



Alberta Sport Connection 2018-19 Annual Report



Alberta

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Message from the Chair

Alberta Sport Connection (ASC) is a provincial crown corporation dedicated to enhancing the quality of life of Albertans through sport. We support sport development, enhance athletic excellence and provide leadership for multi-sport games. Our vision is for Alberta to have the premier sport delivery system in Canada.

Alberta Sport Connection is accountable to the Minister of Culture, Multiculturalism and Status of Women. Our partners and stakeholders include: other Alberta government ministries, such as Education, Indigenous Relations, and Justice and Solicitor General; agencies such as Alberta Foundation for the Arts and Travel Alberta; other levels of government (federal, provincial/territorial and municipal) and the Federal/Provincial/Territorial Sport Committee; provincial sport organizations, multi-sport organizations, educational institutions, national and international sport organizations, host communities for games and events and Albertans in general.

Alberta Sport Connection Highlights for the 2018-19 fiscal year:

- ASC Invested approximately \$21 million to support all levels of sport, including \$7.9 million to 82 provincial sport organizations, serving a total membership of approximately 788,000 Albertans.
- The Canada-Alberta Sport Participation bilateral agreement continued to support programming for under-represented groups including Indigenous peoples, women and girls, and persons with disabilities.
- ASC supported and coordinated Team Alberta's participation in the 2019 Canada Winter Games in Red Deer (estimated economic impact: \$132 million) and the 2018 Alberta Summer Games in Grande Prairie (economic impact: \$3 million for Alberta and \$2 million for Grande Prairie area).
- The Federal, Provincial, and Territorial Ministers responsible for Sport, Physical Activity and Recreation met in Red Deer and released the *"Red Deer Declaration" for the Prevention of Harassment, Abuse and Discrimination in Sport*. Initiatives included a series of "Safe Sport Summits" held throughout the country, including in Alberta, in the following year. The summits will contribute to the development of a national harmonized code of conduct and sanctions.
- ASC provided approximately \$1 million through its Podium Alberta Program to 240 Alberta-based athletes pursuing athletic excellence at the national and international level.
- ASC continued to support athletes, sport tourism and our economy through major national and international sport events, including nine Winter Olympic Legacy World Cup events and numerous world and Canadian championships.



Stephen R. Norris.

Dr. Stephen Norris, Chair

Overview

Mandate

Reporting to Alberta's Minister of Culture, Multiculturalism and Status of Women, the Alberta Sport Connection is guided by the objectives found in the [Alberta Sport Connection Act](#).

Vision

Alberta, the premier sport delivery system in Canada.

Mission

To enhance, advocate and inspire participation and partnership as Albertans strive for excellence in sport.

Who We Are

A provincial crown corporation that delivers sport programs and services on behalf of the Government of Alberta. The ASC is dedicated to the development of sport in Alberta.

What We Do

Mandate

Alberta Sport Connection supports Outcome One of the Culture and Tourism 2018-19 Business Plan: "Vibrant, active communities and diverse cultural opportunities enhance Albertans' quality of life."

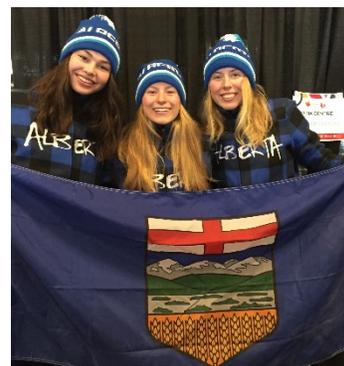
ASC facilitates and enhances sport activities, lifestyles and legacies by developing active partnerships with government ministries and agencies, other levels of government, provincial, national and international sport organizations and host communities for games and events.

Games

- Alberta Summer and Winter Games
- Alberta Masters Games
- Arctic Winter Games
- Canada Summer and Winter Games
- Western Canada Summer Games

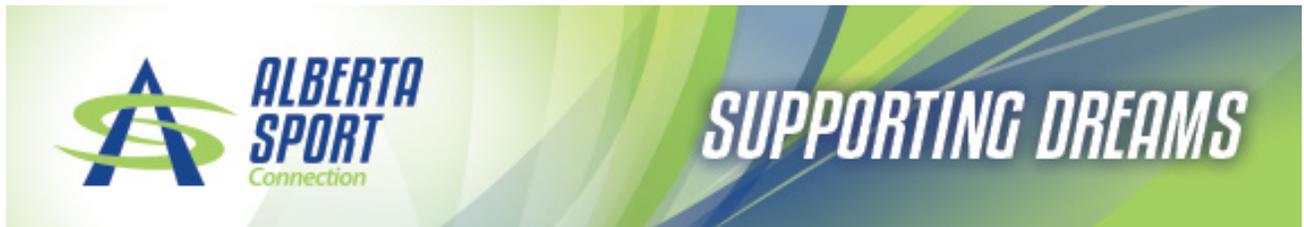
Programs and Initiatives

- Alberta Sport Development Centres
- Alberta Sport Leadership Conference
- Alberta Winter Olympic Legacy Major Sport Events
- Alberta's Future Leaders Program
- Athlete and Team of the Year Awards





- Coaches and Officials Grants
- Coaching Education and National Coach Certification Program
- Donation Program
- High Performance Coach Program
- International Sport Exchange Program
- Major Sport Events Hosting Program
- Podium Alberta
- Association Development Program
- Volunteer, coach and officials awards



Did You Know?

Sport GDP in Alberta is \$828 million and creates approximately 13,000 jobs. ([Statistics Canada](#)) Sport is a good investment for individuals, communities and society.

Linkages to the Ministry's Business Plan

Alberta Sport Connection programs are linked to the following outcome in the Culture and Tourism 2018-21 Business Plan:

Outcome One: Vibrant, active communities and diverse cultural opportunities enhance Albertans' quality of life.

