



**2022 ANNUAL GENERAL MEETING  
COMMONWEALTH SPORT CANADA 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, elected CSC leaders, staff and volunteers, CSC continues to "punch above its weight" with limited financial resources and the COVID-19 pandemic.

**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

The 2022 Commonwealth Games (CWGs) were held July 28 – August 8 in Birmingham, England. Despite many setbacks and challenges brought on primarily by the Covid 19 global pandemic, the Birmingham Organizing Committee delivered the games with well managed and superb sport venues. 2022 CWGs saw Canada achieve its best medal count since the 2002 CWGs. Canada won a total of 92 medals and finished third behind Australia and the host, England.

While the sporting competitions and venues were excellent, B2022 put considerable organizational pressures on participating teams. The knock-on effects of Covid 19 caused international competition delays, including the 2020 Olympic Games, and B2022 planning timelines became very compressed within the final year and months preceding the games.

Possibly the most significant decision that was taken by B2022 was to abandon a single Athlete's Village and instead house teams across 3 primary villages and 2 satellite locations. This was an extremely challenging aspect of planning and on-site operations at the games. CSC was very fortunate to have experienced and passionate staff and volunteers who were skilled enough to manage an ever-changing project and who committed the required hours, days and weeks to get the job done!

Feedback from Canadian team members was extremely positive towards the Team Canada 2022 program. Almost 90% of post-games questionnaire respondents indicated CSC was successful in creating the right conditions for optimal performance, and 100% gave a "good" or "excellent" rating of their overall games experience.

CSC is grateful for the generous financial support from its sponsors (Poole Construction, Gowlings Canada and Kukri) as well as the Government of Canada and B022.





## Commonwealth Women Coach Intern Program (WCIP)



CSC's commitment to increasing educational and coaching opportunities for talented up & coming high performance women coaches took another step forward with the completion of its second Women Coaching Internship Program (WCIP). The five-month-long virtual program, which began in November 2021, was designed to prepare 6 intern coaches to move into high performance coaching roles.

### 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). A big thank you to Major Games Canada for funding Antoine Atallah, Clinic Manager, to attend the Games. CSC participated in developing Sport Canada's new High Performance Sport Strategy including embedding the phrase "other multi-sport games" to the Strategy's Ultimate Outcome.

## 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

The Sport for Newcomers (S4N) Pilot Initiative re-launched in October 2021 with a focus on newcomer mothers and daughters. SportWORKS Officers were placed in 2 local Newcomer Support Services Organizations (NSSOs) leading 12 events in Calgary and 29 events in Hamilton involving 351 Newcomers. Also, 12 leave behind resources were developed and partnerships with 16 local sport clubs were made who, along with the 2 NSSOs, continue to deliver user-informed, inclusive, safe, quality sport programming. S4N is expanding into 5 communities (Charlottetown, Hamilton, Calgary, Edmonton, Surrey), with plans to deliver 200+ sport programming opportunities for Newcomers with added intersecting barriers to sport participation. CSC is grateful for the generous financial support from the Government of Canada, Commonwealth Sport Foundation and Canadian Women and Sport for their financial support of the S4N Initiative.



In partnership with Mount Royal University, CSC re-launched international placements of SportWORKS Officers in Spring 2022, with 5 SportWORKS Officers being deployed to sport development and sport for development projects in Africa (Botswana and Rwanda). A new international SportWORKS Host Organization was secured, The Association for Kigali Women in Sports (AKWOS Rwanda) with SportWORKS Officers working on the Prevention of Unwanted Pregnancies and Sexually Transmitted Infections among Young People through Sport and Leisure Project in Kigali. CSC is grateful for the generous financial support from the Queen Elizabeth Scholars Initiative (QESI), Commonwealth Sport Foundation and Canadian Women and Sport for their financial support of the international SportWORKS initiative.





## **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

Canada hosted the 2022 Commonwealth Games Queen's Baton with 12 events over 4 days in May in the Greater Toronto Area.



Through the dedicated, passionate and tireless efforts of the Team Canada 2022 communications team, a fulsome Team Canada 2022 Communications Plan was developed and delivered, executing several activations leading up and during the 2022 Commonwealth Games. The strategic use of several digital and media partners, platforms and monitoring tools, allowed the Team Canada 2022 communications program set new benchmarks and levels of awareness and engagement among targeted audiences - building the Commonwealth sport brand in



Canada!

