

**Newfoundland and Labrador Sports  
Centre**

**Activity Plan**

**2017- 2020**

**Please Note:** In accordance with **Clear Print Accessibility Guidelines** (Canadian National Institute for the Blind: n.d.), italics or upper-case letters have not been used for the titles of acts, titles, sub-titles or for emphasis. Bold fonts of medium heaviness as recommended have been used instead.

## Table of Contents

---

1. Message from the Chair	.....	4
2. Overview	.....	5
3. Objectives	.....	6
Appendix I: Strategic Directions		9

## 1. Message from the Chair

---

Dear Minister:

On behalf of the members of the Board of Directors for the Newfoundland and Labrador Sports Centre Inc. (NLSC), I am pleased to submit this three-year Activity Plan for 2017-20 which has been prepared in compliance with the **Transparency and Accountability Act**. The NLSC is a Category 3 Government Entity.

In the development of this plan, the Board has considered its primary objectives:

- a) to conduct overall management, maintenance and operation of the NLSC to ensure a high quality facility that allows Newfoundland and Labrador Provincial Sports Organizations the opportunity to implement and develop programs through training and competition;
- b) to provide a high performance program that promotes and supports increased physical conditioning, skill development and overall athlete development; and
- c) to provide an opportunity for community oriented activities that promote healthy living and physical activity outside organized sport related activities in the non-prime time hours.

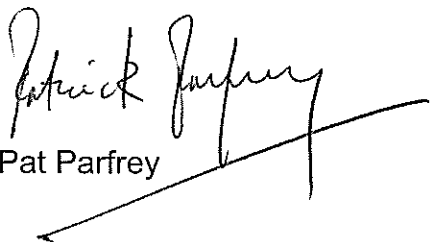
The Sports Centre has also considered the Strategic Directions of Government, specifically the Direction for "Improved health and well-being outcomes for individuals, families, groups and communities", and its focus areas of:

- awareness and engagement of individuals to take action for healthy, active lives;
- creation of communities that support healthy living;
- engagement of schools to create settings that support healthy living and learning;
- health and well-being of infants and young children; and
- support seniors and active healthy aging by ensuring access to and full participation in communities

In addition, the Board has considered the role of the NLSC in The Way Forward, a vision for sustainability and growth in Newfoundland Labrador.

My signature below is indicative of the Board's accountability for the preparation of this plan and the achievement of the objectives therein.

Sincerely,



Pat Parfrey

## 2. Overview

---

The Newfoundland and Labrador Sports Centre (NLSC) is a world-class, state-of-the-art athlete training facility, and was officially opened in July 2008. It serves as a venue for athlete training and for hosting provincial, national and international competitions for more than 70,000 athletes, coaches and administrators that make up Sport Newfoundland and Labrador. The Sports Centre hosts over 250,000 athlete and user participant visits per year; not including spectators. The Centre is operated as a Provincial Crown Corporation, and includes two separate facilities on the same site: The PowerPlex, a multi-purpose indoor training facility and The Dr. Noel Browne High Performance Centre, a world class strength and conditioning facility. In 2017, a \$2.4 million expansion and upgrade of both facilities was completed.

The multi-purpose indoor training facility, The PowerPlex, provides the province's elite athletes with access to a combative room, locker and shower rooms and a 2,944 square metre (or 32,000 square foot) gymnasium, which is large enough to have four basketball, seven volleyball or seven badminton courts playable at any one time. An expansion to The PowerPlex was completed in February 2017 and includes a 600 square metre room, which offers a multi-purpose area with a synthetic turf floor that includes bleacher area and washrooms.

The high performance centre, known as the Dr. Noel Browne High Performance Centre, is an extension to the adjacent Swilers Rugby Club, and includes a multi-purpose meeting room, three offices, and a strength and conditioning room, which is on equal scale and quality to many of North America's professional sports teams' facilities. The aforementioned expansion project, completed in 2017, also included an addition to the high performance centre, which added 270 square metres of strength and conditioning area.

During the 2017-20 planning cycle, the Board of Directors will support government's direction of improved health and well-being outcomes for individuals, families, groups and communities. Specifically, healthy active living programs support better health outcomes, which may reduce health care costs and improve the well-being of individuals in communities and schools.

The Board of Directors is made up of representatives drawn from a range of the sport and recreation community who have far-reaching experience in the field. As of April 1, 2017, the board of the NLSC includes: Dr. Patrick Parfrey, OC (Chair); Tanya Haywood (City of St. John's); Sandy Hickman (City of St. John's); Tom Godden (Sport NL); Dr. Noel Browne (Swiler's Rugby Club); and Government of Newfoundland and Labrador Representative, Andrew Bruce.