Specifically, ASC initiatives contribute to Outcome One's Key Strategy 1.5: Develop initiatives for the Alberta Sport Plan and implement revised funding models to support sport organizations; increase sport participation, development and excellence in collaboration with the Canadian Olympic and Paralympic Committees; and build and maintain corporate sponsorship for Alberta Sport Connection programs and multi-sport events, including the 2019 Canada Winter Games.

For ASC, achieving the strategy's goals includes:

- Working with our provincial sport organizations, and our provincial, national and international sport partners, such as the Canadian Olympic and Paralympic Committees;
- Continuing to pursue direct sponsorship of ASC programs with corporate Alberta and working with Games host societies to encourage local sponsorship; and
- Increasing awareness of the value and benefit of sport to individuals, communities, our economy and society.



ASC's Road to the Games initiative provides youth from economically disadvantaged families the opportunity to participate in sport.

Membership

2018-19 ASC Board Membership



Dr. Stephen Norris

Chair

Location: Cochrane

Ex-officio for all ASC committees



Kelly Blackshaw

Vice Chair

Location: Calgary

ASC committee assignments:

Marketing Committee (Chair)



Taryn Barry

Location: Edmonton

ASC committee assignments:

Audit Committee



Jesse Bhondi

Location: Edmonton

ASC committee assignments:

Audit Committee



Tony Flores

Location: Edmonton

ASC committee assignments:

Games Committee



Wade Kolmel

Location: Calgary

ASC committee assignments:

Games Committee (Chair)



Ann MacTaggart

Location: Sherwood Park

ASC committee assignments:

Audit Committee (Chair)



Kody Taylor

Location: Edmonton

ASC committee assignments:

Alberta's Future Leaders Provincial Support Committee (Chair)



Helen Upperton

Location: Calgary

ASC committee assignments:

Alberta's Future Leaders Provincial Support Committee



Erica Wiebe

Location: Calgary

ASC committee assignments:

Marketing Committee



Lloyd Bentz (Ex-Officio)

Chief Executive Officer

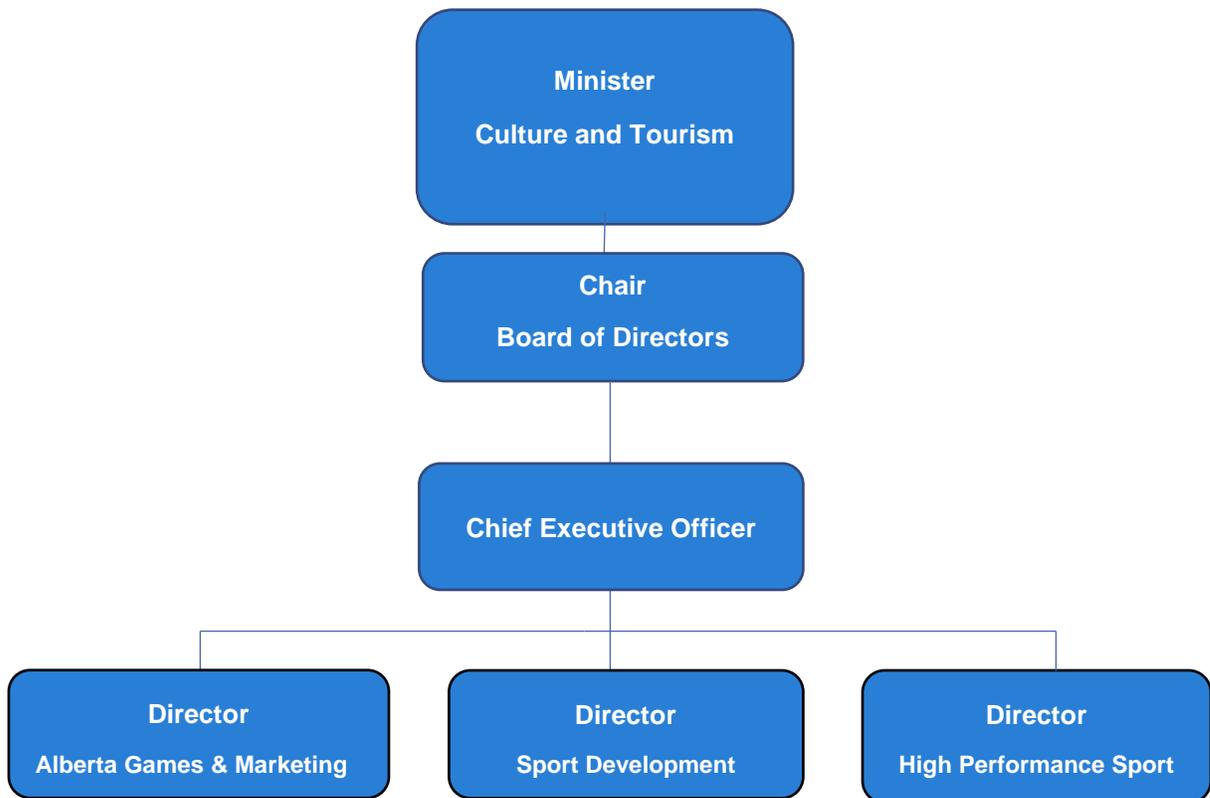
Alberta Sport Connection

Ex-Officio for all ASC Committees

Results Analysis

Organizational Overview in 2018-19

Alberta Sport Connection



Core Businesses and Goals

Core Business One: Sport Development

Alberta Sport Connection and its sport sector partners share the vision of becoming the premier sport delivery system in Canada through the development of organizations, athletes, coaches, officials and volunteers. Achieving this vision involves granting developmental funding to provincial organizations; providing long-term athlete development support and educational and leadership enhancement activities; coordinating bilateral federal sport funding; offering sport development in Indigenous communities; increasing cross-sector collaboration; growing sport initiatives for persons with disabilities and under-represented populations; and encouraging research, advocacy and support through the Alberta Sport Connection Donation Fund, which provides eligible donors with a tax receipt.



