

To: Community and Operations Services Committee

From: Kevin Alexander, Commissioner,  
Community and Operations Services Department

Report Number: CO-25-13

Date of Report: April 9, 2025

Date of Meeting: April 14, 2025

Subject: Recreation Services Communications Modernization

Ward: All Wards

File: 03-05

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## **1.0 Purpose**

The purpose of this Report is to recommend that the City discontinue the production of the *activeOshawa* Recreation Guide in favour of continuing to use more modern communication options.

Attachment 1 is the Spring 2025 *activeOshawa* Recreation Guide. Owing to its size, a copy of the Spring 2025 *activeOshawa* Recreation Guide is not attached to this Report and can be viewed at the following link:

[https://issuu.com/cityofoshawa/docs/spring\\_2025\\_oshawa\\_recreation\\_guide\\_feb\\_6\\_web](https://issuu.com/cityofoshawa/docs/spring_2025_oshawa_recreation_guide_feb_6_web)

Attachment 2 is the Summer 2025 *activeOshawa* Recreation Guide. Owing to its size, a copy of the Summer 2025 *activeOshawa* Recreation Guide is not attached to this Report and can be viewed at the following link:

[https://issuu.com/cityofoshawa/docs/summer\\_2025\\_oshawa\\_recreation\\_guide\\_36bdf33116e19f](https://issuu.com/cityofoshawa/docs/summer_2025_oshawa_recreation_guide_36bdf33116e19f)

Attachment 3 is a Program Listing for swimming.

## **2.0 Recommendation**

That the Community and Operations Services Committee recommend to City Council:

That Report CO-25-13 dated April 9, 2025 regarding the discontinuation of the production of the *activeOshawa* Recreation Guide be approved by Council.

### 3.0 Input From Other Sources

- Community and Operations Services Administration
- Corporate Communications
- Corporate Leadership Team
- Finance Services
- Legal Services
- Legislative Services
- Municipalities: Ajax, Brock, Clarington, Pickering, Scugog, Uxbridge and Whitby
- Service Oshawa

### 4.0 Analysis

#### 4.1 Background

The *active*Oshawa Recreation Guide (“the Guide”) has been an important tool to advertise recreational programs and services offered by Recreation Services for many years, well before the introduction of the Internet and online programming. The content, method of distribution and availability of the Guide continues to evolve in response to changes in the needs and habits of customers and how they seek out information. The Spring 2025 Guide is attached to this Report as Attachment 1.

Typically, two (2) publications of the Guide (both which consist of approximately 110 pages) are produced per year: a Fall/Winter edition and a Spring/Summer edition. This year – in response to the construction projects at South Oshawa Community Centre and Rotary Pool – three (3) publications have been produced to provide accurate and timely program information to customers.

The Guide includes information regarding policies and procedures related to recreational programs and services, as well as course descriptions, course codes, membership fees, and court rental fees. The Guide is no longer professionally printed, however the publication is accessible online or can be printed on demand at any City recreational facility.

The production schedule for the Guide spans approximately seven (7) months, resulting in program planning for recreational programs almost a year in advance.

Currently, customers rely on three (3) main resources to access program information: the Guide, the corporate website, and the online registration platform, [register.oshawa.ca](http://register.oshawa.ca) (“IntelliWeb”). The Guide duplicates information already available on both the corporate website and IntelliWeb. Since IntelliWeb is updated in real time, it is the most accurate and up-to-date source for program details and availability.

#### 4.2 The Evolution of the Printed Guide

Before 2015, 54,000 copies of the Guide were printed for each publication. Of these, 46,000 were distributed through the *Oshawa This Week* newspaper, while the remaining 8,000 copies were available for pick-up at recreational facilities.

In 2015, as readership of the local newspaper declined, the distribution method shifted. The Guide was no longer delivered through the newspaper but instead made available for pick-up at recreation facilities, branches of the Oshawa Public Libraries, and in an accessible online format. At that time, 20,000 copies of the Guide were printed for each edition.

By Fall 2017, the number of printed Guides had decreased to 8,000 copies per edition. Over the next three years, the number of Guides being recycled at recreational facilities increased as more customers turned to the online version of the Guide or used the online registration platform to access program information.

By Fall 2020, the Guide was no longer professionally produced or printed due to low customer engagement with printed materials during the COVID-19 pandemic. Instead, staff would print copies on request at recreation facilities.

