

# 2008 - 2009 Annual Report



Kendra Chernoff, Sask Sport Inc. 2008 Youth Female Athlete of the Year Award Recipient

Saskatchewan's amateur sport system is a volunteer-led network that provides sport programs for people of all ages and abilities in every area of the province. Sask Sport Inc.'s membership consists of 58 provincial sport governing bodies, 12 multi-sport and multi-service provincial organizations, and nine district organizations. In Saskatchewan there are more than 314,000 registered sport participants, and over 34,000 certified coaches and officials.

The wide array of benefits sport can deliver is significant. Sport enhances the quality of life for individuals and communities, helps put children on a positive life course, is a fundamental source of health and well-being for Saskatchewan's citizens, strengthens community by bringing people together, fosters skill development and inclusion, and, is a significant economic generator for business and tourism.

Sask Sport Inc. has within its corporate structure a number of entities that contribute to the successful development of sport, culture and recreation activities throughout the province. To support these volunteer organizations, Saskatchewan Lotteries serves as the fundraiser for more than 12,000 sport, culture and recreation organizations in the province. Fostering these activities are the efforts and commitment of thousands of volunteers, more than any other sector, who volunteer their time and skills with passion.

## **Saskatchewan Lotteries**

Saskatchewan Lotteries sales this year reached a record \$162.6 million. Ticket sales were up 2.7 per cent from the previous year. On-line sales increased by 2.1 per cent, Scratch 'N Win 3.1 per cent, and Sport Select 7.6 per cent. Consumer prize claim processes and procedures continued to be strengthened at all retail outlets and public confidence in the lottery system remains high in Saskatchewan. The ownership and pride that the volunteer community takes in Saskatchewan Lotteries has been an important component in the high level of public support for the lotteries system in Saskatchewan. Net proceeds from Saskatchewan Lotteries are transferred to the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation.

## **Trust Fund**

Through volunteer decision making, funding is provided directly to 1,200 organizations in the province, and through them, more than 12,000 organizations receive funding. Approximately 600,000 Saskatchewan residents benefit from the programs and services provided by these organizations. The range of programs and services encompass events, competitions and festivals from community level to international stature for Saskatchewan's artists, athletes, students, volunteers and administrators in the sport, culture and recreation sectors. Strict controls are placed upon the distribution of lottery proceeds and successful applicants complete final reports and provide audited financial statements to ensure transparency and accountability for the funds.

One of the priorities for the Trust Fund has been to provide greater financial stability to eligible organizations. Through prudent management of the Trust Fund and strong lotteries sales, provincial sport, culture and recreation organizations were able to receive a two-year funding commitment from the Trust Fund. This commitment will enable organizations to develop and implement longer term strategic plans.

## Sport Division

The overall priority for the Sport Division is to assist our membership to provide positive sport opportunities that are fair, fun and foster excellence. Community sport reinforces these positive values to a great extent. This year the Board of Directors declared Sask Sport Inc. as a True Sport organization. This declaration will serve as a reminder that all programs, decisions, and actions the organization takes should be aligned with creating a "True Sport" experience, which is a positive and deliberate commitment to values-driven sport. Sask Sport Inc. continues to be a leader in the development and implementation of many types of programs and services available to the membership and community organizations to make sport more healthy and inclusive. There is growing public concern about obesity levels and healthcare issues due to low levels of physical activity. There are also a number of disadvantaged populations that are seeking to engage and share the benefits of participation. Sport provides a tremendous opportunity for physical activity, teaches fundamental movement skills, and builds capacity for personal and social development.