Goal: Enhance sport system capacity.

In 2018-19, ASC provided \$7.9 million to 82 provincial sport organizations to promote and deliver quality sport opportunities for approximately 788,000 Albertans.

ASC provides consultation, leadership and education to sport organizations through annual funding, accountability framework workshops, and a variety of gatherings and presentations as well as through the sharing of information.

In 2018-19, ASC implemented a new funding and accountability framework, based on a two-year stakeholder consultation and engagement process. The framework was created to adapt to the changing needs of Albertans, to help the sport system progress, and to assist provincial sport organizations to accomplish the shared goals of the Alberta Sport Action Plan. The new funding allocations represent a redistribution of funding available through the Association Development Program and are based on a three-year funding cycle.

Did You Know?

87 per cent of Albertans believe participating in or attending sport events is important to quality of life.

Source: 2019 Survey of Albertans on Culture and Tourism

In 2018-19, ASC provided \$7.9 million to 82 provincial sport organizations that leverage this investment to more than \$58 million, helping them deliver sport programs to approximately 788,000 Albertans.

Awards

Every two years ASC presents the Sport Recognition Awards, honouring outstanding coaches, officials and sport volunteers.

The Coaching Developer Awards acknowledge the tremendous impact that National Coach Certification Program (NCCP) Learning Facilitators and Evaluators have on our sport delivery system and the development of Alberta's coaches. There are two Coaching Developer Awards:

- the Don Watts Multisport Coach Developer Award; and
- the Sport Developer Award for individual sport coaches.

The Coaching Recognition Awards recognize coaches for their outstanding achievements in developing Alberta's amateur athletes.

The Officiating Awards recognize outstanding achievements in officiating.

The Volunteer Awards recognize the significant contributions of individuals devoting their time and effort to the development of sport in Alberta.

2019 Sport Recognition Award Winners ([read our News Release](#))

<u>Award Winner</u>	<u>Category</u>	<u>Sport</u>	<u>Residence</u>
Ms. Susan Yackulic	Coaching Developer - Don Watts Award	Multi-sport	Edmonton
Ms. Jacqueline Cool	Coaching Developer Sport	Swimming	Calgary
Mr. Trevor Pritchard	Coaching Recognition	Football	Grande Prairie
Mr. Chris Buchanan	Coaching Recognition	Soccer	Edmonton
Mr. David Johnson	Coaching Recognition	Swimming	Calgary
Mr. Colin Twitchell	Coaching Recognition	Hockey	Vegreville
Ms. Sheri Wilson	Officiating	Artistic Gymnastics	Calgary
Ms. Patti Clarkson	Officiating	Swimming	Calgary
Ms. Sheila O'Kelly	Volunteer	Triathlon	Edmonton
Mr. Vern Loughlin	Volunteer	Hockey/Baseball	Innisfail
Mr. Wilson Acton	Volunteer	KidSport	Calgary
Mr. Gordon Mackenzie	Volunteer	Adaptive Alpine Skiing and Snowboard	Red Deer



Erica Wiebe & Alister McQueen, Olympic medallists

Through a Memorandum of Understanding signed in 2017-18, ASC is also collaborating with the Canadian Olympic and Paralympic Committees on sport development, including increasing access for under-represented groups, to help Alberta youth realize their potential from the grassroots level to the heights of Olympic and Paralympic success.

Long-Term Athlete Development

ASC hosted monthly Long-Term Athlete Development (LTAD) sessions for provincial sport organizations and other partners to discover and discuss best-practice opportunities and challenges.

Safe Sport

Everyone has the right to participate in sport in an environment that is safe, welcoming, inclusive, ethical and respectful. No one – especially our youth – should have to experience abuse of any kind.

On February 14, 2019, the Federal, Provincial and Territorial Ministers responsible for Sport, Physical Activity and Recreation met in Red Deer and released the [“Red Deer Declaration”](#) for the Prevention of Harassment, Abuse and Discrimination in Sport”.

The Declaration reinforced the commitment to “foster a collaborative and coordinated relationship with sport organizations, participants, and stakeholders, and engage relevant experts to identify effective approaches to prevent and respond to incidents of harassment, abuse, and discrimination.” Alberta Sport Connection is part of a federal/provincial/territorial working group on sport.

Resulting initiatives included the creation of an Investigation Unit and a National Toll-Free Helpline (1-888-837-7678) and email address (info@abuse-free-sport.ca) for victims and witnesses of abuse in sport. A series of “Safe Sport Summits” will be held throughout the country in the following year, including in Alberta.

The ideas, initiatives and actions from the summits will contribute to a national harmonized code of conduct and a national code of sanctions.



Collaboration with Educational Institutions

In 2018-19, ASC provided approximately \$660,000 to the Steadward Centre at the University of Alberta. The centre provides specialized services for athletes living with disabilities and plays a unique role in increasing awareness and support of para and Paralympic sport. The Steadward Centre also helps to address barriers to healthy living and increases access to physical activity for children and adults living with disabilities.

ASC continued to provide support to the Centre for Child Well-Being at Mount Royal University in Calgary to develop a preschool fundamental movement skills planning manual. It will help child care workers to provide appropriate preschool physical literacy activities.

Physical Literacy

ASC provides support for nine Be Fit for Life Centres located in Colleges and Universities across Alberta. Regional coordinators engage stakeholders, establish programs and create physical literacy opportunities to help increase physical activity and sport participation. Centres are located in Grande Prairie, Fort McMurray, Lac La Biche, Vermilion, Edmonton, Red Deer, Calgary, Lethbridge and Medicine Hat.

