

Alberta Sport, Recreation, Parks and Wildlife Foundation

Annual Report 2012-13



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Message from the Chair

Since its inception in 1994, the Alberta Sport, Recreation, Parks and Wildlife Foundation has partnered with a variety of sport, recreation and active living associations, as well as communities, schools, colleges and universities to provide support to the delivery of sport and recreation. This delivery model, relying heavily on the support of volunteers, has endured the test of time and continued through 2012-13.

Changes occurred within the Board of Directors as the Chair for the previous two years, Kay Kenny from Red Deer completed her tenure as Chairperson on December 31, 2012. Kay provided stalwart leadership during her years on the Board.

Three other Board member's terms were completed on December 31, Alf Fischer, Calgary; Bill Potvin, Fort Saskatchewan; and Lloyd Hickman, Lethbridge.

In this year's annual highlights, you will read about many exciting ways that the foundation serves to partner with other agencies to deliver programs for Albertans of all ages. Some of the "highlights" include:

- Canada and Alberta entered into a renewed three-year bilateral agreement in 2012-13 each contributing \$437,853 per year (\$2,627,118 in total);
- funded 284 community projects with \$710,000 from the Development Initiatives Program;
- coordinated two International Sport exchanges with Gangwon Korea and Hokkaido Japan, in basketball and rugby as part of an ongoing international commitment;
- coordinated the training of 2,401 coaches through 163 workshops in 31 communities;
- \$1.8 million was provided to 13 active living agencies to promote participation in physical activity; support research and education, healthy lifestyle services and the development of environments that encourage participation;
- continued to manage 21 Alberta land conservation projects and acquired two new land projects;
- financially supported and provided consultation to the City of Lethbridge as it hosted the 2012 Alberta Summer Games and to the City of Calgary as it hosted the 2013 Alberta 55 Plus Winter Games;
- provided more than 256 Municipal Recreation/Tourism Area projects with grants totaling approximately \$1.4 million; and
- \$8.2 million was provided to 103 provincial sport and recreation associations who serve a total membership of over 1.4 million Albertans.

The foundation is grateful for the continued support provided by the provincial government through the Alberta Lottery Fund program, as well as to the many corporate sponsors that financially support our programs and who are highlighted in this report.

Working together with the Department of Tourism, Parks and Recreation, we continue to strive for excellence and innovation. We are excited about our role in continuing and enhancing opportunities for Albertans.

Sincerely,

[original signed by]
John Short
Vice Chair

The Foundation

The Alberta Sport, Recreation, Parks and Wildlife Foundation was incorporated in 1994 under the *Alberta Sport, Recreation, Parks and Wildlife Foundation Act* with the Government of Alberta.

Objects

The objectives of the foundation are:

- developing and maintaining sport programs, facilities and services;
- developing and maintaining recreation programs, facilities and services;
- developing and maintaining parks programs, facilities and services;
- developing and maintaining fish and wildlife programs, facilities and services;
- raising funds to assist the foundation in the carrying out of its objectives.

Mission

To facilitate and enhance Albertans' activities, lifestyles and legacies through the development of active partnerships in sport, recreation, active living, and parks and wildlife programs.

Values

Efficiency – we efficiently deliver services to our clients

Respect – we show consideration and appreciation for diversity

Integrity – we conduct ourselves ethically and are open, honest and fair

Accountability – we are accountable for our actions

Excellence – we are committed to continually improving the services we deliver

Leadership – we initiate collaborative partnerships to achieve our goals

Creativity – we use innovative approaches to achieve business goals

Governance

The *Alberta Public Agencies Governance Framework* (adopted in 2008) notes the expectations of government agencies regarding all elements of governance, including accountability and transparency. The Alberta Sport, Recreation, Parks and Wildlife Foundation is subject to the provisions of the Governance Framework. The foundation's Mandate and Roles document, an agreement between the Minister of Tourism, Parks and Recreation and the Alberta Sport, Recreation, Parks and Wildlife Foundation, spells out the details of the foundation's governance. The document is reviewed regularly to ensure that roles and responsibilities continue to be current.

