

Commonwealth Games Canada 2013 Highlights

Where Sporting Excellence and Community Meet





# Commonwealth Games Canada

## 2013 Highlights

THANKS TO OUR PARTNERS



THANKS TO OUR PARTNERS



**COMMONWEALTH GAMES CANADA**  
2255 ST. LAURENT BLVD., SUITE 120  
OTTAWA, ON K1G 4K3  
TEL: (613) 244-6868  
FAX: (613) 244-6826

[info@commonwealthgames.ca](mailto:info@commonwealthgames.ca)  
[www.commonwealthgames.ca](http://www.commonwealthgames.ca)

PRESIDENT’S MESSAGE

Commonwealth Games Canada is part of a global network dedicated to furthering Commonwealth values such as democracy, equality and opportunity for all. Accordingly, CGC regularly asks how can it best serve sport, so that sport can best serve the Commonwealth. The answer lies within CGC programs. CGC delivers three worthy and unique programs – *Team Canada*, *SportWORKS* and *Beyond the Podium*.

In 2013, CGC welcomed home one team of SportWORKS officers who made a difference (and became different), and selected, trained and deployed another team for one year placements. Also CGC deployed five senior Canadian sport leaders for short-term, sport development projects abroad.

In 2013, the Beyond the Podium program’s Bowling Out AIDS reached 300 cricket coaches and 32,000 young cricket players in the Caribbean. CGC with support from sponsors Running Room & Mizuno staged a national run/walk series with net proceeds supporting Bowling Out AIDS.

Planning is in full swing to ensure a first class Team Canada mission supporting Canada’s best athletes & coaches to the 2014 Commonwealth Games. The mission leadership team is in place, led by Chef de Mission, Chantal Petitclerc. The budget is set, qualifying criteria in place and we look forward to a Top 3 ranking amongst all nations competing at the 2014 Commonwealth Games.

In support of CGC’s programs, CGC expanded its digital presence, launched an e-Alumni Group (via LinkedIn) and introduced the “Commonwealth Cappuccino”, a stories based e-newsletter.

In 2013, the CGC leadership reviewed, revised and approved its 2012–16 priorities. Priorities that complement CGC’s Strategic Plan (2007–2018) and are scalable in line with available resources. CGC is facing a serious financial challenge. CGC revenues have been declining in recent years and impacting the extent of CGC’s programming. To reverse this trend, a Revenue Generation Plan was approved and its execution will leave no viable stone unturned to find new revenues.

A heartfelt thank you goes to CGC Members and Partners for their commitment and on-going support. In particular, it is important to acknowledge the partnership with Sport Canada. Finally, I would like to pay tribute to CGC volunteers and staff for their tireless commitment to, and passion for the Commonwealth sport movement.

CGC provides sport opportunities for Canada’s athletes, coaches, and sport leaders, as well as, youth across the Commonwealth - to help them be the best they can be so they can give their best to communities. CGC is truly where sporting excellence and community meet!

Andrew Pipe, CM, MD  
COMMONWEALTH GAMES CANADA, PRESIDENT



REPORT FROM THE TREASURER

Commonwealth Games Association of Canada: as of March 31, 2013 Fiscal Year

Revenue	\$1,642,911
Expenses	\$1,590,261
Net Revenue for Period	\$52,650
Net Assets - Beginning of Period	\$2,310,018
Net Assets - End of Year	<u>\$2,362,668</u>

**Auditors’ Report completed by:**  
Ouseley Hanvey Clipsham Deep LLP, Chartered Accountants  
200 - 205 Catherine Street  
Ottawa, Ontario K2P 1C3  
(613) 562-2010

Commonwealth Games Foundation of Canada: as of Year End December 31, 2012

Revenue	\$17,641
Expenses	\$18,946
Grants to CGAC	\$174,899
Net Revenue for Period	\$(176,204)
Net Assets - Beginning of Period	\$518,674
Net Assets - End of Year	<u>\$342,470</u>

**Auditors’ Report:**  
As outlined in Canada’s Not-for-Profit Corporation Act, an audit of the Foundation was not required for 2012







MISSION

To strengthen sport within Canada and the Commonwealth by participating in the Commonwealth Games, hosting Commonwealth sport events and using sport for development.

