

THE GAME PLAN

WINTER 2012



**EDMONTON
SPORT COUNCIL**

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VOLUME 16 ISSUE 1

SPORT 2.0: TOWARDS A NEW ERA IN CANADIAN SPORT

On November 1st, 2011 the Sport Matters Group released Sport 2.0: Towards a New Era in Canadian Sport. This policy brief featured recommendations for maximizing both excellence in sport performance and the contribution sport can make to Canadian society. This 131 page document presented 122 recommendations. In many ways these recommendations would serve as considerations for Collaborative Action under the current Canadian Sport Policy and likely the renewed Canadian Sport Policy.



At a higher level, the recommendations could be summarized into the following seven areas for consideration:

1. Strengthening community sport – More sport, better sport

All governments in Canada should establish a sport policy/strategy for their jurisdiction. Subsequently, they should develop specific action plans, identify resources required and establish evaluation criteria.

2. Supporting Canada's champions and high performance Sport

All governments in Canada should identify their role in high performance sport. All governments should resource their role in a coordinated development pathway,

maximizing athlete development which enables podium performances.

3. Building and renewing our sport infrastructure

All governments in Canada should identify their role in building and renewing sport infrastructure. All sport/recreation infrastructure development should be appropriate for all levels of practice, competition and hosting events.

4. Developing our most valuable resource – people

All governments in Canada should identify their role in supporting sport administrators, coaches, officials and other people involved in sport, whether they are paid or volunteers. Governments should identify/establish mechanisms for knowledge transfer, research and innovation, and implementation of findings.

5. Toward a new economics of sport

All governments in Canada should identify their funding role in sport, other financial incentives for sport (tax credits), and incentives for non-sport entities to support sport.

6. Sport governance – the better way

The FPT governments should identify/establish independent leadership of sport in their jurisdiction. These organizations would provide leadership, including the funding accountability framework for sport within their jurisdiction.

7. Putting sport to work for Canadians and their communities

All governments in Canada should establish a strategy that places sport in the realm of larger community development visions. All levels of government should establish cross-sector development tables to explore sport's broader potential to address other government policy objectives.

The entire Sport 2.0 document can be found at: www.sportmatters.ca/files/SMG%20documents/Sport2.0_Towards_A_New_Era_2.0_SMG.pdf

OUR PROSPECTS - ALARISSA HAAK

As a member of the Alberta Northern Lights and Inferno wheelchair basketball teams, Alarissa (Allie) Haak is different from a lot of athletes she competes with and against because she has full use of her legs. However, this difference hasn't stopped her from becoming one of the premier wheelchair athletes in the world, with two international tournaments already under her wheels.

Haak grew up playing stand-up basketball from a very young age. The self-professed "tall and lanky" girl quickly took to it and was good enough to go on tour and play in the United States and Europe in her early teens. Unfortunately, at 16 years old, she tore ligaments in her knee, which had a huge effect on her progression as an athlete.

During her injury, Haak decided to try wheelchair basketball as a way to keep up her shooting skills. Her natural skill and athletics took over and within six months she was already trying out for the Canadian national squad.

"It was ridiculous, it was so fast that I had whiplash," she said. "It was great, just so surreal."

In any type of disabled sport each player is assigned a point rating based on the severity of his or her disability. If a player has a lower number, the severity of the disability is higher. Teams must keep the combined number of all the points for all the players on the court under a certain amount at all times. Good players with low points have a distinct advantage and are highly sought after. This is the case for Haak, who has a point rating of 2.0.

When she was born, Haak had a stroke, which makes her speech a little slurred and she doesn't have complete control of one of her hands. Having had the stroke puts her at a lower point rating when she plays wheelchair basketball – something that works to the advantage of whatever team she's playing for.

Playing basketball runs in the family. Her father played for the junior Canadian national team as well as the University of Alberta Golden Bears and a little bit in the Middle East.

"Seeing the passion for basketball was really inspirational growing up," she said. "It's genetic."

Haak has just had surgery on her knees in an effort to fix the torn ligaments. Once she can start running again, a return to basketball is definitely in the cards.

Asked if she'll ever go back to stand-up basketball full time, Haak didn't have an answer.

"If I have a chance to do it without ruining my wheelchair basketball, I'll do it," she said.

Her future seems bright as she has her eyes set on a lofty goal.

"Maybe in the future there will be more working and training towards the Olympics," she said. "I would love to but we'll see what happens. Apparently I'm okay at wheelchair basketball, so why not stick with it?"



