

2019 Sport Development Review

Markham Pan Am Centre

Agenda

- 1. Purpose**
- 2. Background**
- 3. Sport Development**
 - I. Sports System Sustainability
 - II. Sports Tourism
 - III. Athlete Development
 - IV. Coaching Development
 - V. Officials Development
 - VI. Physical Literacy
- 4. Notable Achievements**
- 5. Looking ahead into 2020**

Purpose

- To provide an overview on the results of 5 years of operation at the Markham Pan An Centre;
- To align the results and successes to the Sport Development Strategy

Background

- The Markham Pan Am Centre served as one of the venue sites for the T.O. 2015 Pan Am and Para Pan Am Games
- The Markham Pan Am Centre was the third largest project and hosted 4 venues: Badminton, Water Polo, Table Tennis and table tennis competition for 2015 Parapan American Games
- The new sports centre was built in 2014 in partnership with the Pan Am Games with approximately 40% funding from Federal/Provincial Governments
- Markham's Sport Development Plan was approved by Council in 2017.

Sport Development Plan



2019 Sport Development

Markham Pan Am Centre Successes.

In 2019 the Sport Development Unit continued to nurture and grow our community sport network and raise the profile of the City of Markham through sport tourism.

Additionally, the Markham Pan Am Centre continued to be showcased as a premier sport complex ideal for training high-performance athletes and hosting international events.

A decorative graphic in the bottom right corner featuring a stylized pencil with a blue eraser and a yellow body, surrounded by a burst of colorful confetti in shades of blue, yellow, and red.

2019 marked the 5th anniversary of the opening of the Markham Pan Am Centre.

Sports System Sustainability



The Sport Development Unit builds relationships with sport organizations at the national, provincial, regional and community levels by helping to develop governance practices and delivering workshops on strategic planning.

Strengthened relationships with

National Sports Organizations (NSO)

- Artistic Canada
- Gymnastics Canada
- Muaythai Canada

Provincial Sport Organization (PSO)

- Cricket Ontario
- Ontario Volleyball Association
- Gymnastics Ontario
- Badminton Ontario
- Swim Ontario

105 EVENTS

World/International - National - Region
Provincial - Invitational - Community

Official Home of:
Gymnastics Canada

High Performance Training Centre
for Rhythmic Gymnastics



Sports Tourism

We are building capacity for future sport hosting opportunities through our relationships with National Sport Organizations (NSOs), Provincial Sport Organizations (PSOs), local sport organizations and a network of well-trained volunteers.

Global Sport Impact Canada:

**10TH OUT OF 95
CANADIAN CITIES**

Economic Impact:

National

\$6.8 Billion

*canadiansporttourism.com

Markham

\$716,000

Rhythmic Gymnastics
Canada & DanceSport
Grand Prix Canada

Athlete Development



We partner with community sport organizations on all things related to long-term athlete development including education, training, and competing in a world-class sport complex.

200



Athletes participated in the annual Pickleball tournament

113 attendees

3 WORKSHOPS

- Head to Head Swim Clinic
- Strength Training and Nutrition Workshop
- Build Her Up - Girls Multi-sport Workshop

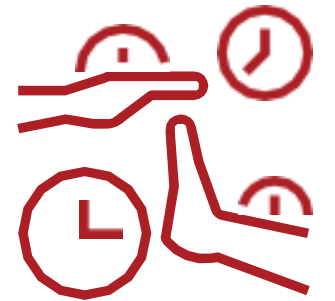
Lifesaving Club of Markham (LCM)

5 1st place overall championships

23 Junior Athletes invited to a High-Performance training camp

Coaching Development

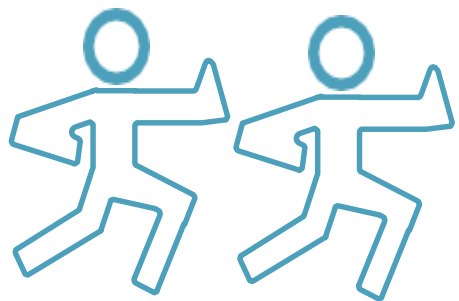
Working closely with the Coaches Association of Ontario (CAO), we conduct multi-sport workings inviting coaches from international, national, provincial, regional and community organizations to share and learn from each other.



9 COACHING WORKSHOPS

230+ attendees

- Swim Ontario - Level 1 Coaching Course
- Lifesaving Sport - Level 1 Coaching Course
- Ontario Volleyball Association - Coaches Symposium
- Pickleball Ontario - Coaching Workshop
- Swim Ontario Safe Sport Presentation
- Coaches Association of Canada - Ontario Coaches Conference
- Muaythai Canada Coaches Development Course



Officials Development

Recognizing the important role Officials play in sport development, we partner with National Sport Organizations (NSOs), and Provincial Sport Organizations (PSOs) to conduct workshops. Our goal is to support retention and recruitment of officials.



3 OFFICIALS WORKSHOPS

400+ attendees

- Swim Ontario Officials Workshop (x2)
- Jiu Jitsu Referee Course
- Gymnastics Canada Trampoline and Tumbling - Judges/Officials Course



Physical Literacy



To help residents of the City of Markham understand the importance of being active for life, we educate, and build widespread understanding of Physical Literacy principles.

SPORTSDAY

700+

attendees

12 Community Sport Groups

Lead Thru Sport In the Huddle

32 attendees

Launched and managed the 2019 ParticipACTION challenge for the City of Markham

4,180,380

physical activity minutes tracked



Notables

Launched **Sport Development and Markham Pan Am Centre communication strategy** to build awareness and generate interest in the Markham Pan Am Centre

Launched **social media presence on Instagram, Facebook, Twitter**



2020 LOOK AHEAD



Host **111** events
3 international events

Increase athlete
engagement
Build a values-based culture

Measure
engagement
through annual
survey

Deliver
15
workshops to
athletes, coaches
and officials

Broaden scope of
athlete stories to
include
high-performance
Markham athletes
across multiple
sports



Recommendation

That the presentation entitled “2019 Sports Development Review” be received as information;