



2024 Annual Report



COMMONWEALTH SPORT CANADA

OUR VISION

Commonwealth sport inspires and unites Canadians by championing excellence, inclusion and human rights.

SPORT WITH SOCIAL PURPOSE



Our Mission

- Supporting Canada's athletes, and their performance teams, to achieve excellence at Olympic and Paralympic games and world championships,
- Enriching the lives of youth across the Commonwealth, and
- Hosting the Commonwealth Games.

Our Values

- Driven by our **Humanity** we embrace all Commonwealth athletes, citizens, communities and nations,
- Respecting **Equality** we promote fairness, non-discrimination **and** inclusion in all that we do,
- Inspired by **Destiny** we combine high-performance and social development sport, helping Commonwealth athletes, citizens and communities realize their aspirations and ambitions.

PRESIDENT'S MESSAGE



The Commonwealth Sport Movement, domestically and beyond, remains in the midst of a time of transition. Despite the uncertainty we face in many areas, Commonwealth Sport Canada continues to move forward fulfilling its mission to enrich the lives of youth across the Commonwealth through the SportWORKS and Sport For Newcomers programs; to host the Commonwealth Games through its bid and hosting and international relations programs; and to support Canada's athletes. The latter objective was validated by the sheer number of Commonwealth athletes on Canada's 2024 Olympic Games team and the number of Olympic medals they won.

At the time of writing, a 2026 CWGs host has not yet been selected. For this reason, CSC's Team Canada 2026

program planning is on hold, but we're ready to implement immediately after a decision about a 2026 CWGs host is made.

We are using this time to turn our eyes to the 2030 Commonwealth Games, and we're already busy laying the groundwork for a compelling 2030 Commonwealth Games bid. The concept we are building is as unprecedented as the original Commonwealth Games held in Canada one hundred years ago. It is our hope that this bid redefines Canada's international multisport event bidding process and transforms the Commonwealth Games for the next century.

We are committed to keeping the Canadian sport community and the Canadian public informed of Commonwealth sport activities in Canada and abroad through all our communication platforms, so please stay connected.

Thank you to everyone who has been a part of the Commonwealth Sport movement in Canada over the past year. Your hard work is greatly appreciated.

Let's continue to move forward together.

A handwritten signature in black ink that reads "Claire Dias". The signature is fluid and cursive.

Claire Carver Dias
President, Commonwealth Sport Canada

THE TEAM

Your **Board of Directors** since the elections in 2022. Their depth of experience and passion for the sport community help steer Commonwealth Sport Canada toward excellence. The upcoming 2024 elections will see a number of Directors* retiring. Commonwealth Sport Canada thanks each Board Member for their hardwork and dedication to Commonwealth Sport in Canada.



Claire Carver-Dias
President



Keith Gillam
Treasurer *



David Bedford
Director-at-Large *



Trevino Betty
Director-at-Large *



Karen Hacker
Director-at-Large *



Ava Hill
Director-at-Large



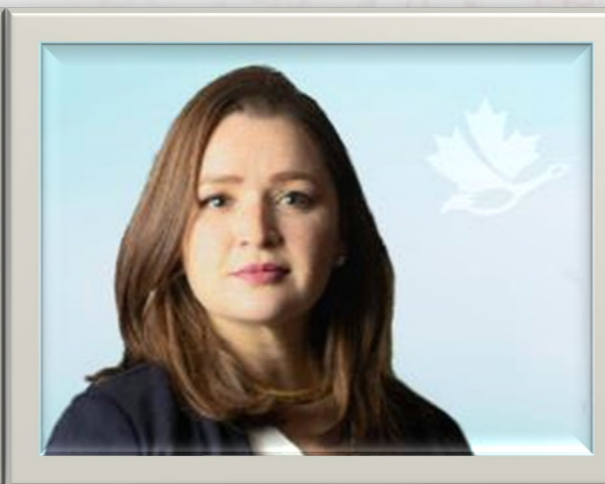
Patrick Kenny
Director-at-Large



Greg Maychak
Director-at-Large



Myles Spencer
Director-at-Large



Carlene Variyan
Appointed Director-at-Large



Robert Law
Athlete Representative

THE TEAM continued

Sixteen **Members-at-Large** who support CSC's mandate and programs. CSC thanks all Members-at-Large for their contributions with a special thank you to those retiring this year *

