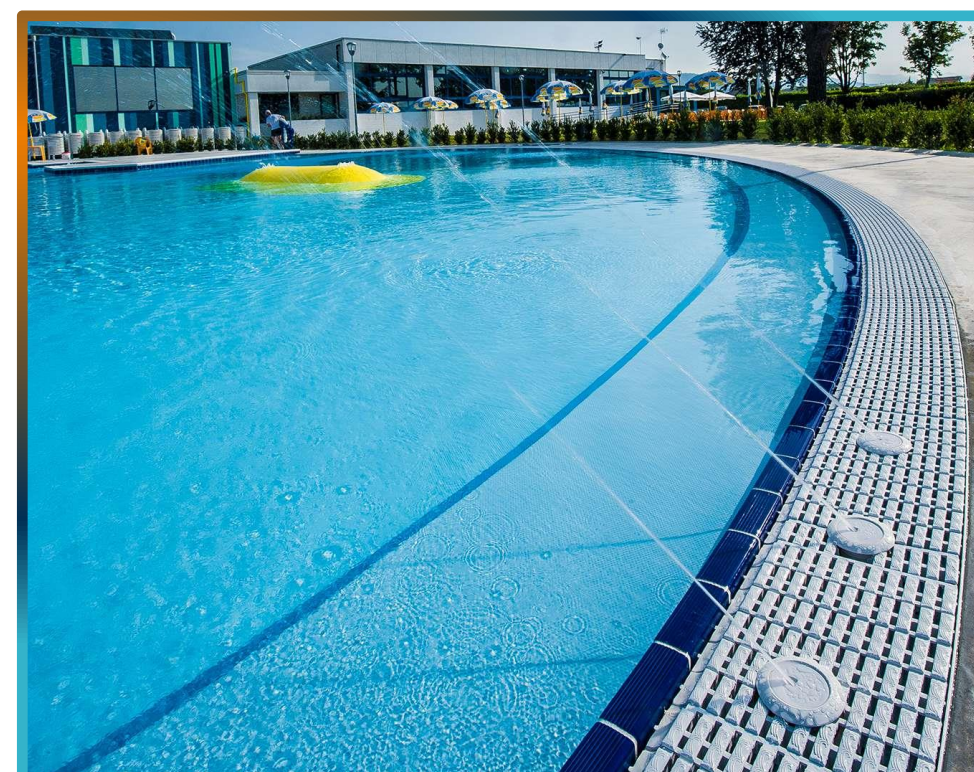
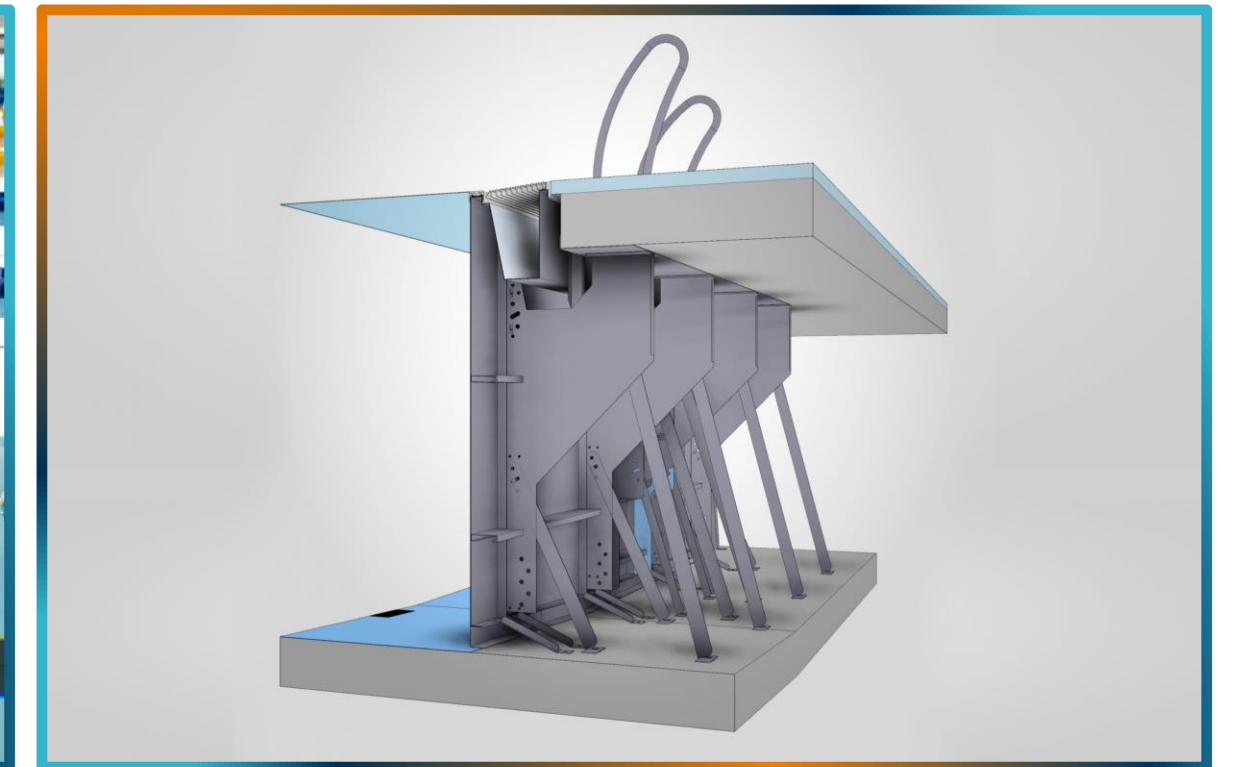
