

Lucas Morin  
Canada Summer Games  
Sherbrooke 2013

PHOTO CREDIT: DANY COULOMBE



## 2013 - 2014 ANNUAL REPORT



**SASK SPORT INC**  
A Federation of Provincial Sport Governing Bodies



# Introduction

Sask Sport Inc. strives to ensure Saskatchewan residents of all ages can participate in the sport of their choice at their own ability level. Participating in sport results in many benefits – increasing physical fitness levels, improving health, decreasing healthcare costs, boosting the economy, building stronger communities and creating friendships that will last a lifetime. Children who participate in sport learn the value of hard work, dedication, teamwork and responsibility, which are values that will make them future leaders in our communities. Simply put, Sport - It's More Than a Game.

Sask Sport Inc. came into existence in 1972 when the provincial amateur sport community realized there was a need to work together to develop common programs and fundraising initiatives. From a dozen organizations at its founding convention, Sask Sport Inc. has grown to more than 70 active and affiliate members, representing more than 318,000 registered participants throughout the province.

The scope of the amateur sport delivery system in Saskatchewan is enormous. It consists of provincial sport governing bodies, provincial multi-service sport organizations, Federation of Saskatchewan Indian Nations, the Métis Nation-Saskatchewan, Tribal Councils, University sport and school sport, and Districts for Sport, Culture and Recreation. These provincial and district organizations support more than 6,000 local sport organizations and teams. The system is served by more than 24,000 certified coaches and more than 15,000 certified officials.

A network of this size and scope requires stable funding. Sask Sport Inc. operates Saskatchewan Lotteries as the fundraiser for sport, culture and recreation through a licensing agreement with the Government of Saskatchewan. Proceeds from Saskatchewan Lotteries are deposited in the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. Volunteer committees from Sask Sport Inc., SaskCulture Inc., and Saskatchewan

Parks and Recreation Association Inc. adjudicate all requests made to the Trust Fund. Lottery funding supports a network of over 12,000 volunteer, non-profit, sport, culture and recreation groups from over 800 communities within the province.

This system is unique in North America in that volunteers provide grassroots decision making with the provincial government providing the regulatory framework for them to operate. Not only does this mean decision making is made by those who are best positioned to determine local needs, but it also provides one of the most cost-effective program delivery systems in the country. This system has fostered the development of a tremendous volunteer network in Saskatchewan and is a major contributor to why the province is the volunteer capital of Canada. By providing a fundraiser for the sport, culture and recreation community, Saskatchewan has developed programs and services that contribute to a lifestyle that makes the province a great place to live.

To assist member organizations with their administrative responsibilities, Sask Sport Inc. operates the Administration Centres for Sport, Culture and Recreation. These centres allow volunteer non-profit sport, culture, and recreation organizations the opportunity to collaborate and share resources and ideas. The Centres provide a variety of services including printing services, reception services, boardroom facilities, payroll services, bookkeeping services, photocopying, website development, and affordable rent.

Our annual report is based upon five pillars that form the framework of our Sport Development Strategic Plan. These pillars also align with the Canadian Sport Policy pillars established by Sport Canada to enhance opportunities to participate and excel in sport: Enhanced Excellence, Enhanced Participation, Enhanced Capacity, Enhanced Interaction and Sport for Development.

**Mission Statement.** Sask Sport Inc., as the Federation of Provincial Sport Governing Bodies, supports the sport delivery system to provide opportunities for Saskatchewan residents to participate at introductory, recreational, competitive and high performance levels.

**Vision.** Saskatchewan has a sustainable environment that has more residents from every segment of the population participating in sport, and increased numbers of high performance athletes are achieving higher results.



# Volunteer Board of Directors

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JEANNETTE KUC

# Enhanced Participation

Increasing life-long appreciation and participation across Saskatchewan communities is an important goal of Sask Sport Inc. There are tremendous benefits to participation including goal setting, teamwork, responsibility and dedication. These are qualities that can benefit everyone in Saskatchewan. To accomplish this goal, Sask Sport Inc. is facilitating increased collaboration, partnerships and resources within the sport system and other sectors. The end result is a system that will be inclusive and effective for all Saskatchewan people regardless of geographic location, socio-economic status, age or gender.

