

Alberta Sport, Recreation, Parks and  
Wildlife Foundation

**Annual Report**

2013 - 14



*Alberta* 

## **CONTENTS**

Message from the Chair .....	3
The Foundation .....	5
Objects .....	5
Mission .....	5
Values .....	5
Governance.....	5
Link to Tourism, Parks and Recreation 2013-16 Business Plan.....	5
Core Business 1: Supporting Sport and Recreation .....	6
Core Business 2: Promoting Active Living.....	8
Core Business 3: Athletic Excellence and Achievement .....	8
Core Business 4: Preservation and Use of Acquired Natural Areas.....	11
Financial Statements.....	12
Performance Indicators .....	13
ASRPWF 2013-14 Board Membership.....	19
Corporate Sponsors .....	21

## 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 support the delivery of sport and recreation. This delivery model relies heavily on the support of volunteers, has endured the test of time and continued through 2013-14.

There were a number of changes within the Board of Directors in 2013-14:

Wayne Ayling (Grande Prairie), Don Dombrosky (Edmonton), Lyn Radford (Red Deer) and Rob Van Biezen (Airdrie) completed their tenure in 2013. John Short (Edmonton) was appointed Chair, Alfred Fischer (Calgary), Margaret Marciak (Sherwood Park), and George Virtue (Lethbridge) were appointed to the Board of Directors.

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

- Canada and Alberta entered into the second year of the three-year bilateral agreement in 2013-14, each contributing \$437,853 per year (\$2,627,118 in total). The funding is to increase awareness, education and the implementation of Physical Literacy programs by engaging communities in the first three stages of the Canadian Sport for Life Model;
- Coordinated three International Sport Exchanges with Hokkaido, Japan, Gangwon, South Korea and Heilongjiang, China, in the sports of rugby, basketball and swimming as part of an ongoing international commitment;
- Coordinated 312 National Coach Certification Program workshops in 35 communities to train 4,395 coaches;
- \$1.8 million provided to 15 active living agencies to promote participation in physical activities, support research and education, healthy lifestyle services and the development of environments that encourage participation;
- Continued to manage 23 Alberta land conservation projects;
- Team Alberta finished fourth, winning 34 gold, 42 silver and 42 bronze medals at the 2013 Canada Summer Games in Sherbrooke, Quebec;
- Supported the 2013 Alberta 55 Plus Summer Games in Barrhead/Westlock and the 2014 Alberta Winter Games in Banff/Canmore;
- Provided 181 Municipal Recreation/Tourism Area projects with grants totaling approximately \$459,466; and
- \$8.3 million provided to 104 provincial sport and recreation associations serving a total membership of more than 1.4 million Albertans.

In the months leading up to the 2014 Olympic Games in Sochi, ASRPWF continued to support sport tourism and current and future athletes through several World Cup events in Alberta and our involvement with the Podium Alberta program. Canada was represented at the Sochi Winter Olympics by 55 athletes from Alberta, the second largest contingent of Canadian athletes.

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 which financially support our programs and 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 also excited with the creation of Alberta Sport Connection, which will provide a fresh focus on sport and new opportunities for Albertans.

Sincerely,

(original signed by)  
John Short  
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. The Alberta Sport, Recreation, Parks and Wildlife Foundation began a transition to the Alberta Sport Connection in November 2013.

### **Objectives**

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; and
- 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 2013-16 Business Plan**

The foundation supported the Tourism, Parks and Recreation 2013-16 Business Plan through goal three - Albertans enjoy a high quality of life, improved health and wellness, strong communities 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 \$8.3 million of financial support to 104 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 2013-14, each contributing \$437,853 per year (\$2,627,118 in total). The funding is 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 2013-14 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 around 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 strengthened Physical Literacy and increased participation and opportunities in coaching, officiating and volunteer leadership for under-represented or marginalized populations by offering specially designed programs;
- 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, which is 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 by focusing on water safety skills within Aboriginal communities, delivered in Alberta's Future Leaders communities by the Canadian Red Cross; and
- Northern sports development in Inuit and Arctic Sports and snowshoeing.

The Alberta's Future Leaders program is a partnership between Aboriginal First Nation and Metis 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 2013-14, there were over 9,200 program participants, and more than 3,000 program hours provided by mentors in 12 communities.