Sport Participation



Our province is pleased to have a long-standing Sport Participation bilateral agreement with Sport Canada for 2015-22. The purpose of the agreement is to see Albertans become "more active, more often", with barrier-free engagement in sport and physical activity. The agreement also benefits under-represented and/or marginalized populations, including persons with disabilities, the economically disadvantaged, newcomers, the LGBTQ2S+ community, Indigenous peoples and women. Canada and Alberta provide matching contributions of more than \$3.7 million over the seven-year term of the agreement. An Indigenous bilateral supplement has been included in the agreement to increase the capacity and leadership of the Indigenous Sport Council (Alberta) and to provide stable funding for the North American Indigenous Games.

In 2018-19, ASC's Sport Support Program supported numerous partnership based projects through the bilateral agreement with Sport Canada, including:

- the Unified Sports Collaborative between Special Olympics Alberta and Alberta Schools' Athletic Association, which provided opportunities for students to play together;
- a partnership between Alberta Golf and Hockey Alberta to help provide girls with more access to golf opportunities, concentrating on FUNdamentals and Learn to Train programs;
- an arrangement with Alberta Sprint Racing Canoe Association to create opportunities for people living with disabilities to participate in two para-canoe disciplines for canoe and kayak;
- Tennis Alberta's free Learn to Play programs for economically disadvantaged Albertans, new Canadians, Indigenous peoples, underprivileged elementary students and Boys and Girls Club clients. The work is in collaboration with Ever Active Schools;



- Sledge hockey, power soccer, boccia, and para-cycling programs delivered through a collaboration of local Alberta sport organizations with the Paralympic Sports Association and Alberta Cerebral Palsy Sports Association;
- Hockey Alberta initiatives for under-represented participants, including women, para-athletes, and Indigenous peoples; and
- the Steadward Centre and the Adapted Physical Literacy Symposium.

Northern Sport Initiative

In 2018-19, the Northern Sport Initiative, which focuses on promoting and encouraging traditional Indigenous games and winter sport, received \$26,000 in consultative and financial support from ASC to prepare for and participate in the 2020 Arctic Winter Games.

North American Indigenous Games

Alberta Sport Connection provided \$117,000 to the Indigenous Sports Council (Alberta) as the organization selects and prepares Alberta Team members and coaching staff for the North American Indigenous Games in Halifax, July 12-18, 2020.

Alberta's Future Leaders Program

ASC coordinates the Alberta's Future Leaders Program. This program receives significant support from the Alberta Foundation for the Arts (AFA) for its cultural component. The Alberta's Future Leaders Program is a partnership between Indigenous communities and the private sector.



In 2018-19, ASC contributed approximately \$343,000 to the program, while AFA contributed more than \$120,000. Each year, trained youth mentors are placed in

host communities from April to August to provide sport, recreation, arts, cultural and leadership programming, while serving as positive role models. This program also supports a leadership retreat where youth develop leadership skills. In 2018-19, the program provided more than 3,500 hours to more than 6,800 participants in nine communities.

Coaching and Official Development

ASC supports leadership development for coaches and officials. In 2018-19, a total of 270 National Coaching Certification Program (NCCP) multi-sport workshops, and 46 home study program modules, were delivered in 71 communities across Alberta.



Altogether 6,622 NCCP multi-sport modules were taken by provincial coaches. Coach and Official Initiative Program grants provided more than \$60,000 to support development in partner organizations across Alberta.

Online remote delivery programming was increased to help support further access to coaching education workshops. ASC also provided multi-sport Master Coach Developer support to provincial sport organizations to help increase the amount of coach and coach

developer evaluations, and to build sport evaluation and certification capacity.

ASC supports the Canada Games Women's Apprentice Coach Program, in a partnership with the Canada Games Council and the Coaching Association of Canada. The program sent two female coaches to the 2019 Canada Games in apprenticeship roles.

ASC also supports the Indigenous Apprentice Coach Program, a partnership between the Aboriginal Sport Circle, Indigenous Sports Council (Alberta), Canada Games Council, and the Coaching Association of Canada. This program sent one female and one male coach to the 2019 Canada Games in apprenticeship roles.



Core Business Two: Multi-Sport Games

Attending a multi-sport event such as the Alberta or Western Canada Summer Games, or the Arctic Winter Games, is a formative sporting experience. These competitions provide participants with opportunities to reach their athletic potential, pursue excellence and develop socially through ethical competition. They develop a sense of community in an environment that promotes the values of pride, enthusiasm, inspiration and fair play.



ASC provides opportunities for developing and senior athletes to compete in multi-sport events by coordinating the Alberta Summer and Winter Games and the new Alberta Masters Games pilot. ASC also supports Team Alberta in Interprovincial Games, including the Canada Summer and Winter Games, the Western Canada Summer Games, and the Arctic Winter Games. These competitions allow Alberta's athletes to develop and display their talents and skills.

Goal: Support host communities, provincial sport organization partners and participants in Alberta provincial games, regional games and the Arctic Games.



ASC coordinated Team Alberta's participation in the 2019 Canada Winter Games, February 15 - March 2, 2019, in Red Deer, Alberta. The Canada Games are our nation's largest multi-sport event and play a prominent role in developing some of Canada's premier athletes. Team Alberta was composed of 246 athletes competing in 19 sports, supported by 73 coaches, managers, and 19 mission staff, representing 47 Alberta communities.



Team Alberta had its best ever performance at the 2019 **Canada Winter Games**, winning 100 medals, including a record 36 golds, 33 silver, 31 bronze and finishing third overall at the Games, which were hosted in Alberta for the first time in more than 20 years.

Did you know?

The net economic activity (GDP) generated by the 2018 Alberta Summer Games in Grande Prairie was approximately \$3 million, with \$2 million occurring in the Grande Prairie area.

Red Deer did an outstanding job hosting the Games, which had an estimated economic impact of \$132 million in the Red Deer area.

From July 19-22, 2018, approximately 2,800 participants, their families and spectators attended the Alberta Summer Games in the Grande Prairie area.



