



**2020 ANNUAL GENERAL MEETING  
ANNUAL REPORT**  
*Sport with Social Purpose*

**Commonwealth Sport Canada 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.

Thanks to you the CSC Member, your elected CSC leaders, staff and volunteers, CSC continues to “punch above its weight” even in these unprecedented, covid-19 pandemic times.

**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

Continue building the foundation for a successful Team Canada mission to the 2022 Commonwealth Games by hiring the **Team Canada 2022** Executive Director, Scott Stevenson. Also, Benoit Huot was selected as Chef de Mission. Currently, a proposed detailed Team Canada 2022 Program budget, team uniform design, and proposed revisions to the Team Size Policy are in development.

Due to COVID-19 the 2021 Commonwealth Youth Games have been postponed to 2023 and the 2022 Birmingham Commonwealth Games have been delayed by one day to July 28, 2022.

Canadian High Performance Sport System

CSC meets regularly with **Major Games Canada** to discuss items of common ground, efficiencies and effectiveness, such as Medical Missions, including GEMS Pro (a Games time medical database). CSC participated in developing Sport Canada's new *High Performance Sport Strategy* including adding “other multi-sport games” to the Ultimate Outcome.

**USING SPORT FOR DEVELOPMENT**

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

SportWORKS

Since its inception in 1993, SportWORKS has delivered 125 local sport projects having a positive and life-long impact on over 2 million youth in 30 Commonwealth nations and territories. In 2019, 15 Canadian SportWORKS Officers (CSOs) were deployed in 4-month rotations in Africa and Caribbean via the **Queen Elizabeth Scholars Initiative (QESI)**, enhancing sport and sport for development programs and enriching the lives of 22,500 Commonwealth youth. QESI funding was approved with a new partner, Mount Royal University, through 2021. Funding applications to Global Affairs and Indigenous and Northern Affairs in both 2018 and 2019 were not successful.



Using the award winning SportWORKS program model, CSC launched an “in Canada” SportWORKS pilot initiative called **Sport For Newcomers (S4N)** focused on reducing barriers to sport participation and promoting social inclusion for newcomer youth in partnership with local Newcomer Support Services Organizations (NSSOs). Pilot projects were successfully completed with 2 NSSOs - Jane/Finch Community and Family Centre (Toronto) and Action for Healthy Communities (Edmonton). Over 200 newcomer youth participated in over 50 sport activities in a span of 6 months. In consideration of sustainability, 25 new sport programming resources and tools were developed for the NSSOs use, as well as 16 partnerships with local sport clubs and 3 new funding grants secured. Plans are underway to deliver a 2<sup>nd</sup> pilot, as soon as the pandemic permits, partnering with the Hamilton YMCA and Calgary Immigrant Services.



### **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.)*

#### Commonwealth Games Bidding and Hosting



By the November 22<sup>nd</sup> 2019 deadline, 2 Community Bid Groups submitted Hosting Plan Part 1 Proposals, Calgary (2026 CWGs) and Hamilton (2030 CWGs). CSC’s Bid and Hosting Committee, along with the Commonwealth Games Federation (CGF), reviewed the Proposals providing feedback to both Community Bid Groups and inviting both to participate in “Phase 2” of the domestic bid process. Subsequently, the 2 Community Bid Groups submitted Hosting Plan Part 2 Proposals on March 9<sup>th</sup>, 2020. CSC concluded the Candidate

City Selection Process, naming Hamilton as Canada’s Candidate City for the 2030 Commonwealth Games. Shortly after this CSC asked Hamilton to consider a 2026 bid to take advantage of the unique opportunity (or circumstances) both domestically and internationally, which they agreed to explore.

#### Public Relations

CGF “refreshed” its brand last Fall, prompting CGAs to do the same. On March 9<sup>th</sup> CGC announced its **new operating name – Commonwealth Sport Canada (CSC)** and a revised logo.



CSC’s communications channels (**Website, Facebook, Twitter, Instagram and LinkedIn**) continue to be maintained with news and highlights relevant to the Commonwealth sport movement in Canada and updates on CSC programs. Viewership and reach of CSC’s communication platforms is growing, albeit very slowly.



