

## **Community Advocacy and YOU**

The first step to building a sport friendly pool is the assembly of an enthusiastic, knowledgeable team of community members. This team will work together to create a proposal that highlights the importance of a sport friendly pool.

### **Who should be on the team?**

The team should be made up of a diverse group of people with different skills and backgrounds. Key skills required include planning, communications, computer and technical, research, business acumen, partnership development and fund development. A group that includes local champions who are known and respected, people with connections to fund developers and service clubs, architects, local and provincial aquatic sport participants and an elected official are ideal. Someone from the municipality recreation department should also be a member of the team.

### **What role can the Aquatic Sport Council – Ontario play?**

The Aquatic Sport Council can provide knowledge and support. The Council has a variety of resources and can provide the information necessary to work with the community to not only build, but also program a sport friendly pool.

### **Once the team is formed, what should we do next?**

The team should take some time to develop vision and mission statements as well as establish guiding principles that outline what is important throughout the process as well as for the facility. They will serve as the backbone of the planning process and help guide important decisions. The team will also have to develop an understanding of the funding sources available when building a new facility in a community. Funding can be obtained from capital reserve funds, development charges, infrastructure funding, debentures and sponsorship and fund development. For more information on these sources, visit this link

<http://www.aquaticsport.ca/case-312.php>.

### **How do we ensure that the community includes a new sport friendly aquatic facility in its planning?**

A sport friendly aquatic facility must reflect community needs, be aligned with municipal priorities and have appeal to the broader population. In order to accomplish this, there are

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several plans that the team will have to get involved in so that the facility is part of the community agenda. These plans include:

- 1) Municipal Strategic Planning (completed every four years)
- 2) Parks and Recreation Strategic Master Plans (completed every five to seven years)
- 3) Aquatic Strategy (not all municipalities have one)
- 4) Municipal Long Range Capital Plans and Development Charges By-Laws (these plans span five to ten years)

All of these plans guide spending in the community, so it is important that the group voices their desire for a sport friendly aquatic facility early in the processes. If a facility is not included in the plan, it may have to wait to the next cycle before being considered.

### **What else will have to be done?**

The team will have to submit a formal proposal to the community. The Aquatic Sport Council – Ontario has put together a template that can be used for the proposal. The template can be found by clicking this link: <http://www.aquaticsport.ca/case-511.php> . The proposal must demonstrate that the community wants, needs and can support a sport friendly aquatic facility as well as provide a plan on how the facility will operate once it has been built.

For a more in depth discussion, please review “Building a Case for Aquatic Sport Friendly Pools – A Guide” (accessible at <http://www.aquaticsport.ca/case-contents.php>).

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