The Games allow Albertans 11-17 years of age to compete in a province-wide multi-sport competition. In total, more than 4,200 young athletes throughout the province participated in zone qualification play-offs and the Games themselves.

ASC helps host communities coordinate the Alberta Summer Games. Over the last three fiscal years, ASC provided \$420,000 to support the Games in

Grande Prairie. The net economic impact generated by the Games resulted in a boost to provincial and local GDP of approximately \$3 million and \$2 million, respectively.



ASC coordinates Team Alberta North's involvement in the Arctic Winter Games, a high-profile international circumpolar sport competition for northern and arctic athletes.

The Games provide opportunities to strengthen sport development, promote the benefits of sport, build partnerships and promote cultural values.

The next Arctic Winter Games will be held in Whitehorse, Yukon, March 15-21, 2020. Team Alberta North will include an estimated 250 athletes, coaches, cultural participants and mission staff, representing Alberta communities north of the 55th parallel.

ASC also coordinates Team Alberta's involvement in the Western Canada Summer Games (WCSG). Held every four years, the next WCSG will be held in Swift Current, Saskatchewan, on August 9-18, 2019. Team Alberta will be composed of more than 400 athletes, coaches, managers and mission staff.



Core Business Three:

Sport Excellence

ASC strives to give Albertans the opportunity to excel in sport to the level of their abilities and interests, while developing a sense of community in an environment in which pride, enthusiasm, inspiration and fair play thrive. Multi-sport games and major sport events allow participants to explore their full potential.



Erica Wiebe, Olympic champion

Goal: In collaboration with partners, deliver programs that facilitate sport excellence for Albertans.

In 2018-19, Podium Alberta provided support to Alberta's nationally carded high performance athletes and encouraged them to fulfil their educational goals. Participants in 42 sports were provided with access to high performance coaches and sports science practitioners, leading to greater opportunities. In total, the program provided approximately \$1 million to 240 athletes.

What our athletes say:

“Podium Alberta funding has been essential and has allowed me to attend training camps in the winter. Not being able to do this would make it impossible to compete with top athletes throughout the world who train outdoors, year round. Podium Alberta helps athletes to be world-class and the best in our sport.”

Alister McQueen (Athletics), silver medallist (Javelin), Paralympic Games, and three-time Canadian record holder in 100 metres, 200 metres and javelin.

“Sport has given me the opportunity to become an ambassador and I would not be the athlete I am today without the help of Podium Alberta. Their financial assistance allows me to represent our province internationally, and hopefully to one day become an Olympian.”

Haley Daniels (Canoe-Kayak), three-time Canadian champion and silver medallist, Pan American Championships.

Since its inception in 2008, Podium Alberta has provided financial assistance to 800 athletes, including 270 who competed at the Olympics and Paralympics. [Read our news release](#)

Celebration of Alberta Sport Excellence



On April 5, 2018, twenty-four Alberta-based Olympic and Paralympic athletes, who represented Canada at the 2018 Olympic and Paralympic games in PyeongChang, South Korea, met with the Premier, had lunch with MLAs, and were introduced in the Legislative Assembly. They also visited Edmonton-area schools and were hosted by the Oilers Entertainment Group for dinner and a tour of Rogers Place. They were introduced on the ice prior to the Oilers game against the Las Vegas Golden Knights.

Coordinated by ASC, the Celebration of Alberta Sport Excellence honoured Canada's Olympians and Paralympians who brought home a total of 57 medals from PyeongChang. Thirty-one of those medals were won by athletes who live and train in Alberta.

ASC works with many partners, such as WinSport, which operates Canada Olympic Park in Calgary, to support high performance sport in Alberta. In addition, ASC works with the Canadian Sport Centre Calgary on shared projects and initiatives to support its work with high performance athletes, next generation athletes, and in furthering excellence, coaching and overall sport development.

2018 Athletes and Teams of the Year ([read our News Release](#))

ASC recognizes Alberta's outstanding athletes each spring. The Athletes and Teams of the Year Awards celebrate significant achievements, performances and contributions of Alberta's amateur athletes from the previous calendar year. Award winners are outstanding role models who inspire other Albertans to higher achievements at the recreational or competitive level.

2018 Athletes and Teams of the Year

<u>Athlete or Team</u>	<u>Category</u>	<u>Sport</u>	<u>Residence</u>
Ms. Alex Gough	Open Female	Luge	Calgary
Mr. Mark Arendz	Open Male	Para-Nordic	Canmore
Ms. Emma O’Croinin	Junior Female	Swimming	Edmonton
Mr. Finlay Knox	Junior Male	Swimming	Okotoks
Team Canada Relay: Alex Gough; Sam Edney; Tristan Walker; Justin Snith	Open Team	Luge	Calgary
St. Albert Midget AAA Slash	Junior Team	Hockey, Female	St. Albert

See [previous award recipients](#)



Alex Gough



E. Wiebe, Mark Arendz, K. Blackshaw



Emma O’Croinin



Tristan Walker & Justin Snith: Team Canada Relay
(missing: Alex Gough & Sam Edney)



St. Alberta Midget AAA Slash

ASC supported emerging athletes and coaches through the Alberta Sport Development Centres, a network of seven centres across the province: Northwest (Grande Prairie), Northeast (Fort McMurray), Capital Region (Edmonton), Central (Red Deer), Calgary Region (Calgary), Southwest (Lethbridge) and Southeast (Medicine Hat). Partners include Canadian Sport Centre Calgary, post-secondary educational institutions and local municipalities, provincial and local organizations, and sponsors. Services include performance testing and enhancement programs, informational seminars, mental training, sport nutrition and extended coaching.

Twenty-five provincial sport associations received a total of \$577,000 to employ provincial coaches as teachers and mentors of younger colleagues. These coaches work primarily with athletes aiming to excel at levels from the Alberta and Canada Games to international competitions like the Olympics and Paralympics.

