



**COMMONWEALTH SPORT CANADA
2021 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 Members, your elected CSC leaders, staff and volunteers, CSC continues to “punch above its weight” even in these continued 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 Program

With the postponement or cancellation of qualifying events due to covid developing the Team Size Policy for the 2022 CWGs was a challenge, but through consultation with CSC Member sports a workable policy was developed and approved. A Team Canada 2022 program budget has been drafted and continues to be updated as information becomes available. Team Leaders have been appointed – Marni Wesner (Team Leader, Health Services CMO), Patrick Kenny (Team Leader, Communications), Mark Bolduc (Team Leader, Safety and Security) and Kelly Laframboise (Team Leader, Operations). Benoit Girardin has been appointed as Team ever virtual Site Visit was covering all functional areas, venue. Team uniform was extensive design/fabric sessions. NSO, Government High Commission contacts Meltwater has been selected media distribution and Marian Agyei-Gyamera has Canada 2022 Digital Marketing Manager and the social media engagement strategy has been developed with first engagements being the one-year-out milestone and alumni congratulations during the Tokyo Olympics. PhotoShelter has been chosen as the media asset management tool. Mission team members continue to be added to the functional teams.



Ombudsperson. First held on Feb. 4/5, 2021, including videos of each approved following review and focus group of Canada and Canadian have been confirmed. as Team Canada 2022's monitoring service been hired as the Team

For the Birmingham Games, Canada has received an almost 20% reduction (161 to 130) in allocated slots when compared to the 2018 Games, this is similar for all large and mid-sized CGAs. The impacts of reduced team allocation by the CGF are now becoming more evident to B2022, the CGF and the CGA community. The most significant, and apparently unforeseen impact is the emergence of vulnerable events on the Birmingham Sport Program. In short, the mid and large CGAs do not have a large enough allotment to enter as many of the multi-person events (relays, doubles, triples etc.) as in past games. The CGF Sport Committee and staff are examining ways of mitigating this situation.

The future of the Commonwealth Youth Games is currently under review by CGF.



One way CSC measures its support of Canada's athletes is by them achieving excellence at Olympic Games. Olympic medal success by Commonwealth athletes continues to be strong with **three quarters of Canada's 2020 Olympic Games medals won in the Commonwealth sports, by Commonwealth athletes**. CSC is proud to contribute to Canada's Olympic success.

Commonwealth Women Coach Intern Program (WCIP) - Canadian edition

Although participation at national & international competitions is severely curtailed due to covid, program activities with the 3 interns and mentors continue with leadership development sessions and one-on-one mentoring. Once covid rules allow the 3 interns will receive their international competition experience. The program is being expanded to 6 interns and 6 mentors for 2021/22.



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 getting the words "other multi-sport games" added 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

The Sport For Newcomers (S4N) Pilot Initiative continues to be "on pause" due to COVID-19. When the Pilot can resume in October 2021 (pending health authority guidelines), agreements & activities plans with two new Newcomer Support Service Organizations (NSSOs): Immigrant Services Calgary and YMCA Hamilton Burlington Brantford—are ready to go! The selection process of SportWORKS Officers, planning of pre-departure training sessions (September 2021) as well as newcomer focus groups with girls and mothers (October 2021) is underway.



The remaining seven (7) SportWORKS officer international placements through the Queen Elizabeth Scholars Initiative (QESI) continues to be on pause due to COVID-19. The Canadian Government travel restrictions website continues to be monitored (<https://travel.gc.ca/>), placements will resume when international travel is permitted and based on the discretion of Mount Royal University.

Applying for program grants continues, which includes identifying, developing and submitting grant applications to secure additional funding for the SportWORKS program, including: the Commonwealth Sport Foundation Game Changers Grant (funding approved); Canadian Women and Sport WISE Fund Grant (funding approved) and Sport Canada's SSP Innovation Initiative Grant (funding approved). Funding from approved grants will be used to subsidize project costs and for project enhancements, including testing ways to more intentionally reduce the unique, intersecting barriers to sport participation for newcomer girls. Exploration of additional SportWORKS projects continue in Canada and abroad.





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 & Hosting

After failing to secure Ontario Government for a 2026 CWGs Bid the Hamilton Commonwealth Games Bid Committee has "pivoted back" to a 2030 Commonwealth Games Bid. Subsequently, an all stakeholders Hosting Concept Review Committee has been formed and is meeting throughout the summer to turn the Hosting Concept into a Hosting Proposal. Local groups from Victoria and Greater Vancouver continue their efforts to secure support-in-principle for a 2026 CWGs Bid from municipal and BC governments. If/when this support-in-principle is secured CSC will work closely with the local group to develop a strong and winning Hosting Proposal.

