

Alberta Sport, Recreation, Parks and Wildlife Foundation

Annual Report 2011-12



CONTENTS

Message from the Chair3

The Foundation 4

Objects..... 4

Mission..... 4

Values 4

Governance 4

Link to Tourism, Parks and Recreation 2011-14 Business Plan 4

Core Business1: Supporting sport and recreation..... 5

Core Business 2: Promoting active living 6

Core Business 3: Athletic excellence and achievement 7

Core Business 4: Preservation and use of acquired natural areas..... 9

Financial Statements..... 10

Performance Indicators 11

ASRPWF 2011-12 Board Membership 15

Corporate Sponsors 17

Message from the Chair

The Alberta Sport, Recreation, Parks and Wildlife Foundation (the foundation) provided provincial leadership in inspiring wellness, achieving athletic excellence, celebrating achievement, guiding stewardship and enabling participation for all Albertans. The foundation offered a wide variety of programs and services such as grant programs that assisted local clubs, organizations, communities, provincial active living, and sport and recreation associations; supported and promoted its provincial and inter-provincial games; and preserved its lands for the enjoyment of others. The foundation supported the Government of Alberta's *Active Alberta* policy through the goal of "Albertans increasingly choose physically active lifestyles through participation in recreation and sport, and athletes excel through sport development opportunities".

The foundation promoted a healthy quality of life and assisted Albertans to realize their potential through four strategic priorities:

- Increased participation in sport, recreation and physical activity to focus on increased levels of participation by all Albertans but particularly children, youth and under-represented groups.
- Enhanced athletic excellence and achievement through the support of provincial and inter-provincial games that recognized the importance of role models to inspire active lifestyles and motivate all Albertans, especially youth.
- Enhanced promotion of the foundation to create a greater awareness of the mandate, programs and services to increase participation and financial support from private and corporate sources.
- Enhanced preservation and use of acquired natural areas by using natural spaces to play a role in the physical and emotional health of children and adults.

The foundation provided financial and consultative support to provincial sport and recreation association partners in the delivery of services to Albertans. In addition, through the Development Initiatives, Event Support, Alberta's Future Leaders and Municipal Recreation/Tourism Areas programs, hundreds of local clubs, organizations, villages, towns, cities, and municipalities have been impacted.

The foundation collaborated with Sport Canada through a bilateral agreement to support provincial sport and recreation associations to enhance participation in sports for under-represented groups, such as girls, women, aboriginal peoples and persons with disabilities.

Through the Active Living Program, the foundation emphasized and promoted the benefits of a healthy and active way of life for all Albertans. In collaboration with the Public Health Agency of Canada and Alberta Health and Wellness, a number of community projects were initiated.

Fairview hosted an impressive 2011 Alberta 55 Plus Summer Games and the Tri-Region (Spruce Grove, Parkland County, and Stony Plain) hosted a very well-organized 2012 Alberta Winter Games. The foundation coordinated Team Alberta North's involvement in the 2012 Arctic Winter Games in Whitehorse.

The foundation recognized the valuable role that volunteers played in the delivery of sport and recreation at the provincial and local level, as volunteers are indeed the cornerstone of our provincial delivery systems. Through consultation, facilitation and collaboration, the foundation provided a multitude of opportunities for sport, recreation, active living, park and wildlife programs and services.

Original signed by
Kay Kenny, 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 as the sole shareholder.

Objects

The objectives of the foundation are:

- developing and maintaining sport programs, facilities and services;
- developing and maintaining recreation programs, facilities and services;
- supporting the preservation and use of acquired natural areas;
- 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 2011-14 Business Plan

The foundation supported the Tourism, Parks and Recreation 2011-14 business plan through goal three – Albertans increasingly choose physically active lifestyles through participation in recreation and sport, and athletes excel through sport development opportunities.

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.