The Alberta Sports Hall of Fame & Museum is a non-profit organization located in Red Deer. It is dedicated to the history of sport in Alberta. Its inductees are our role models, sport ambassadors, and the inspiration for future generations of athletes, sport builders and administrators. In 2018-19, ASC provided \$302,500 to the Alberta Sports Hall of Fame and Museum to help support its work.

International Sport Exchanges



International sport exchanges foster friendship and potential sport and economic development. 2018-19 marked the first year of a new two-year exchange agreement with the provinces of Gangwon, Korea and Hokkaido, Japan.

In July 2018, a delegation of 16 male volleyball competitors and representatives from Gangwon visited Alberta, and in August 2018, a delegation of 17 female softball competitors and representatives from Alberta visited Hokkaido. The sport exchanges allow delegations to experience new customs and

culture first-hand, while maintaining a strong relationship with Alberta's twinned sister provinces.

Hosting of Sport Events

ASC provides financial and consulting support to national, provincial and local sport organizations hosting sport events in the province. Western Canadian, national and international events are supported through the Event Sport Program and the Winter Olympic Legacies Program.



Alberta communities and sport groups are encouraged to host events at every level, up to and including World Championships and Olympics. Hosting events provides significant community enhancement and economic growth to our province.



In 2018-19, the Event Support Program provided \$294,500 in grants to support 101 events attended by more than 25,000 athletes.

Major sport events supported by ASC included: nine Winter Olympic Legacy World Cup events, Long Track Speed Skating World All-Round Championships, ITU World Triathlon, the Canadian Rugby Championships and a number of other Canadian championships.

ASC also contributed \$600,000 to support World Cups in Men's and Women's Alpine Skiing; Biathlon, Long and Short Track Speed Skating; Freestyle Moguls; Freestyle and Snowboard Half Pipe; Luge; Bobsleigh and Skeleton through the Alberta Winter Olympic Legacy Major Sports Events program.

ASC also provided representation and sport expertise on the major Cultural and Sport Events Community Initiatives Program, coordinated by the Ministry of Culture and Tourism.

ASC's Event Support Program provided \$294,500 to support 101 sport events in communities throughout Alberta, that were attended by more than 25,000 athletes.

Core Business Four: Marketing and Fund Development

ASC plays a vital role in advocating for and expressing the value of sport through marketing, sponsorship, communications, and fund development initiatives. Target markets include partners in the sport delivery system, such as key decision makers, media and the general public.

Strategies related to ASC programs and services are guided by an Advocacy, Communications and Marketing Plan.

Goal: Promote the value of sport and ASC through advocacy, communications and sponsorship.

In 2018-19, the ASC website continued to enhance the visibility of ASC's identity as well as the availability of clear and accurate program information. Social media platforms (Twitter, Facebook, and Instagram) are used to support and promote the Alberta Games, Interprovincial Games and other programs.



The [E-News](#) quarterly electronic newsletter continues to share ASC's latest news and activities and provides highlights from Alberta's sport sector. Spring, summer, fall and winter editions of *E-News* are distributed to all of ASC's stakeholders and are posted on the ASC website.

ASC also distributes news releases and media notices about athletes participating in Alberta's multi-sport games and in support of Indigenous youth through the Alberta's Future Leaders Program.

Fundraising

This year, ASC raised funds through numerous channels, including corporate sponsorships, donations and endowments to support programs and partner programs. In 2018-19, as a result of on-going marketing efforts, ASC worked directly with corporate sponsors such as ATCO, Elite Promotional Marketing, Global/Corus, National Motor Coach, RBC, Alberta Milk, Rosenau Transport, TAG Advertising and Konica Minolta, to support programs and increase brand awareness.

ASC works closely with KidSport to assist economically disadvantaged families to participate in sport. ASC took part in a province-wide used sport equipment campaign to source and provide equipment for eligible youth.

Performance Measures and Indicators

Core Business One: Sport Development

- **Performance Indicator 1.a: Percentage of growth in provincial sport organization membership:**

2014-15	2015-16	2016-17	2017-18	2018-19	Percentage of Growth	Target
768,210	804,928 (4%)	811,555 (1%)	787,977 (-3%)	787,689 (-0.04%)	-0.04%	2%

Source: Association Development Program Application survey 2018-19

- **Description:** The categories of membership include athletes, participants, coaches, leaders, officials and other.
- **Results:** In 2018-19, the overall membership in Alberta provincial sport organizations decreased by 0.04 per cent.
- **Analysis:** This performance indicator is currently in an adjustment phase due to the implementation of the new Funding and Accountability Framework for provincial sport organizations. Membership numbers are based on the reported total of individual memberships from 82 provincial sport organizations. The definition of membership has been clarified to ensure consistency among reporting organizations. The slow recovery of Alberta’s economy could also be a factor in the small decrease in membership rates.



- **Performance Indicator 1.b: Number of Albertans that have achieved National Coaching Certification Program (NCCP) Certified/Trained status:**

2014-15	2015-16	2016-17	2017-18	2018-19	Target
Certified: 658	1,011	1,007	1,085	1,205	1,025
Trained: 5,384	5,239	7,685	7,560	7,862	7,500

Source: Coaching Association of Canada Locker database

- **Description:** Coaches achieve Certified status by completing all evaluation requirements in areas such as program design, practice planning, performance analysis, program management, ethical coaching, support to participants during training, and support to participants in competition.

Coaches achieve Trained status for a particular coaching context by completing all of the required training components within a specified context.

- **Results:** 1,205 Albertans achieved NCCP Certified status within the 2018-19 fiscal year.

7,862 Albertans achieved NCCP Trained status within the 2018-19 fiscal year.

- **Analysis:** Activity in this indicator is sport-specific and determined by the needs of individual sport organizations.

