



Annual Report 2016–17



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Message from the Chair

Alberta Sport Connection (ASC) is a provincial corporation dedicated to the development of sport. Our vision is for Alberta to be the premier sport delivery system in Canada.

ASC is accountable to the Minister of Culture and Tourism. Our partners and stakeholders include: other Alberta government ministries, Albertans, other agencies and levels of government (federal, provincial/territorial and municipal), provincial sport organizations, multi-sport organizations, educational institutions, host communities for games and events, and corporate sponsors. Our mission is to enhance, advocate and inspire participation and partnerships as Albertans strive for excellence in sport.

On February 9, 2017, the Government of Alberta announced a [new board of directors](#) for Alberta Sport Connection. I would like to thank all of our previous board members for their service, outstanding commitment, and their dedication to improving quality of life in Alberta through sport. A complete list of ASC board members who served during 2016-17 are on page 19 of this report.

Highlights for the 2016-17 fiscal year included:

- Invested more than \$23 million to support all levels of sport, including \$7.3 million to 82 provincial sport organizations, which serve a total membership of more than 811,000 Albertans;
- Coordinated international sport exchanges with Hokkaido, Japan and Gangwon, South Korea in the sports of badminton and cross-country skiing as part of an ongoing international commitment;
- Supported and helped coordinate the 2017 Alberta Summer Games in Leduc;
- Provided more than \$985,000 through ASC's Podium Alberta program to more than 250 Alberta-based athletes pursuing athletic excellence at the highest levels of national and international competition while attending to their educational goals;
- Entered the first year of a four-year bilateral agreement with the federal government, each contributing \$437,800 per year (\$3.5 million in total). This funding increases awareness, education and implementation of physical literacy programs as part of the Canadian Sport for Life Model;
- Our ongoing work with stakeholders and government in drafting the Alberta Sport Action Plan;
- Coordinated the delivery of 215 National Coach Certification Program modules in 55 communities, for a total of 5,189 multi-sport modules.
- ASC continued to support sport tourism and current and future athletes through several major national and international sport events including: the 2016 Canadian Track and Field Cup, Men's and Women's Alpine Ski World Cup, Freestyle Ski World Cup, and Long Track Speed Skating World Sprint Championships.

Alberta Sport Connection is grateful for the support provided by the provincial government through the Alberta Lottery Fund, and to our corporate sponsors.

Sincerely,

original signed by Andrew Ference

Andrew Ference, Chair

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 corporation dedicated to the development of sport in Alberta.

What We Do

Mandate

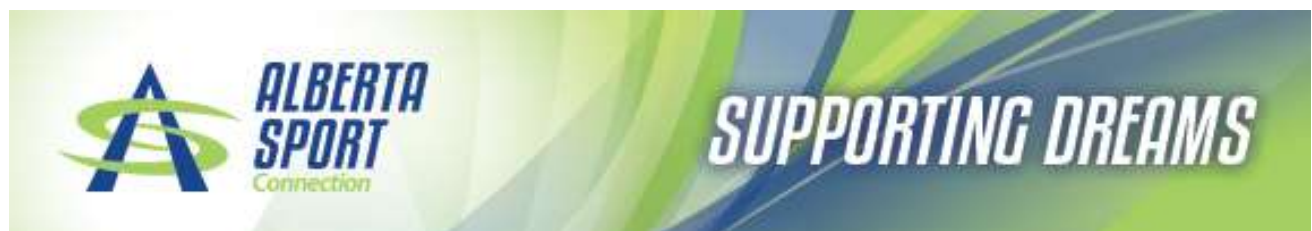
Facilitate and enhance activities, lifestyles and legacies by developing active partnerships in sport. Alberta Sport Connection supports Outcome One of the Culture and Tourism Business Plan: “Vibrant communities and diverse cultural opportunities enhance Albertans’ quality of life.”

Games

- Alberta Summer and Winter Games
- Alberta Senior 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
- Provincial Sport Association Development Program
- Volunteer, coach and officials awards



Core Business 1: Marketing

Alberta Sport Connection (ASC) plays a vital role in advocating and expressing the value of sport through marketing, sponsorship, communications, and fund development initiatives. Target markets include partners in the sport delivery system, including 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.

The Advocacy Communications and Marketing Plan was reviewed and revised in 2016-17. To help meet shared goals, ASC initiated linkages within the sport sector.