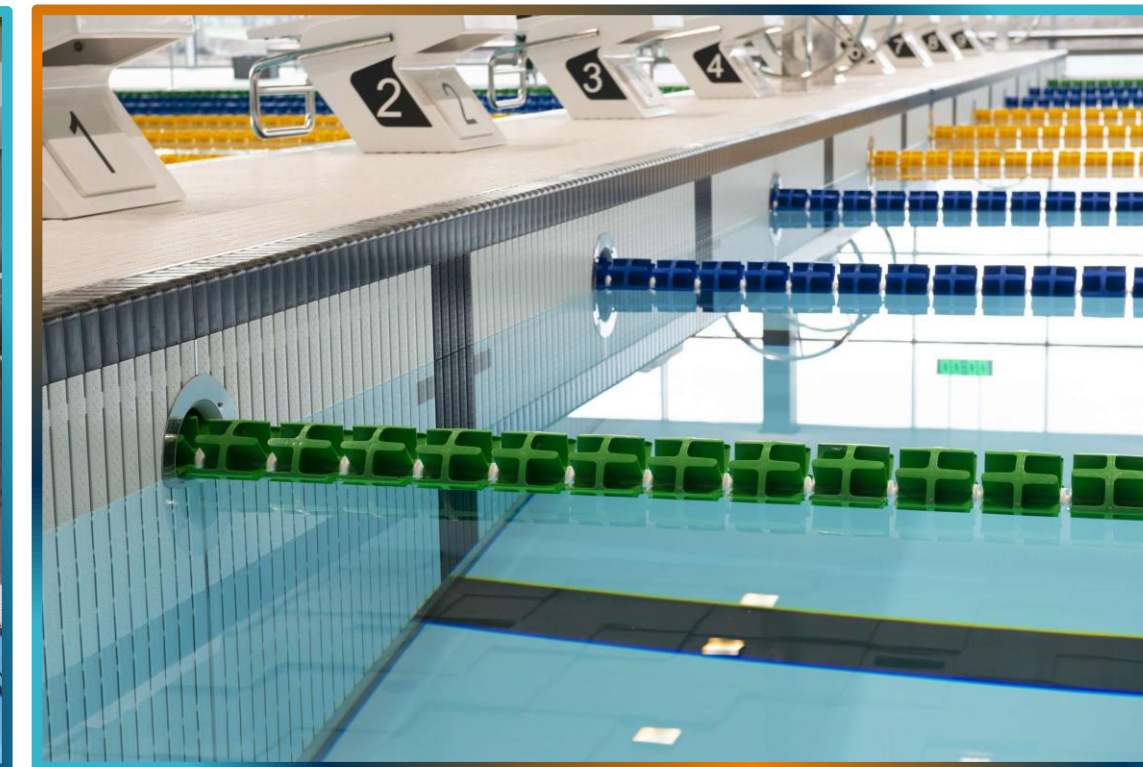
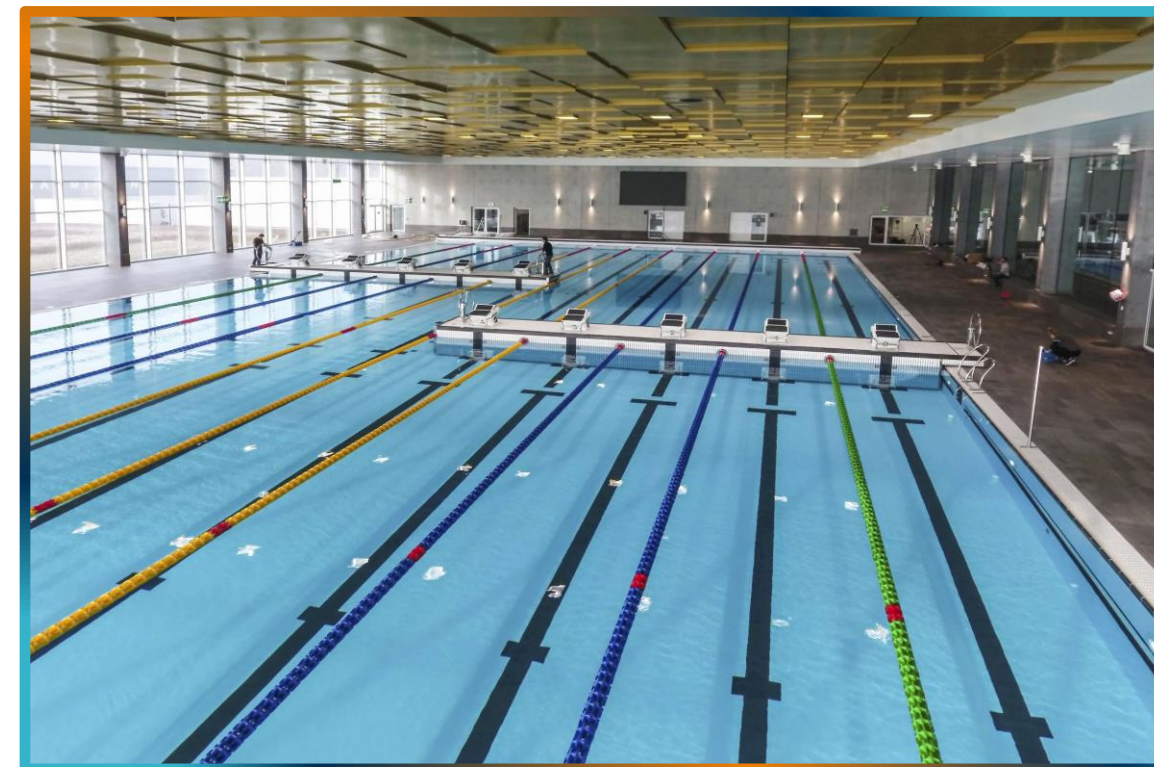