In Fall 2023, IntelliWeb, the online registration platform, underwent a significant upgrade. This improved the online customer experience by introducing a refreshed web portal with enhanced appearance, functionality, and easier navigation. Search criteria were also upgraded, making it simpler to find program information. Additionally, there were notable improvements to the display of leisure swimming, leisure skating, and drop-in sports schedules. As a result, these schedules were no longer included in the Guide to ensure customers had access to the most up-to-date information, and to allow staff to better meet customer needs and keep pace with industry trends.

Since then, further information has been removed from the Guide and replaced with hyperlinks to the corporate website. This includes details on birthday parties, hours for the Youth Room at the South Oshawa Community Centre, personal training fees, racquet sport bookings, and program refund procedures.

The Summer 2025 Guide was released on Tuesday, April 1, 2025. Due to construction projects at South Oshawa Community Centre and Rotary Pool, some swimming-related program information has been omitted from the Guide. The Summer 2025 Guide is attached to this Report as Attachment 2.

To provide the most accurate and up-to-date information, a Program Listing (“the Listing”) has been developed to provide specific program information to customers. It contains the swimming, aquatic leadership and lifesaving program information that is not included in the summer edition of the Guide. The Listing may be printed at all recreation facilities, Service Oshawa and mailed or emailed to customers upon request.

The Listing contains the most accurate information available as it is populated from the registration software. Moving forward, the Listing will be provided to the community as an alternative to the Guide. The Listing is attached to this Report as Attachment 3.

### **4.3 Data Regarding Online Usage and Requests for Printed Copies of the Guide**

#### **4.3.1 Environics Analytics**

Environics Analytics, a market intelligence platform, was used to assess the online behaviors of customers who register for City programs. The data indicates that many customers are frequent internet and mobile users, regularly interacting with online content.

The adoption of mobile banking reflects the degree of trust individuals have in online transactions and their ability to complete them successfully. According to Environics data, 90% of Oshawa residents have used mobile banking at least once in the past week, and 91% within the last three months. The data also shows that a vast majority of Oshawa residents have accessed the internet at least once in the past week, with nearly 95% of residents connecting to the internet via their mobile phones during the same period.

#### **4.3.2 Website Visitor Data – Site Improve**

Site Improve is a tool used to consolidate website analytics to gain insights on how website visitors use and engage with the web environment.

Data shows that the online registration platform, IntelliWeb, is by far the most frequented and utilized source of program information. For example, during the Spring 2025 registration period, 99% of customers used IntelliWeb (a total of 514,944 page views), while only 1% of customers used the online version of the Guide (a total of 6,311 page views).

#### **4.3.3 Intelligenz Recreation Management Software Online Registration Data**

Intelligenz Recreation Management Software (“Intelligenz”) is the software used by Recreation Services for all transactions related to program registrations, facility rentals, fitness memberships and point of sale. Intelligenz interfaces with IntelliWeb.

A summary of registration data from Summer 2023 to Winter 2025 demonstrates that approximately 70% of customers register online, while 30% register in-person at a recreation facility.

#### **4.3.4 Frequency of Requests for Printed Copies of the Guide**

During Spring 2023 staff in recreation facilities kept a record of the number of printed copies of the Guide that were made available to customers. Only 408 printed copies were distributed across four (4) recreation facilities during a ten (10) week period, highlighting a shift towards digital access.

### **4.4 Municipal Comparators**

Staff conducted a review of the use of recreation program guides across municipalities in Durham Region. The key findings are as follows: Ajax, Brock, Clarington, Uxbridge, and Whitby primarily rely on their registration software to share program information. Pickering uses both its registration software and a program listing similar to the document used in

Oshawa. Scugog is the only municipality in Durham Region that continues to produce a professionally designed guide.

#### **4.5 Challenges with the Current Communications Approach**

The existing business process for programming and communication is inefficient from both a programming and operational perspective for three (3) primary reasons.

1. The production process for the Guide is labour-intensive, taking seven (7) months to complete, which hampers the ability to adjust to changing trends, emerging demands or evolving community needs.
2. Inaccuracy of Printed Information: Since the Guide is finalized months before it is released, it often becomes outdated due to cancellations, staffing changes, or new program offerings, causing frustration among customers.
3. Resource Efficiency: The current lengthy production cycle consumes a lot of staff time, which could otherwise be used more efficiently in a model with a shorter production schedule. The production schedule of the new model is approximately two (2) months in length.