Link to Tourism, Parks and Recreation 2012-15 Business Plan

The foundation supported the Tourism, Parks and Recreation 2012-15 Business Plan through goal three – Albertans enjoy a high quality of life, improved health and wellness, strong communities, economic benefits and personal excellence and fulfillment through recreation, active living and sport.

Core Business 1: Supporting Sport and Recreation

The foundation provides a number of programs and services that are aimed at increasing participation in sport, recreation and physical activity. The foundation supports programs that enhance quality of life, encourage self-sufficiency and promote volunteer participation.

Goal 1: Sport and recreation organizations deliver programs and services that enable increased and sustainable participation by all Albertans.

Recreation and sport are vitally important to the physical, social and emotional health and well-being of Albertans.

The foundation provided \$8.2 million of financial support to 103 provincial sport and recreation organizations to promote quality sport and recreation opportunities for Albertans. In addition, support was provided to the Indigenous Sport Council (Alberta), the Alberta Sports Hall of Fame and Museum and the Steadward Centre for Personal and Physical Achievement.

The benefits of sport are numerous and should be available to everyone, but there are groups in the province that find it challenging to access sporting opportunities. Canada and Alberta entered into a renewed three-year bilateral agreement in 2012-13 each contributing \$437,853 per year (\$2,627,118 in total) for the purposes of increasing awareness, education and the implementation of Physical Literacy programs by engaging communities in the first three stages of the Canadian Sport for Life Model. The intent of the bilateral funding is to create sustainability within each project to get Albertans “more active, more often” with barrier free engagement in sport and physical activity that is age and stage appropriate. Under-represented and/or marginalized populations including persons with a disability, economically disadvantaged individuals, new Canadians, Aboriginals and women will also benefit from the Sport Support Program.

In 2012-13 the following projects received support through the bilateral agreement with Sport Canada:

- Regional Physical Literacy Coordinators were hired to educate stakeholders, establish programs and create new opportunities on the importance of Physical Literacy. The Coordinators are based out of the Regional Be Fit For Life Centres in Grande Prairie, Fort McMurray, Lac La Biche, Vermilion, Edmonton, Red Deer, Calgary, Lethbridge and Medicine Hat.
- the Canadian Paraplegic Association, Cross Country Alberta, Skate Canada: Alberta-NWT/Nunavut, Alberta Curling Federation and the City of Brooks aimed to strengthen Physical Literacy and increase participation and opportunities in coaching, officiating and volunteer leadership for under-represented or marginalized populations.
- thirteen provincial sport organizations and the Alberta Sport Development Centre – Calgary implemented Canadian Sport for Life targeting the Alberta sport system to improve Physical Literacy and activity levels.
- the Steadward Centre for Personal and Physical Achievement for the Free 2BEME program aimed at improving the quality of life for Albertans who are living with an impairment through physical activity programming.
- a Swim Program addressing the barriers to swimming literacy focusing on water safety skills within Aboriginal communities being delivered in Alberta’s Future Leaders communities by the Canadian Red Cross.
- northern sports development in Inuit and Arctic Sports along with snowshoeing.

The Alberta’s Future Leaders program is a partnership between Aboriginal First Nation and Métis communities, the foundation and the private sector. The programming is facilitated through the foundation, with support from the Alberta Foundation for the Arts. The partnership provides funding that places trained Youth Mentors in communities for four months during the summer. The Mentors provide sport, recreation and arts programs and services, and act as positive role models. The funding also supported a training camp for youth, where they learned leadership skills. In 2012, there were over 7,300 program participants, and a total of 44,134 program service hours provided by mentors in 11 communities.

In partnership with the Alberta 55 plus Association, the foundation helped promote healthy lifestyles through the Alberta 55 Plus Games – a four day event that brings the spirit of competition and fun to those 55 years and over. The third Alberta 55 Plus Winter Games were held in February 2013 in Calgary. More than 1,100 participants ranging from 55 to 95 years participated in 13 different sports and activities. The opening ceremonies on February 13 at Canada Olympic Park commemorated the 25th anniversary of the 1988 Olympics.