Volunteer recruitment and retention is a priority for the sport federation. As participation levels increase, additional volunteers are needed to ensure the delivery of successful programs and services. Sport organizations are working with the Aboriginal community to increase their capacity. Through the Aboriginal Sport Development Grant, 40 communities are developing new sport opportunities for children and youth. The Aboriginal Excellence program is increasing participation and leadership opportunities for First Nations and Métis athletes, coaches, officials and volunteers for major Aboriginal competitions as well as their future participation in mainstream provincial age-class teams, including Canada Games. Aboriginal Excellence provides athletes with comprehensive talent identification, skills training and competition opportunities. In 2008, over 2,500 athletes participated in the talent identification process for the North American Indigenous Games (NAIG), a 600 participant increase from the previous games. Team Saskatchewan reclaimed the title of NAIG Champions.

The Aboriginal Coaches and Officials Program (ACOP) is committed to increasing the number of certified Aboriginal coaches and officials in Saskatchewan. The program organizes training and developmental clinics for coaches, officials, and learning facilitators. Through sponsored clinics held to the end of 2008, 30 Aboriginal learning facilitators, 993 coaches, and 90 officials have been trained.

The program delivered 21 different sport-specific clinics to participants in 111 communities. Aboriginal Coaching Modules, which consist of culturally relevant teachings, were delivered to 220 Aboriginal and non-Aboriginal participants. Overall, ACOP has achieved a 130 per cent increase in certified coaches of Aboriginal descent since the start of the program.

The funds provided through the Northern Community and School Recreation Coordinator Program enables northern communities to hire community recreation coordinators responsible for the development and implementation of after school, evening and weekend program activities and events. This year 23 communities received support which resulted in the equivalent of 21 person years of employment, 702 programs being offered, and an average of 25 participants per program.

KidSport™ Saskatchewan continued to ensure disadvantaged kids are not left on the sidelines, but are given the opportunity to experience the positive benefits of organized sports. In 2008, 7,850 financially disadvantaged kids received financial assistance to participate in community sport programs. This work was achieved through the combined efforts of 45 volunteer KidSport™ committees throughout the province that review funding applications and raise funds for the program. Through collective local and provincial fundraising efforts this past year, over \$784,000 was raised. The month of May is designated as KidSport™ Month every year to bring awareness to the program, and serves as the opportunity to kick off numerous local and provincial fundraising initiatives. The first annual KidSport™ Conference was held last November, bringing local committee volunteers together to discuss best practices and other organizational education sessions.

### Building Capacity

The Canadian Sport for Life Strategy, which incorporates the Long-Term Athlete Development (LTAD) model, is another major initiative to increase participation levels and enhance capacity. LTAD is a training, competition and recovery program that is based on developmental age – a person's level of maturation – rather than chronological age. The initial focus has been on education and awareness, with an emphasis on physical literacy development. The next phase will be to support provincial sport organizations to develop and implement their own plans.

The transition of Saskatchewan's Regional Recreation Associations and Zone Sport Councils into nine Sport, Culture and Recreation Districts was completed. The mergers are designed to improve the delivery of sport, culture and recreation programs throughout Saskatchewan. Several benefits of the new structure include improved information access to sport, culture and recreation opportunities, enhanced facilitation of regional programming and local community support, and a new focus on opportunities for community development among sport, culture and recreation organizations and other regional stakeholders.

The Online Volunteer Training Centre, [www.ovtc.sk.ca](http://www.ovtc.sk.ca), provides online education and training opportunities on eight courses of educational value and interest to volunteers. Over 450 people have registered with the Online Volunteer Training Centre, with the majority of individuals registering for the finance, communication, and board governance courses.

## High Performance

The sport federation remains committed to assisting provincial sport governing bodies to develop high performance athletes. The Canadian Sport Centre Saskatchewan (CSCS) delivers athletic and personal development programs and services "Supporting the Dream" of Olympic, Paralympic, and National Team athletes and coaches. CSCS provides services to a total of 163 individual athletes in addition to ten training groups for enhanced sport medicine and science services, coach professional development services, and other services that surround athletes with an atmosphere of excellence.