2013 Highlights

SPORT EXCELLENCE

**Goal:** To play a pivotal, partnership role, in increasing the performance success of Canadian athletes. The Commonwealth Games are considered relevant and important by Canadian athletes, coaches and national sport organizations (NSOs).

- Canadian sport icon, Chantal Petitclerc was selected as Team Canada Chef de Mission. Her selection was celebrated at the AthletesCan Forum
- Team Canada 2014 Mission Team Leaders were selected: Dr. Navin Prasad (Health & Science), Sylvie Bigras (Communications), Kelly Laframboise (Operations) and Jane Labreche (Coaching and Applied Sport Science), respectively. All Mission Staff, other than Health & Science selected
- At the 2012 Olympic Games, in events that also appear on the Commonwealth Games sport program, Canadian Commonwealth Games medalists contributed to all 9 medals won
- Team Canada 2014 budget was approved with a funded team size of up to 220 qualified athletes and 80 coaches & officials
- Team Canada 2014 Mission Plan published and presented to NSO's and performance partners
- NSO Agreement for participation in 2014 Commonwealth Games published and signed by each participating NSO's
- Team Canada 2014 Team Size Policy published and presented to NSO's.
- Team Canada 2014 uniform supplier, RMP Athletics, was selected
- Two site visits to the 2014 Commonwealth Games host city were conducted
- CGC continues its active role in leading the Athlete Data Management project of the Franchise Holders Working Group

SPORT FOR DEVELOPMENT

**Goal:** To advance individual, community and sport organizations' development using the transformative power of sport and advance Canada's reputation as a leading sport nation.

- CGC was a finalist for the 2012 Beyond Sport Awards "Governing Body of the Year" for its ongoing contributions to "Changing Lives through Sport" and in 2013 CGC was a Beyond Sport Business Support Partner, offering SportWORKS placements to the Beyond Sport award winners.
- Eight (8) young Canadian sport leaders made a difference and became different from 1 year SportWORKS program placements assisting CGAs/NOCs with sport management activities. Also, 12 senior Canadian sport leaders utilized their skill sets in the areas of governance, sport programming, marketing and communications to benefit sport organizations abroad

VISION

Commonwealth sport is a key component of the Canadian sport system and significantly contributes to the development of sport and positive social development in Commonwealth countries.

- 338 coaches and youth leaders in 7 Caribbean countries were trained and reached 32K+ young cricket players, increasing their knowledge and changing their behaviours about HIV/AIDS prevention, through CGC's innovative *Bowling Out Aids* program
- CGC's Long-Term Social Development Through Sport Framework (LTSPTS) was published in *Education as a Humanitarian Response: Education and Disadvantaged Children and Young People*
- Over 1,700 participated in the *Game of Life Run/Walk* in 5 cities, raising \$75K+, with net proceeds going to CGC's *Bowling Out Aids* program.

NATIONAL / INTERNATIONAL RELATIONS & HOSTING

**Goal:** To enhance CGC's role and reputation within the commonwealth and the Canadian sport system. Host international commonwealth sport events, including hosting the Commonwealth Games by 2030.

- CGC had a presence at the 2013 Canadian Olympic Committee's Annual General Meeting, AthletesCAN Forum, Pan-American Sport Organizations General Assembly and the Commonwealth Games Federation General Assembly. Also, CGC has an ongoing functional role with; Sport Matters Group, Games Franchise holders Group and Coaches of Canada
- CGC participated in the Commonwealth Games Federation's Strategic Review – a blueprint to guide the global Commonwealth sport movement for the next 10 years
- CGC submitted a request for federal government support for bidding & hosting the 2022 Commonwealth Games (federal government denied the request)
- CGC participated in a working group developing recommended revisions to the *Federal Policy for hosting International Sport Events*
- CGC approved 3 new Organization Members – AthletesCAN, Canadian Association for the Advancement of Women in Sport and Physical Activity and Coaches of Canada

BRANDING & COMMUNICATIONS

**Goal:** To clearly identify, educate and engage Canadians of CGC's unique contribution to the Commonwealth and Canada through sport. Work collaboratively with CGC members, partners, stakeholders and the media building relevance and profile of the CGC brand.