The City of Lethbridge hosted the 2012 Alberta Summer Games from July 26 to 29, 2012. Over 2,500 athletes and coaches and 188 technical officials from across Alberta competed in 15 different sports. Athletes ranging from 11 to 17 years of age qualified to attend the games through zone playoffs. Over 1,800 volunteers allowed the athletes to “Bring It!”

Alberta’s certified coaches and trainers are a vital part of every community. Serving as positive role models, they help mentor children, and are of tremendous benefit to athletes of every caliber throughout the province.

Through a variety of partnerships, the foundation coordinated the training of 2,401 coaches, hosting 163 workshops in 31 communities through the multi-sport National Coaching Certification Program in 2012. The foundation also provided training and support to facilitators for both the FUNdamentals Movement Skills workshop and a learning facilitator professional development workshop.

The foundation coordinates the Donation Fund Program to recognize not-for-profit sport and recreation organizations in receiving financial support through donations for sport and recreation development. In 2012-13, the foundation received donations representing a total of more than \$600,000.

The foundation supports Albertans from all walks of life in their pursuit of sport, recreation and active living. From the individual applicant to a broad assortment of organizations, the Development Initiatives Program grants funding for creative and innovative projects that benefit people and their communities.

In 2012-13 grants of approximately \$710,000 were provided for 284 community projects relating to sport, recreation, active living, parks and wildlife programs, equipment, athlete training and research projects.

The renewal of the Alberta Sport Plan, identified as a priority under *Active Alberta* will be coordinated by the Department of Tourism, Parks and Recreation with input from the foundation.

Core Business 2: Promoting Active Living

The foundation supports Albertans of all ages with services and programs that inspire and encourage active living. Through funding for participation opportunities, public education initiatives, practitioner training and research, the foundation works to enhance the quality of life, self-reliance and health of Albertans.

Goal 2: Health related fitness and active living programs, services and environments are developed, enhanced and delivered to Albertans.

The promotion of physical activity in Alberta is enhanced by the collaborative efforts of 13 agencies working together as the Active Alberta Living Partners. These agencies provide leadership to organizations, communities and all levels of government to promote participation in physical activity that leads to well-being. Through financial assistance and partnerships, the foundation supports research and education, healthy lifestyle services and the development of environments that encourage participation. In 2012-13, the foundation provided support of \$1.8 million to the 13 agencies. The Active Alberta Living Partners include the Alberta Centre for Active Living, Alberta Canadian Society for Exercise Physiology – Health and Fitness Programs, Alberta Fitness Leadership Certification Association, Ever Active Schools and the nine Be Fit For Life Centres (BFFL) that are hosted by post-secondary institutions in Fort McMurray, Grande Prairie, Vermilion, Lac La Biche,

Edmonton, Red Deer, Calgary, Medicine Hat and Lethbridge. The following are some initiatives the active living agencies coordinated in 2012-13 to promote physical activity:

- Certified 2,120 Alberta Fitness Leadership Certification Association (AFLCA) qualified practitioners;
- Certified 1,177 Alberta Canadian Society of Exercise Physiologists qualified practitioners;
- 493,977 practitioners attended workshops and events;
- 506,485 Albertans were served by Alberta Active Living Partners programs and services;
- Alberta Active Living Partners delivered 518 workshops to over 10,000 participants; and
- over 1.5 million page views to Alberta Active Living Partners websites.

Being active is not simply a matter of personal choice. The environments where we spend time may support or challenge our intentions to be healthy. In 2012-13, the foundation provided funding to eight projects aimed at helping those who work in community, school and health settings make changes to support active living. Through a Memorandum of Understanding between the Public Health Agency of Canada, the Ministry of Health, and the Ministry of Tourism, Parks and Recreation, the foundation provided \$142,325 for projects promoting healthy living and physical activity.

Core Business 3: Athletic excellence and achievement

The foundation strives to give Albertans opportunities to excel in athletics to the level of their abilities and interests. Multi-sport games and major single sport events develop a sense of community and create an environment in which pride, enthusiasm, spirit and fair play flourish. Games and major events allow participants to express their individuality and to explore the potential of their physical and mental abilities.