Public Relations

CSC's communications channels (Website, Facebook, Twitter, Instagram and LinkedIn) continue to be maintained with news & highlights relevant to the Commonwealth sport movement in Canada and updates on CSC programs, including Commonwealth sport equity, inclusion & diversity work (Black History Month, Pride Month, Accessibility Week & Indigenous Month). CSC's Youtube Channel and E-mage Bank of photos & videos continue to be updated. PhotoShelter has been chosen as the media asset management tool into the future and migration of images and video will begin shortly. The sales process for the 2022 CWGs broadcast rights in Canada has begun. An application for word and graphic mark protection has been made to the Canadian Intellectual Property Office for the recent CSC name and logo rebrand. Canada will host the 2022 Commonwealth Games Queen's Baton, May 26 – 29, 2022. The development of an Activity Plan has begun.

CSC's Alumni Program

A big milestone was reached on June 8 when we surpassed 500 registered Alumni Program members! To date 505 alumni have joined CSC's Alumni Program. Program newsletters continue to be distributed on a quarterly basis. Commonwealth Sport Canada masks are being distributed to new members. Several different recruitment strategies continue to be used including "Win a VIP Trip for two to Birmingham 2022", the Running Room 20% discount card and the new Commonwealth Sport Canada masks to all new registered members. If you haven't joined yet, you're missing out – join today simply by emailing alumni@commonwealthsport.ca with the subject line "Count Me In".

Hi (registrants name),

Thank you for joining Commonwealth Sport Canada's Alumni program! We are so glad to have you as part of our team.

As an Alumni, you'll receive a free mask, 20% off at the Running Room, exclusive access and offers on CSC/Team Canada clothing, Commonwealth sport events tickets and packages and much more!

Be sure to show your support for Commonwealth Sport Canada by sharing a photo of your mask on social media and tagging @cwthsportcan.

Canadian Commonwealth Sport Awards

At the 2021 AGM, CSC will present Kukri Canada with the Canadian Commonwealth Sport Award in the Outstanding Partner category.

Marketing

*CSC continues to support activations by its valued Partners – PCL, Kukri and Gowlings Canada and Government of Canada / Sport Canada. Support primarily involves arranging athlete appearances and CSC brand approvals. **CSC thanks all its valued Partners, without their support it would be not possible for CSC to deliver its unique and worthy programs & services.***



Canada



KUKRI



CSC's Marketing Committee has been put "on hold" pending the outcome of CSC's current Commonwealth games bidding process.

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 representatives continue its "be seen, be heard" strategy by attending key Canadian sport gatherings (albeit virtually), including meetings of the COC/CPC sport community, MSO Caucus, CGF General Assembly and Americas Region, as well as CGF Communications Group, Sports Committee and Commonwealth Sport Pride Network. In addition, CSC is participating in the development of Sport Canada's Major Events Hosting Framework Strategy and Resources and CGF's proposed Declaration of Reconciliation with the Indigenous Peoples Through Sport.

CSC nominated Andrew Pipe for CGF Medical Commission Chair (not successful but remains a committee member) and held open calls for nominees to CGF's Athletes Commission Chair CGF Ethics Commission members and Commonwealth Sport Foundation Board of Directors. Canadian Dr. Frank Fowlie was recently appointed Deputy Chair of CGF's Ethics Commission. Dr. Fowlie has a long and reputable history dispute mediation and resolution in sport, in Canada and abroad.

CSC's External Representation Committee has been put on hold.

Governance & Administration

CSC welcomed the addition of 2 new Directors Ava Hill (Six Nations Reserve, ON) and Marisha Roman (Toronto, ON). Both women have significant leadership experience within the Canadian Indigenous community, as well as having extensive involvement in sport.

With elections in 2020 and new Committee members, it was a good opportunity for all CSC Committees to review and update Terms of Reference, Policies, and Risk Registry. The Governance Committee has undertaken a review of the By-Laws and will be presenting a few recommended revisions. CSC has partnered with Respect Group for a new online training module called Respect in Sport Activity Leader. This is for all CSC volunteers and staff with direct athlete contact. A new MS365 External Share site has been developed to house all CSC key documents. This replaces your dropbox account.

Several Safe Sport policies have been developed to ensure compliance with Sport Canada's contribution agreement. Both the Universal Code of Conduct to Prevent Maltreatment in Sport and a Concussion Policy have been approved. CSC has also developed a Safe Sport page on the website at: [SAFE SPORT | Commonwealth Sport Canada](#).

A 2021/22 Workplan and Budget was developed and approved. 2020/21 employee performance reviews were completed. Various finance related processes are performed regularly and satisfactorily, including the 2020/21 audit.