For more information on the NLSC, please contact:

Rod Snow, Executive Director and High Performance Director  
Newfoundland and Labrador Sports Centre  
100 Crosbie Road  
St. John's, NL  
A1E 2X3  
e/ rodsnow@gov.nl.ca  
t/ 729-6580  
f/ 729-6770  
Website: [www.nlsportscentre.ca](http://www.nlsportscentre.ca)

### **3. Objectives**

---

The NLSC is a world-class, state-of-the-art athlete training facility, whose construction was funded by three levels of government, the sports community and the private sector. An annual operating grant is provided by the Government of Newfoundland and Labrador through the Department of Children, Seniors and Social Development.

The NLSC provides opportunity of the highest quality for all demographics of the province's population for quality sport, physical activity and recreation on a year round basis.

The NLSC is operating at high usage levels for the majority of the year and is operating at capacity during prime time hours and it is projected that the current equipment and infrastructure will begin to require replacement in the near future. With equipment and infrastructure assessments undertaken regularly, it will be necessary to continue upgrades and improvements based on requirements and stakeholder feedback. NLSC's key for success is appropriately planning for future requirements within its fiscal resources. This planning is conducted while ensuring the day-to-day function of the centre, which includes hosting sporting events, is not compromised.

The NLSC's High Performance Program (HP Program) endeavors to offer all athletes competing in the Canada Games access to sport specific strength and conditioning training under the supervision and direction of certified Strength and Conditioning Specialists. The athletes have access to Riley's Room strength and conditioning area, the PowerPlex gymnasium, and the combative room at the NL Sports Centre for program delivery. The HP Program can also offer athletes access to professionals in the areas of nutrition, sport psychology and physiological testing. This program is offered at no cost to the athletes. The NLSC's HP Program aims to establish an environment that allows selected Canada Games teams and athletes the best opportunity for competitive success at the Games.

These key issues are aligned with the Strategic Direction to improve health and well-being outcomes for individuals, families, groups and communities, specifically the focus area of awareness and engagement of individuals to take action for healthy, active lives. These key issues are also in line with Government's **Way Forward: A vision for sustainability and growth in Newfoundland and Labrador**, specifically the focus area of better outcomes, which includes the actions to "Implement Healthy Living Initiatives to Achieve a Healthier Tomorrow" and to "Increase Awareness and Engage Individuals to Take Action for Healthy Living". Also, it responds to **The Way Forward's** long term targets, which state that Newfoundland and Labrador's obesity rate will be reduced by five per cent and physical activity rates will be increased by seven per cent by 2025

The NLSC will report on the following objectives for the years 2017-18, 2018-19 and 2019-20. Each year, it will report on progress toward these objectives and identify new indicators for the relevant year.

**Objective 1:** By March 31, 2018, 2019 and 2020 the NL Sports Centre will have supported the provision of a high-quality, state-of-the-art training facility for Newfoundlanders and Labradorians.

**Indicators:**

- Hosted sports events at all levels
- Undertaken an equipment and infrastructure assessment to appropriately plan for future requirements
- Conducted a policy review to ensure policies are relevant and up to date

**Objective 2:** By March 31, 2018, 2019 and 2020 the NL Sports Centre will have provided programming support for elite and high performance athletes of Newfoundland and Labrador.

**Indicators:**

- Targeted teams and athletes active in HP Program
- Provision of a facility with necessary equipment and infrastructure for HP training
- Established linkages with HP Sport partners (Canadian Sports Centre Atlantic and other Atlantic Provinces)

**Objective 3:** By March 31, 2018, 2019 and 2020 the NL Sports Centre will have provided opportunity for community oriented activities in non-prime time hours that promote physical activity outside organized sport.

**Indicators:**

- Targeted organizations that support and deliver healthy active living programs to promote physical activity and recreation opportunities through the NLSC
- Provided facility access and equipment to support and deliver healthy active living initiatives.

Pursuant to the **Transparency and Accountability Act**, the Newfoundland and Labrador Sports Centre Board will submit annual Activity Reports at the end of each fiscal year.



## Appendix I – Strategic Directions

---

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one government entity. These directions are generally communicated by Government through platform documents, Throne and Budget Speeches, policy documents, and other communiqués.

The **Transparency and Accountability Act** requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across Government and will ensure that all entities are moving forward on key commitments.

The Strategic Directions that are relevant to the Newfoundland and Labrador Sports Centre Board are:

### **Strategic Direction 2: Improved health and well-being outcomes for individuals, families, groups and communities.**

**Outcome:** Individuals families, groups and communities experience measureable improvement in health and well-being.

Focus will be in the following areas:

- Awareness and engagement of individuals to take action for healthy, active lives
- Creation of communities that support healthy living
- Health and well-being of infants and young children
- Adults who are at risk of abuse and neglect are protected
- Access to One-Window, Multi-Year Community Grants