Goal 3: Organizations deliver programs that facilitate athletic excellence and achievement for Albertans.

The foundation provided support to the Canadian Sport Centre – Calgary to help the organization achieve its objectives to support the achievement of high performance sport excellence, promote coaching and stimulate sport development.

The foundation supported the development of Alberta's emerging athletes and coaches through the Alberta Sport Development Centre (ASDC) network. In collaboration with the Canadian Sport Centre Calgary, Sport Canada, post-secondary education institutions, local municipalities, provincial/local sport associations and other regional partners, this comprehensive network coordinates services for high-performance athletes and coaches in the regions across Alberta. Services that are offered include athlete performance testing, athlete enhancement programs, "Winning Edge" informational seminars, mental training, sport nutrition and coaching development.

The ASDC network consists 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).

The foundation provided funding to 25 provincial sport associations to employ high performance coaches who mentor Alberta coaches and develop athletes looking to compete at provincial, interprovincial, national and international levels including Alberta Games, Canada Games and the Olympics and Paralympics.

In 2012-13, the Podium Alberta program provided support to Alberta's nationally carded high-performance athletes. The program helps athletes continue their pursuit of athletic excellence at the highest levels of national and international competition; live and train in Alberta; fulfill their educational goals while successfully pursuing excellence in sport; increase access to high-performance coaching and sports science practitioners; and enhance training and competitive opportunities available to athletes. The program supported 216 athletes in 38 sports training and competition events totaling \$909,900.

The foundation's Event Support Program is designed to encourage the development and participation in sport, recreation, parks and wildlife activities through sporting and non-sporting events. During 2012-13, 91 grants totaling \$410,000 were allocated to provincial sport and recreation associations, local clubs and organizations to host western, Canadian, national and international events.

In June 2012, Alberta hosted a Women's Basketball delegation from Gangwon, Korea to take part in an athlete and leaders exchange. Alberta sent a Rugby 7's delegation of athletes and leaders to Hokkaido, Japan in July 2012. Through the International Sport Exchanges, delegates were provided sport development and competition opportunities while being exposed to a new culture, customs, and friendships.

The foundation recognized Alberta's athletes and coaches that participated in the 2012 Olympic and Paralympic Games in London. This Olympic and Paralympic Salute took place at the Canada's Sports Hall of Fame in Calgary where 18 Olympic athletes, six coaches, 15 Paralympic athletes and three Paralympic coaches were recognized.

The foundation awarded the 2011 Athlete and Team of the Year Awards to Liz Girgulis (sprint kayak), Chad Bobrosky (swimming), Christine Nesbitt (speed skating), Warren Shouldice (freestyle skiing, aerials), Natasha Purich and Raymond Schultz (figure skating) and Alex Harvey and Devon Kershaw, (cross country skiing) in May 2012 in conjunction with the Alberta Sports Hall of Fame Induction Ceremony.

Core Business 4: Preservation and use of acquired natural areas

A healthy natural environment is an essential component of the foundation's vision. The protection and preservation of our natural resources enhances the quality of life of all Albertans. The availability and enjoyment of our natural environments through recreation, wildlife habitat areas, public use areas and facilities is essential to realizing those quality of life benefits.

Goal 4: Natural areas acquired by the foundation are preserved, enhanced and used by Albertans.

Conserving Alberta's world-renowned natural areas and wildlife habitats is a key foundation priority. Through charitable land donations, purchases, and management partnerships with conservation groups and fundraising initiatives, the Park and Wildlife Ventures program contributes to the province-wide growth of private land conservation of natural areas and watersheds, which are vital to ecological diversity within the province.

The foundation currently holds 23 Alberta land projects (totaling 3,310 acres) and associated trust accounts for the purpose of recreation and conservation. This is an increase of two properties from 2011-12. Conserving these natural areas is a joint effort among landowners, community groups, industry, government agencies, non-government agencies, donors and volunteers. Donations for specific properties are deposited in restricted accounts to be used on that specific property according to identified donor wishes that are acceptable to the foundation.