In 2016-17 the ASC website was updated regularly to ensure the visibility of ASC's identity as well as the availability of clear and accurate program information. Social media platforms (Twitter, Facebook, Instagram) were used to support the Alberta Games, Interprovincial Games and other programs. Our quarterly electronic newsletter (E-News), with its spring, summer, fall and winter editions, continued to share the latest news and activities of the Alberta Sport Connection and provided highlights from Alberta's sport sector. E-News is distributed to all ASC's stakeholders and posted on the ASC website.



ASC also distributed news releases and media notices about athletes participating in Alberta's multi-sport games and supporting Indigenous youth through the Alberta's Future Leaders program.

The ASC brand was incorporated into all programs and promotional materials.



Fundraising

In 2016-17, Alberta Sport Connection raised \$1.8 million through a variety of vehicles, including corporate sponsorship, donations and endowments to support programs and partner programs. As a result of on-going marketing efforts, the Alberta Sport Connection worked directly with nine corporate sponsors (ATCO, Elite Sportswear and Awards, Global, National Motor Coach, RBC, Alberta Milk, Rosenau Transport, TAG Advertising, and Jumpstart) to support programs and increase brand awareness.

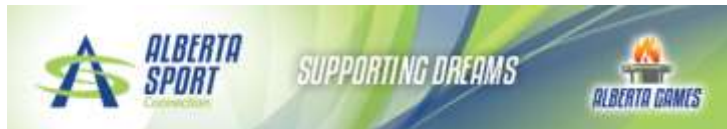
Core Business 2: Multi-sport Games

Multi-sport games are significant sporting experiences for participants. They provide Albertans with opportunities to reach their athletic potential, pursue excellence and develop socially through ethical competition. These Games develop a sense of community while creating an environment in which pride, enthusiasm, inspiration and fair play thrive.



Alberta Sport Connection provides opportunities for developing athletes and seniors to compete in multi-sport events by coordinating the Alberta Summer and Winter Games and the Alberta Senior Masters Games (formerly the Alberta 55 Plus Games). ASC also supports Team Alberta in Interprovincial Games, including: Canada Summer and Winter Games, Western Canada Summer Games (WCSG), and the Arctic Winter Games, to allow Alberta's athletes to develop and display their talents and skills.

Goal: Support host communities, provincial sport organizations partners and participants in Alberta, provincial, territorial and Arctic Games.



From July 14 to 17, 2016, the City of Leduc hosted 2,030 athletes and 392 coaching and support staff across 14 sport disciplines during the Alberta Summer Games. The

Games allow Albertans 11-17 years of age to compete in a province-wide summer multi-sport competition. The net economic impact of the Games was \$3.68 million for Leduc and \$4.95 million for Alberta. In total, more than 4,300 young athletes throughout the province participated in the Alberta Games and the zone qualification playoffs leading up to the 2016 Games in Leduc.

Core Business 3: Sport Development

Did You Know?

The net economic activity (GDP) generated by the 2016 Alberta Summer Games was approximately \$5 million, with \$3.8 million occurring in the Leduc area.

Alberta Sport Connection and its sport sector partners share the vision of becoming the premier sport delivery system in Canada through organizational, athlete, coach, official and volunteer development. This includes developmental funding to provincial organizations; long-term athlete development support and educational and leadership enhancement activities; the coordination of bilateral federal sport funding; sport development in Indigenous communities; cross-sector collaboration; sport initiatives for persons with disabilities and under-represented populations; and research, advocacy and support through the Alberta Sport Connection Donation Fund, which provides donors with a tax receipt.

Goal: Enhance sport system capacity.

ASC provided \$7.3 million to 82 provincial sport organizations to promote and

deliver quality sport opportunities for more than 811,000 Albertans. In addition, \$302,500 was provided to the Alberta Sports Hall of Fame and Museum.

ASC provides consultation, leadership and education to sport organizations through annual funding, accountability submissions, workshops, gatherings, presentations and sharing of information.

Alberta Sport Connection 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.