**The Canadian Sport for Life (CS4L) movement**, which is based on Canada's **Long-Term Athlete Development (LTAD)** framework is a nationally-driven initiative that strives to improve Canada's sport system and provide lifelong, high quality and positive physical activity and sport opportunities for all Canadians. LTAD principles guide the development of all participation programs and services, from introductory through to high performance levels.

LTAD recognizes physical literacy as the foundation for developing the skills, knowledge and attitudes needed for Canadians to lead healthy active lives. Sask Sport Inc. is part of Partners for Physical Literacy (P4PL), which provides stewardship, guidance and support to organizations that are passionate and committed to increasing physical literacy and physical activity for Saskatchewan's youth. P4PL supports the Growing Young Movers (GYM) program, which provides resources and support to educators, coaches, parents and community leaders in their roles of providing children and youth experiences that will ensure they are confident in their movement skills.

Sask Sport Inc. manages a number of programs and services dedicated to removing barriers to sport and ensuring people of all ages and abilities can participate in sport, regardless of their socio-economic status. These programs include: KidSport™ Saskatchewan, Dream Brokers, the Community Grant Program, Athletes with a Disability, the Aboriginal Community Sport Development Grant and the Northern Community and School Recreation Coordinator Program.

**KidSport™ Saskatchewan** is a registered children's charity dedicated to helping children from families facing financial obstacles to participate in sport, so *all* kids can play. In 2013, KidSport™ distributed more than \$1.4 million in individual and program grants, helping over 8,900 children and youth to participate in more

than 50 sports. Over 650 community volunteers and over 250 local committee volunteers supported the 45 local KidSport™ Committees in the province to adjudicate support and run the program's various fundraising events.

The **Dream Brokers Program** was established as a legacy program of the 2005 Canada Summer Games in Regina, and now includes the communities of Prince Albert, Saskatoon, Yorkton and North Battleford. The program helps connect less fortunate children with sport, culture and recreation opportunities using local elementary schools as the hub for contact and facilitation. This year 13 Dream Brokers worked in 23 inner city schools to provide 2,085 children and youth with more than 2,721 community sport, culture and recreation opportunities, and positively impacting approximately 1,600 Saskatchewan families.

Saskatchewan has the second-highest per capita rate of people with a disability in Canada, but a disability should not prevent anyone from enjoying the benefits of sport. The **Athletes with a Disability** program provides grant support to help purchase adaptive sporting equipment and support the development of adaptive organized sport clubs and programs in the province.

The **Community Grant Program** provides lottery dollars annually to approximately 800 communities in Saskatchewan, including band councils, northern settlements and municipalities.



**Dream Broker  
Program Participant**

PHOTO CREDIT: MATT RAMAGE PHOTOGRAPHY

These dollars reach a large percentage of the population, including at-risk youth, economically disadvantaged, and Aboriginal participants. This funding supports over 3,700 initiatives annually, 1,300 of which are sport programs and services.

The **Aboriginal Community Sport Development Grant** program helps eliminate barriers and increase the number of Aboriginal children and youth involved in sport. The program is delivered through the nine Districts for Sport, Culture and Recreation. In 2013-14, 80 grants were awarded to 56 communities – the majority of which were in northern Saskatchewan – to offset equipment, transportation, entry fee and facility rental costs. Approximately 7,000 Aboriginal children and youth benefited from the programs that were established through the grants. The majority involved sports the participants had never been exposed to before, including biathlon, hockey, golf and archery.

The **Northern Community & School Recreation Coordinator Program** continues to improve the quality of life for northern Saskatchewan residents by providing community-based sport, culture and recreation programs after school, in the evenings and on weekends. Schools are used as the site for delivering the sport, culture and recreation programs developed and facilitated by the Community and School Recreation Coordinators (CSRC) with the assistance of community organizations. In 2013-14 there were 26 full-time and one part-time CSRCs working in 27 schools. Overall, they helped deliver 886 programs – of which 29 percent involved sport, 29 percent involved culture and 42 percent involved recreation.