The Peaceful Valley Provincial Recreation Area and Day Use Lodge site experienced an expansion with the acquisition of 85 acres. This purchase extends south and east from the existing property to the edge of the Battle River and features a mixture of grasslands, aspen mixed wood forest and riparian areas. The purchase ensures the view of the river from the main Lodge will be preserved in perpetuity.

The foundation received a donation of 22 acres of land within the Town of Athabasca. This land, named MRM Wildlife Habitat, protects riparian areas of the Tawatinaw River and was donated as an EcoGift, a federal program that recognizes donations of ecologically valuable land. It will be managed in partnership with the Athabasca Recreational Trail Association and will eventually be home to a trail and bridge that will provide a key linkage between the Town of Athabasca and the TransCanada Trail systems for non-motorized users.

Trail planning for the existing trail on Imrie Prospector's Point was completed by independent consultants in early 2013. This plan directs the rehabilitation of a formerly motorized trail into a well-maintained trail for hikers, cyclists and equestrian users. During the planning process, common

linkages were found with Parkland County, who had identified the area for a trail that would connect from the North Saskatchewan River to the Devonian Botanic Gardens. The River Valley Alliance capital project fund (with 1/3 municipal, 1/3 provincial and 1/3 federal funding) has allocated \$483,333 to this project, joined by an additional \$75,000 grant from the foundation, in order to link the existing staging area to the south of the property with the newly developed trail across Imrie Prospector's Point. Design and construction are expected to begin in early fall 2013, with completion expected in 2014.

During 2012, there were 1,981 visitors to Peaceful Valley Provincial Recreation Area and Day Use Lodge. Imrie Park experienced approximately 5,000 visitors, hosted 15 events and logged 300 volunteer hours.

The foundation maintains formal partnerships with eight different organizations in the ongoing monitoring, maintenance and management of its lands, including Ducks Unlimited and the Spruce Grove Fish and Game Association. These groups provide essential services and volunteers to ensure the lands held by the foundation are managed and used appropriately.

The Parks and Wildlife Ventures Program of the foundation also maintains membership in several regional land trust and conservation based groups, including the Boreal Conservation Group, East Centre Habitat Organization and the Beaver Hills Initiative; and provides support to conservation projects and sustainability initiatives across Alberta.

Alberta attracts millions of tourists annually with its vast array of four-season recreational offerings and some of the most pristine wilderness on Earth. To ensure unforgettable experiences for visitors and residents alike, the Municipal Recreation/Tourism Areas program (MR/TA) helps to maintain outdoor public recreation facilities at the highest standards. The MR/TA program also helps communities to grow their amenities base and assist local businesses with tourism attractions.

In 2012-13, the foundation provided 256 MR/TA sites with operating grants totaling approximately \$1.4 million. With the foundation's support, 24,332 events, from sport tournaments to fishing derbies, were made possible. Approximately 14,500 volunteers contributed 249,495 volunteer hours to host events that involved 4,005,003 participants.

Financial Statements

The 2012-13 financial statements are included in the Ministry of Tourism, Parks and Recreation annual report and can be accessed at

<http://tpr.alberta.ca/about/publications/2013/201213FullAnnualReport.pdf>.

Performance Indicators

1.a Adult participation in sport and recreation:

Percentage of adult Albertans who participated in recreational activities and sport

| 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | Target |
|---------|---------|---------|---------|---------|---------|--------|
| 78.6% | 85.6% | 80.4% | 88.2% | 84.8% | 81.6% | 84.0% |

Source: Tourism, Parks and Recreation Survey of Albertans

Description

This measure indicates adult Albertans' participation in recreational activities and sport in the past year. Albertans were asked if they had participated in activities such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports.

Results

In 2012-13, 81.6 per cent of adult Albertans participated in recreational activities, lower than the target by 2.4 per cent and 3.2 per cent lower than the 2011-12 result.

Analysis

Personal lifestyle choices will impact results positively or negatively (e.g., participating in recreational running or team sports versus time spent on the internet or watching television), available leisure time, socio-economic status (e.g., the disposable income allocated for recreation and sport activities), media reporting on the importance of living active, healthy lifestyles and the promotion of recreational or sporting events and activities.