2015 Athletes and Teams of the Year: [\(read our News Release\)](#)

<u>Athlete or Team</u>	<u>Category</u>	<u>Sport</u>	<u>Location</u>
Allison Beveridge	Open Female	Cycling	Calgary
Nathan Smith	Open Male	Biathlon	Canmore
Geneva Roach	Junior Female	Water Skiing	Calgary
Stefan Daniel	Junior Male	Triathlon	Calgary
Ben Saxton and Chaim Schalk	Open Team	Beach Volleyball	Calgary/Red Deer
Team Kelsey Rocque: Kelsey Rocque (skip), Danielle Schmiemann (third), Holly Jamieson (second), Jessica Iles (lead), Amanda-Dawn St. Laurent (coach)	Junior Team	Curling	Edmonton area

See [previous award recipients](#)



Allison Beveridge



Allison, Nathan, Geneva, Team Kelsey Rocque



Minister Miranda, Team Kelsey Rocque (2nd from rt)

Long Term Athlete Development

ASC hosted monthly Long-Term Athlete Development (LTAD) meetings for provincial sport organizations and other partners to discover and discuss best-practice opportunities and challenges. ASC contracted Dr. Vicki Harber as a Canadian Sport for Life (CS4L) coordinator to review and report on CS4L / LTAD activation and implementation within Alberta.

Collaboration with Education

ASC works with Ever Active Schools, including: teachers, administrators, coaches, recreation leaders and parents to help promote physical literacy and encourage more physical activity in classrooms.

ASC provided support to the Centre for Child Well-Being at Mount Royal University in Calgary in development of a preschool fundamental movement skills planning manual. It will assist in providing appropriate preschool physical literacy activities in child care.

Physical Literacy

Regional coordinators engage stakeholders, establish programs and create new physical literacy opportunities. Bases exist at nine Be Fit For Life Centres: Grande Prairie, Fort McMurray, Lac La Biche, Vermilion, Edmonton, Red Deer, Calgary, Lethbridge and Medicine Hat.

ASC contracted Lea Wiens as Canadian Sport for Life (CS4L) Physical Literacy Coordinator. This position is based in Calgary and supports physical literacy leadership initiatives in Alberta.

Sport Participation

On April 1, 2015, Canada and Alberta entered into a four-year bilateral agreement - Sport Participation - to get



Albertans "more active, more often" with barrier-free engagement in sport and physical activity. Under-represented and/or marginalized populations, including persons with disabilities, economically disadvantaged Albertans, new Canadians, Indigenous peoples and women also benefit from this program. Canada and Alberta each contribute \$437,800 per year (\$3.5 million in total) to the program.

In 2016-17, the Sport Support Program supported partnership-based projects through the bilateral agreement with Sport Canada, including:

- the Unified Sports Collaborative between Special Olympics Alberta and Alberta Schools Athletic Association provided opportunities for students to play together;
- a partnership between Alberta Golf and Hockey Alberta to develop partnership opportunities providing athletes access to golf opportunities, concentrating on FUNdamentals and Learn to Train;
- an arrangement with Alberta Sprint Racing Canoe Association creates opportunities for people with disabilities to participate in two paracanoe disciplines for canoe and kayak;
- Tennis Alberta's free "Learn to Play" programs for economically disadvantaged Albertans, new Canadians, Indigenous peoples and underprivileged elementary schools and boys and girls clubs. The work is in collaboration with Ever Active Schools;



- The Paralympic Sports Association and the Alberta Cerebral Palsy Sports Association collaborations with local sport organizations to deliver adapted sport programs targeting sledge hockey, power soccer, boccia, and para-cycling;
- Hockey Alberta strategies for underrepresented groups, including female, para hockey, and Indigenous population participation strategies; and
- The Steadward Centre and the Adapted Physical Literacy Symposium.

Northern Sport Initiative

In 2016-17, Alberta Sport Connection supported preparation and development initiatives for the selection of Team Alberta North (Arctic sports and Dene games) for the upcoming 2018 Arctic Winter Games.

Alberta's Future Leaders Program



Trevor Laboucan, Whitefish First Nation #458

Alberta Sport Connection coordinates the Alberta's Future Leaders program (AFL). 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, First Nation and Métis communities as well as the private sector. The AFL summer program provides sport, art, recreation, and leadership opportunities to empower youth who live in First Nation and Métis communities in Alberta. In 2016-17, ASC contributed \$337,000 and AFA contributed \$120,247. 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 2016-17, Future Leaders impacted more than 400 youth participants, and more than 1,600 program hours were provided by mentors in nine communities.