Holly Abraham
Ontario *

Monique Allain
New Brunswick

James Brough
Ontario

Marc Durand
Quebec

Frazer Hadwin
Ontario

Andrew Haley
Ontario

Meaghan Howat
Ontario *

Debra Joseph
Ontario

Rene Leblanc
Quebec *

David Legg
Alberta

Scott Moffatt
Ontario

Gordon Plottel
British Columbia

Melanie Simard
Quebec

Cameron Smith
Ontario

Thomas Volk
Quebec

Lana Williams
New Brunswick

CSC's small but mighty **staff**

Brian MacPherson
Chief Executive
Officer

Ryan Pelley
Manager,
SportWORKS

Kelly Laframboise
Manager
Programs & Operations

Chris Taylor
Assistant
Programs & Operations

Sally Clare
Finance Officer

Aerin England
Social Media
Coordinator

SUPPORTING SPORT EXCELLENCE

Create an exceptional Team Canada program environment whereby the Commonwealth Games are a critical benchmark in Canada’s athlete and coach podium pathway.

Team Canada Program

With the cancellation of the Victoria, Australia 2026 Commonwealth Games and no announcement yet of a replacement city, Planning for CSC’s Team Canada Program was in a bit of a holding pattern for 2023-24.

CSC's Mission, in part, is to support Canada's athletes to achieve excellence at Olympic Games. With 2024 being another Olympic year, check out the strong correlation between Canada's Olympic medals won in the Commonwealth sports and by Commonwealth athletes!

Abuse Free Sport

Abuse-Free Sport is Canada’s independent system for preventing and addressing maltreatment in sport. The goal is to work with others throughout the Canadian sport system to ensure that every participant – no matter the sport, the level, or the role - has a safe, positive and enriching experience. Changing the culture of sport in Canada is everyone’s responsibility. CSC renewed as a required signatory of Abuse Free Sport effective April 1, 2024 and all members have signed the new online Consent effective June 30, 2024.

Olympic Games	Commonwealth Athletes on Canada's Olympic Team	Olympic Medals Won by Canada	Olympic Medals Won by Canada's Commonwealth Athletes	Olympic Medals Won in the Commonwealth Sports	Olympic Medals Won in the Commonwealth Sports by Commonwealth Athletes
Beijing 2008	108 of 334 (33%)	20	9 (45%) 4 Men / 5 Women	9 (45%)	9 (100%)
London 2012	97 of 279 (35%)	18	9 (50%) 4 Men / 5 Women	10 (55%)	9 (90%)
Rio 2016	130 of 313 (42%)	22	14 (63%) 5 Men / 9 Women	17 (77%)	14 (82%)
Tokyo 2020	124 of 371 (33%)	24	16 (66%) 6 Men/10 Women	18 (75%)	16 (89%)
Paris 2024	102 of 317 (32%)	27	16 (60%) 5 Men / 8 Women	19 (70%)	16 (84%)

Canadian High Performance Sport System

CSC meets quarterly as part of Major Games Canada to discuss items of common ground, efficiencies, and effectiveness, such as Medical Missions, including GEMS Pro (a Games time medical database) and ensuring Safe Sport training for all team medical personnel.

USING SPORT FOR DEVELOPMENT

Enhance individual and community social development through sport across the Commonwealth by sharing Canadian sport knowledge, expertise, and resources, and participating in CGF programs and initiatives.

SportWORKS

In partnership with Mount Royal University (MRU), Commonwealth Sport Canada (CSC) was awarded funding via the 2024 Canadian Queen Elizabeth II Scholarship program (QES 2024) call for proposals to expand its community development through sport programming internationally. The approval of the funding application developed in collaboration between MRU and CSC succeeded in a highly competitive bid process. QES 2024 will support projects that focus on health, education, social and economic development, while enhancing academic diplomacy. Priority was given to project proposals that focused on diversity and inclusion and result in an increased contribution to local and global communities by young leaders. Over the next 3 years, 16 Canadian SportWORKS Officers (CSOs) will be deployed to assist with sport development and sport for development capacity building projects in Africa and the Caribbean. In May 2024, CSC launched its partnership with the National Olympic Committee and Commonwealth Games Association of Kenya to support the piloting of the Cheza Healthy project.