To support Albertans' participation in sport and recreation, the foundation provided \$8.2 million of financial support to 103 provincial sport and recreation organizations. In addition, support was provided to the Indigenous Sport Council (Alberta), the Alberta Sports Hall of Fame and Museum and the Canadian Sport Centre – Calgary.

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. Through implementation of the Sport Participation Initiative and Aboriginal Sport Participation Bilateral agreements, key actions of the Canadian Sport Policy were addressed.

The Sport Participation Initiative, in partnership with Sport Canada, allocated more than \$750,000 in funds to 12 components to create opportunities for under-represented groups. Girls and women, Aboriginal people, persons with disabilities and economically disadvantaged youth have all benefited from the Initiative. In 2011-12, ongoing programming with InMotion Network, Hockey Alberta (Sledge Hockey), Alberta Curling Federation (Wheelchair Curling), Indigenous Sport Council of Alberta, FunTeam Alberta, Alberta Amputee Sports and Recreation Association, Coach Alberta and the Alberta Sport Development Centre (Capital Region) contributed to the initiative.

As part of the Sport Participation Initiative, the foundation provided 46 individuals and organizations with one-time project funding of approximately \$200,000 to enhance or increase sport for these groups, or to advance the Canadian Sport for Life movement - improving the quality of sport and physical activity in Canada. Support was also provided to Physical Health and Education Canada for the development of early childhood guidelines for physical activity in child care settings and four Alberta Sport Development Centres for a program to monitor athlete growth.

The foundation secured a one-year extension to the Aboriginal Sport Participation Bilateral with Sport Canada for \$92,500, and provincial support continued from Rural Alberta's Development Fund. This funding was provided to the Indigenous Sport Council (Alberta) to increase capacity of the organization, whose main goal is to provide opportunities for Alberta's Aboriginal population to participate in sport under qualified leaders. The Indigenous Sport Council (Alberta) delivered 18 promotional and engagement workshops to schools/communities and coordinated team Alberta training and selection for the National Aboriginal Hockey Championships.

The Indigenous Sport Council (Alberta) continued its leadership development through coaching programs. Approximately 80 individuals were accredited in the Aboriginal Coaching course. Community athlete services were provided through the *Run Jump Throw* program which was delivered in communities throughout the province.

The Alberta's Future Leaders program is a three-way partnership between Aboriginal or Métis communities, the Government of Alberta 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 recreation youth workers and arts mentors in communities for four months during the summer to provide programs and services, and to act as positive role models and mentors. The funding also supported a leadership training camp for youth, where they learned skills to bring back to their home communities. In 2011, there were over 8,000 program participants, and a total of 37,693 program services hours provided by youth workers in 10 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 seniors in the province. In July 2011, the Alberta 55 Plus Summer Games were hosted in the Town of Fairview where 869 participants from across Alberta competed in 14 sports and activities. Fairview was a tremendous host, thanks to the efforts of more than 800 volunteers.

The Tri-Region of Spruce Grove, Stony Plain and Parkland County came together to host the 2012 Alberta Winter Games from February 9 to 12, 2012. Approximately 2,500 participants from across Alberta competed in 19 different sports. Athletes ranging from 11 to 17 years of age qualified to attend the games through zone playoffs.

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 with organizations such as Alberta Education, the National Coaching Institute and Alberta Schools Athletics Association, the foundation coordinated the training of 1,953 coaches, hosting 164 workshops in 20 communities through the multi-sport National Coaching Certification Program in 2011. 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 offers the Donation Fund Program to assist recognized not-for-profit sport and recreation organizations and athletes receive financial support through donations for sport and recreation development. In 2011-12, the foundation received donations representing a total of more than \$649,000.

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.

For 2011-12 grants of approximately \$728,000 were provided for 377 community projects relating to sport, recreation, active living, parks and wildlife programs, equipment, athlete training and research projects.