In partnership with the Alberta 55 plus Association, the foundation helped promote healthy lifestyles through the Alberta 55 Plus Summer Games, a the four-day event which brings the spirit of competition and fun to those 55 years and older. The 55 Plus Summer Games were hosted in Barrhead-Westlock in July 2013. Approximately 1,200 participants aged 55 years and older and 187 non-participant guests attended the event. Participants in the Games represented eight zones across the province and competed in events including athletics, cycling, golf, swimming, slo-pitch and tennis.

The Alberta Winter Games were held in the Banff and Canmore region in February 2014, where approximately 2,420 athletes, coaches, chaperones and officials participated in 19 sports. Approximately 2,000 volunteers provided support to the staging of the games. The Alberta Winter and Summer Games are held every two years, with the 2014 Summer Games scheduled for July in Airdrie.

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, 4,395 coaches participated in multi-sport NCCP training events. The foundation coordinated 312 workshops in 35 communities for the multi-sport National Coaching Certification Program in 2013-14.

The foundation coordinates the Donation Fund Program, which assists athletes and not-for-profit sport and recreation organizations in obtaining financial support. In 2013-14, the foundation received donations that totalled more than \$952,000.

The *Alberta Sport Plan* was renewed through a four-phase consultation process. The new plan reflects changes in the Alberta sport system (e.g. the emergence of new sports and increased or decreased participation) and aligns with the new Canadian Sport Policy, to achieve outcomes included in the *Active Alberta Policy*. The updated Sport Plan will guide government funding and programming decisions between 2014 and 2024.

## 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 15 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 2013-14, the foundation provided support of \$1.8 million to the 15 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, Safe, Healthy, Active People Everywhere (SHAPE) and Alberta TrailNet.

In 2013-14, the foundation provided funding (\$270,000) to 17 projects that address conditions/factors that support physical activity, as well as contribute to achieving targets aimed at increasing the proportion of Albertans who are physically active. There was also an emphasis on projects that address the physical activity targets for children and youth. Five of the projects were through a Memorandum of Understanding between the Public Health Agency of Canada, the Ministry of Health, the Ministry of Tourism, Parks and Recreation, and the foundation.

## 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.

In August 2013, more than 350 participants from 53 communities represented Alberta at the 2013 Canada Summer Games in Sherbrooke, Quebec. Team Alberta finished fourth in the medal standings with 118 medals (34 gold, 42 silver and 42 bronze), an increase over the 76 medals won at the last games. Team Alberta coaches and managers, along with 19 mission staff, provided support and leadership. The foundation coordinated Team Alberta's involvement and provided funding towards team training, the selection of teams and the operations of Team Alberta.



In March 2014, Team Alberta North headed north to Fairbanks, Alaska for the 2014 Arctic Winter Games. The sport venues were exceptional and enabled our northern Alberta athletes to showcase their talents and skills to the rest of the northern hemisphere. Team Alberta North consisted of 241 athletes, artists, coaches, chaperones, and mission staff from 35 different Alberta communities north of the 55th parallel.

Team Alberta North finished in third place with 129 ulus (46 gold, 49 silver and 34 bronze). This is up 25 ulus from the 2012 Games. Several notable performances including a new world record by Melanie Curtis, Team Alberta North's Opening Ceremonies flag bearer in the Open Female One Foot High Kick event. The team also had multiple ulu winners in alpine skiing, snowboarding and wrestling. Alberta North achieved no less than silver in any team event. The foundation coordinated Team Alberta North's involvement and provided funding towards team training, the selection of sports and teams, and the operations of Team Alberta North.

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

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

The foundation provided funding to 25 provincial sport associations to employ high performance coaches to 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 2013-14, 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 provided support totalling \$784,100 to 183 athletes in 36 sports for training and competition events.

Alberta Tourism, Parks and Recreation provides funds to the foundation to administer and coordinate the Alberta Winter Olympic Legacy Major Sports Events Program, for operational funding to Winter Olympic Legacy Host organizations. In 2013-14, \$633,000 was provided to six host organizations for seven Winter World Cup events in Alberta.