# Enhanced Excellence

In order for athletes, coaches, officials and teams to excel at the regional, national and international levels through fair and ethical means, they need access to affordable facilities, high performance coaching and officiating, high performance competitions, financial support programs and other performance support services. Sask Sport Inc. is committed to helping athletes, teams, coaches and officials achieve this excellence following the Canadian Sport for Life principles and through a strong partnership with the Canadian Sport Centre Saskatchewan. Sask Sport Inc. is also committed to addressing barriers to development and advancement to ensure that more Métis and First Nations' athletes, coaches and officials are competing at high performance levels in Saskatchewan.

The **Canadian Sport Centre Saskatchewan** (CSCS) is overseen by Sask Sport Inc. and is responsible for helping Saskatchewan athletes and coaches attain high performance athletic goals, including podium successes at the provincial, national and international levels. In 2013-14, 233 athletes were registered with CSCS under the Podium, Canadian Elite, Canadian Development and Provincial Development levels.

CSCS's partnerships with Own the Podium, Sport Canada, the Canadian Olympic Committee, Canadian Paralympic Committee, the Coaches Association of Saskatchewan, Coaching Association of Canada, the Sport Medicine and Science Council of Saskatchewan (SMSCS), help to provide programs and support services to high performance athletes and coaches. These services included sport science

and medicine (i.e., sport psychology, sport nutrition, strength and conditioning, physiotherapy, massage therapy and orthotics) and personal development (i.e., self-marketing, tutoring, interview skills, job placement services and learning a new language training).

Almost 2,400 hours of sport science and medicine support were provided by the SMSCS in partnership with the CSCS. The centre also engaged in an Integrated Service Team approach for Paralympic athletes to receive more targeted sport science and medicine services and to identify and recruit talent.

The **Future Best** and **Saskatchewan Program for Athletic Excellence** (SPAЕ) programs provide athletes with financial assistance to help cover the costs of training, competition and living expenses. Future Best targets athletes who have the potential to reach the National Senior Team, but who have not obtained carded status or been named a member of Team Canada. Saskatchewan had a record number of athletes – 107 – qualify for Future Best assistance this year. The SPAЕ program provides financial support to carded Sport Canada athletes from Saskatchewan. This year 25 athletes qualified for SPAЕ support.

**2013 Female Coach  
Dedication Award Recipient,  
Brenda Lyons of Estevan**

PHOTO CREDIT: JENNIFER DURR PHOTOGRAPHY



**THE 2013 SPORT  
AWARD RECIPIENTS**

MASTER ATHLETE OF THE YEAR  
Ted Rowan, Martensville, Athletics

YOUTH MALE ATHLETE OF THE YEAR  
Rylan Wiens, Saskatoon, Diving

YOUTH FEMALE ATHLETE OF THE YEAR  
Kylie Zirk, Saskatoon, Canoe Kayak

MALE ATHLETE OF THE YEAR  
Lyndon Rush, Humboldt, Bobsleigh

FEMALE ATHLETE OF THE YEAR  
Brienne Theisen-Eaton, Humboldt,  
Athletics

TEAM OF THE YEAR  
Regina Thunder Football Club, Regina,  
Football

VOLUNTEER AWARD  
Darren Whitehead, Prince Albert,  
Special Olympics

VOLUNTEER AWARD  
Ellen Griffin, Saskatoon, Bowling

COACH OF THE YEAR  
Shane Bradley, Saskatoon, Wrestling

MALE COACH DEDICATION AWARD  
Roger Anholt, Moose Jaw, Baseball

FEMALE COACH DEDICATION AWARD  
Brenda Lyons, Estevan, Synchronized  
Swimming

MALE OFFICIAL AWARD  
Brent Chadwick, Assiniboia, Softball

FEMALE OFFICIAL AWARD  
Kirsten Brough, Regina, Synchronized  
Swimming

A total of 34 sports have participated in the **High Performance Planning Initiative** since its inception. This initiative involves significant engagement in outlining strategies, action plans and outcomes for advancing athlete and coach development.