From April 7-9, 2011, sport, recreation and active living stakeholders, partners, leaders, and volunteers from throughout Alberta and other parts of the county gathered at the Banff Centre for the fourth Alberta Sport, Recreation, Parks and Wildlife Foundation Leadership Summit. Delegates attended a series of workshops focusing on Canadian Sport for Life, high performance sport, leadership, marketing, sponsorship, sport and law, trends, disabled sport, the After School Alberta Strategy, physical literacy, fundamental movement skills, recreation and active living and event hosting approaches.

The renewal of the Alberta Sport Plan, identified as a priority action under *Active Alberta* will commence following the renewal of the Canadian Sport Policy in 2012.

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 partners and their extensive networks

are located throughout the province and provide services that directly benefit Albertans of all ages and abilities. All partners receive an annual grant from the foundation.

In 2011-12, more than 68,700 Albertans were active in 5,249 community programs or events offered by the Be Fit For Life Network. The network, which includes nine regional locations hosted by post-secondary institutions (Fort McMurray, Grande Prairie, Vermilion, Lac La Biche, Edmonton, Red Deer, Calgary, Medicine Hat and Lethbridge), engaged communities, sharing active living expertise through fitness certification, physical activity assessments, educational presentations, healthy living events, physical activity programs and more.

The Ever Active Schools program inspired and trained 4,000 participants to promote healthy, active living in schools and communities, through 147 workshops. Additionally, nine Healthy Active School Symposia offered across the province reached 1,110 participants from 177 schools.

Adding to the delivery of practitioner training, the Alberta Fitness Leadership Certification Association conducted 257 certification courses and 112 continuing education courses designed to help urban and rural communities access fitness professionals trained at the highest standards of excellence and safety.

The Alberta Centre for Active Living's network of 6,938 practitioners plays a key role in inspiring physical activity among Albertans of all ages and abilities. A comprehensive website, newsletters, educational events and a growing international reputation have expanded the centre's reach to more than 36,938 practitioners worldwide.

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 2011-12, the foundation provided funding to seven projects aimed at helping those who work in community, school and health settings make changes to support active living. The Drayton Valley's Eagle Point-Blue Rapids Parks Council and the Town of Morinville offered afterschool programs with healthy snacks and activities; the Boys and Girls Clubs of Alberta added physical literacy to their afterschool programs; kids with disabilities along with their families learned about healthy eating and physical activity through a program offered by the Steadward Centre for Physical and Personal Achievement; an environmental scan was conducted by the Alberta Centre for Active Living on afterschool programs offered throughout Alberta; SHAPE (Safe. Healthy. Active. People. Everywhere) offered an afterschool program consisting of walking clubs and other active transportation activities; and elementary students at Apple Schools – Belmead School could participate in the afterschool Try It Program. The project through Apple Schools – Belmead School was funded through 2010-11 funding with implementation in 2011-12.

Through a Memorandum of Understanding between the Public Health Agency of Canada, the Ministry of Health and Wellness, and the Ministry of Tourism, Parks and Recreation, the foundation provided \$165,000 for projects promoting healthy living and physical activity. Strathcona County, the City of Red Deer and the Boys & Girls Clubs of Calgary all offered afterschool programs for children within the communities; the Be Fit For Life Centre in Grande Prairie held 18 three month programs targeting the first two stages of the Long Term Athlete Development Model; and the Claresholm and District Family Community Support Services introduced a three part program to help children and their parents become active families. An additional three projects were funded in 2011-12 that are being implemented in 2012-13. The Town of Sedgewick will offer fitness and health classes through their after school programming; Special Olympics Alberta is implementing two programs to teach fundamental movement skills for youth with intellectual disabilities. The Lac La Biche Be Fit For Life Centre is offering a gentle joints exercise program for older adults, a one day Positive, Healthy, Active, Today (P.H.A.T.) program for grade six students, as well as a Do More Watch Less physical activity program.

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 Steadward Centre for Physical and Personal Achievement to help the organization achieve its mission to create, disseminate and apply knowledge of physical activity, athletic development and motor skill development specific to persons with disabilities.

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, Alberta Games, the Olympics and Paralympics.