#### **4.6 Oshawa's Strategic Communications Roadmap: A Modernized Framework**

At its meeting of November 25, 2024, City Council approved Oshawa's Strategic Communications Roadmap: A Modernized Framework ("the Framework"). The Framework outlines five communications pillars each with several actions that guide future communications planning and key priority areas.

The shift from the Guide to a more digital-focused communication model aligns with the Framework which emphasizes modernizing communications practices to ensure that the City's communications approaches are aligned with municipal best practices and effectively reach our audiences, as well as strengthening the reputation of the City by providing more reliable, updated, and accessible information to the community.

#### **4.7 Future Communication Strategies**

Based on the findings related to municipal benchmarking, online user data, reduced demand for a printed guide and to provide the most up-to-date and accurate information, staff recommend that the City discontinue the production of the *activeOshawa* Recreation Guide and shift to a modernized model, which includes:

- Continuing to promote recreation programs through the City's website as well as the online registration system IntelliWeb;
- producing the Listing to provide specific program information to customers;
- upon request, providing printed copies of the Listing at all recreation facilities and Service Oshawa; and,
- upon request, mailing or emailing the Listing to customers.

## 5.0 Financial Implications

The discontinuation of the production of the *active*Oshawa Recreation Guide will result in a cost savings of approximately \$8,000 in the 2025 Operating Budget. This accounts for one (1) edition of the Guide.

## 6.0 Relationship to the Oshawa Strategic Plan

This report responds to the Oshawa Strategic Plan Priority Area “Lead: Governance and Service Excellence” with the goal to enhance effective communication and encourage all community members to actively participate and learn about City services, programs, and spaces.



Stacey Gray-McQuat, Manager, Centralized Recreation Services,  
Recreation Services



Kevin Alexander, Commissioner,  
Community and Operations Services Department

# activeOshawa Recreation Program List

## Summer 2025

### Swimming

#### Adult and Specialty

##### Adult Swimmer - Beginner

Participants will work towards a 10-15 metre swim on their front and back, do jump entries from the side, and recover an object from the bottom in chest-deep water. Improve fitness and flutter kick with 4 x 9-12 metre interval training.

##### Civic Recreation Complex

| Day(s)   | Dates           | Times               | Classes | Course ID | Price*  |
|----------|-----------------|---------------------|---------|-----------|---------|
| Sunday   | Jul 06 - Aug 31 | 10:30 am - 11:15 am | 8       | 50294     | \$75.20 |
| Tuesday  | Jul 08 - Aug 26 | 7:15 pm - 8:00 pm   | 8       | 50213     | \$75.20 |
| Thursday | Jul 03 - Aug 28 | 7:15 pm - 8:00 pm   | 9       | 50290     | \$84.60 |
| Saturday | Jul 05 - Aug 30 | 10:30 am - 11:15 am | 8       | 50292     | \$75.20 |

##### Adult Swimmer - Intermediate

Participants will work on two interval training workouts of 4 x 25 metre kicking and front or back crawl, perform dive entries, and demonstrate breaststroke arms and breathing over 10-15 metres. Participants will also learn to support themselves at the surface for 1-2 minutes.

##### Civic Recreation Complex

| Day(s)   | Dates           | Times               | Classes | Course ID | Price*  |
|----------|-----------------|---------------------|---------|-----------|---------|
| Sunday   | Jul 06 - Aug 31 | 10:30 am - 11:15 am | 8       | 50295     | \$75.20 |
| Tuesday  | Jul 08 - Aug 26 | 7:15 pm - 8:00 pm   | 8       | 50212     | \$75.20 |
| Saturday | Jul 05 - Aug 30 | 10:30 am - 11:15 am | 8       | 50293     | \$75.20 |

##### Fitness Swimmer

Swimmers of any age improve their overall physical fitness in the water. A structured approach based on accepted training principles and practices including interval training. Participants set their own goals.

##### Civic Recreation Complex

| Day(s)  | Dates           | Times             | Classes | Course ID | Price*  |
|---------|-----------------|-------------------|---------|-----------|---------|
| Tuesday | Jul 08 - Aug 26 | 7:00 pm - 7:45 pm | 8       | 50214     | \$75.20 |

##### Teen Swimmer - Beginner

Designed for beginners who may be just starting out. Within the curriculum participants set their own goals to develop water confidence and smooth recognizable strokes. Targeted Water Smart® drowning prevention messages are an integral part of the Swim for Life® program. These messages are delivered in all teen swimmer levels.