Coaching and Official Development

ASC supports coaching/officials and leadership development to assist in quality sport opportunities for Albertans. A total of 215 National Coaching Certification Program (NCCP) multi-sport modules, and 28 home study program modules were delivered to 55 communities across Alberta. A total of 5,189 NCCP multi-sport modules were taken by provincial coaches. The Coach and Official Initiative grants provided \$87,500 to support partner organizations across Alberta for the development of officials and coaches.

Online remote delivery programming was increased to help support further access to coaching education workshops. ASC introduced multi-sport Master Coach Developer support to provincial sport organizations to help increase the amount of coach and coach developer evaluations, and build sport evaluation and certification capacity. Alberta Sport Connection hosted a multi-sport learning facilitator professional

development weekend that engaged provincial coaching leaders to outline future directions, and had all learning facilitators complete a personal improvement plan to help guide future areas of priority and support.

Core Business 4: Sport Excellence

ASC strives to give Albertans the opportunity to excel in sport to the level of their abilities and interests, helping to develop a sense of community and 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.

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



Olympic medalists, Erica Wiebe & Alistair McQueen

In 2016-17, Podium Alberta provided support to Alberta's nationally carded high-performance athletes and encouraged them to fulfill their educational goals. Participants in 40 sports were provided with access to high-performance coaches and sports science practitioners leading to greater opportunities. In total, the program provided more than \$985,000 to 254 athletes.

ASC works with many partners, like WinSport, which operates Canada Olympic Park in Calgary, to support high performance sport in Alberta.

In addition, ASC supported the Canadian Sport Institute Calgary, providing \$359,740 for its work with high-performance athletes and furthering excellence, coaching and overall sport development.

ASC also funds 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), \$895,000 was provided in 2016-17. Partners include Canadian Sport Institute Calgary, post-secondary education institutions and local municipalities as well as sponsors and provincial and local organizations. Services include performance testing and enhancement programs, informational seminars, mental training, sport nutrition and extended coaching.

A total of \$590,000 was granted to 25 provincial sport associations employing high-performance coaches as teachers and mentors of younger colleagues. The high-performance instructors work primarily with athletes aiming to excel at levels from the Alberta and Canada Games to international competitions like the Olympics and Paralympics.

International Sport Exchanges

International Sport Exchanges foster sport development, friendship and potential economic development. The 2016-17 year marked the first year of a new two-year exchange agreement with the provinces of Gangwon, Korea, and Hokkaido, Japan. In August 2016, eight badminton competitors and five leaders visited Hokkaido

and in November/December 2016, a delegation of 10 cross-country skiers and five leaders visited our province from Gangwon. The sport exchanges allow delegations to experience new customs and culture first-hand, while maintaining a strong relationship with Alberta's international sister provinces.

Did You know?

Approximately 82 per cent of Albertans believe sport contributes to quality of life

Investing in sport has a positive impact on individuals, communities and society.

Sport creates an active lifestyle, decreasing the risk of heart disease, diabetes, cancer, obesity, hypertension, anxiety and depression. *

Hosting major sport events and multi-sport games can also leave a long-term legacy through buildings, communications, marketing, and tourism benefits.

*Let's Get Active!, Canadian Fitness and Lifestyle Research Institute, 2014

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, such as the ITU World Triathlon and the Alpine Skiing Men's and Women's World Cups are supported through the Event Sport program and the Winter Olympic Legacies program.

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

The Event Support Program provided \$297,500 in grants to support 97 events in 2016-17, involving approximately 46,000 athletes.

Major sport events supported by ASC included: the 2016 Canadian Track and Field Championships, Olympic and Paralympic Trials, and the 2016 ITU World Triathlon. ASC also contributed \$530,000 to support World Cups in Women's Alpine Skiing; Short Track Speed Skating; Freestyle Moguls; and a World Championship in Long Track Speed Skating through the Alberta Winter Olympic Legacy Major Sports Events program.

In addition to providing representation on the joint ministry committee in adjudicating grant submissions, ASC contributed to the development of the Ministry of Culture and Tourism's new Major Cultural and Sport Events Community Initiatives Program stream.