Recognizing that high performance coaches play an essential role in helping athletes reach greater levels of success, 22 sports received financial assistance to assist with high performance coach employment. Through this program, 33 high performance coaching positions were supported (26 male and seven female coaches). As well, many professional development workshops, seminars and other support programs are in place throughout the year to advance coaching certification and education.

Saskatchewan sent a total of 16 athletes, two coaches, four officials and one volunteer to the 2014 Olympic Winter Games and three athletes, three coaches, one guide and one volunteer to the Paralympic Games in Sochi, Russia. Our athletes and coaches took home gold medals in men's and women's hockey and bronze in snowboarding slopestyle at the Olympics; and gold in wheelchair curling and bronze in sledge hockey at the Paralympics.

An important part of the Enhanced Excellence pillar is recognizing Saskatchewan athletes, coaches, officials and volunteers for their outstanding achievements every year. The **Saskatchewan Sport Awards** categories include: Athlete of the Year, Team of the Year, Coach of the Year, Male and Female Officials, Volunteers, and Male and Female Coaching Dedication. The awards program is a year-round recognition program involving regular media advisories, award presentations at pre-existing events (such as sporting events), and website, Twitter and Facebook promotions. An online nomination and voting system was introduced to enable efficiencies in nomination and selection process.

# Enhanced Capacity

Sask Sport Inc. understands that increasing the capacity for growth from amateur grassroots participation to high performance development requires a diversified source of financial resources, modern facilities and a strong core of human resources.

The development of amateur sport in Saskatchewan is also dependent upon the quality of the volunteers and staff working behind the scenes. Sask Sport Inc. is committed to providing volunteers and staff across Saskatchewan with training and professional development opportunities and recognizing volunteers' contributions to the amateur sport system.

Sask Sport Inc. addressed the issue of bullying, harassment and abuse in sport, culture and recreation by introducing the **Respect in Sport (RiS)** online, mandatory training program for coaches and sport leaders in Saskatchewan. The free training program has been completed by over 9,500 coaches in the province, and is designed to create a safe environment for all children and youth participating in these activities every year.

**The Aboriginal Coaches and Officials Program (ACOP)** helps offset the cost of training and certification for Aboriginal peoples to become involved in sport as a coach or an official. This year, 838 coach training opportunities were supported and

81 officials received training in a variety of sports. To facilitate greater participation and retention, many of the clinics delivered were held in Aboriginal communities across the province. The Aboriginal Coaching Module (ACM) continues to be a success. This year 160 aboriginal and non-aboriginal participants were trained using the holistic module. 2013-14 was a busy year for Aboriginal youth competitions, ACOP focused on assisting the Tribal Councils in developing coaches for the Saskatchewan First Nation Summer and Winter Games and Team Saskatchewan for the North American Indigenous Games.

Several officials development initiatives were undertaken in 2013-14. Through a partnership with Saskatchewan Athletics and Sports Quebec, two modules of the Multisport Training for Officials Program were held – Officials Philosophy and Soft Skills, and Conflict Management and Resolution.

These workshops provided officials with information on their rights, responsibilities and obligations as well as information on how to resolve conflicts in sporting events and competitions.

An **Officials Awareness** campaign was developed to raise awareness about the importance of officials and their role in amateur sport. The campaign includes a theme and tag-line, a video, poster, audio and video public service announcements, and several online and print advertisements. The campaign will elevate the importance of officials to amateur sport in Saskatchewan and help retain, recruit and recognize Saskatchewan sport officials.

Saskatchewan's officials were also recognized through the annual National Officials Day in Canada and through appreciation nights at the 2014 Saskatchewan Winter Games that were attended by roughly 250 coaches and officials.