### Civic Recreation Complex

| Day(s)   | Dates           | Times             | Classes | Course ID | Price*  |
|----------|-----------------|-------------------|---------|-----------|---------|
| Thursday | Jul 03 - Aug 28 | 7:15 pm - 8:00 pm | 9       | 50291     | \$84.60 |

## Child and Youth

### Swimmer - 1

Swimmers will become comfortable jumping into water with and without a lifejacket. They'll learn to open their eyes, exhale, and hold their breath underwater. They'll work on floats, glides, and kicking through the water on their front and back with assistance.

### Civic Recreation Complex

| Day(s)        | Dates           | Times              | Classes | Course ID | Price*  |
|---------------|-----------------|--------------------|---------|-----------|---------|
| Mo,We,Th,Fr   | Jun 30 - Jul 04 | 9:00 am - 9:30 am  | 4       | 49794     | \$37.60 |
| Mo,Tu,We,Th,F | Jul 07 - Jul 11 | 9:00 am - 9:30 am  | 5       | 49814     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 14 - Jul 18 | 9:00 am - 9:30 am  | 5       | 49827     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 21 - Jul 25 | 9:30 am - 10:00 am | 5       | 49839     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 28 - Aug 01 | 9:00 am - 9:30 am  | 5       | 49855     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 28 - Aug 01 | 9:30 am - 10:00 am | 5       | 49858     | \$47.00 |
| Tu,We,Th,Fr   | Aug 05 - Aug 08 | 9:00 am - 9:30 am  | 4       | 49869     | \$37.60 |
| Tu,We,Th,Fr   | Aug 05 - Aug 08 | 9:30 am - 10:00 am | 4       | 49874     | \$37.60 |
| Mo,Tu,We,Th,F | Aug 11 - Aug 15 | 9:00 am - 9:30 am  | 5       | 49944     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 11 - Aug 15 | 9:30 am - 10:00 am | 5       | 49953     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 18 - Aug 22 | 9:00 am - 9:30 am  | 5       | 49970     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 18 - Aug 22 | 9:30 am - 10:00 am | 5       | 49976     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 9:00 am - 9:30 am  | 5       | 50003     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 9:30 am - 10:00 am | 5       | 50029     | \$47.00 |
| Tuesday       | Jul 08 - Aug 26 | 4:30 pm - 5:00 pm  | 8       | 50068     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 4:30 pm - 5:00 pm  | 8       | 50066     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 5:30 pm - 6:00 pm  | 8       | 50171     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 6:30 pm - 7:00 pm  | 8       | 50172     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 7:00 pm - 7:30 pm  | 8       | 50173     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 7:30 pm - 8:00 pm  | 8       | 50174     | \$75.20 |
| Thursday      | Jul 03 - Aug 28 | 4:30 pm - 5:00 pm  | 9       | 50218     | \$84.60 |
| Thursday      | Jul 03 - Aug 28 | 4:30 pm - 5:00 pm  | 9       | 50220     | \$84.60 |
| Thursday      | Jul 03 - Aug 28 | 5:30 pm - 6:00 pm  | 9       | 50245     | \$84.60 |
| Thursday      | Jul 03 - Aug 28 | 6:00 pm - 6:30 pm  | 9       | 50246     | \$84.60 |

## Civic Recreation Complex

| Day(s)   | Dates           | Times             | Classes | Course ID | Price*  |
|----------|-----------------|-------------------|---------|-----------|---------|
| Thursday | Jul 03 - Aug 28 | 6:30 pm - 7:00 pm | 9       | 50247     | \$84.60 |
| Thursday | Jul 03 - Aug 28 | 7:00 pm - 7:30 pm | 9       | 50248     | \$84.60 |
| Thursday | Jul 03 - Aug 28 | 7:30 pm - 8:00 pm | 9       | 50249     | \$84.60 |

## Swimmer - 2

Swimmers will jump into deeper water and learn to be comfortable falling sideways into the water wearing a lifejacket. They'll be able to support themselves at the surface without an aid, learn whip kick, swim on their front and back, and be introduced to flutter kick interval training.