In 2012-13, when asked about increasing their levels of physical activity, 54.1 per cent of respondents indicated that they would like to increase their level of physical activity over the next 12 months. The main motivators reported to increase physical activity were more free time or less work (27.5 per cent) and increased motivation or enthusiasm (19.6 per cent).

Approximately eight out of every ten Albertans participated in recreational activities in 2012-13. Of those, 81.1 per cent undertook physical activity two or more times a week with 75.9 per cent indicating that the duration of physical activity was over 30 minutes or more each time. Half an hour or more of moderate physical activity four or more times a week continues to be the most common pattern of physical activity.

The foundation partners with provincial recreation, active living and sport organizations who provide significant opportunities for Albertans in communities to enjoy active, healthy lifestyles. The foundation supports programs that promote active healthy living in communities and encourages lifelong participation in recreation, active living and sport. Events that contributed to participation in 2012-13 include: Alberta 55 Plus Winter Games, Winter Walk Day and Get Outdoors weekend.

1.b Activity levels of Albertans age 12-19:

Percentage of Albertans age 12-19 who are active or moderately active in their leisure time

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Target |
|-------|-------|-------|-------|-------|-------|--------|
| 72.3% | 73.1% | 75.5% | 74.7% | 72.6% | 67.7% | 76.0% |

Source: Statistics Canada: Canadian Community Healthy Survey

Description

This measure indicates the percentage of Albertans age 12 to 19 years that are active or moderately active in their leisure time. Albertans were asked if they had done physical activities in the last three months such as walking for exercise, bicycling, downhill skiing or snowboarding, ice skating, swimming, bowling or soccer. The result is based on a combination of questions related to the type, frequency and duration of each of the identified activities.

Results

In 2012, 67.7 per cent of Albertans age 12-19 were active or moderately active in their leisure time, 8.3 per cent lower than the target of 76.0 per cent.

Analysis

The 2012 result was 4.9 per cent lower than the 2011 result. The decrease was a result of the change in the percentage of females age 12-19 that were active or moderately active in their leisure time, which decreased by 13.7 per cent in 2012 to 59.3 per cent. For males, 75.8 per cent of males age 12-19 reported they were active or moderately active in their leisure time in 2012, an increase of 3.7 per cent from 2011.

Personal lifestyle choices impact results positively or negatively (e.g., participating in recreation and sport versus time playing video games or watching television), socio-economic status of households (e.g., the disposable income allocated for recreation and sport activities), access to a place to be physically active and the promotion of recreational or sporting events and activities. The result may also reflect the reduction in funding to provincial sport and recreation associations of 18.5 per cent in 2010-11 with the impacts of a decrease in the provision of programs and services and opportunities reflected in the 2012 result.

The foundation continues to partner with recreation, active living and sport organizations to provide opportunities for Albertans age 12-19 to enjoy active, healthy lifestyles such as the Alberta Summer Games, Alberta's Future Leaders Program and the promotion of Winter Walk Day.

1.c Number of senior participants who compete in regional and zone play offs for 55 Plus Games:

Number of senior participants who competed in regional and zone play offs for the 55 Plus Winter Games

| 2010-11 | 2012-13 | Target |
|---------|---------|--------|
| 2,916 | 3,154 | 2,500 |

Source: Alberta 55 plus Association, Alberta 55 Plus Winter Games Registration System

Description

The Alberta 55 Plus Games consist of both summer and winter games. Each year, results reported for this measure alternate between summer and winter. The Alberta 55 plus Association coordinates the registration for the regional and zone play off and Alberta 55 Plus Games.

Results

The number of senior participants who competed in the regional and zone play offs for the 2013 Alberta 55 Plus Winter Games was 3,154, which was 654 above the target of 2500 senior participants.

Analysis

The foundation increased its promotion of the 2013 Alberta 55 Plus Games and worked with the Alberta 55 plus Association to increase the number of senior participants at the zone play offs.