The **Sport Legacy Fund** invites former athletes and other individuals to donate and create a lasting sport legacy for Saskatchewan. Individuals are encouraged to provide planned gifts, monthly or annual contributions, and one-time only and in-kind donations to the program in exchange for recognition and a charitable tax receipt. In 2013, over \$500,000 was donated to the Sport Legacy fund. Since its inception, the program has raised more than \$6.1 million for sport.



**Nolan Machiskinic, Athletics - Shot Put  
Canada Summer Games  
Sherbrooke 2013**

PHOTO CREDIT: VINCENT COTNOIR



Jordy Guillou & Ken Ross  
Canada Summer Games  
Sherbrooke 2013



The province's 65 Provincial Sport Governing Bodies (PSGBs) participated in an **Annual Funding Assessment** review which takes place every three years. The review process included a self-assessment questionnaire, a subjective assessment through in-person meetings and a statistical assessment of key performance factors. Final overall grades were determined by grading various performance indicators established for the areas of Capacity, Interaction, Participation and Excellence. The process provided the opportunity to examine and discuss trends, issues, challenges and successes. PSGBs were communicated final scores and grades as well as any changes to Annual Funding support. Overall, the PSGBs scored well during the assessment, demonstrating improvements in various aspects of sport delivery and organizational effectiveness.

Sask Sport Inc. operates the **Administration Centers for Sport Culture and Recreation**, which enhance capacity for member organizations. These centers provide affordable business support services so non-profit sport, culture, and recreation organizations can focus on best serving their members. Four buildings in Regina and Saskatoon provide 50,000 square feet of office space, giving easy access to multiple boardrooms, videoconference service, copiers and printers, interoffice mail, and reception services. The payroll service offers organizations access to a group pension and group benefits plan and the accounting department continued to serve more organizations this past year. The printing department provides printing and graphic design options.

# Enhanced Interaction

Sask Sport Inc. recognizes the importance of working in collaboration and developing partnerships with stakeholders to share organizational knowledge, resources and best practices. The sport federation seeks to create innovative partnerships and linkages to align and leverage new efficiencies at the community, provincial and national levels.

Membership meetings are held on a timely basis throughout the year, and are still an effective forum to share information or discuss essential issues with the membership. The **SportsPage** e-news

is circulated monthly to inform the sport community of important news, information or opportunities. Sask Sport Inc. looks to become more efficient and effective in incorporating the use of social media and website enhancements to communicate pertinent information and news.

**The Demographic and Community Data Assessment Report** was commissioned to learn more about barriers to participation, building capacity and improving accessibility to amateur sport, culture and recreation in Saskatchewan.

# Sport for Development

Recognizing that sport participation, particularly in recreational sport, contributes to a wide range of community benefits, Sask Sport Inc. is dedicated to being a leader in using sport for social development purposes. Sport programs build respect, tolerance and foster inter-cultural awareness and relationships, assist in the integration of new Canadians, and provide positive opportunities for youth at risk.

Sport for Development is not generally associated with pathways of technical development, but rather with an emphasis on social or economic outcomes.

Various programs already mentioned in this report, such as KidSport, Dreambrokers and the Northern

Community & Schools Recreation Coordinator Program align with Sport for Development objectives. These programs leverage partnerships with the education system, charitable foundations and donors who believe in the value of sport to build better communities and who want to support efforts that provide marginalized children and youth to experience the benefits of sport.

Sport is also recognized as an important economic generator and a developer of leaders and role models. The many regional, national and international events hosted each year increase visitors and promotes tourism to many communities throughout the province.

# Saskatchewan Lotteries

This year, Sask Sport Inc. renewed a five-year lottery license agreement with the provincial government. The lottery license fee remains unchanged from the previous agreement at 3.75 per cent. The strategic priorities that were agreed upon by the parties range from engaging diverse populations in community-based activities to contributing to quality programs and safe, well-run facilities. The agreement also supports enhancing organizational capacity, addressing barriers to participation and fostering pride through excellence in sport, culture and recreation. Other aspects of the agreement include encouraging healthy, active lifestyles and promoting community and leadership capacity. Sask Sport Inc. will continue to work with its members on these areas to help ensure that Saskatchewan remains a great place to live, work and play.