Developed and lead locally, with guidance and capacity support from CSC via CSOs, Cheza Healthy aims to reduce non-communicable diseases (NCDs) through youth empowerment, community engagement / education and the promotion of sport and physical activity opportunities for good health and well-being (SDG 3). As the project aligns with policy goal focus areas (youth empowerment, reduction of non-communicable diseases) of the Commonwealth Secretariat, CSC applied for and received endorsement and funding from the Secretariat's Year of Youth campaign for the project.

CSC continues its ongoing focus on revenue generation for SportWORKS' growth internationally and domestically. Twelve (12) grant proposals have been submitted and are pending approval from Global Affairs Canada's Fund for Local Initiatives, a strategy for corporate sponsorship of the Sport for Newcomers program in collaboration with the Commonwealth Sport Foundation is underway and proposal applications for funding from international organizations, including the IOC's recently launched Olympism365 fund (August 2024), are currently being developed.



BUILDING A VALUED BRAND

Increase the Canadian public's understanding and relevance of the Commonwealth sport brand by working collaboratively with CSC Members, partners, stakeholders and media.

Public / Media Relations

CSC's communications efforts have been supported through an on-going part-time contract that was recommended by the CSC Communications Committee and through Committee volunteers. CSC works closely with Commonwealth Games Federation collaborating on global communications plans and strategies and contributing on activities such as providing Canadian athletes for campaigns and Patrick Kenny continues to sit on the CGF's communications committee. With the uncertainty of the next Commonwealth Games host and no public opportunities to partner with a public Canadian bid, priorities have been partnering with CGF on communications campaigns, Team Canada alumni updates, historical milestones and celebrations, updates on news & highlights relevant to the Commonwealth sport movement in Canada and CSC program updates.

Over the past year, CSC has achieved impressive growth in its social media presence, with the audience expanding by 23.2% to nearly 14,000 followers.

The organization increased its posting frequency by 54%, resulting in nearly 260 posts over the period. This proactive approach led to a total of 5,939 engagements, with LinkedIn showing a remarkable 233.5% increase, amounting to 2,578 engagements. Facebook also performed strongly, contributing 2,148 engagements to the total. Highlighted communications announcements included: Canadian Commonwealth Sport Award Recipients, Canadian SportWORKS Officer news, Claire Carver-Dias' Appointment as Regional Vice-President for the Americas, Queen Elizabeth II Scholarship Program, Commonwealth Youth Games, and Alberta bid progress and discontinuation.

Marketing

CSC continues to support activations by its valued Partners – Poole Construction Limited (PCL), Kukri, Gowlings Canada and the Government of Canada. Support primarily involves arranging athlete appearances and CSC brand approvals for employee, client and customer focused activations.

In partnership with PCL, CSC facilitated the creation of *PCL Commonwealth Athlete Bursaries*, and selecting seven (7) worthy Commonwealth athletes each receiving \$25K towards their training and competition costs.



CONSTRUCTION

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Commonwealth Games Bidding & Hosting

Following the Government of Alberta's decision to withdraw their support for a 2030 Commonwealth Games Bid, CSC worked closely with a group from Calgary on a reduced size 2026 Commonwealth Games bid. This bid came with a unique offer of substantial financial support by the Commonwealth Games Federation for hosting the games. Unfortunately, again the Government of Alberta was not supportive.

Moving forward, CSC submitted a white paper called "Commonwealth Games Re-imagined" to the Commonwealth Games Federation with ideas about Commonwealth Games of the future. Using concepts from this white paper CSC is developing a potential 2030 Commonwealth Games Bid - stay tuned!



Canadian Commonwealth Sport Awards

2024 saw the selection two great contributors be recipients of the Canadian Commonwealth Sport Awards. Dr. Andrew Pipe will receive the Award of Merit (Builder) for his distinguished, lasting, and valuable contributions to furthering the aims and objectives of Commonwealth Sport Canada (CSC) and the Commonwealth Sport Canada Foundation (CSCF), both domestically and internationally.



Emily Metituk will be honoured with the SportWORKS Award, recognizing her exceptional contributions during her international placement with CSC. This award is presented to a Canadian SportWORKS Officer who has made a significant contribution to the development of sport.