- Commonwealth Games brand received 403 million+ earned media impressions
- CGC reached 1,470 Facebook "likes", 670 Twitter "followers"

- CGC website had 96K+ page views and averaged 2,566 unique visitors monthly
- The Team Canada 2014 Chef de Mission announcement was made on national television (CBC) and SportWORKS program segment aired on CBC in conjunction with *Sports Day in Canada*
- In partnership with *Sportcafe.ca*, The Commonwealth Cappuccino e-newsletter and webpage was launched, showcasing stories from Canada's athletes and SportWORKS Officers

MARKETING

**Goal:** To improve the effectiveness of CGC's revenue generating capacity, securing long-term financial sustainability.

- A Revenue Generation Plan was approved
- Retained *DEC Sports & Entertainment* to recruit new corporate partners
- A third party type donation campaign in partnership with Ugandan Baseball and Softball Association (UBASA)

ORGANIZATIONAL EFFECTIVENESS

**Goal:** To demonstrate effective, best in class, governance and management practices.

- Priorities for the 2012-16 period of the Strategic Plan were approved
- Phase 1 of the transition to the new Not For Profit Corporations Act completed
- CGC received an 18% cut in Sport Canada Sport Support Program funding, but did receive a one-time \$800K contribution for Team Canada 2014
- Revised financial reporting mechanisms implemented
- Human Resource Policy revised, including new Compensation Guidelines
- Revised and new policies were approved (Finance Policy, Workplace Violence Policy, Accessibility Policy)
- Employee performance targets were implemented
- CGC Office Procedures Manual and staff orientation process updated
- A centralized filing system (hardcopy & softcopy) was implemented
- A new insurance broker retained and all CGC insurance coverages reviewed
- CGCs d/base increased to 7,500+ individuals

WHO'S WHO IN COMMONWEALTH GAMES CANADA

PATRON	
His Excellency the Right Honourable Governor General of Canada – <i>David Johnston</i>	
BOARD OF DIRECTORS	
PRESIDENT <i>Andrew Pipe</i> , CM, MD, LLD(Hon), DSc(Hon)	
VICE PRESIDENTS <i>Sue Boreskie</i> <i>Linda Cuthbert</i> <i>Nancy Lee</i> <i>John Stanton</i> <i>Rob Toller</i>	
TREASURER <i>Richard C. Powers</i>	ATHLETE REPRESENTATIVE <i>Suzanne Weckend-Dill</i>
CGF MEMBERS <i>Bruce Robertson</i> (CGF Executive Board) <i>Suzanne Weckend-Dill</i> (CGF Athlete Representative)	
CHIEF EXECUTIVE OFFICER <i>Brian MacPherson</i>	
INDIVIDUAL MEMBERS	
<i>Rachel Bedingfield</i>	<i>Jim Bradley</i>
<i>Lauren (Capstick) Couture</i>	<i>Danny Daniels</i>
<i>Mike Davis</i>	<i>Martha Deacon</i>
<i>Joe Halstead</i>	<i>Wayne Hellquist</i>
<i>Lori Johnstone</i>	<i>Hannah Juneau</i>
<i>Erin Kasungu</i>	<i>Marg McGregor</i>
<i>Erin McLean</i>	<i>Heather Moyse</i>
<i>Wayne Parro</i>	<i>Mike Sutton</i>