In 2011-12, 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; encourage athletes to live and train in Alberta; enables athletes to fulfill their educational goals while successfully pursuing excellence in sport; increases athlete access to high-performance coaching and sports science practitioners; and enhances training and competitive opportunities available to athletes. The program supported 235 athletes in 38 sports training and competition events totaling approximately \$960,000.

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 2011-12, 100 grants totaling \$460,000 were allocated to provincial sport and recreation associations, local clubs and organizations to host western, Canadian, national and international events.

Team Alberta claimed a record number of medals for Alberta at the 2011 Western Canada Summer Games in Kamloops, British Columbia between August 5 – 14, 2011. Team Alberta was made up of 434 athletes, coaches/managers, and mission staff. Team Alberta finished in second place with 226 medals: 55 gold, 91 silver and 80 bronze. Team Alberta also set seven games records during the 10 day competition.

Team Alberta North trekked to Whitehorse, Yukon for the 2012 Arctic Winter Games from March 4 to 10, 2012. Over 229 members from Team Alberta North participated in the unique cultural and sporting event. All Alberta athletes reside north of the 55th parallel. Team Alberta North participated in events including badminton, ski biathlon, cross-country skiing, curling, snowshoeing and hockey. The Arctic sports and Dene games events included traditional Inuit and Dene games such as arm pull, one-foot high kick, kneel jump, knuckle hop, head pull and snow snake. Team Alberta North finished in fourth place overall with 104 ulus: 40 gold, 37 silver and 27 bronze.

In June 2011, an Alberta Hockey delegation visited Heilongjiang, China to take part in a coaches exchange. Alberta sent a Speed Skating delegation of athletes and leaders to Hokkaido, Japan in November 2011 as part of the Alberta-Hokkaido International Sport Exchange. Through the exchanges, delegates were provided sport development and competition opportunities while being exposed to a new culture, customs, and friendships.

The foundation recognized the achievements of the province's amateur athletes. Cyclist Tara Whitten, cross-country skier Brian McKeever, swimmer Rachel Nicol, speed skater Gilmore Junio and the Kevin Martin curling rink were recognized as 2010 Alberta Athletes and Team of the Year in April 2011 in Banff.

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, 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 21 Alberta land projects 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 agencies, non-government agencies, donors and volunteers. Donations for specific properties are deposited in trust accounts to be used on that specific property according to identified donor wishes that are acceptable to the foundation.

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; provides support to conservation projects and sustainability initiatives across Alberta. Through participation in these groups, the foundation was able to support two projects that acquired 320 acres of wildlife habitat.

The foundation ensures that Albertans have ample opportunity to make contributions to recreation and conservation in Alberta, whether by land, monetary donation or volunteer time. In 2011-12, the Parks and Wildlife Program received over \$11,000 in cash donations in support of its projects. Additionally, the establishment of the Peaceful Valley Trust was finalized with all proceeds from the trust directed to the foundation in support of the Peaceful Valley Provincial Recreation Area and Day Use Lodge.

The Onoway Fish and Game Association and Gun Club initiated a community built playground project at Imrie Park, increasing public use of the park. The volunteer campground hosts at the Peaceful Valley site contribute more than 1,000 volunteer hours each summer to guide visiting groups and maintain the facility. The current hosts, Bev and Vern Poffenroth, were the 2011 recipients of the Host Hospitality Award, given by Alberta Parks in recognition of their significant contribution.

Numerous upgrades were made to foundation properties in 2011-12, including renovations to Peaceful Valley Day Use Lodge to improve visitor experience and safety; new and updated signage for Imrie Prospector's Point and Imrie Park; and a new management plan for Imrie Prospector's Point to begin planning for an improved trail. More than 2,400 visitors travelled to Peaceful Valley.