Financial Statements

Alberta Sport Connection financial statements are included in the Ministry of Culture and Tourism annual report and can be accessed at: [Financial Statements – ASC](#)

Performance Indicators

Core Business 1: MARKETING

1.1.1 The amount of self-generated revenue raised:

2014-15	2015-16	2016-17
\$1,838,000	\$1,857,000	\$1,854,000

Source: ASC Financial Statements

Description

ASC secures self-generated revenue through donations, sponsorship and fees to off-set costs of programs.

Results

\$1,854,000 was raised to off-set the ASC budget.

Analysis

The amount of self-generated revenue remained consistent with a slight decrease of \$3,000 from the previous fiscal year. This reflects the downturn in Alberta's economy and its impact on donations, sponsorship and program participation.

1.1.2 Number (percentage) of Albertans participating in organized sport:

2015-16 (adults)	2015-16 (children)	2016-17 (adults)	2016-17 (children)
23%	54%	25%	64%

Source: 2017 Survey of Albertans

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 2016-17, results were consistent with the previous year. Nearly one in four (24.7%) of Albertans participated in an organized sport. Hockey (24%), softball (13%) and golf (10%) were the most common organized sports that adult Albertans participated in. Among adults with children, nearly two-in-three (64%) have children who have participated in an organized sport in the past year. The most commonly attended organized sports for children are soccer (38%), hockey (26%), swimming (23%) and basketball (23%).

Analysis

The Survey of Albertans showed that Albertans more likely to have participated in organized sport in the past 12 months were: 18 - 35 years old; males; had a household income over \$80,000; were born in Canada; and had a university or college education.

Albertans more likely to have children who participated in organized sport in the past 12 months were: between 35 - 54 years of age; had a household income over \$150,000; were born in Canada; were not born in Alberta but lived here for longer than 30 years.

Core Business 2: MULTI-SPORT GAMES

2.1.1.a Number of participants who compete in regional and zone playoffs for the Alberta 55 Plus Games:

2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
2,237 (SG)	2,035 (WG)	2,599 (SG)	1,896 (WG)	2,252 (SG)	n/a

Source: Alberta 55 Plus Summer Games Registration System

Description

The Alberta 55 Plus Games was a program of Alberta Sport Connection designed to encourage Albertans 55 years of age or more to participate in sport. The 2017 Alberta 55 Plus Summer Games were suspended. Future Games will be a combined summer and winter event held in the early fall, likely in late August or September. In December 2016, in collaboration with the Alberta 55 plus Association, a decision was made to rebrand the Games as the Alberta Senior Masters Games. The new Games are scheduled to launch in 2019. Most jurisdictions across Canada, including the Canada 55 Plus Games, have combined 55 Plus Summer and Winter Games.

The Alberta 55 plus Association, a non-government and non-profit organization, receives funding and consulting services from the ASC. The Association coordinates registration for regional and zone playoffs leading to the Alberta 55 Plus Games.

Results

In June 2016, the potential host community for the 2017 Games withdrew its bid, citing lack of time to prepare and financial concerns. ASC chose to suspend the 2017 Alberta 55 Plus Games based on a number of factors, including: 1) The organizational and operational effectiveness of the Games could not be guaranteed; and 2) Best practices and experience have shown that a minimum of two years is necessary to ensure full success of the Games.

Analysis

With the suspension of the 2017 Alberta 55 Plus Games, Alberta Sport Connection worked with the Alberta plus Association to support alternative activities for interested Albertans. Alberta Sport Connection is supporting two provincial events, approved by the Alberta 55 plus Association. In the summer of 2017, a provincial-level Alberta 55 plus competition will be hosted by Calgary Zone of the Alberta 55 plus Association. It will include 12 active sport activities. In the fall of 2017, a provincial level arts, craft, and writing event (activities traditionally part of the Alberta 55 Plus Games) will be hosted by the Alberta 55 plus Association in High Prairie.

2.1.1.b Athletes participating in the Alberta Games and zone playoffs:

2012-13	2013-14	2014-15	2015-16	2016-17
6,147 (SG)	6,809 (WG)	4,378* (SG)	6,353 (WG)	4,371 (SG)

Source: 2016 Alberta Summer 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 2016 Alberta Summer Games. Athletes compete at zone playoffs, held three to four months prior to the Alberta Summer Games, trying to qualify as members of the zone team.

Results

The number of athletes who participated in the Alberta Games and zone playoffs for the 2016 Alberta Summer Games was 4,371. The actual number of sports (18) was two less than in 2014.