Original article by Geoffrey Driscoll
and photograph contributed by:

Prospect Magazine

Showcasing Alberta's future
prospects in Sport & Athletic
Competition.

Prospect Magazine is the only publication of its kind that is dedicated to providing recognition entirely to athletes at the amateur level from our community.

The magazine is free and available at various locations throughout the Capital Region. Visit prospectmagazine.ca to find a location near you.

Requests for story considerations should be directed to Terry Nistor at 780-940-4004 or by email to terry@bluescorpion.ca

2011 COMMUNITY FACILITY PARTNER CAPITAL GRANTS

Edmonton City Council has awarded the first grants under the Community Facility Partner Grant Program. The total awards amount to \$708,520. The remaining \$291,480 will be carried forward into the 2012 Program to support the expected increase of applications in the second year.

The purpose of the Program is to enhance support for community facilities by providing funding for the capital development and conservation of public use facilities in Edmonton. Funding is intended for capital purposes which could be for a City-owned and partner-operated facility or, alternately, for capital work in a partner-owned facility. Community non-profit organizations, other public sector service providers and the private sector with eligible partner projects may apply for up to 25% of their total project costs.

Grants are typically considered for projects with a total project cost of at least \$200,000. Funding under this program is allocated to organizations with a primary mandate in at least one of the following key sectors: Arts and Heritage, Multicultural, Recreation/Amateur Sport, Seniors, and Social Services/Community Development.

Nine Edmonton based non-profit organizations applied in 2011. Their applications and business

case were reviewed and scored out of 100 marks in areas of organizational strength, project strength, financial viability/readiness, risk analysis/risk assessment, and overall concept.

Three projects totalling \$656,495 were not recommended for funding. One project was considerably below the \$200,000 minimum total project cost threshold, one was premature in applying for the Grant, and one was ineligible for funding as the City has already provided financial support through another agreement.

Sport (related) projects which received funding were MCARFA -Millwoods Golf Course (City Land) \$131,500, Edmonton Soccer Association (City Land) \$294,834, Argyll Velodrome (City Land) \$39,742, Edmonton Ski Club (City Land) \$116,980, and Westmount Fitness Club (City Land) \$37,250.

Information on the Program can be found at: www.edmonton.ca/for_residents/community-facility-partner-capital-grants.aspx

PHOTO CREDITS:

FRONT PAGE: **HOCKEY ALBERTA**

PAGE 2 & 6: **2008 ALBERTA WINTER GAMES**

The Edmonton Sport Council is a non-profit society that advocates on behalf of sport to facilitate a better sport experience in Edmonton. Members include individuals, sport and other community organizations, business, and members of government who believe in, and wish to publicly support the vision of quality sport experiences for all Edmontonians.

NEW MEMBERSHIP APPLICATION

Organization Name (if applicable): _____

Contact Name: _____ Position: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number(s): _____ Fax Number: _____

Email: _____ Website: _____

Membership Fees \$75.00 Group \$50.00 Associate \$15.00 Individual

* Visit www.edmontonsport.com/membership_info for membership category definitions

I have enclosed a cheque payable to Edmonton Sport Council OR

Please charge my credit card VISA MasterCard

Card #: _____ Expiry Date: _____

Cardholder: _____ Signature: _____

A receipt and confirmation letter will be mailed to you following membership processing.
We value your privacy. All information will be kept confidential within the Edmonton Sport Council.

A MODEL FOR SUCCESS

Creating an international champion is complicated based on nature (an athlete's genetic qualities), and nurture (the environmental and physical circumstances an athlete exists in).

Nurture itself can be classified into three levels. The macro-level (the social and cultural context in which an athlete lives), the meso-level (sports policies and politics) and the micro-level (individual athletes and their social circle which includes their family, friends, coaches, etc.).

All things being equal, elite athletes will have a greater chance of success if sound policy and investment decisions are made. Taking into account all the various factors that determine elite sport success, meso-level factors are the only ones that can be influenced and changed.

Nations are becoming increasingly strategic in the development of elite level athletes. The emergence of the Canadian Sport for Life (CS4L) model and the Long Term Athlete Development pathway are but a part of Canada's strategy. At the same time less reliance is being placed on uncontrollable variables such as population or wealth. This also reduces the value of population and wealth factors in predicting future success. As best sport

practices from around the world are continuously being "ripped off and replicated," it will become more difficult for any country to win more medals without additional investment. To be successful at the highest level of competition, nations will need to place more emphasis on deliberately planning for success.