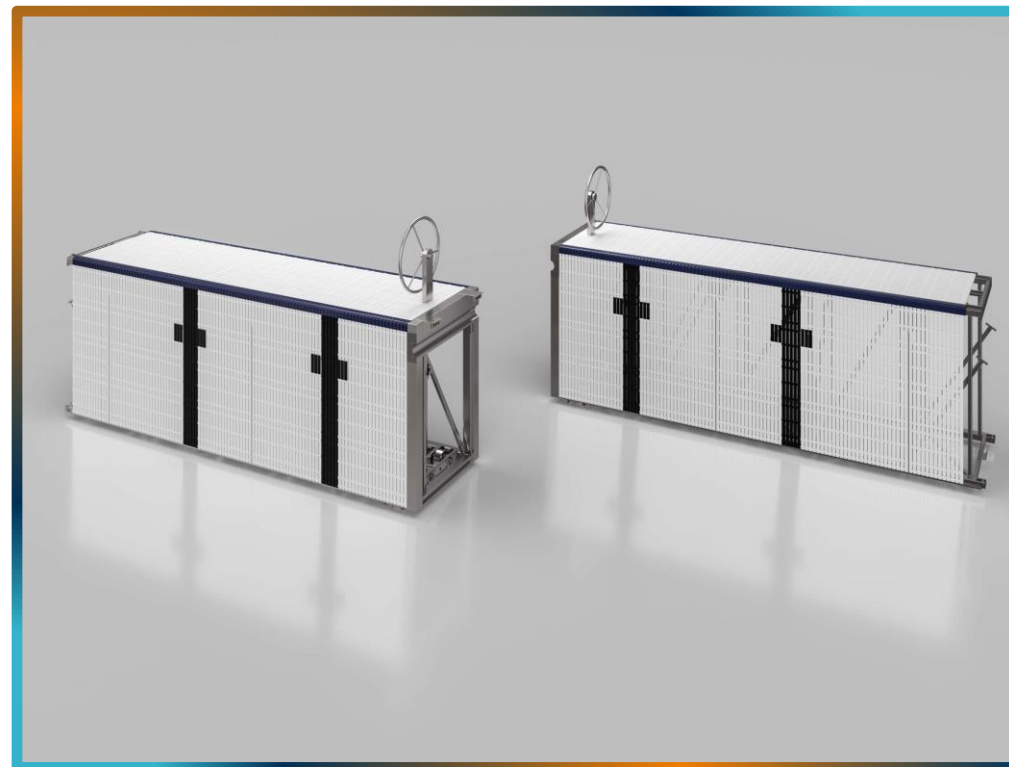
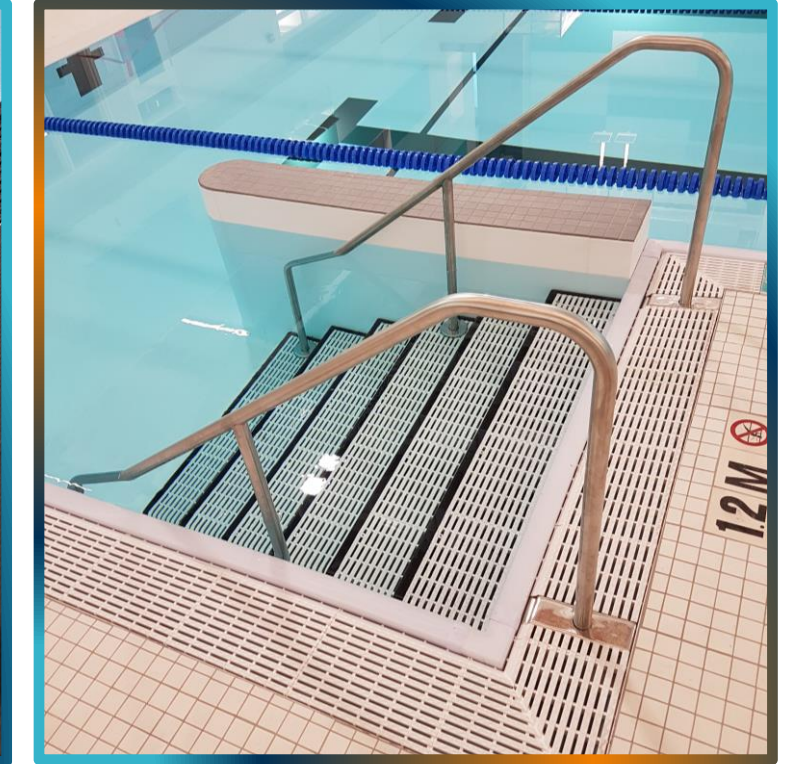