Analysis

Zone playoffs are individually coordinated by the eight regions and various sport organizations throughout the province. Promotional activities and recruitment to encourage participation can vary from zone to zone, year-to-year. Summer Games participants remain consistent with previous Games.

* number has been adjusted due to a data collection error in 2014. One sport submitted numbers using eligible athletes instead of participating athletes.

2.1.2 Team Alberta finishes in the top three at the Canada Games and the Western Canada Summer Games:

2014-15	Games included in the analysis	2015-16	Games included in the analysis	2016-17
4 th in medals 4 th in flag points	2015 Canada Winter Games	2 nd in medals	2015 Western Canada Summer Games	N/A no Interprovincial Games scheduled

Source: 2015 Team Alberta Finals Results Summary, 2015 Western Canada Summer Games

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

No Interprovincial Games were scheduled for 2016-17.

Analysis

Canada Games are held every two years, alternating between summer and winter. The Western Canada Summer Games (WCSG) are held every four years. Results recognize the placement of Team Alberta in comparison to the rest of the country.

2.1.3 Percentage of satisfaction with the Team Alberta / Team Alberta North experience:

2011-12	2013-14	2014-15	2015-16 (WCSG)	2015-16 (AWG)	2016-17
95.1%	93.8%	99.3%	100%	100%	N/A

Source: *Western Canada Summer Games & Arctic Winter Games, Athlete & Coach Evaluation Summary*

Description

This examines the value of Team Alberta/Team Alberta North's participation at Games. The target is 95 per cent satisfaction.

Results

No Interprovincial Games were scheduled for 2016-17.

Analysis

Canada Games are held every two years, alternating between the Summer and Winter Games. Western Canada Summer Games are held every four years and the Arctic Winter Games are held every two years. Results recognize the value and importance of the athletes and coaches as well as staff and support volunteers.

Core Business 3: SPORT DEVELOPMENT

3.1.1 Percentage of growth in provincial sport organization membership

2014-15	2015-16	2016-17	Percentage of Growth
768,210	804,928	811,555	0.82%

Source: *Association Development Program online survey 2015-16*

Description

The categories of membership include athletes, participants, coaches, leaders, officials and other.

Results

In 2016-17, the overall membership in Alberta provincial sport organizations increased by close to one per cent.

Analysis

This performance indicator is in transition due to the implementation of a Funding and Accountability Framework for provincial sport organizations. The definition of membership has been clarified to ensure consistency among reporting organizations. The downturn in Alberta's economy could also be a factor in the small increase in participation rates. Membership numbers are based on the reported total of individual memberships from 82 provincial sport organizations. Categories of membership include athletes, participants, coaches, leaders, officials and other. Going forward, the Funding and Accountability Framework will help

provincial sport organizations to enhance their programs to support the outcomes of the Alberta Sport Plan, encouraging increased participation and strengthening our sport delivery system.

3.1.2 Number of Albertans who achieved National Coaching Certification Program (NCCP) certified status:

2014-15	2015-16	2016-17
658	1,011	1,007

Source: Coaching Association of Canada Locker

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.

Results

1007 Albertans achieved NCCP certified status within the 2016-17 fiscal year.

Analysis

Activity in this measure is sport specific and determined by the needs of individual sport organizations. The number of coaches to achieve NCCP certified status in 2016-17 remained consistent with the increase experienced in the previous fiscal year. This is a result of sports completing their coaching contexts 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.

3.1.2 (b) Number of Albertans who achieved National Coaching Certification Program (NCCP) trained status:

2014-15	2015-16	2016-17
5,384	5,239	7,685

Source: Coaching Association of Canada Locker

Description

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

Results

7,685 Albertans achieved NCCP trained status within the 2016-17 fiscal year.

Analysis

Activity in this measure is sport specific and determined by the needs of individual sport organizations. The number of coaches who achieved NCCP trained status in 2016-17 increased by approximately 32%, a positive development, but one that can fluctuate annually, dependent on specific 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.