1.d Number of athletes participating in the Alberta Games and zone play offs:

Number of athletes who competed in the Alberta Summer Games and zone play offs for the Alberta Summer Games

| 2010-11 | 2012-13 | Target |
|---------|---------|--------|
| 6,058 | 6,147 | 6,750 |

Source: 2012 Alberta Summer Games Evaluation

Description

The Alberta Games consist of both summer and winter games. Each year, results reported for this measure alternate between summer and winter. The Provincial Sport Associations provide a list of qualifying athletes who participated at the zone play offs for the 2012 Alberta Summer Games. Athletes compete at zone play offs, held three-to-four months prior to the Alberta Summer Games during which they earn the right to compete as a member of the zone team.

Results

The number of athletes who participated in the Alberta Games and zone play offs for the 2012 Alberta Summer Games was 6,147, missing the target by 603.

Analysis

The results were partially affected by the fact that a large team sport, water polo, was in the 2010 Alberta Summer Games but not in the 2012 Games. Triathlon replaced water polo for the 2012 Alberta Summer Games and the actual number of potential athletes, coaches and chaperones was 128 less for triathlon than water polo. This number would have been considerably higher for the playoffs, as water polo could potentially have had a higher number involved in the playoffs. As well, a number of provincial sport associations cited a lack of regional promotion as a reason the overall goal was not reached. The result may also reflect the reduction in funding to provincial sport and recreation associations of 18.5 per cent in 2010-11 with effects only starting to be realized now.

1.e Number of coaches participating in NCCP multi-sport training:

Number of coaches who participated in NCCP multi-sport training

| 2010-11 | 2011-12 | 2012-13 | Target |
|---------|---------|---------|--------|
| 3,131 | 2,014 | 2,466 | 3,300 |

Source: Coaching Association of Canada Locker

Description

The National Coaching Certification Program (NCCP) is designed to meet the needs of all types of coaches, from the first time coach to the head coach of a national team. The NCCP is the recognized standard for coach training in Canada. As part of the program, all coaches are trained in ethical decision-making and sport safety.

Results

The number of coaches who participated in NCCP multi-sport training was 2,466, missing the target by 834.

Analysis

The development and delivery of NCCP is reliant on a national partnership with the Government of Canada, national sport organizations, provincial/territorial governments, and provincial/territorial sport organizations. In Alberta between 2,000 and 2,500 coaches attend NCCP multi-sport training modules each year. With the development of new modules there is often an influx of coaches and learning facilitators trained. The number of coaches trained in 2010-11 was higher due to the new Fundamental

Movement Skills modules being delivered for Teachers Professional Development, as well as Career Technology Studies (CTS).

2.a Adult Albertans who are physically active:

Percentage of adult Albertans who are physically active

| 2002 | 2005 | 2007 | 2009 | 2011 | 2013 | Target |
|-------|-------|-------|-------|-------|-------|--------|
| 57.0% | 60.2% | 62.4% | 58.5% | 54.3% | 59.0% | 61.0% |

Source: Alberta Centre for Active Living Alberta Survey on Physical Activity

Description

This measure indicates adult Albertans' current participation in leisure-time physical activity outside the work hours biennially. Albertans were asked how many times a week (7-day period), on average, they did strenuous activity (activity is exhausting and typically makes you sweat and your heart beat faster, e.g., running, hockey, soccer, aerobics, cross country skiing and vigorous swimming), moderate activity (activity is not exhausting, e.g., fast walking, easy bicycling, easy swimming and dancing) and mild activity (activity requires only minimal effort and doesn't usually cause you to sweat, e.g., yoga and easy walking) for more than 15 minutes during their free time.

Results

In 2013, 59.0 per cent of adult Albertans are physically active at a level required for health benefits, 2.0 per cent less than the target.

Analysis

Performance measures 1.a and 2.a while appearing to be similar, have unique questions and data collection methodologies. Performance measure 1.a indicates adult participation in sport and recreational activities within the past year at any time. Performance measure 2.a inquires about strenuous, moderate and mild activities for more than 15 minutes outside work hours during a 7-day period (week). The information from performance measure 2.a will benefit organizations who offer physical activity programs and services outside of the work period.

