

Aquatic Sport Council – Ontario Communication Bulletin June 2010

Aquatic Sport Council Launches New Project - Building the Case for Sport Friendly Aquatic Facilities

The Aquatic Sport Council has launched an initiative that will result in the development of a guide for aquatic sport groups and interested parties in making the case for sport friendly aquatic facilities. All too often aquatic sport groups and municipalities are at odds with respect to the design of pools and aquatic facilities. Municipalities face substantial capital and operating costs and miss the opportunity to include a broader spectrum of use. Aquatic sports clubs critically need training and competitive spaces to develop aquatic sport athletes. The Aquatic Sport Council believes that that developing a sound decision making process will allow both parties to work better together in addressing common issues and begin to do away with what is often seen as working at cross purposes.

The development of a business case guide for sport friendly aquatic facilities will assist aquatic sport groups and interested parties to;

- ✓ better engage respective stakeholders,
- ✓ create alignment with corporate (municipal) priorities
- ✓ address the elements of a business case,
- ✓ understand trends, benefits and the use of aquatic facilities
- ✓ understand the potential role of aquatic sport in addressing social issues in a community
- ✓ understand municipal funding models and how capital funds are built and allocated
- ✓ understand the municipal decision making process
- ✓ provide guidance as to how to go about accessing needed information,
- ✓ design a matrix to determine need and feasibility of a sport friendly aquatic facilities
- ✓ seek consensus and build win - win relationships
- ✓ develop appropriate documentation
- ✓ communicate findings





The Aquatic Sport Council has contracted Tucker-Reid & Associates to undertake this work, under the guidance of a steering committee made up of Council members: Sheri Krauss, Alex Palilionis, Pat Murray, Jane Wright (Council Chair) and Anne Bell (Project Lead).

Claire Tucker-Reid will be consulting with various stakeholders to gain a well rounded view in developing a meaningful guide. Any queries and suggestions are most welcome and can be directed to Claire at claire-tucker@rogers.com

Check out our website at www.aquaticsport.ca

Contact us at info@aquaticsport.ca

Background

The goal of the Council is to become the single source of information for sporting groups, pool administrators and governments about the facility needs for aquatic sport training and competition; uses of existing pools, the standards for new pools, and the need for pools now and in the future. It is our intent that stakeholders will have a place to go for information about pool and related facility designs, the accommodation of sport with other aquatic activities and the opportunities for partnerships.

The Ontario Trillium Foundation awarded a grant to the Aquatic Federation of Canada (AFC) in December 2007, for the purpose of building knowledge and capacity among Ontario's aquatic sport organizations and users, in the expansion and improvement of aquatic sport facilities. The resulting project was initially known as the Aquatic Sport Infrastructure Project (Project). It has now transitioned under the umbrella of the Aquatic Sport Council.