NATIONAL ORGANIZATION MEMBERS	
Athletics Canada	Shooting Federation of Canada
Badminton Canada	Squash Canada
Bowls Canada	Swimming Canada
Canadian Amateur Boxing Association	Table Tennis Canada
Canadian Weightlifting Federation	Triathlon Canada
Cycling Canada	Wrestling Canada
Divng Canada	AthletesCAN
Field Hockey Canada	Canadian Association for the Advancement of Women and Sport and Physical Activity
Gymnastics Canada	Coaches of Canada
Judo Canada	Sport Officials Canada
Netball Canada	
Rugby Canada	

SPORTWORKS TEAM 5	
<i>Caitlin Devlin</i>	<i>Sandra de Graaff</i>
<i>Aimee Maggiamo</i>	<i>Asfand Minhas</i>
<i>Louis Moustakas</i>	<i>Lindsey Nielsen</i>
<i>Ryan Pelley</i>	<i>Christine Wong</i>

SPORTWORKS SENIOR LEADERS	
<i>Matt Greenwood</i>	<i>Patrick Jarvis</i>
<i>Bobby Lennox</i>	<i>Judy Kent</i>
<i>Bruce Robertson</i>	<i>Graham Barton</i>
<i>Andrew Barrett</i>	<i>Florence Rousseau</i>
<i>Philip Hochman</i>	<i>Meg Fracke</i>
<i>Peter Metuzals</i>	<i>Matthew Guinness-King</i>

TEAM CANADA 2014	
<i>Chantal Petitclerc</i> , Chef de Mission <i>Scott Stevenson</i> , Director of Sport <i>Joyce Hunnam</i> , Team Attaché	
COACHING & APPLIED SPORT SCIENCE <i>Jane Labreche</i> , Team Leader <i>Graham Barton</i> <i>Kelly McKean</i>	
COMMUNICATIONS <i>Sylvie Bigras</i> , Team Leader <i>Dan Galbraith</i> <i>Emily Hooper</i> <i>Patrick Kenny</i> <i>Alison Korn</i> <i>Marie-Anick L'Allier</i> <i>Hélène Lavigne</i> <i>Colin Whitmee</i>	
HEALTH & SCIENCE <i>Dr. Navin Prasad</i> , Team Leader Team selection December 2013	
OPERATIONS <i>Kelly Laframboise</i> , Team Leader <i>Monique Allain</i> <i>Shravan Chopra</i> <i>Rachel Corbett</i> <i>Lori Johnstone</i> <i>Tamara Medwidsky</i> <i>Richard Oraniuk</i> <i>Wayne Parro</i> <i>Chris Taylor</i>	

CGC STAFF	
<i>Brian MacPherson</i> , Chief Executive Officer <i>Kelly Laframboise</i> , Manager, Administration & Operations <i>Christine Robertson</i> , Finance Officer <i>Scott Stevenson</i> , Director of Sport <i>Chris Taylor</i> , Administrative Assistant <i>Carla Thachuk</i> , Director of International Programs <i>Colin Whitmee</i> , Manager of International Programs	

CGC would like to recognize and thank former staff members *Jennie Petersen*, *Andre Collins*, *Mahae Mokhehle*, *Christian Del Valle* and *Aynslee Kyte* for their valuable contributions.

AWARD OF MERIT RECIPIENTS	
<i>M.M. (Bobby) Robinson</i> (1993) <i>Colonel John W. Davies</i> (1993) <i>Neil Farrell</i> (1993) <i>Allan Fitzpatrick</i> (1993) <i>Margaret Lord</i> (1993) <i>Ivor Dent</i> (1996) <i>Ken Farmer</i> (1996) <i>Wally Stinson</i> (1996) <i>Vaughan Baird</i> (2000) <i>Robert Osbourne</i> (2000) <i>Doreen Ryan</i> (2000) <i>Ken Smith</i> (2000) <i>Robert (Bob) Adams</i> (2005) <i>Judy Kent</i> (2008)	
SIGNIFICANT CONTRIBUTION AWARD RECIPIENT	
<i>Honourable James Richardson</i> (1997) <i>Bruce Robertson</i> (2000)	