3.1.3 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
240,166	250,797	260,083

Source: Association Development Program online survey 2016-17 report

Description

Associations that offer programs 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
<i>Indigenous</i>	26,396	21,883
<i>Persons with disabilities</i>	6,848	7,969
<i>Women and Girls</i>	183,818	213,876
<i>Economically Disadvantaged</i>	22,390	14,229
<i>New Canadians</i>	11,345	2,126
Total	250,797	260,083

Analysis

This performance indicator is in transition due to the implementation of a Funding and Accountability Framework for provincial sport organizations (PSOs). The definition of membership has been clarified to ensure consistency among reporting organizations. In some instances, this clarification impacted some of the categories. This programming is self-reported by PSOs, which specifically target programming to under-represented and/or marginalized populations. These numbers include programming provided by the Indigenous Sport Council of Alberta. Going forward, the Funding and Accountability Framework will help provincial sport organizations to enhance programs for under represented groups, supporting the outcomes of the Alberta Sport Plan, encouraging increased participation and strengthening our sport delivery system.

Core Business 4: SPORT EXCELLENCE

4.1.1 Number of high-performance athletes receiving assistance through the Podium Alberta Program.

2014-15	2015-16	2016-17
241	214	254

Source: High-Performance Sport, Podium Alberta data base

Description

This measure indicates the number of Alberta-based athletes, carded at the national level, who live and train in the province while fulfilling educational goals.

Results

In 2016-17 Podium Alberta provided support to 254 athletes in 40 sports.

Analysis

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. The program helps increase access to high-performance coaching, sport-science practitioners and improved training and competitive opportunities. Funding is provided to athletes who are carded at the national level. Carded athletes are those performing at a recognized international standard.

4.1.2 Number of Alberta athletes receiving sport science services from Alberta Sport Development Centres (ASDC):

2014-15*	2015-16*
6,911	9,147

Source: ASDC annual review document, reporting period, July 1, 2016 – June 30, 2017

Description

This measure indicates the number of athletes who received 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 a total of 9,147 athletes with sport science services.
 *Data reporting period is between July 1 and June 30 of the following calendar year.

Analysis

The ASDCs provided 9,147 athletes with access to sport science services within their region. A contributor to the increase was a provincial-wide initiative undertaken by the ASDC Capital and ASDC Calgary, which collaborated efforts amongst targeted sports allowing for greater reach and delivery of services. Other Centre’s also contributed to the increase with extending services and programs to more athletes in their region. This allows athletes to stay and train longer at home. Athletes and supporters are becoming more aware of the benefits of sport science services to athletic performance.

2016-17 ASC Board Membership

Andrew Ference*

Chair
Location: Edmonton
Ex-Officio for all ASC Committees

John Short (April 1, 2016 to December 31, 2016)

Chair
Location: Edmonton
Ex-Officio for all ASC Committees & Task Forces

Taryn Barry*

Location: Calgary
ASC Committee Assignments:
Audit Committee

Cam Hodgson

Location: Calgary
ASC Committee Assignments:
Fund Development Committee (Chair)
Marketing Committee
High Performance Coach Task Force

Ann MacTaggart*

Location: Sherwood Park
ASC Committee Assignments:
Audit Committee (Chair)

Helen Upperton*

Location: Calgary
ASC Committee Assignments:
Alberta's Future Leaders Provincial Support Committee

LeRoy Johnson (April 1, 2016 to December 31, 2016)

Location: Camrose
ASC Committee Assignments:
Games Committee
Alberta Sport Development Centres Task Force (Chair)
Alberta 55 Plus Games Task Force

Lloyd Bentz (Ex-Officio)

Chief Executive Officer
Alberta Sport Connection
Ex-Officio for all ASC Committees & Task Forces

Kelly Blackshaw

Vice Chair
Location: Calgary
ASC Committee Assignments:
Marketing Committee (Chair)
Fund Development Committee
Alberta 55 Plus Task Force (Chair)

Tony Flores*

Location: Edmonton
ASC Committee Assignments:
Games Committee

Wade Kolmel

Location: Calgary
ASC Committee Assignments:
Games Committee (Chair)
Audit Committee
Marketing Committee
Alberta Sport Plan Task Force (Vice-Chair)

Kody Taylor*

Location: Edmonton
ASC Committee Assignment:
Alberta's Future Leaders Provincial Support Committee (Chair)

Erica Wiebe*

Location: Calgary
Committee Assignments:
Marketing Committee

Michael Laffin (April 1, 2016 to December 31, 2016)

Location: Calgary
ASC Committee Assignments:
Fund Development Committee
Alberta Sport Development Centres Task Force
High Performance Coach Task Force

* Appointed February 9, 2017

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