The number of coaches to achieve NCCP Certified status in 2018-19 remained consistent with the last fiscal year and exceeded ASC's target. This increase from previous years is a result of sport organizations completing their coaching development requirements and shifting their focus to increasing the number of trained and certified evaluators. This trend is expected to continue as the capacity to evaluate increases throughout the sport system.

The number of coaches who achieved NCCP Trained status in 2018-19 increased by approximately 4 per cent. This number can fluctuate annually, dependent on specific sport organizational needs. The number of trained coaches is expected to remain relatively consistent over the next few years as coaches continue to complete required training components.



- **Performance Indicator 1.c: Number of individuals from marginalized and under-represented groups that provincial sport organizations and other ASC programs reach through targeted programming:**

2014-15	2015-16	2016-17	2017-18	2018-19	Target
240,166	250,797	260,083	316,224	340,912	265,000

Source: Association Development Program online survey 2017-18

- **Description:** Associations that target under-represented and/or marginalized populations and the number of individuals engaged in that programming.
- **Results:**

Under-represented/ marginalized population	2015-16	2016-17	2017-18	2018-19
Indigenous	26,396	21,883	22,952	18,079
Persons with disabilities	6,848	7,969	9,389	9,436
Women and girls	183,818	213,876	262,489	291,115
Economically disadvantaged	22,390	14,229	19,160	18,013
New Canadians	11,345	2,126	2,234	4,269
Total	250,797	260,083	316,224	340,912

Analysis: This performance indicator is currently in an adjustment phase due to the implementation of the Funding and Accountability Framework for provincial sport organizations. This programming is self-reported by 82 provincial sport organizations offering programs and services to under-represented and/or marginalized populations. The definition of membership has been clarified to ensure consistency among reporting organizations.



Core Business Two: Multi-sport Games

- **Performance Indicator 2.a: Number of participants who compete in the Alberta Summer, Winter and Alberta Masters Games* and zone playoffs:**

Games	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	Target
Alberta Summer Games**	N/A	4,378	N/A	4,371	N/A	4,247	4,370 (for 2020-21)
Alberta Winter Games**	6,809	N/A	6,353	N/A	5,964	N/A	6,350 (for 2019-20)

Source: 2018-19 Alberta Summer and Winter Games Reports

- **Description:** The Alberta Games consist of both Summer and Winter Games. Provincial sport organizations provide a list of qualifying athletes who participated at the zone playoffs for the Games throughout the province. Athletes compete at zone playoffs, held three to four months prior to the Games, trying to qualify as members of the zone team.
- **Results:** a total of 4,247 athletes participated in the 2018 zone playoffs and the 2018 Alberta Summer Games themselves.
- **Analysis:** Zone playoffs are individually coordinated in Alberta's eight zones by various sport organizations. Promotional activities and recruitment to encourage participation can vary from zone to zone and year to year. The location of the 2018 Summer Games – Grande Prairie – may have resulted in reduced numbers in playoff participation due to increased travel demands.

*The first Alberta Masters Games (pilot project) were held August 22-25, 2019 in Rocky Mountain House and Clearwater County, beyond the period of this report

**The Alberta Summer Games and the Alberta Winter Games are held in alternate years.



- **Performance Indicator 2.b: Team Alberta finishes in the top three at Canada Games (CG) and Western Canada Summer Games (WCSG)**

Games	2014-15	2015-16	2016-17	2017-18	2018-19	Target
CG	4th	N/A*	N/A*	4th	3rd	3rd
WCSG	N/A*	2nd	N/A	N/A	N/A	N/A

Source: 2018-19 Team Alberta Final Results Summary

- **Description:** This examines the competitiveness of Team Alberta compared to other provincial/territorial teams. The target is for Alberta to finish consistently among the top three overall at Interprovincial Games.
- **Results:** Team Alberta finished third at the 2019 Canada Winter Games in Red Deer, Alberta, February 15 - March 2, 2019.
- **Analysis:** Results recognize the placement of Team Alberta in comparison to the rest of the country. At the 2019 Canada Winter Games in Red Deer, Team Alberta had its best ever performance, winning 100 medals, including a record 36 gold, 33 silver and 31 bronze, and finishing third overall. Alberta hosted the Games for the first time in more than 20 years (since 1995, in Grande Prairie). Along with having a strong provincial team, Team Alberta’s performance in Red Deer was likely inspired by the “home-team” factor.

**The Canada Games alternate between summer (July) and winter (February) every two years. There are fiscal years in which the Games do not occur. The 2019 Canada Winter Games were held in the 2018-19 fiscal year and the 2017 Canada Summer Games were held in the 2017-18 fiscal year, which is why no Canada Games were held during fiscal 2015-16 and fiscal 2016-17. The Western Canada Games are held in July, every four years.*



- **Performance Indicator 2.c: Percentage of satisfaction with the Team Alberta/Team Alberta North Games experience:**

Games	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	Target
CG	93.8%	99.3%	N/A*	N/A*	100%	100%	100%
WCSG	N/A*	N/A	100%	N/A	N/A	N/A	N/A
Arctic Winter Games	93.8%	N/A*	100%	N/A	100%	N/A	100%

Source: 2019 Canada Winter Games, Athlete & Coach Evaluation Summary

- **Description:** This examines the value of Team Alberta/Team Alberta North's participation at the Games. The target is 100 per cent satisfaction.
- **Results:** At the Canada Games, 100 per cent of athletes and coaches indicated their overall Games experience as being satisfactory or excellent.
- **Analysis:** Results recognize the value, importance and experience of the athletes and coaches, as well as staff and volunteers, at the Games.