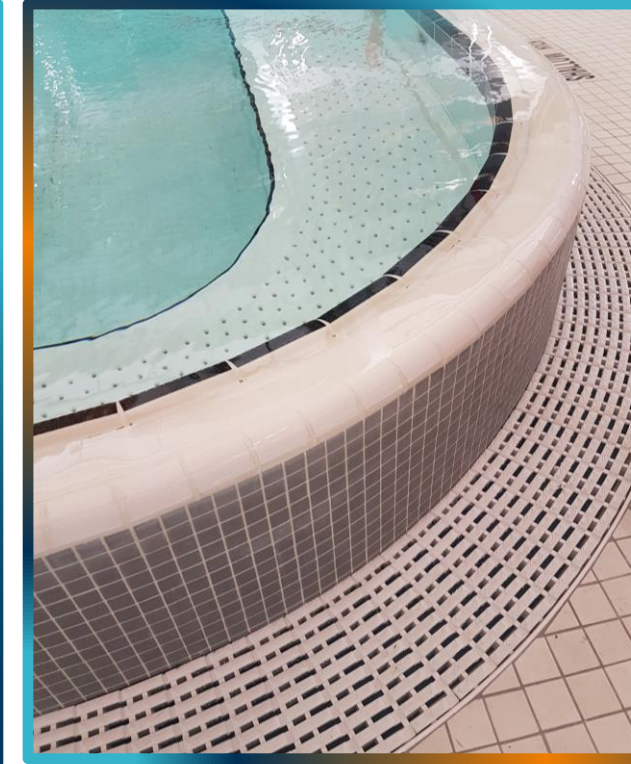
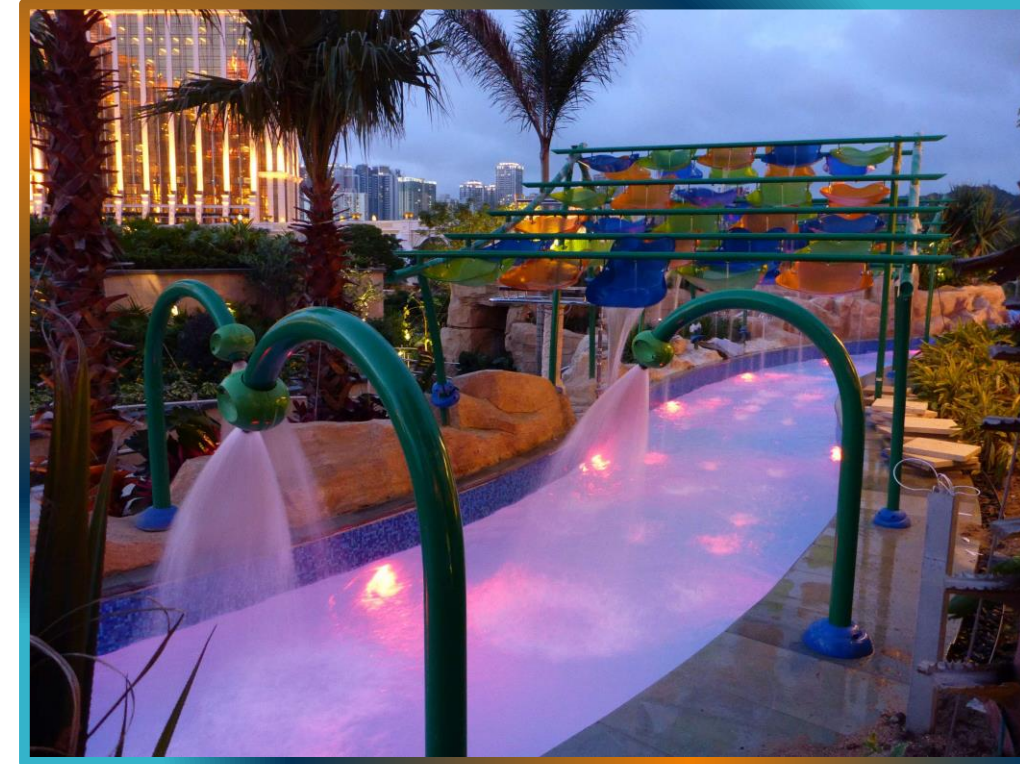
Gutters