The foundation's Event Support Program is designed to encourage the development of and participation in sport, recreation, parks and wildlife activities through sporting and non-sporting events. During 2013-14, grants totalling \$472,000 were provided to provincial sport and recreation associations, and local clubs and organizations to host 98 western, Canadian, national and international events.

In April 2013, Alberta hosted a rugby 7's men's delegation from Hokkaido, Japan to take part in an athlete and leaders sport exchange. In May 2013, Alberta sent a women's basketball delegation of athletes and leaders to Gangwon, South Korea. In September 2013, Alberta sent a swimming delegation of athletes and leaders to Heilongjiang, China. Through the International Sport Exchanges, delegates were provided with sport development and competition opportunities while being exposed to new cultures, customs, and friendships.

The foundation awarded the 2012 Sport Recognition Awards at the 2013 Alberta Leadership Summit. The following are the categories and recipients:

2012 Open Female Athlete of the Year - Kaillie Humphries (Bobsleigh) – Calgary

2012 Open Male Athlete of the Year - Brady Leman (Ski Cross) – Calgary

2012 Junior Female Athlete of the Year - Amber Thomas (Paralympic Swimming) – Drayton Valley

2012 Junior Male Athlete of the Year - Coby Iwaasa (Racquetball) – Lethbridge

2012 Junior Team of the Year: Brendan Bottcher Rink (Curling)

- o Brendan Bottcher (Skip) – Sherwood Park
- o Evan Asmussen (Third) – Manning
- o Landon Bucholz (Second) – Edmonton
- o Bryce Bucholz (Lead) – Edmonton
- o Coach Bernie Panich – Sherwood Park

Coach Developer Awards

- o Don Watts Award: Don McGavern (Multi-Sport) – Calgary
- o Sport: Phyllis Sadoway (Ringette) – Smoky Lake

Coaching Recognition Awards

- o Liam Hutchinson (Rugby) – Calgary
- o Ravi Walia (Figure Skating) – Edmonton
- o Jennifer Tregale (Synchronized Swimming) – Calgary

Officiating Recognition Awards

- o Bonita Semeschuk (Trampoline Gymnastics) – Calgary
- o Lee Carlyle (Lacrosse) – Edmonton
- o Loyal Ma (Cycling) – Rocky Mountain House
- o Lockie Lister (Paralympic Swimming) – Canmore

Sport Volunteer Recognition Awards

- o Brad Banister (Lacrosse) – Okotoks
- o Diane Gunn (Rhythmic Gymnastics) – Edmonton
- o Rick Hill (Sprint Canoe) – St. Albert

## 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 province-wide growth of the 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 (totalling 3,390.75 acres) and associated trust accounts for the purpose of recreation and conservation. Conserving these natural areas is a joint effort among landowners, community groups, industry, government 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.

During 2013, there were 2,010 visitors to Peaceful Valley Provincial Recreation Area and Day Use Lodge. Approximately 3,000 people visited Imrie Park, which hosted 30 events and logged 2,000 volunteer hours.

In 2013 the decision was made to change the focus of the Alberta Sport, Recreation, Parks and Wildlife Foundation to an emphasis on sport only and the Foundation started operating as the Alberta Sport Connection. The existing properties within the Parks and Wildlife Ventures program will continue to be managed within the intent of the agreements the lands were acquired under. Due to a changing focus of the Alberta Sport, Recreation, Parks and Wildlife Foundation – now operating as the Alberta Sport Connection – there is no longer a mandate to acquire further lands and at this time, no other mechanism exists for this purpose.

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 2013-14, the foundation provided 181 MR/TA sites with operating grants totalling \$459,466. With the foundation's support, 25,266 events ranging from sport tournaments to fishing derbies were made possible. Approximately 12,168 volunteers contributed 198,057 volunteer hours to host events that involved 4,125,052 participants.

The Government of Alberta faced a challenging fiscal situation in preparing Budget 2013. As a result, provincial funding for ASRPWF was decreased by \$2 million to \$21.4 million. In addition to finding efficiencies within our operation, we phased out the Municipal Recreation/Tourism Areas grant program.

When the program was established in 1981, grants were to be available for 25 years. Effective this year (2013/14), organizations that had received funding for 25 years or more no longer received the grant. Other recipients had their grant reduced by 50 per cent this year (2013/14) and the program ended on March 31, 2014.