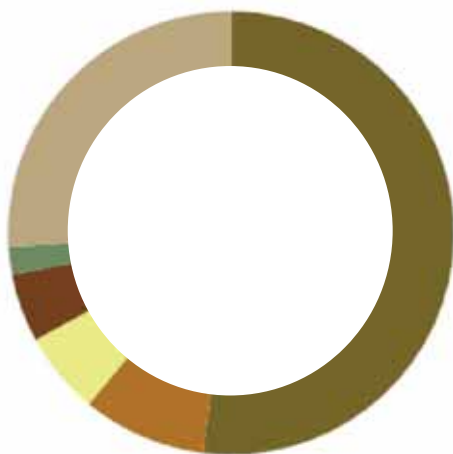
Saskatchewan Lotteries continues to be the major fundraiser for sport, culture and recreation in the province. Ticket sales increased 1.5 per cent over last year

to over \$201 million and making it only the second time in history that lottery sales exceeded the \$200 million mark. A guaranteed prize draw worth \$1 million was added to each LOTTO 6/49 lottery draw, which helped increase ticket sales by 13.4 per cent to more than \$40 million. In its first full year of operation, WESTERN MAX lottery sales reached \$6.5 million, and it was also a record-setting year for SPORT SELECT, with sales reaching \$14.5 million, a 3.5 per cent increase from last year.

Saskatchewan Lotteries continued to increase the number of Lottery Ticket Centres in the province, with 866 retail locations now selling lottery tickets. To help increase sales, wireless jackpot signs displaying LOTTO 6/49 and LOTTO MAX jackpots were installed at 162 Lottery Ticket Centres. Lotteries also successfully launched its new website design and enhanced functionality at [www.sasklotteries.ca](http://www.sasklotteries.ca), in September.

The proceeds from Saskatchewan Lotteries go into the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation, which distributes funds through an extensive network of volunteer-based organizations, managed by Sask Sport Inc. and its global partners. Volunteer committees adjudicate funding requests from eligible organizations to the Trust Fund, which provides direct funding to more than 1,000 communities, rural municipalities, First Nations and non-profit organizations. Through these organizations, over 12,000 sport, culture and recreation groups receive funding. These groups provide a wide range of programs and services to more than 600,000 registered members who participate in sport, culture and recreation activities. Controls are placed upon the distribution of lottery proceeds to ensure transparency and accountability of the funds.

## How the Lottery Dollar is Spent



- 52%** PRIZES
- 26%** SPORT, CULTURE, RECREATION & COMMUNITY GROUPS
- 9%** WESTERN CANADA LOTTERY CORPORATION
- 6%** RETAILER COMMISSIONS
- 5%** GOVERNMENT PAYMENTS
- 2%** ADMINISTRATION



# Financial Highlights

OPERATING FIGURES YEAR ENDED MARCH 31, 2014

The following selected financial information is derived from the annual audited financial statements of the following entities:

- > Western Canada Lottery -Sask Division Inc.
- > Sask Sport Distributors Inc.
- > Sask Sport Inc.
- > Administration Centers for Sport, Culture and Recreation (1989) Inc.

The external auditors of the organization have, as part of their responsibilities, reviewed this information to ensure its consistency with the audited financial statements.

## REVENUES

Ticket Sales	\$201,078,474
Rent & Service Income	1,576,982
Interest	1,675,566
Grant revenue	6,510,689
Other	344,820
	<u>\$211,186,531</u>

## EXPENSES

Net Profits to Trust	\$ 61,837,224
Prizes & Retailer Commissions	116,844,436
Federal & Provincial Taxes	1,535,552
Ticket Printing & Operating Expenses	17,920,341
Provincial Operating Expenses	8,021,287
Program & Project Expenses	4,159,740
	<u>\$210,318,580</u>
Net Operating Income	\$867,951

Jessica Frotten  
Canada Summer Games  
Sherbrooke 2013





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