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 CSC program updates. The "Commonwealth Sport Canada" word and graphic marks were registered with the Canadian Intellectual Property Office. PhotoShelter was chosen as CSC's e-image & video asset repository and management platform, migration of images and videos to this platform is ongoing. All of these activities were guided by CSC's competent, and expert based Communications Committee.

### Commonwealth Games Bidding & Hosting

Under the guidance of CSC's Bid & Hosting Committee CSC continues to work closely with all key stakeholders involved in the development of a Hamilton 2030 Commonwealth Games Bid. A detailed Hosting Proposal focused on impacts and legacies was submitted to the Federal and Ontario Governments in June 2022. Currently both governments are independently reviewing the Hosting Proposal to decide if they will support the development of a Hosting Plan. Concurrently, CSC is working closely with key stakeholders developing an Alberta 2030 Commonwealth Games Bid to be considered should the Hamilton 2030 Commonwealth Games Bid not come to fruition. An International Bid Plan for a Canadian CWGs Bid has been developed in anticipation of CGF launching an international bid process to award the 2030 CWGs to a host city/region.



### CSC's Alumni Program

To date 510 alumni have joined CSC's Alumni Program. Program newsletters continue to be distributed on a quarterly basis. Several different recruitment strategies continue to be used including masks, a "Win a VIP Trip for two to the Games" and the Running Room 20% discount card. 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".

### Canadian Commonwealth Sport Awards

At the 2022 AGM, CSC will present Canadian Commonwealth Sport Award in the Athlete & Coach Excellence category. The recipients will be Athlete Justina Di Stasio (wrestling) and Coach Ryan Mallette (swimming).



## Marketing

CSC continues to support activations by its valued Partners – Poole Construction, 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. CSC planned & delivered a 2022 Commonwealth Games Partner Hospitality Program for 30 Partner representatives consisting of VIP level games events/hospitality, excursions & tours and back of house presentations. CSC thanks all its valued Partners, without their support it would be not possible for CSC to deliver its unique and worthy programs & services.

## **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 to “be seen, be heard” 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 participated in the development of Sport Canada's *Major Events Hosting Framework Strategy* as well as *Canadian Sport Policy 2023-33* and CGF's proposed *Declaration of Reconciliation with the Indigenous Peoples Through Sport*.



### Governance & Administration

Governance policies were reviewed and updated as required. Specifically, the Privacy, In-Camera and E-decision Making Policies. 2021/22 employee performance reviews were completed. Various finance related processes are performed regularly and satisfactorily, including the 2021/22 audit. A 2022/23 *Workplan and Budget* was developed and approved.

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

CGFC has put all other activities “on hold” until the outcome of the CSC's current CWGs bid process is known.

## **LOOKING FORWARD IN 2022/23....**

- Plan & deliver a successful Team Canada 2023 to the Commonwealth Youth Games,
- Expand SportWORKS program initiatives in Canada and abroad,
- Continue supporting Commonwealth Games Bid processes with the goal of securing a Commonwealth Games for Canada as soon as possible,
- Execute several recruitment tactics to increase Alumni Program membership to 600,
- Select recipient of the Canadian Commonwealth Sport Award winners in the Volunteer Excellence (Award of Merit) category for 2022/23,
- Maintain CSC's digital communication platforms,
- Continue “being seen & heard” with key Canadian sport system stakeholders, including staging the 2023 CSC AGM and attending key meetings; CSTA, COC, CAC, etc. and identifying opportunities where CSC can make a difference,
- Participate in CGF Americas Region Meetings and the 2023 CGF General Assembly (virtual), with the strategy of getting Canadians elected/appointed into key CGF positions and promoting Canada's CWGs hosting aspirations. Also, participate in the finalization and endorsement of the *Commonwealth Sport Declaration on Truth, Reconciliation and Partnerships with Indigenous Peoples*,



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- 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),
  - Become a Program Signatory of the Abuse Free Sport program,
  - Continue effective and efficient governance, financial, HR and administration functions,
  - Continue regular policy development, review and updates as required, and
  - Develop CSC’s 2023/26 Strategic Plan.