**Because the Canada Games alternate between summer (July) and winter (February) every two years, there are fiscal years in which the Games do not occur. The 2019 Canada Winter Games were held in the 2018-19 fiscal year and the 2017 Canada Summer Games were held in the 2017-18 fiscal year, which is why no Canada Games were held during fiscal 2015-16 and fiscal 2016-17. The Western Canada Games are held in July, every four years. The Arctic Winter Games are held every two years.*



Core Business Three: Sport Excellence

- **Performance Indicator 3.a: Number of high performance athletes receiving assistance through the Podium Alberta Program:**

2014-15	2015-16	2016-17	2017-18	2018-19	Target
241	214	254	249	240	255

Source: High Performance Sport, Podium Alberta database

- **Description:** This performance indicator highlights the number of Alberta-based athletes, carded at the national level, living and training in the province while fulfilling educational goals. Podium Alberta helps increase access to high performance coaching, sport-science practitioners and improved training and competitive opportunities.
- **Results:** In 2018-19, Podium Alberta provided support to 240 athletes in 42 sports.
- **Analysis:** Carded athletes are those performing at a recognized international standard. The number of Alberta-based athletes receiving funding through Podium Alberta varies from year-to-year based on athlete performance. Podium Alberta supports para and able-bodied athletes who compete at the highest levels of national and international competition and live and train in Alberta, or who temporarily train in other locations due to specific training environments.

Since 2008, Podium Alberta has provided more than 2,500 grants, totalling over \$10 million, to 800 high performance athletes.

Since Podium Alberta's inception in 2008, 270 Alberta athletes have gone on to compete at the Olympic and Paralympic Games.

- **Performance Indicator 3.b: Number of athletes receiving sport science services in their communities from Alberta Sport Development Centres (ASDC):**

2014-15	2015-16*	2016-17*	2017-18*	Target
6,911	9,147	8,779	12,886	9,170

Source: ASDC annual review document for July 1, 2017 – June 30, 2018

- **Description:** This performance indicator captures the number of athletes who receive sport science services from the ASDCs within their region. ASDCs are located in: Northwest (Grande Prairie); Northeast (Fort McMurray); Capital Region (Edmonton); Central (Red Deer); Calgary Region (Calgary); Southwest (Lethbridge); and Southeast (Medicine Hat).
- **Results:** The seven ASDCs provided 12,886 athletes with sport science services.
- **Analysis:** The ASDCs provided 12,886 athletes with access to sport science services within their region. Providing access to these services allows athletes to stay and train longer while at home. Athletes and supporters are becoming more aware of the benefits of sport science services to athletic performance.

*Data reporting period is between July 1 and June 30 of the following calendar year.



Core Business Four: Communications, Fund Development and Partnerships

- **Performance Indicator 4.a: Website and social media traffic (Twitter, Facebook and Instagram) as monitored by tracking analytics:**

Social media source	2016-17	2017-18	2018-19	Target
Website traffic*	n/a	96,021 users 468,221 page views	111,666 users 463,421 page views	n/a
Social media followers	10,338	12,420	16,295	11,370

Source: Website and social media account tracking analytics

- **Description:** This performance indicator highlights the number of Albertans and other individuals from the sport sector visiting the ASC website and following our social media accounts.
- **Results:** In 2018-19, there were 111,666 users and 463,421 page views of ASC's website. Our Twitter, Facebook and Instagram social media accounts had 16,295 followers.
- **Analysis:** Individuals and organizations in the sport sector throughout Alberta, Canada and elsewhere look to ASC as a source of information, or a place to share information on current activities, events, trends and issues. Users of our website and followers of our social media accounts continued to increase in 2018-19.

*Performance indicator is under development. ASC amalgamated its three websites in 2016-17. Targets will be established in future business plans.



- **Performance Indicator 4.b: Percentage of Albertans participating in organized sport:**

Category	2015-16	2016-17	2017-18	2018-19	Target
Adults	23%	25%	24%	24%	25%
Children	64%	64%	59%	60%	65%

Source: 2019 Survey of Albertans on Culture and Tourism

- **Description:** Adults or children who participated in a physical activity governed by a set of rules and undertaken competitively as part of a league, club or organization.
- **Results:** In 2018-19, results were consistent with the previous year. Nearly one in four Albertans participated in an organized sport. Hockey (23%), soccer (16%) and golf (11%) were the most common organized sports in which adult Albertans participated. Among adults with children, nearly two in three (60%) have children who have participated in an organized sport in the past year. The most commonly attended organized sports for children are soccer (33%), hockey (25%) and swimming (20%).
- **Analysis:** The Survey of Albertans on Culture and Tourism results for 2019 showed that Albertans most likely to have participated in organized sport in the past 12 months were males, aged 18-34 years old, with a household income over \$80,000, a university or college education, and children in the household. Personal lifestyle choices, available leisure time and challenging economic conditions likely contributed to the below-target numbers.



• **Performance Indicator 4.c: The amount of self-generated revenue:**

2014-15	2015-16	2016-17	2017-18	2018-19	Target
\$1,838,000	\$1,857,000	\$1,854,000	\$2,050,000	\$2,392,000	\$2,000,000

Source: ASC Financial Statements

- **Description:** ASC secures self-generated revenue to off-set costs of programs through donations, sponsorships and fees.
- **Results:** \$2,392,000 was raised to offset the ASC budget.
- **Analysis:** The amount of self-generated revenue increased by \$342,000 from the previous fiscal year. This reflects a positive increase from the Government of Canada and support of ASC programs through donations, sponsorships and fees.



Note on Financial Statements

In accordance with 9(4) of the [Fiscal Planning and Transparency Act](#), financial statements are available in the [Ministry of Culture and Tourism 2018-19 Annual Report](#).

Corporate Sponsors

Long-standing corporate sponsors who provide financial support to our programs:

Alberta Games



Alberta's Future Leaders



Alberta Sport Leadership Conference



Social Media Contact Information



albertasport.ca



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[@goTeamAB](https://twitter.com/goTeamAB)



[Alberta Sport Connection](https://www.facebook.com/AlbertaSportConnection)

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[Alberta Sport Connection](https://www.youtube.com/AlbertaSportConnection)

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