- ⚙ Skimmer
- ⚙ Rimflow
- ⚙ Hidden Gutter
- ⚙ Infinity Edges
- ⚙ Cascades
- ⚙ Custom

Myrtha RenovAction®



Myrtha Innovation





ROLE OF THE CLUB

Proactive Inclusive Community Leadership

Competitive Aquatic Stakeholder Perceptions

Loudest voice at
the table

Narrow interest

Lobbying to
prioritize interests

Not interested in
overall community
goals and aquatic
needs

Want more pool
time for less \$\$\$

Don't want to
share

50m or bust

Competitive
programming will
limit community
programming

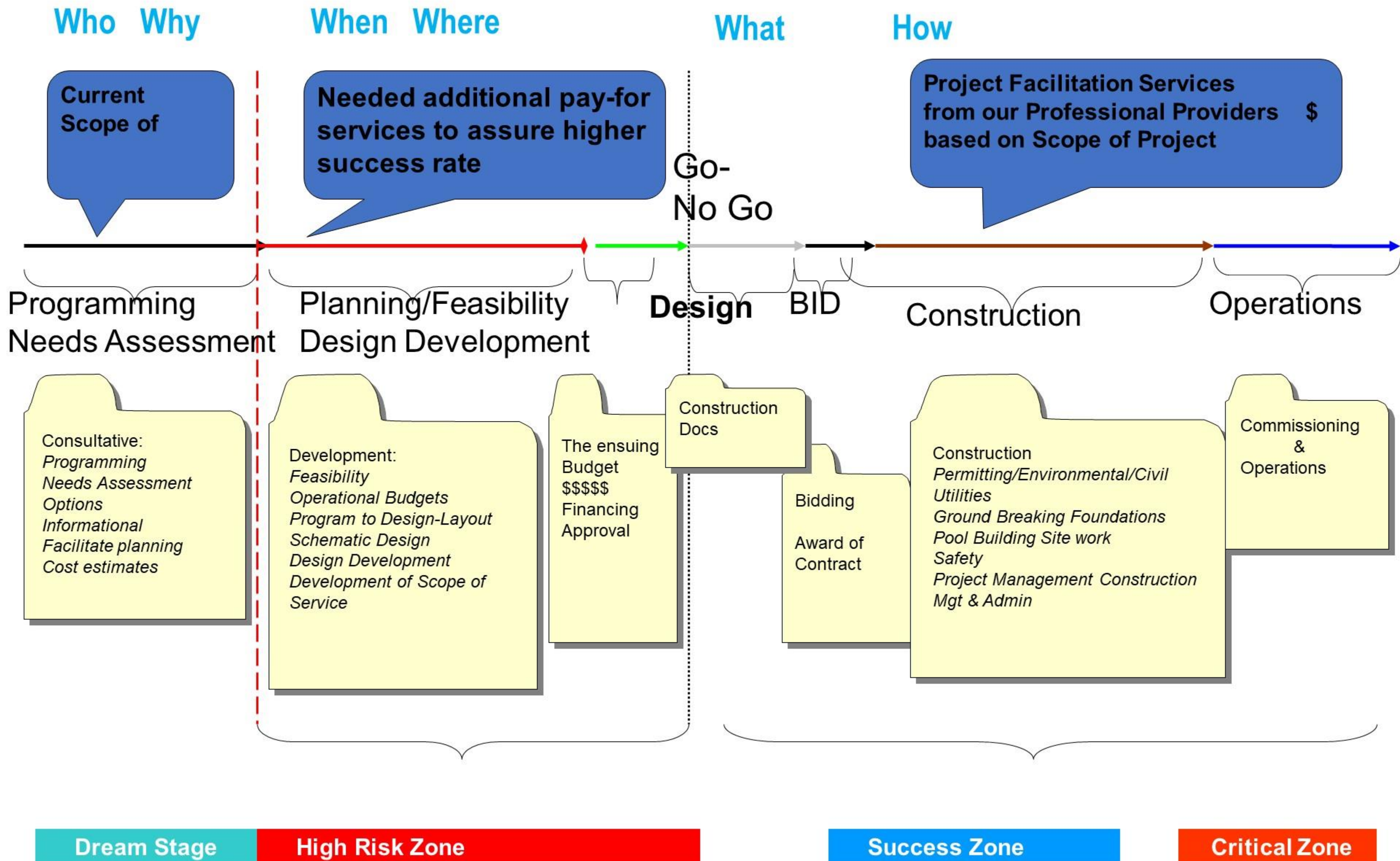
Broadening Club's Advocacy

- Be the advocate for overall community aquatics
 - Understand how this can benefit the club and your programs
- Create an independent advocacy group
 - Inclusive
 - All competitive aquatic sports and user groups
 - Masters and Triathletes
 - Aquatic Fitness
 - Senior programs
 - Special needs
- Incorporate the potential naysayers and opposition constituencies
 - Create that dialog and cooperation on your terms
 - Identify how your goals complement each other
- Ongoing Role of the advocacy group

Broadening Club's Advocacy

- Be the Expert
 - Knowledge: Not just in competitive aquatics
 - Bring “experts” to the project
 - Swimming Canada Facility Guidelines example
- Skin in the game
- Seat at the Table
 - Or “in the room where it happens”
- Partnering on the Feasibility Study
- Build your credibility in the overall community and with decision makers
- Realistic financial/revenue projections