To ensure unforgettable experiences for visitors and residents alike, Municipal Recreation/Tourism Areas Program (MR/TA) helps to maintain outdoor public recreation facilities at the highest standards. The MR/TA program also helped communities to grow their amenities base and assist local businesses with tourism attractions. In 2011-12, the foundation provided 256 program sites with operating grants totaling approximately \$1.4 million. With the foundations support, 23,275 events from sport tournaments to fishing derbies were made possible. Approximately 13,500 volunteers

contributed 249,007 volunteer hours to host events which involved 3,607,613 participants.

Financial Statements

The 2011-12 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/2012/AnnualReport-June20.pdf>.

Performance Indicators

1.a Adult participation in sport and recreation:

Percentage of adult Albertans who participated in sport and recreational activities

2007-08	2008-09	2009-10	2010-11	2011-12	Target
78.6%	85.6%	80.4%	88.2%	84.8%	83.0%

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 2011-12, 84.8 per cent of adult Albertans participated in recreational activities and sport, exceeding the target by 1.8 per cent.

Analysis

The 2011-12 result is 3.4 per cent less than last year's result which was the highest result since 2000-01. Last year's result was thought to be influenced by the residual impact of the 2010 Winter Olympic and Paralympic Games held in British Columbia. Results for 2011-12 may be affected by personal lifestyle choices (e.g., time spent on the internet or watching television), leisure time available, the disposable income Albertans have to spend on recreation and sport activities, and media reporting on the importance of living an active, healthy lifestyle. The main motivators reported to increase physical activity are more free time or less work (26.2 per cent) and increased motivation or enthusiasm (18.8 per cent).

Events that may have contributed to the high level of participation in 2011-12 include the International Ski Federation Alpine Ski World Cup, Arctic Winter Games, Western Canada Summer Games, Alberta Winter Games, and Alberta 55 Plus Summer Games. In addition, the foundation continues to partner with provincial recreation, active living and sport organizations who provide significant opportunities for adolescents in communities and schools to enjoy active, healthy lifestyles. The foundation supports programs that promote active healthy living in communities and schools, creates opportunities for under-represented populations (e.g., girls, women, First Nations, Métis and Inuit persons, people with disabilities and economically disadvantaged youth) and encourages lifelong participation in recreation, active living and sport.

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	Target
72.3%	73.1%	75.5%	74.7%	72.6%	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 participated in a recreational activity such as walking or riding a bike. The result is based on a combination of questions related to the type, frequency and duration of each of the identified activities.

Results

In 2011, 72.6 per cent of Albertans age 12-19 were active or moderately active in their leisure time, 3.4 per cent under the target of 76.0 per cent.

Analysis

The 2011 result was 2.1 per cent lower than the 2010 result with the largest decline in the percentage of males age 12-19 that were active or moderately active. In 2010, 79.0 per cent of males age 12 to 19 reported that they engaged in moderately active or active physical activity during their leisure time compared to 72.1 per cent in 2011. In 2010, 70.2 per cent of females age 12-19, reported that they engaged in moderately active or active physical activity during their leisure time, compared to 73.0 per cent in 2011. Females (73.0 per cent) aged 12-19 years were slightly more active than males (72.1 per cent) of the same age which is different from the trend between 2008 and 2010 where males were more active than females.

Results may also be affected by an individual’s lifestyle choice between sedentary activities (e.g., browsing the Internet, playing computer games) and physical activities (e.g., walking, riding a bike). Other factors that influence the results include level of education, parental and household characteristics and socio-economic status of Albertans (e.g., the disposable income to spend on recreation and sport activities, admission fees and charges for facilities or programs). It is also necessary to consider emerging trends of youth culture such as social networking and incorporate them into the promotion of recreation, active living and sport programs and services.

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 Summer Games

2009-10	2011-12	Target
3,000	2,295	3,200

Source: Alberta 55 plus Association, Alberta 55 Plus Summer 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 2011 Alberta 55 Plus Summer Games was 2,295, missing the target by 905.