Alumni Program

To date **531** alumni have joined CSC's Alumni Program. Program newsletters continue to be distributed on a quarterly basis with some interesting sections like **Where are they Now** and **Alumni Profiles**. We continue to look at creating provincial Chapters across the country and offer a 20% discount at the Running Room stores to all registered Alumni Program Members.

An example of **Where Are They Now:**

Angela Whyte, a standout Team Canada athlete, dazzled at five Commonwealth Games between 2002 to 2018, earning two silver and one bronze in the Women's 110m Hurdles.

Today, she's leading the way at **Athletics Ontario** as their High Performance Manager.



Want more alumni updates? You can always read the latest in our [alumni newsletter](#). If you are interested in contributing to the Alumni Committee, please contact andrew_haley@hotmail.com.

CONNECTING WITH COMMUNITIES

Enhance CSC's leadership role and reputation with Canadian sport, governments, the Commonwealth and demonstrate effective, best in class, governance, and management practices.

National & International Relations

CSC continues to “be seen and heard” within the sport community at several Canadian sport community meetings & conferences (in-person and virtually), as well as several CGF events, committees, and workgroups. CSC successfully nominated Claire Carver-Dias as CGF's Regional VP Americas/Caribbean. Claire's now sits on the CGF Executive Board. Congratulations Claire! CSC continues to be a global leader within the Commonwealth Sport Movement with Canadians holding a number of positions at the international level, currently:

- **Claire Carver-Dias**-CGF Regional Vice President and Development Committee (Americas)
- **Richard Powers**-CGF Governance & Integrity Cttee
- **Dr. Andrew Pipe**-CGF Medical Commission
- **Dr. Frank Fowlie**-CGF Ethics Commission
- **Ava Hill**-CGF Indigenous Declaration Workgroup
- **Patrick Kenny**-CGF Communications Workgroup
- **Scott Stevenson**-2026 CWGs Reference Group
- **Kelly Laframboise**-CGF Accreditation Workgroup
- **Steve Parker**-Commonwealth Advisory Body on Sport (CABOS)

Governance & Administration

All background checks, SafeSport Training and the newest online Abuse Free Sport Consent were conducted and finalized. Governance policies were reviewed and revised as necessary, including a rewritten Conflict of Interest and Equity, Diversity & Inclusion Policies, revised Finance, In-Camera, Official Languages and Privacy Policies and the Risk Management Policy. The Sport Governance Code was reviewed and endorsed by the CSC's Governance Advisory Committee and minor by-law revisions will be forthcoming at the AGM for approval. Various finance related processes are performed regularly and satisfactorily, including the 2023-24 audit. Employee performance reviews for 2023-24 were conducted in the Fall of 2023 post Commonwealth Youth Games and summer vacations. A DRAFT 2024-25 Workplan and Budget has been developed but not yet approved until a decision on 2026 has been made.

Commonwealth Sport Canada Foundation (CSCF)

CSCF has had an active year. Note the new operating name and logo to align with the Association.



**commonwealth
sport CANADA
foundation**

CSCF is developing a video and sponsorship pitch deck for Corporate Canada, in hopes of raising sponsorship dollars for CSC's Sport-For-Newcomers program.

LOOKING FORWARD IN 2024/25.....

Commonwealth Sport Canada remains busy and committed to development and growth of the Commonwealth Sport Movement in Canada and abroad. Commonwealth Sport Canada's priorities in 2024/25 are:

- Planning the foundational elements for Team Canada to the 2026 Commonwealth Games
- Expanding SportWORKS and Sport for Newcomers programs
- Bidding and winning the rights to host the 2030 Commonwealth Games
- Execute several recruitment tactics to increase the Alumni Program membership to 600
- Enhancing and growing viewership of CSC's digital communication platforms
- Continue "being seen & heard" with key Canadian sport system stakeholders, by attending key meetings; Sport Tourism Canada, COC, CAC, etc and identifying opportunities where CSC can make a difference
- Continue effective and efficient governance, financial, HR and administration functions
- Continue regular policy development, review and updates as required
- Via the "MSO Caucus", collaborate with Sport Canada on a new MSO Funding Model

- Develop CSC's Business Case for Sport Canada's reworked Sport Funding and Accountability (SFAF), and
- Develop CSC's 2024/27 Strategic Plan.

OUR PARTNERS

CSC thanks its valued Partners, without their support many of CSC's worthy and unique programs & services would not be possible



CONSTRUCTION