## **Financial Statements**

The 2013-14 financial statements are included in the Ministry of Tourism, Parks and Recreation annual report and can be accessed at:

<http://tpr.alberta.ca/about/annual-report/pdf/2014/AnnualReport-with-statements.pdf>

## Performance Indicators

### 1.a Adult participation in sport and recreation:

Percentage of adult Albertans who participated in recreational activities and sport

2009-10	2010-11	2011-12	2012-13	2013-14	Target
80.4%	88.2%	84.8%	81.6%	85.5%	85.0%

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

The result of 85.5 per cent was 0.5 per cent higher than the 2013-14 targets and 3.9 per cent higher than the 2012-13 result.

#### Analysis

In 2013-14, approximately eight out of every 10 Albertans participated in recreational activities. Of those, 59.0 per cent undertook physical activity four or more times a week (an increase of 6.8 per cent from 2012-13) with 73.1 per cent indicating that the duration of physical activity was 30 minutes or more each time. When asked about their physical activity, 57.2 per cent of respondents indicated that they would like to increase their level of physical activity over the next 12 months (an increase of 3.1 per cent from 2012-13) with 42.5 per cent indicating it was not needed. The main motivators reported to increase physical activity were more free time or less work (28.0 per cent) and increased motivation or enthusiasm (18.5 per cent).

Several challenges exist with engaging adult Albertans in physical activity. The amount of time available for recreation is an issue as on average, Albertans work among the most hours in Canada. Time spent watching television, playing video games and on the Internet also significantly contributes to physical inactivity and a sedentary lifestyle. Demographic aging also presents challenges as there is a trend of decreased participation as people age.

The foundation is continuing to partner with active living and sport organizations that provide significant opportunities for Albertans to enjoy active, healthy lifestyles. The foundation also supports programs that promote active, healthy living in communities through events like Winter Walk Day and the Get Outdoors Weekend. The foundation also provides Alberta's athletes opportunities to be their best and compete in a multi-sport environment like the 2013 Alberta 55 Plus Summer Games and Alberta Winter Games.

**1.b Activity levels of Albertans aged 12-19:**

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

2009	2010	2011	2012	2013	Target
75.5%	74.7%	72.6%	67.7%	66.8%	75.0%

Source: Statistics Canada: Canadian Community Healthy Survey

**Description**

This measure indicates the percentage of Albertans aged 12 to 19 years that are active or moderately active in their leisure time. Albertans were asked if they had participated in a recreational activity such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports in the past three months. The result is based on a combination of questions related to the type, frequency and duration of each of the identified activities.

**Results**

The result of 66.8 per cent was 8.2 per cent lower than the 2013-14 target of 75.0 per cent and 0.9 per cent lower than the 2012-13 result.

**Analysis**

The decrease in 2013 was a result of the change in the percentage of males aged 12-19 that were active or moderately active in their leisure time, which decreased by 3.9 per cent to 71.9 per cent. For females, 61.2 per cent of females aged 12-19 reported that they were active or moderately active in their leisure time, an increase of 1.9 per cent from 2012. The overall Canadian average also decreased in 2013 as decreases were also seen in Manitoba, Newfoundland and Labrador, Nova Scotia, Ontario and Prince Edward Island.

Personal lifestyle choices impact results positively or negatively (e.g., participating in recreation and sports versus time playing video games or watching television), along with 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 foundation continues to partner with recreation, active living and sport organizations to provide opportunities for Albertans aged 12-19 to enjoy active, healthy lifestyles such as the Alberta Winter Games, Alberta's Future Leaders Program and the promotion of Winter Walk Day. Significant progress was also made in renewing the Alberta Sport Plan which will guide decisions related to amateur sport in the province.

**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 2013 55 Plus Summer Games

2011-12	2012-13*	2013-14	Target
2,237	N/A	2,599	2,500

Source: Alberta 55 Plus Summer Games Registration System

\*Winter Game Year

**Description**

The Alberta 55 Plus Games consist of both summer and winter games. 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 Summer Games was 2,599, which was 99 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 2014 Alberta Winter Games and zone play offs for the Alberta Winter Games

2011-12	2012-13*	2013-14	Target
6,147	N/A	6,809	6,750

Source: 2014 Alberta Winter Games Evaluation

\*Summer Game Year

**Description**

The Alberta Games consist of both summer and winter games. 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 2014 Alberta Winter Games. Athletes compete at zone play offs, held three-to-four months prior to the Alberta Winter 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 2014 Alberta Winter Games was 6,809 exceeding the target by 59.