Other key services include the Future Best Program which last year provided direct funding assistance to 89 athletes identified as having the potential to gain national team status; re-engagement of the National Coaching Institute-Saskatchewan offering advanced coaching education, certification and professional development opportunities; and administration of the Canada Games Coach Employment Program to qualifying organizations. Nineteen coaches have been hired through this program.

Twenty Saskatchewan athletes participated in the 2008 Summer Olympic Games and Paralympic Games in Beijing, China, as well as 6 coaches and 8 support staff. In addition to our pride in their performances on this world stage, these representatives are excellent ambassadors for our province and a testament to our sport system. We are excited about the potential for provincial representation at the 2010 Winter Olympic and Paralympic Games, and the enthusiasm and momentum these events will build for sport participation.

Preparations have been underway throughout the year to prepare Team Saskatchewan for the 2009 Canada Summer Games in Prince Edward Island. The Canada Games serve as an important measuring stick for provincial sport development on a national stage. The Canada Games Program Assistance Grant assists sports to develop and implement initiatives to prepare athletes and coaches to achieve their best.

## Fund Development

The sport federation realizes the importance of diversifying the revenue base to ensure the future development of sport. The Sport Legacy Fund encourages individuals who believe in the value of sport to financially support amateur sport in the province. The fund has raised \$4.97 million for various sport organizations and causes in the province, helping them to sustain, grow and meet the increasing demands of amateur sport.

Give Kids A Chance Charity is a registered charity operated by Sask Sport Inc. This charitable entity enables the opportunity to apply for funds from other charitable foundations to address children's poverty issues. This year the charity secured seven separate foundation grants.

## Administration Centers for Sport, Culture and Recreation

The Administration Centers provide a business support system for non-profit sport, culture, and recreation organizations throughout Saskatchewan. This year, over 250 organizations utilized the Administration Center services including building and storage space, a full service printshop and website services, accounting and bookkeeping, payroll, and meeting rooms with videoconferencing equipment. There was a 30% increase in organizations accessing the accounting service, a 7% increase in utilization of printshop services, and full occupancy of rental space within the buildings.



*"Sport and physical education can help improve young people's school attendance, behaviour and academic achievement."* The True Sport Report

## Financial Highlights

### Operating Figures Year Ended March 31, 2009

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.

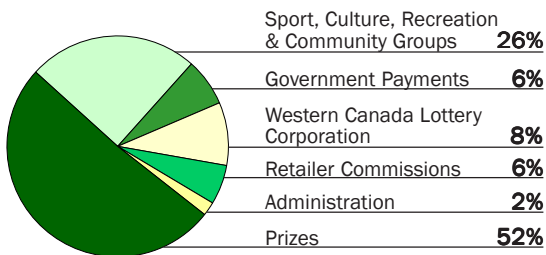
#### REVENUES

Ticket Sales	\$162,685,838
Rent & Service Income	1,343,467
Interest	840,395
Other	4,621,763
	<u>\$169,491,463</u>

#### EXPENSES

Net Lottery Profits Transferred to Trust	\$50,939,916
Prizes & Retail Commissions	94,552,265
Federal & Provincial Taxes	1,296,343
Ticket Printing & Operating Expenses	13,551,694
Provincial Expenses	9,112,839
	<u>\$169,453,057</u>
Net Operating Revenue	<u>\$38,406</u>

### How the Lottery Dollar is Spent



## Volunteer Board of Directors



**Ian Cook**  
President



**Gord Lang**  
Past President



**Ron Cooley**  
Vice President, Sport



**Craig Francis**  
Vice President, Trust



**Morgan Williams**  
Vice President, Lotteries



**Dale Holmes**  
Secretary/Treasurer



**Kelly Dumont**



**Marnie Eistetter**



**Lloyd Howey**



**Shirley Kowalski**



**Phyllis Pogany**



**Kenda Richards**



**Audra Young**

*"The primary determinants of whether youth will have a positive or negative experience are the adults involved - parents, coaches, officials and administrators - and the quality of coaching and mentoring."* The True Sport Report