## Civic Recreation Complex

| Day(s)      | Dates           | Times              | Classes | Course ID | Price*  |
|-------------|-----------------|--------------------|---------|-----------|---------|
| Mo,We,Th,Fr | Jun 30 - Jul 04 | 9:30 am - 10:00 am | 4       | 49789     | \$37.60 |
| Tuesday     | Jul 08 - Aug 26 | 4:30 pm - 5:00 pm  | 8       | 50090     | \$75.20 |
| Tuesday     | Jul 08 - Aug 26 | 5:30 pm - 6:00 pm  | 8       | 50180     | \$75.20 |
| Tuesday     | Jul 08 - Aug 26 | 6:30 pm - 7:00 pm  | 8       | 50181     | \$75.20 |
| Thursday    | Jul 03 - Aug 28 | 4:30 pm - 5:00 pm  | 9       | 50221     | \$84.60 |
| Thursday    | Jul 03 - Aug 28 | 5:30 pm - 6:00 pm  | 9       | 50253     | \$84.60 |
| Thursday    | Jul 03 - Aug 28 | 6:00 pm - 6:30 pm  | 9       | 50254     | \$84.60 |
| Thursday    | Jul 03 - Aug 28 | 6:30 pm - 7:00 pm  | 9       | 50255     | \$84.60 |
| Thursday    | Jul 03 - Aug 28 | 7:00 pm - 7:30 pm  | 9       | 50256     | \$84.60 |

## Swimmer - 2/3

Swimmer 2: Swimmers will jump into deeper water and learn to be comfortable falling sideways into the water wearing a lifejacket. They'll be able to support themselves at the surface without an aid, learn whip kick, swim on their front and back, and be introduced to flutter kick interval training.

Swimmer 3: Swimmers will do different entries, in-water front somersaults and handstands. They'll work on front crawl, back crawl, and whip kick. Flutter kick interval training increases.

## Civic Recreation Complex

| Day(s)        | Dates           | Times              | Classes | Course ID | Price*  |
|---------------|-----------------|--------------------|---------|-----------|---------|
| Mo,Tu,We,Th,F | Jul 07 - Jul 11 | 9:30 am - 10:00 am | 5       | 49815     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 14 - Jul 18 | 9:30 am - 10:00 am | 5       | 49831     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 21 - Jul 25 | 9:30 am - 10:00 am | 5       | 49843     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 28 - Aug 01 | 9:30 am - 10:00 am | 5       | 49859     | \$47.00 |
| Tu,We,Th,Fr   | Aug 05 - Aug 08 | 9:30 am - 10:00 am | 4       | 49873     | \$37.60 |
| Mo,Tu,We,Th,F | Aug 11 - Aug 15 | 9:30 am - 10:00 am | 5       | 49955     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 18 - Aug 22 | 9:30 am - 10:00 am | 5       | 49975     | \$47.00 |

### Civic Recreation Complex

| Day(s)        | Dates           | Times              | Classes | Course ID | Price*  |
|---------------|-----------------|--------------------|---------|-----------|---------|
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 9:30 am - 10:00 am | 5       | 50037     | \$47.00 |

### Swimmer - 3

Swimmers will do different entries, in-water front somersaults and handstands. They'll work on front crawl, back crawl, and whip kick. Flutter kick interval training increases.

### Civic Recreation Complex

| Day(s)      | Dates           | Times              | Classes | Course ID | Price*  |
|-------------|-----------------|--------------------|---------|-----------|---------|
| Mo,We,Th,Fr | Jun 30 - Jul 04 | 9:30 am - 10:00 am | 4       | 49792     | \$37.60 |
| Tuesday     | Jul 08 - Aug 26 | 5:00 pm - 5:30 pm  | 8       | 50132     | \$75.20 |
| Tuesday     | Jul 08 - Aug 26 | 6:00 pm - 6:30 pm  | 8       | 50203     | \$75.20 |
| Tuesday     | Jul 08 - Aug 26 | 7:00 pm - 7:30 pm  | 8       | 50210     | \$75.20 |
| Thursday    | Jul 03 - Aug 28 | 5:00 pm - 5:30 pm  | 9       | 50227     | \$84.60 |
| Thursday    | Jul 03 - Aug 28 | 6:30 pm - 7:00 pm  | 9       | 50285     | \$84.60 |

### Swimmer - 4

Swimmers will swim underwater and lengths of front, back crawl, whip kick, and breaststroke arms with breathing. New challenges include the completion of the Canadian Swim to Survive® Standard. They'll cap it all off with front crawl sprints and front or back crawl interval training.

### Civic Recreation Complex

| Day(s)        | Dates           | Times              | Classes | Course ID | Price*  |
|---------------|-----------------|--------------------|---------|-----------|---------|
| Mo,We,Th,Fr   | Jun 30 - Jul 04 | 9:30 am - 10:00 am | 4       | 49796     | \$37.60 |
| Mo,Tu,We,Th,F | Jul 07 - Jul 11 | 9:30 am - 10:00 am | 5       | 49802     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 28 - Aug 01 | 9:30 am - 10:00 am | 5       | 49861     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 18 - Aug 22 | 9:30 am - 10:00 am | 5       | 49979     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 9:30 am - 10:00 am | 5       | 50016     | \$47.00 |
| Tuesday       | Jul 08 - Aug 26 | 5:00 pm - 5:30 pm  | 8       | 50137     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 6:00 pm - 6:30 pm  | 8       | 50205     | \$75.20 |
| Tuesday       | Jul 08 - Aug 26 | 7:00 pm - 7:30 pm  | 8       | 50211     | \$75.20 |
| Thursday      | Jul 03 - Aug 28 | 5:00 pm - 5:30 pm  | 9       | 50226     | \$84.60 |
| Thursday      | Jul 03 - Aug 28 | 6:30 pm - 7:00 pm  | 9       | 50286     | \$84.60 |

### Swimmer - 5

Swimmers will master entries, eggbeater kicks, and in-water backward somersaults. They'll refine their front and back crawl and breaststroke. Then they'll pick up the pace in sprints and two interval trainings.

### Civic Recreation Complex

| Day(s) | Dates | Times | Classes | Course ID | Price* |
|--------|-------|-------|---------|-----------|--------|
|--------|-------|-------|---------|-----------|--------|

## Civic Recreation Complex

| Day(s)   | Dates           | Times             | Classes | Course ID | Price*  |
|----------|-----------------|-------------------|---------|-----------|---------|
| Tuesday  | Jul 08 - Aug 26 | 5:30 pm - 6:15 pm | 8       | 50169     | \$75.20 |
| Thursday | Jul 03 - Aug 28 | 5:00 pm - 5:45 pm | 9       | 50229     | \$84.60 |

### Swimmer - 5/6

Swimmer 5: Swimmers will master entries, eggbeater kicks, and in-water backward somersaults. They'll refine their front and back crawl and breaststroke. Then they'll pick up the pace in sprints and two interval trainings.

Swimmer 6: Swimmers will rise to the challenge of aquatic skills including stride entries, compact jumps, and lifesaving kicks like eggbeater and scissor kick. They'll develop strength and power in head-up breaststroke sprints. They'll easily swim lengths of front crawl, back crawl, and breaststroke, and improve fitness with swimming workouts.

## Civic Recreation Complex

| Day(s)        | Dates           | Times               | Classes | Course ID | Price*  |
|---------------|-----------------|---------------------|---------|-----------|---------|
| Mo,We,Th,Fr   | Jun 30 - Jul 04 | 10:00 am - 10:30 am | 4       | 49795     | \$37.60 |
| Mo,Tu,We,Th,F | Jul 07 - Jul 11 | 10:00 am - 10:30 am | 5       | 49803     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 14 - Jul 18 | 10:00 am - 10:30 am | 5       | 49829     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 21 - Jul 25 | 10:00 am - 10:30 am | 5       | 49840     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 28 - Aug 01 | 10:00 am - 10:30 am | 5       | 49863     | \$47.00 |
| Tu,We,Th,Fr   | Aug 05 - Aug 08 | 10:00 am - 10:30 am | 4       | 49878     | \$37.60 |
| Mo,Tu,We,Th,F | Aug 11 - Aug 15 | 10:00 am - 10:30 am | 5       | 49960     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 18 - Aug 22 | 10:00 am - 10:30 am | 5       | 49996     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 10:00 am - 10:30 am | 5       | 50046     | \$47.00 |
| Thursday      | Jul 03 - Aug 28 | 6:15 pm - 7:00 pm   | 9       | 50288     | \$84.60 |

### Swimmer - 6

Swimmers will rise to the challenge of aquatic skills including stride entries, compact jumps, and lifesaving kicks like eggbeater and scissor kick. They'll develop strength and power in head-up breaststroke sprints. They'll easily swim lengths of front crawl, back crawl, and breaststroke, and improve fitness with swimming workouts.

## Civic Recreation Complex

| Day(s)   | Dates           | Times             | Classes | Course ID | Price*  |
|----------|-----------------|-------------------|---------|-----------|---------|
| Tuesday  | Jul 08 - Aug 26 | 5:30 pm - 6:15 pm | 8       | 50192     | \$75.20 |
| Thursday | Jul 03 - Aug 28 | 5:00 pm - 5:45 pm | 9       | 50230     | \$84.60 |

### Swimmer - 7

Swimmers will rise to the challenge of aquatic skills including stride entries, lifesaving kicks like eggbeater and scissor kick. They'll develop strength and endurance through stroke developments and workouts.

## Civic Recreation Complex

| Day(s)        | Dates           | Times               | Classes | Course ID | Price*  |
|---------------|-----------------|---------------------|---------|-----------|---------|
| Mo,We,Th,Fr   | Jun 30 - Jul 04 | 10:00 am - 10:30 am | 4       | 49790     | \$37.60 |
| Mo,Tu,We,Th,F | Jul 07 - Jul 11 | 10:00 am - 10:30 am | 5       | 49810     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 14 - Jul 18 | 10:00 am - 10:30 am | 5       | 49822     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 21 - Jul 25 | 10:00 am - 10:30 am | 5       | 49835     | \$47.00 |
| Mo,Tu,We,Th,F | Jul 28 - Aug 01 | 10:00 am - 10:30 am | 5       | 49862     | \$47.00 |
| Tu,We,Th,Fr   | Aug 05 - Aug 08 | 10:00 am - 10:30 am | 4       | 49876     | \$37.60 |
| Mo,Tu,We,Th,F | Aug 11 - Aug 15 | 10:00 am - 10:30 am | 5       | 49961     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 18 - Aug 22 | 10:00 am - 10:30 am | 5       | 49997     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 10:00 am - 10:30 am | 5       | 50049     | \$47.00 |
| Tuesday       | Jul 08 - Aug 26 | 6:15 pm - 7:00 pm   | 8       | 50207     | \$75.20 |
| Thursday      | Jul 03 - Aug 28 | 5:45 pm - 6:30 pm   | 9       | 50283     | \$84.60 |

## Swimmer - 8/9/10

A smaller ratio swimming lesson of 3:1.

Swimmer 8: Swimmers continue stroke development with 50 metre swims of front crawl, back crawl, and breaststroke. Lifesaving Sport skills include a 25 metre obstacle swim and a 15 metre object carry. First aid focuses on assessment of conscious victims, contacting EMS, and treatment for bleeding. Fitness improves in 350 metre workouts and 100 metre timed swims.

Swimmer 9: Swimmers develop better strokes over 75 metre swims of each stroke. They tackle lifesaving sport skills in a lifesaving medley, timed object support, and rescue with a buoyant aid. First aid focuses on assessment of unconscious victims, treatment of victims in shock, and obstructed airway procedures. Skill drills develop a strong lifesaving foundation.

Swimmer 10: Swimmers are challenged with 600 metre workouts, 300 metre timed swims, and a 25 metre object carry. Strokes are refined over 100 metre swims. First aid focuses on treatment of bone/joint injuries and respiratory emergencies including asthma allergic reactions. Lifesaving skills include defense methods, victim removals, and rolling over and supporting victims face up in shallow water.

## Civic Recreation Complex

| Day(s)        | Dates           | Times              | Classes | Course ID | Price*  |
|---------------|-----------------|--------------------|---------|-----------|---------|
| Mo,Tu,We,Th,F | Jul 14 - Jul 18 | 9:00 am - 10:30 am | 5       | 49823     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 11 - Aug 15 | 9:00 am - 10:30 am | 5       | 49949     | \$47.00 |
| Mo,Tu,We,Th,F | Aug 25 - Aug 29 | 9:00 am - 10:30 am | 5       | 50065     | \$47.00 |
| Tuesday       | Jul 08 - Aug 26 | 6:15 pm - 7:15 pm  | 8       | 50208     | \$75.20 |
| Thursday      | Jul 03 - Aug 28 | 7:00 pm - 8:00 pm  | 9       | 50289     | \$84.60 |