**Analysis**

The number of athletes who participated in the Alberta Winter Games and zone playoffs slightly exceeded (59) the target. The attraction of competing in the mountain communities of Canmore and Banff was a positive influence on the decision to trial and compete for some athletes.

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

Number of coaches participating in NCCP multi-sport training

2011-12	2013-14	2013-14	Target
2,014	2,466	4,395	4,000

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 4,395, over the target by 395.

**Analysis**

The development and delivery of the 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 but entry into the Locker (database) is now recorded by event. The number above reflects the number of coaches attending training (a coach could be counted multiple times).



**2.a Adult Albertans who are physically active:**

Percentage of adult Albertans who are physically active at a level required for health benefits:

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 biennial measure indicates adult Albertans' current participation in leisure-time physical activity outside of work hours. 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:**

2011-12	2013-14	Target	Games included in the analysis
95.1%	93.8%	95%	2013 Canada Summer Games 2014 Arctic Winter Games

Source: 2013 Canada Summer Games Team Alberta Coach and Participant Evaluation  
2014 Arctic Winter Games Team Alberta North Coach and Participant Evaluation

**Description**

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

**Results**

At the 2013 Canada Summer Games and 2014 Arctic Winter Games 93.8% of athletes and coaches indicated the support of Mission Staff to be good or excellent. This results in a combined percent for both Games in 2013-14.

**Analysis**

The Canada Summer Games are held every four years and the Arctic Winter Games are held every two years. These results recognize the value and importance of the staff and volunteers that support the team. The percentage is slightly lower (1.2%) than the target of 95% and may have been impacted by combining the two Games and the number of respondents.

**4.a Number of land protection projects:**

2009-10	2010-11	2011-12	2012-13	2013-14
21	21	21	23	23

Source: Park and Wildlife Ventures web page

**Description**

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

**Results**

In 2013-14, the foundation did not acquire any new land protection projects.

## 2013-14 ASRPWF Board Membership

### **John Short**

Acting Chair (until October 14, 2013)

Chair (appointed October 15, 2013)

Location: Edmonton

ASRPWF Committees (Ex-officio)

### **Wayne Ayling** (until December 31, 2013)

Location: Grande Prairie

ASRPWF Committee Assignment:

Marketing Committee (until October 21, 2013)

### **Don Dombrosky** (until December 31, 2013)

Location: Edmonton

ASRPWF Committee Assignments:

Games Committee

Marketing Committee

Fund Development Taskforce

### **Alfred Fischer**

Location: Calgary

ASRPWF Committee Assignments:

Games Committee (Chair)

Parks and Wildlife Ventures Committee (Chair)

Fund Development Taskforce

### **Wade Kolmel**

Location: Fort McMurray

ASRPWF Committee Assignments:

Marketing Committee (Chair)

Games Committee

### **Margaret Marciak**

Location: Sherwood Park

ASRPWF Committee Assignment:

Alberta's Future Leaders Committee

Parks and Wildlife Ventures Committee

### **Lyn Radford** (until December 18, 2013)

Location: Red Deer

ASRPWF Committee Assignments:

Games Committee (Chair) (until October 26, 2013)

Marketing Committee (until October 26, 2013)

Fund Development Taskforce (until October 26, 2013)

### **Rob Van Biezen** (until December 31, 2013)

Location: Airdrie

ASRPWF Committee Assignment:

Games Committee

Parks and Wildlife Ventures Committee

**George Virtue**

Location: Lethbridge

ASRPWF Committee Assignments:

None (appointed January 1, 2014)

**Lloyd Bentz (Ex-Officio)**

General Manager (April 1, 2013 to January 9, 2014)

Chief Executive Officer (as of January 10, 2014)

Alberta Sport, Recreation, Parks and Wildlife Foundation

(operating as Alberta Sport Connection – as of January 10, 2014)

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