Analysis

Results were affected by the northern location (Fairview) of the games, considered a deterrent for some seniors to attend, and therefore these seniors elected not to come to the zone play offs. There was also a change in the delivery mechanism for the activities. For four of the sports, the delivery mechanism was through the provincial sport associations, resulting in less local promotion of the playoffs and thus less participation. Some members of the Alberta 55 plus Association were reluctant to embrace this change and did not attend the games and regional and 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 Winter Games and zone play offs for the Alberta Winter Games

2009-10	2011-12	Target
5,283	4,694	5,500

Source: 2012 Alberta Winter 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 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 2012 Alberta Winter Games was 4,694, missing the target by 806.

Analysis

The results were affected by a decrease in the number of athletes participating in the zone play offs for some of the sports which may have been affected by reduced capacity by the sport associations.

2.a Adult Albertans who are physically active:

Percentage of adult Albertans who are physically active

2002	2005	2007	2009	2011	Target
57.0%	60.2%	62.4%	58.5%	54.3%	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. 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 2011, 54.3 per cent of adult Albertans are physically active at a level required for health benefits, 5.7 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.

The 2011 result is consistent with physical activity trends across Canada. Results may be affected by many external influences such as socio-demographic factors (i.e., age, education, income) and accessibility to physical activity opportunities.

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

2011-12	Target	Games
95.1%	80.0%	Arctic Winter Games

Source: 2012 Arctic Winter Games Coach and Participant Evaluation

Description

This measure indicates the percentage of athletes and coaches who rated the mission staff as being good or excellent at the 2012 Arctic Winter Games.

Results

At the 2012 Arctic Winter Games, 95.1 per cent of athletes and coaches indicated the support of mission staff to be good or excellent.

Analysis

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.

4.a Number of land protection projects:

2006-07	2007-08	2008-09	2009-10	2010-11	Target
21	21	21	21	21	22

Source: Park and Wildlife Ventures web page

Description

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

Results

In 2010-11, the foundation has 21 land protection projects.

Analysis

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

2011-12 ASRPWF Board Membership

Kay Kenny, Chair

Location: Red Deer

ASRPWF Committees (Ex-officio)

John Short, Vice Chair

Location: Edmonton

ASRPWF Committee Assignments:

Alberta's Future Leaders Provincial Support Committee

Development Initiatives Program – Central Zone Committee

Marketing Committee

Wayne Ayling

Location: Grande Prairie

ASRPWF Committee Assignments:

Active Living Committee

Development Initiatives Program – South Zone Committee

Parks and Wildlife Ventures Committee

Don Dombrosky

Location: Edmonton

ASRPWF Committee Assignments:

Marketing Committee

Development Initiatives Program – South Zone Committee

Alfred Fischer

Location: Calgary

ASRPWF Committee Assignments:

Development Initiatives Program – South Zone Committee

Games Committee

Marketing Committee

Vernon Hafso (until December 31, 2011)

Location: Viking

ASRPWF Committee Assignments:

Aboriginal Bilateral Advisory Committee

Development Initiatives Program – North Zone Committee

Games Committee

Lloyd Hickman

Location: Lethbridge

ASRPWF Committee Assignments:

Alberta's Future Leaders Provincial Support Committee

Development Initiatives Program – Central Zone Committee

Games Committee

William Potvin

Location: Fort Saskatchewan

ASRPWF Committee Assignments:

Development Initiatives Program – North Zone Committee

Parks and Wildlife Ventures Committee

Lauralyn Radford

Location: Red Deer

ASRPWF Committee Assignments:

Active Living Committee

Development Initiatives Program – North Zone Committee

Games Committee

Rob Van Biezen

Location: Airdrie

ASRPWF Committee Assignments:

Development Initiatives Program – North Zone Committee

Games 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

Leadership Summit

Elite Sportswear and Awards
National Motor Coach
Quikcard

Alberta's Future Leaders

ATCO Electric
ATCO Gas
Cenovus
Conklin Community Enhancement Society
ConocoPhillips Canada
Devon
Mikisew Group of Companies
Pembina
Petrobank
Statoil
Suncor Energy