Facilities Development Process



Myths of Feasibility Studies

Myth of the “per-capita” analysis

- Pools or square footage per capita
- National averages per best practices

Competition vs Recreation/Leisure

- Competitive pools and recreation/leisure are mutually exclusive

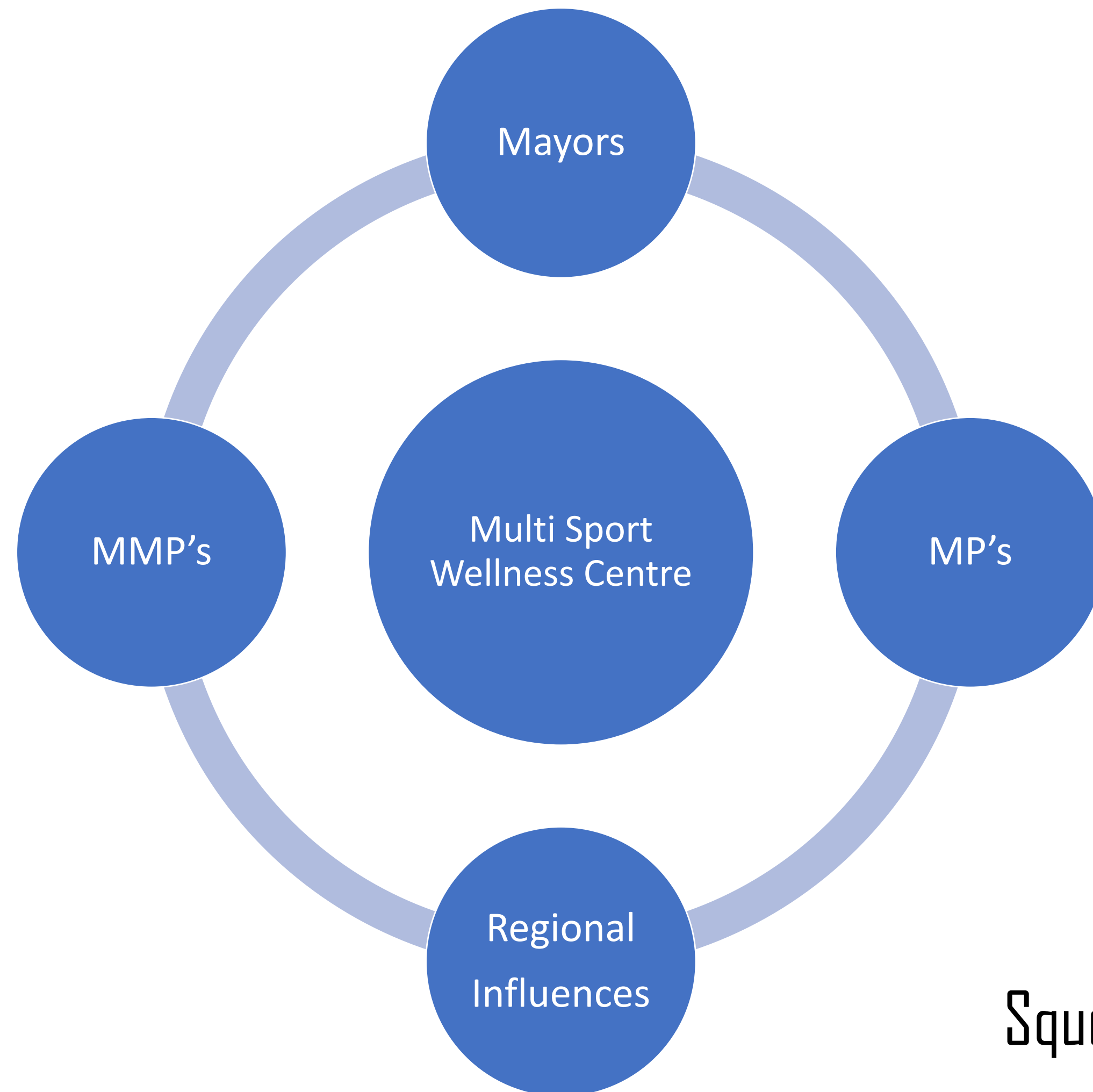
50meter pools are not needed by the vast majority

Sustainability or cost recovery

- What does this mean?
- Understand owner/municipality goals

The larger the pool, the more costly to operate

Political Strategy

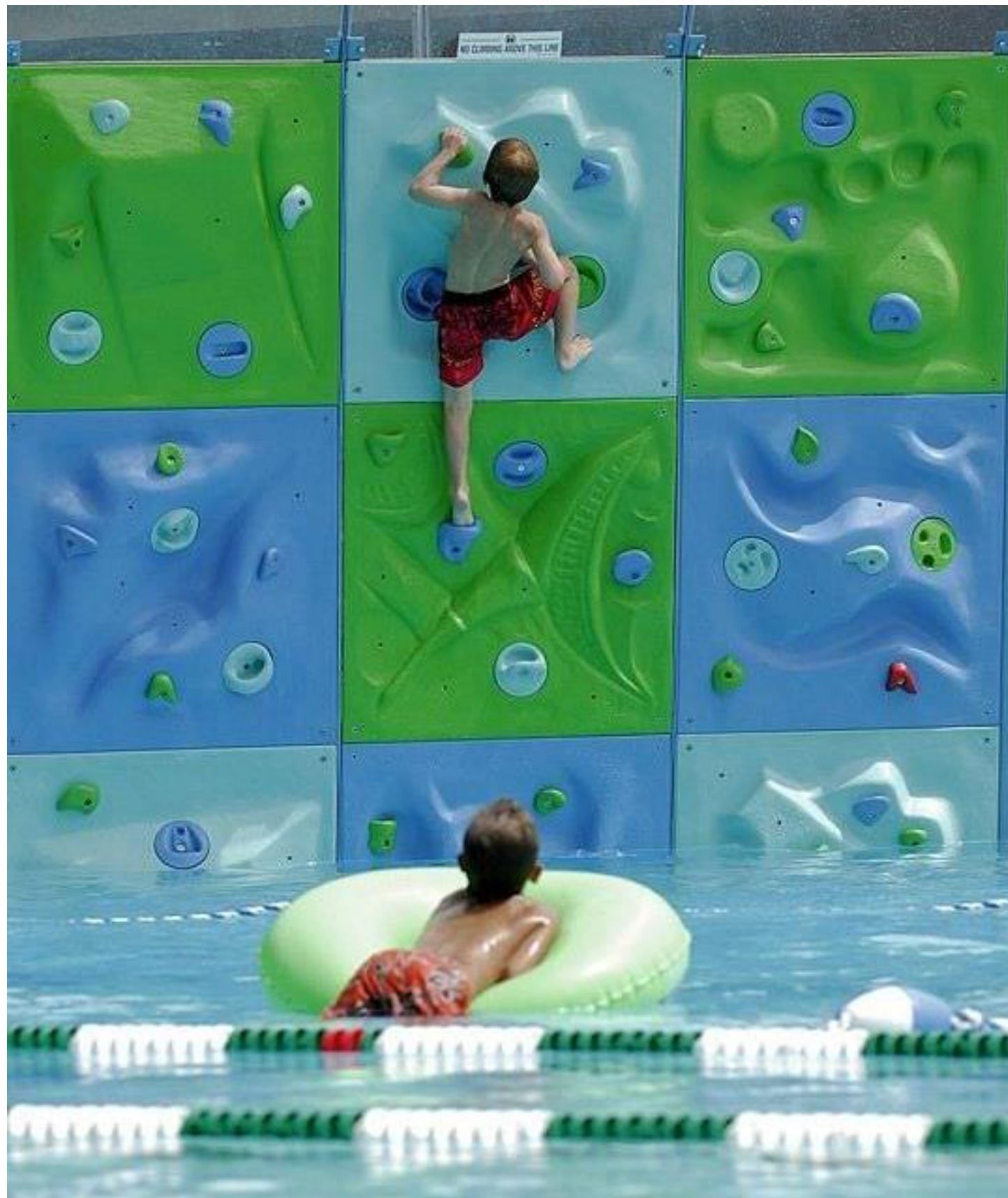


Squeaky wheel gets the grease!



PROGRAMMING

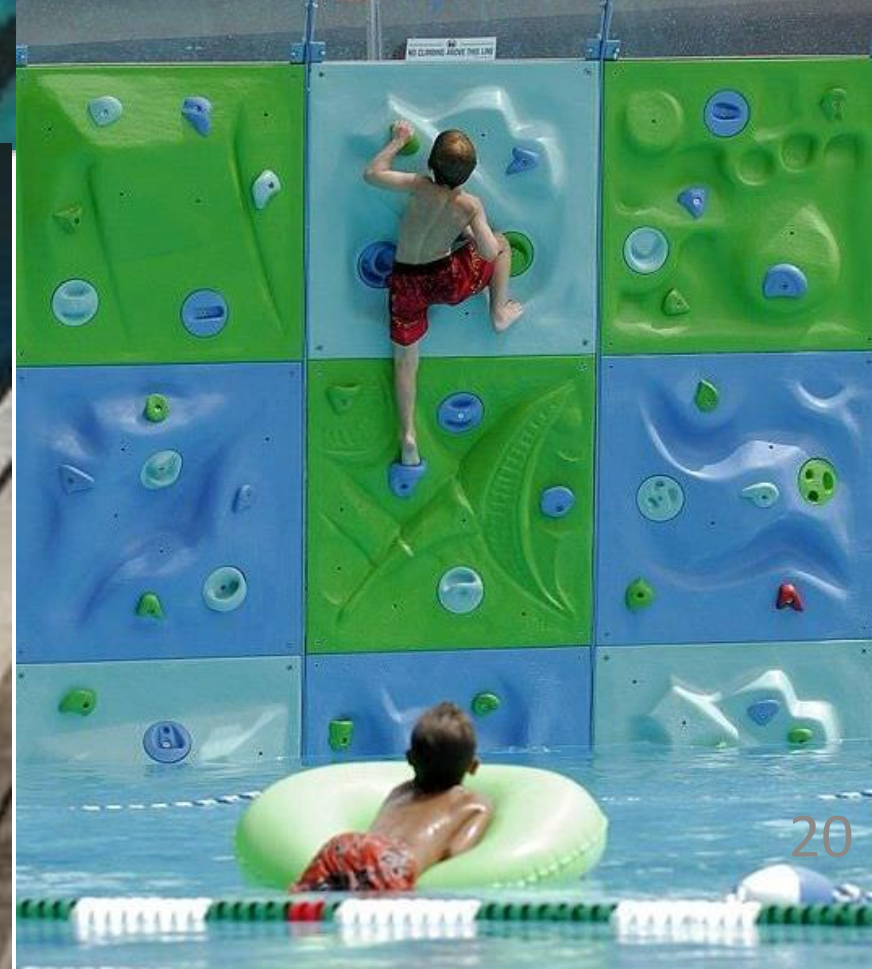
Program Development



- Recreation and Leisure, Health and Wellness
- Senior Programs
- Water Safety and Learn to Swim
- Therapy and Rehab
 - Physical, cardiac, orthopedic
 - Cross training & sport rehab for HS Athletes and others
- Competition, Training, Events
 - Swimming
 - Masters/Triathlon
 - Special Olympics
- Fun and Family
- Inclusive
 - All Ages
 - Special needs and Adaptive PE
 - Veterans' programs
 - Underserved Populations
- Optimum Scheduling & Concurrent Programming
- Partnership Potential
- Corporate wellness and membership programs

