

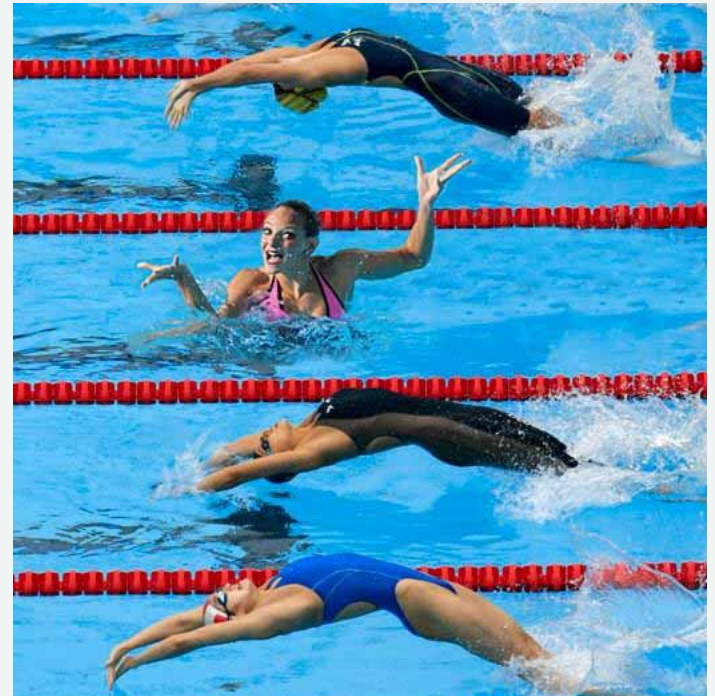
PRO Conference November 5, 2009

# POOLS FOR ONTARIO'S ATHLETES

What are we doing here?

Presenters:

- Anne Bell –Swim Canada Board
- Linda Cuthbert – AFC Board
- Brian Connors - PRO



## Aquatic Sport Council

- Formed in 2007 to be of assistance to all interested parties, in the development of
  - a) pool classifications, standards and designs,
  - b) an understanding of the value of aquatic sport and
  - c) a master plan for aquatic sport training and competition pools in Ontario.
- Members represent 5 provincial aquatic sports, Parks and Recreation Ontario and Aquatic Federation of Canada (AFC).

- Sponsored by the Aquatic Federation of Canada
- Funded by The Ontario Trillium Foundation for two years (at the 18 month point)
- Joint project of:
  - Swimming
  - Diving
  - Water Polo
  - Synchro
  - Lifesaving
  - Parks and Recreation Ontario
- Focus on consensus building

- A network of aquatic facilities that serve the needs of aquatic sport will be developed.
- Public support for aquatic sports as a primary motivator for life-long activity, social development and leadership training.
- The building of an international caliber aquatic facility.
- Aquatics as the Summer Olympic sport at which Ontario athletes perform the best.

## Ontario Needs Analysis - 2007

- Identified seven major categories of aquatic uses
- Ontario's level of service is inadequate in: sport training, event hosting, therapeutic uses
- There is a dearth of long-course (50m) and competition level pools
- Anticipated population growth and aging facilities suggest the need for pools of all sizes will not decline and therapeutic use requirements will increase
- A master plan for pools in Ontario is needed to help guide municipal coordination at the regional level

## Focus of Project

- Recreation
- **Sport Training**
- Skill Development
- Recreational/Therapy
- Fitness
- **Special Events**
- Leadership Training

Training and competition in:

- FINA Aquatic Events – swimming, diving, water polo and synchronized swimming
- Lifesaving
- Emerging sports such as underwater hockey, basketball, volleyball,

Off season training for open water sports such as canoe, kayak, underwater diving and triathlon.

- Parks and Recreation Ontario a strategic partner
- Focuses the project on:
  - The role of aquatic sport and its relationship to learn to swim and recreation
  - Shared understanding of what it takes to accommodate all of them
  - Creation of tools that reflect consensus
  - One voice

- Building a campaign against pool owners and operators.
- Advocating for one community/municipality/or region – this is about pools in “Ontario” and finding the right fit.
- Advocating for one sport over another
- Building venues for international sporting events

We want to be the go-to group for objective sport facility expertise.

- Building Pools
- Pool Operations
- Programming
- Business Case
- Ontario Facility Master Plan
- Tools to:
  - Communicate Results
  - Support Partnerships

- Specifications
  - Focus on building pools
  - Agreement on what is needed for local/regional versus provincial/nation level competition
- Design
  - Emphasis on five pool models and elements of 5 sports for the purpose of competition
  - Expert Panel of architects and manufacturers

- Understanding the Costs
  - What is unique to Ontario
  - Agreeing on the facts; so that everyone understands the issues for municipalities
- Understanding the Revenue
  - User Agreements
  - Rental costs

- Maximizing volume & mixing sport and municipal program
- Search for leading practices
- Development of user agreements
- Understanding aquatic sport participants

- Benefits of Aquatic Sport
  - Statement
  - Messages
  - Research
  - Pools as an investment in communities
- Tools
  - Sample business case
  - Costing tools that match models
  - Funding models
  - Marketing tools

- List of all pools used for training
- On web site linked to google maps
- Determination of the population base for a regional versus a provincial pool
- Ontario's Master Plan
  - Supported
  - Identifies gaps
  - Reflects Ontario's realities

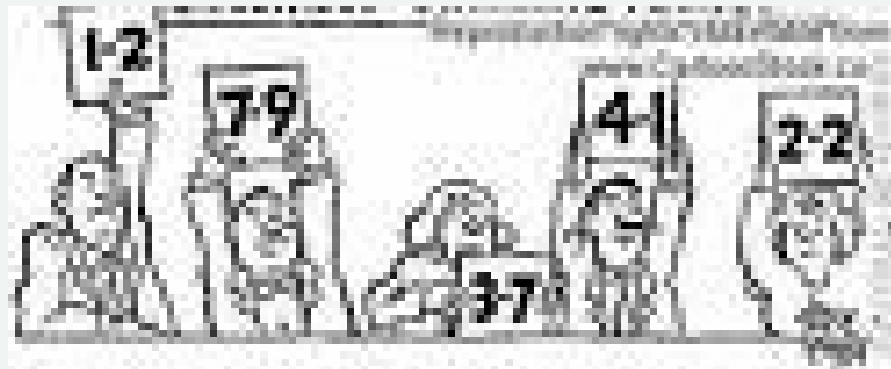


What questions do you have?

- [www.aquaticsport.ca](http://www.aquaticsport.ca)



We'd love to hear your feedback,  
suggestions, and ideas of best practices.





- Summary
- Next Steps

Thanks!



**THE ONTARIO  
TRILLIUM  
FOUNDATION**



**LA FONDATION  
TRILLIUM  
DE L'ONTARIO**

PRO Conference November 5, 2009

# POOLS FOR ONTARIO'S ATHLETES



This document is complimentary and is provided from the National Recreation Database by the [Lifestyle Information Network \(LIN\) www.lin.ca](http://www.lin.ca)