#### CSC’s Alumni Program

To date 444 alumni have joined and are enjoying exclusive benefits of CSC’s Alumni Program, most recently a 20% shopping discount from the Running Room stores all across the country. If you haven’t joined yet, you’re missing out – join today simply by emailing [alumni@commonwealthsport.ca](mailto:alumni@commonwealthsport.ca) with the subject line “Count Me In”.



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Firstname Lastname

Member since:  
dd/mm/yyyy



### Canadian Commonwealth Sport Awards

Jennifer Wong has been selected for SportWORKS Award in the Sport Development Excellence category.

### Marketing

CSC continues to benefit from the support of the Federal Government and Rideau Hall Foundation, as well as corporate partners – Poole Constructors of Canada, Kukri and more recently **Gowlings Canada**.

Currently, CSC is working with Gowlings to develop a 2-year brand activation plan (post Tokyo 2020).

**CSC would like to thank its partners.**



### **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 and International Relations

CSC resumed its **Federal Government Relations Campaign** to secure “bridge funding” of an additional \$800k/year until Canada is next awarded the rights to host the Commonwealth Games. Key strategies deployed included building awareness and support of Federal MPs and Senators, cultivating political “champions” and aligning with the national sport community’s Budget 2020 ask of an additional \$40M for sport development. Unfortunately, the campaign was cut short due to the COVID-19 pandemic. However, CSC was successful in securing \$96K in COVID-19 Relief funding, \$5,500 Wage Subsidy and recently, a \$17K grant to enhance the **Commonwealth Women Coach Internship Program** in Canada.

CSC supported Bruce Robertson’s and Linda Cuthbert’s election onto the CGF Executive Board and Sport Committee, respectfully. Rick Powers was re-appointed to CGF’s Governance and Ethics Committee and Dr. Andrew Pipe was nominated to be Chair, CGF Medical Commission.

### Governance and Administration

A **2020/21 Workplan and Budget** was developed and approved. The Governance Committee reviewed and revised CSC’s S.W.O.T. and various policies (as required by Sport Canada), including a revised Equity, Diversity and Inclusion Policy, Conduct Policy, and a developed new Impairment Policy. 2018/19 **Employee Performance Reviews** were completed. Various finance related processes were performed regularly and satisfactorily. New office computers were procured and/or upgraded to Office 365.

### **COMMONWEALTH GAMES FOUNDATION OF CANADA (CGFC)**



CSC provided administrative and PR support to CGFC for the #GivingTuesday campaign and to distribute the Bruce Wilkie Athletic Scholarships. CGFC staged a fundraising campaign in the Fall netting about \$50K for Team Canada 2022. CGFC has put all activities “on hold” until there is an outcome from CSC’s current CWGs bid process.



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### LOOKING FORWARD IN 2020/21....

- Continue building the foundation for a successful **Team Canada** mission to the 2022 Commonwealth Games, including appointing Team Leaders, secure budget approval, conduct a Site Visit, sign NSO and MSO agreements.
- Finish and evaluate the **Sport For Newcomers** pilot initiative and find new, additional funds to continue the SportWORKS program, in Canada and abroad.
- Work closely with the Hamilton Bid Committee to secure **2026 Commonwealth Games** hosting rights and contribute to the start-up activities of the Local Organizing Committee.
- Execute several recruitment tactics to increase **Alumni Program** membership to 600.
- Participate in the **2020 CGF General Assembly** (Singapore – tbd). Also, participate in the development and endorsement of **CGF's Global Declaration on Reparative Justice with Indigenous People**.
- Continue a “being seen and heard” **National Relations** tactic with key Canadian sport partners, including attending key meetings and identifying opportunities where CSC can make a difference to Canada's sport system.
- Implement additional **Safe Sport** strategies and tactics for Board approval and implementation by March 31, 2021.
- As a Member of the “MSO Caucus”, collaborate on a **new Sport Canada MSO Funding Model** to take effect in 2022