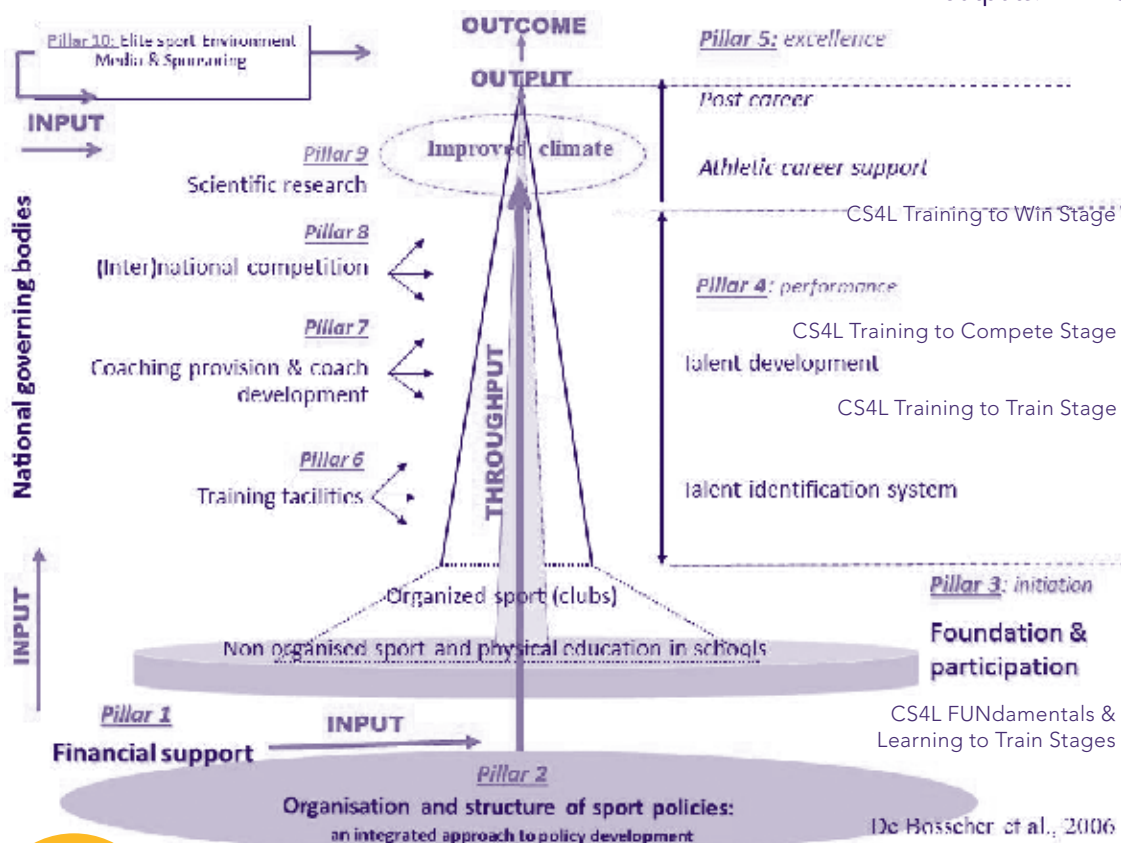
Research by an international consortium of sport academics has led to the development of a model based on nine critical factors that influence international sporting success. 'Sport Policy Factors Leading to International Sporting Success' (SPLISS) is an evaluation tool that indicates the likelihood of a country winning medals at the top levels of sport.

SPLISS identifies that financial and human resources (Pillar 1) and an integrated approach to policy development (Pillar 2) are necessary conditions for the development of sport and athletic careers. Simply, nations that invest more in (elite) sport can create more opportunities for athletes to train under ideal circumstances.

It also identifies that a strong organizational structure is necessary to ensure the efficiency of sports policies, that is, the optimum way that inputs can be managed to produce the required outputs. While there is no consensus on the necessity of centralization or high government intervention in elite sport policies, coordination of elite sport initiatives is necessary.

Pillars 3, 4 and 5 are consistent with CS4L stages. Investments in training facilities (Pillar 6), coaching (Pillar 7), competition structures (Pillar 8), and scientific research and sports medicine support (Pillar 9) are essential for the development of elite athletes.

Pillars 6, 7 and 8 require special attention both at the development level and the elite level. