

**Eliyahu Wellness Centre
Canada Games Place**

NORTH RUSTICO, PEI

COMMUNICATION PLAN - AUGUST 2025



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INTRODUCTION

The Eliyahu Wellness Centre Canada Games Place (EWC) is a multipurpose event and wellness centre opened on February 16th, 2023. It is located in the heart of North Rustico, Prince Edward Island and houses an Olympic-sized ice surface, fitness centre, a 180-metre walking track, campus space for The Mount Academy, a community hospitality room, and a dedicated kitchen. The mission of the facility is to be a welcoming gathering place that supports individual health and wellness and inspires community building and resilience.

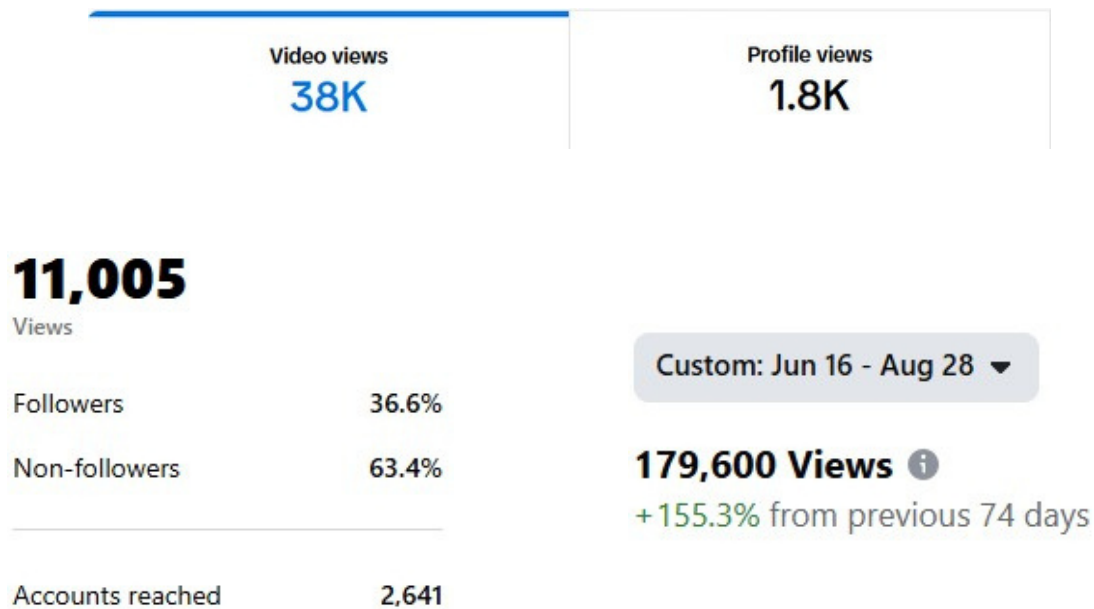
The state-of-the-art facility is a high-efficiency, fully energy-integrated building, making it one of the most impressive arenas in the province. Despite the numerous positive talking points, the EWC is often the target of negative backlash online and through word of mouth. Controversies such as the cost of the building, time to complete, municipal ownership, and other expectations that were not met, has led to overwhelming criticism from locals. Other negative comments target the cleanliness, and upkeep of the building which management has taken further steps to correct with daily checklists and personal meetings with staff.

Another point of contention has been the new cancellation policies taking effect as of October 1st, 2025. Some members of the various organizations who are affected by these policies were frustrated when they were introduced, leading to more strained relationships. While it was a shock initially, these policies are necessary for the business operations of the ice surface. Almost all other arenas carry strict cancellation policies to protect themselves from continuous cancellations and lost revenue. The addition of a proper cancellation policy will only add to the professionalism of the operation.

An interesting observation can be made that many of the active users of the facility seem impressed and view the facility in a positive light. The gym users are pleased with the equipment, ice users enjoy the dressing rooms and ice surface, and while room rentals have been rare, they do receive praise when used. All the summer camps operated without incident, and many have already began booking ice and rooms for next year. This kind of positive energy is what the EWC needs to generate more of, and the key will be to bring the members of the community who feel resentful towards the building, inside to experience the great atmosphere that exists here.

Hosting community-oriented events will be an important step to bringing back members of the community who have written off the building. This strategy is the simplest yet effective way to draw people back inside. These events create positive associations between people and the facility, which in turn generates more positive conversations about it elsewhere.

The EWC has taken steps to bolster its online presence in an effort to increase the number of visitors, increase overall awareness of the facility, and generate positive spin in the online conversations surrounding the building. The Facebook has seen an explosion of activity over the past 3 months, while the Instagram and TikTok pages have unlocked new audiences of their own. An active digital presence will help address uncertainties, build relationships, and create a sense of transparency that was missing.



Overall, the communication plan for this facility will be a bold strategy that attempts to contain and eliminate the negative perception of an incredible wellness centre using digital communication, marketing, and event planning. To be successful, consistent and positive messaging will be essential. Allowing negativity to stir and lead conversations online will only lead to the same in-person.

MAIN OBJECTIVES

1) Host community-oriented events that create positive associations with the building

Knowing that the frequent users of the facility have generally been happy with the offerings, but we hear negativity from those who avoid any participation, we can begin to focus on hosting events that people cannot miss and hopefully build those positive associations that others have. Summer camps over the course of the summer have been a great way to create positive memories for parents and youth, especially those who do not visit regularly during the fall and winter, to experience the EWC and what it has to offer. Going forward, the Legends of Hockey tour will be an important opportunity for this objective to reach a portion of the community who feels negatively. The facility is on the right track with their current events; the next steps will be to plan more events not related to the ice surface. Efforts like bingo, cooking classes, spin classes, personal training, yoga, dances, or other activities will open the doors to even more people who do not usually visit.

2) Build a strong and dependable online presence

By creating professional social media pages, the arena will gain new attention, increase our credibility as a business, and control the online narratives that circulate around the facility. Social media can be a strong tool for two-way communication rather than just the one-way message sharing that it is often seen as. By creating an interactive online environment, we can build rapport with the community, and this will often increase interaction with the page and in turn help achieve commercial success at the facility. If a budget for social media/marketing is introduced, earning a verification badge and boosting popular posts would be beneficial for the facility as it would further portray credibility and reach even more eyes.

3) Increase awareness of the diverse services offered by the EWC

Staff often hear comments about how visitors did not know about a room or service that exists in the facility. These shortcomings fall upon the communication “team” to correct. The new “Tidbit Tuesday” series of posts has already shown promise in promoting the often-unknown aspects of the EWC and answering frequently asked questions. More initiatives like this, such as the newsletter and the suggestion form through Google Forms are good corrective steps to inform the public of our what we have to offer. Many visitors also ask for directions to different rooms in the facility. Additional signage could help visitors navigate in a more efficient way. Directional signage or a general facility map are commonly found in larger facilities.

NEW AUDIENCES

INSTAGRAM & TIKTOK

32%

BETWEEN AGES OF

18-24

* DATA ON USERS UNDER
18 DOES NOT EXIST

50K

VIEWS

200

FOLLOWERS

EXISTING AUDIENCE

FACEBOOK

180K

VIEWS

155%

INCREASE OVER
PREVIOUS 74 DAYS

97%

ABOVE THE AGE OF

24

COMMUNICATION CHANNELS

1) Social media

Social media allows for direct communication with external stakeholders. The EWC already have channels set up for Instagram, Facebook, and TikTok which should be sufficient to achieve the objectives set out above. Additional channels such as Strava and a Newsletter powered by MailChimp provide extra means to communicate with the external audience.

2) Flyers/posters

Since there are a large number of community members who are not active on social media, print media is a good way to reach the remaining portion of our target audience. Locating high traffic areas to post our posters is typically the most difficult part of a successful print media campaign. It would be good to have a list created of locations that allow the EWC to promote using flyers or posters.

3) Physical presence at events

By having someone on-site to promote events for the EWC, we can lead the discussion and ensure that information is shared in a personal manner. Having two-way symmetrical communication with interested parties can lead to less ambiguity surrounding any events and present a chance for the person delivering the message to adapt their advertising strategy to specific people.

KEY MESSAGES

- The Eliyahu Wellness Centre Canada Games Place exists to be a welcoming gathering place that supports individual health and wellness and inspires community building and resilience.
- The Eliyahu Wellness Centre Canada Games Place is a leading wellness centre on Prince Edward Island, equipped with an Olympic ice surface, fitness centre, and event space for various needs built on the pillars of community and sustainability.

KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) are ways to measure the effectiveness of communications efforts. KPIs are typically quantitative but can also be qualitative. While the KPIs below do not necessarily match up with the main objectives listed in the previous section, these are examples of what could be used in a real actionable communication plan.

1) Interactions on social media

This indicator is fairly evident when running social media platforms, it is a good way to see how many people you are reaching, whether they are interacting or not, and more. Strong social media campaigns will generally yield a higher number of interactions.

2) Revenue

If a significant communications campaign is executed, there will likely be a difference in the revenue generated by the EWC after the campaign occurred.

3) Total hours of ice rentals

If there is a push to advertise ice time bookings, we could use track and measure this statistic to better understand how the advertisement campaign worked.

4) Room bookings

Similarly to the ice time bookings, tracking the number of times or hours that rooms are booked would be a simple way to measure the success of a given campaign.

5) Qualitative KPIs

Interviews and focus groups are popular methods for collecting qualitative data. Conducting a sentiment analysis on discussions online is another more advanced way of finding qualitative data. Qualitative KPIs are often more difficult to collect but can provide very insightful data.

TARGET AUDIENCE

- Members of the local community
- Islanders who are interested in events happening at the EWC
- Event organizers
- Ice sport organizations
- Fitness and wellness program organizers

STAKEHOLDERS

INTERNAL

Internal stakeholders include all employees of the Eliyahu Wellness Centre and Town of North Rustico. From the Town Mayor to the general labourers, everyone who is employed by the municipality is considered an internal stakeholder for the facility.

EXTERNAL

The list of external stakeholders is far more extensive and includes all the users, suppliers, contractors, and organizations who are involved with the EWC. External stakeholders should be considered anyone who has transactions with the facility or town in relation to the facility. Different communication plans will target each stakeholder differently, and they will be communicated with in different manners, but for the purpose of this general communication plan, they should all be considered.

AUTHOR'S NOTES

This communication plan was written by Benjamin Saulnier, Student Social Media and Events Coordinator for the summer of 2025. The purpose of this plan is to share my observations, provide recommendations for the future, and summarize what I learned from this role.

I am very proud of the work that we did this summer, and the progress that was made towards a brighter future for this facility. The potential that the EWC holds as a community beacon is clear to me and can be achieved easily with the full support of the community behind it. Earning the support that it needs will be the challenge, however I have full faith in the team that already dedicates so many hours to building this place. Further communication, marketing, and event efforts will strengthen the bond between the community and the facility.

This summer was my first opportunity to use the knowledge and skills that came from my undergraduate degree in communications at the University of Ottawa. Since graduating I was searching for someone to let me to prove myself as a communications professional, and this position gave me that chance. Spending time in North Rustico, where my family has had a long history, made this experience even more special. I would like to thank everyone who I had the pleasure of working with this summer at the EWC, and with the Town of North Rustico.