Although physical activity levels are higher in 2013 than in 2011, the results are not significantly different. Results may be affected by many external influences such as socio-demographic factors (i.e., age, education, income) and accessibility to places for physical activity.

3.a Percentage of Interprovincial Games athletes and coaches who evaluate the support of staff to be good or excellent:

There were no Interprovincial Games held during 2012-13.

Description

This measure indicates the percentage of athletes and coaches who rated the mission staff as being good or excellent during Interprovincial Games.

4.a Number of land protection projects:

| 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | Target |
|---------|---------|---------|---------|---------|--------|
| 21 | 21 | 21 | 21 | 23 | 22 |

Source: Park and Wildlife Ventures web page

Description

This measure indicates the number of land protection projects the foundation has participated in.

Results

In 2012-13, the foundation has increased the number of land protection projects by two for a total of 23 projects.

Analysis

The foundation continues to work with potential donors to secure properties for land protection projects.

2012-13 ASRPWF Board Membership

Kay Kenny, Chair (until December 31, 2012)

Location: Red Deer

ASRPWF Committees (Ex-officio)

John Short, Vice Chair (until December 31, 2012)

Acting Chair (from January 1, 2013 to March 31, 2013)

Location: Edmonton

ASRPWF Committee Assignments:

Alberta's Future Leaders Provincial Support Committee

Marketing Committee

Development Initiatives Program – Provincial Committee

Wayne Ayling

Location: Grande Prairie

ASRPWF Committee Assignments:

Active Living Committee

Marketing Committee (Chair)

Development Initiatives Program – South Zone Committee (Chair)

Don Dombrosky

Location: Edmonton

ASRPWF Committee Assignments:

Games Committee

Marketing Committee

Development Initiatives Program – South Zone Committee

Fund Development Taskforce (Ad Hoc Committee)

Alfred Fischer (until December 31, 2012)

Location: Calgary

ASRPWF Committee Assignments:

Active Living Committee

Parks and Wildlife Ventures (Chair)

Development Initiatives Program – Provincial Committee (Chair)

Fund Development Taskforce (Ad Hoc Committee)

Lloyd Hickman (until December 31, 2012)

Location: Lethbridge

ASRPWF Committee Assignments:

Alberta's Future Leaders Provincial Support Committee

Games Committee

Development Initiatives Program – Provincial Committee

Wade Kolmel

Location: Fort McMurray

ASRPWF Committee Assignments:

Active Living Committee

Development Initiatives Program – North Zone Committee

William Potvin (until December 31, 2012)

Location: Fort Saskatchewan

ASRPWF Committee Assignments:

Parks and Wildlife Ventures Committee

Development Initiatives Program – North Zone Committee (Chair)

Lauralyn Radford

Location: Red Deer

ASRPWF Committee Assignments:

Games Committee

Marketing Committee

Development Initiatives Program – South Zone Committee

Fund Development Taskforce (Ad Hoc Committee) (Chair)

Rob Van Biezen

Location: Airdrie

ASRPWF Committee Assignments:

Games Committee

Development Initiatives Program – North Zone Committee

Tim Moorhouse (Ex-officio)

Assistant Deputy Minister, Recreation and Sport Development Division

Tourism, Parks and Recreation

Lloyd Bentz (Ex-officio)

General Manager

Alberta Sport, Recreation, Parks and Wildlife Foundation

Corporate Sponsors

The foundation is fortunate to have a number of long-standing corporate sponsors who provide financial support to its programs:

Alberta Games

ATCO Gas
Elite Sportswear and Awards
Global
National Motor Coach
RBC Royal Bank

Development Initiatives Program

Nova Chemicals
Trans Canada

Olympic Salute

Elite Sportswear and Awards
National Motor Coach

Alberta's Future Leaders

Apache Canada Ltd.
ATCO Electric
ATCO Gas
Cenovus
ConocoPhillips Canada
Devon Canada Ltd.
MEG Energy
Mikisew Group of Companies
Statoil
Suncor Energy