RECTANGULAR RECREATION







AQUATIC FITNESS





Learn to Swim/Water Safety



THERAPY, REHAB, AND SPECIAL NEEDS PROGRAMMING

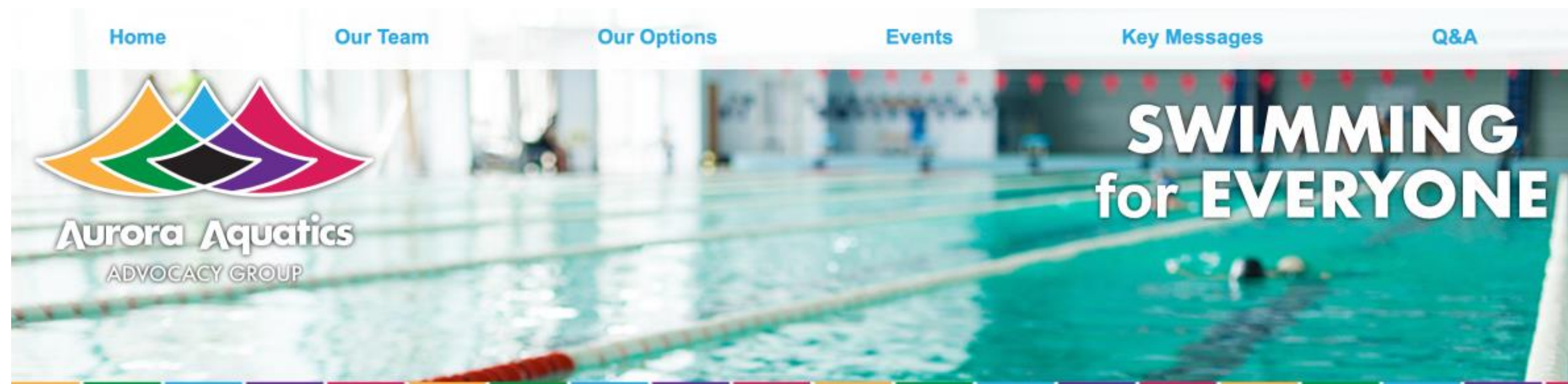


COMPETITIVE AQUATICS



Today's Topic

How to create a Win Win Aquatic Advocacy group in your community - WORKING TOGETHER to create Aquatics for Everyone



Mission

To support the development of a premiere accessible aquatic facility that will benefit the recreational, competitive, and community users in Aurora and York Region.

Our Team



Swim Canada



Swim Ontario



Canada Artistic Swimming



Ontario Artistic Swimming



Aurora Master Ducks



Ducks Swimming



Water Polo Canada



Mavericks Water Polo



Vaughan Aquatic Club



Ontario Water Polo



Aurora Special Ducks



Newmarket Stingrays



Neighbourhood Network



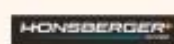
Whitchurch Stouffville Swim Club



Life Saving Society



York Region Athletic Association



Honsberger Physio

Jack So -
Aurora
Aquatics

Dave Boan - Regina Aquatic Foundation

Regina Aquatic Foundation Home Mission About Supporters Get Involved

MISSION

Find more more about why it is we're advocating for a new aquatic facility

→

SUPPORTERS

Our sponsors, stakeholders, partners and supporting organizations

→

GET INVOLVED

Contact us to learn more

→

GET INVOLVED

[Recreational Master Plan](#)

CONTACT US


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Regina, SK., S4S 4Z8

reginaaquatics@gmail.com

BECOME A MEMBER


Help us achieve our mission. Join the Regina Aquatic Foundation.

Annual Membership - FREE!
Email reginaaquatics@gmail.com to join.



Regina Aquatic Foundation Inc.

Regina Aquatic Foundation Home Mission About Supporters Get Involved



Regina, it's time for a new indoor aquatic facility!

Peter John Lawrence: National Aquatic Complex

Home

▼ About

▼ Supporters

NATIONAL
AQUATIC
COMPLEX



COMPLEXE
AQUATIQUE
NATIONAL

▼ The NAqC

News

Contact

Vote for the project!

SUPPORT US

About the National Aquatic Complex

WELCOME MESSAGE

The National Aquatics Complex (NAqC) will be the most technologically advanced and stunning swimming facility in the city of Ottawa and one of the best in Canada. The new facility will be located near the central Ottawa area.

The design and analysis process for the proposed 400,000 square foot aquatics facility is moving forward in 2020 for the development and construction of a multi-year facility that will meet the recreational, fitness and competitive sports community for Swimming, Diving, Artistic Swimming and Water Polo.

DIVERSITY AND INCLUSION

The Key Players



Team Overview

Peter John Lawrence - **President and CEO**

Greg Kells - **Chair of the Board of Directors**

Chris Finlay - **Corporate Treasurer**

OVERVIEW

Here are some of the people on our team who are committed to the dream of building a world-class multi-use aquatics complex in Ottawa, Canada. These key players are an essential part of the vision.

[Learn more about the full NAqC team and roles here!](#)

Panel Discussion

Why?

Forming your Advocacy Group

Develop Promotions and
Awareness

Forming Community Partnerships

Engagement of Politicians



QUESTIONS AND DISCUSSION

RESOURCES



Swimming Canada

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Aurora Aquatics

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Regina Aquatic Foundation

Dave Boan

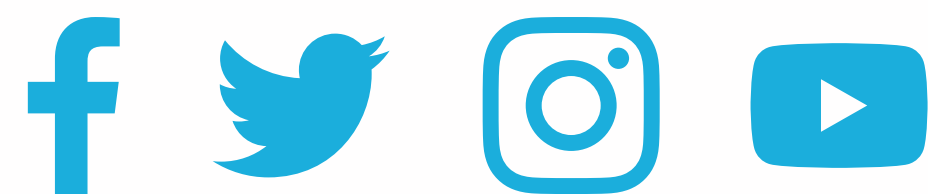
d.boan@hotmail.com



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@swimmingcanada



FOR THE NEXT WEBINAR DATE & TOPIC!



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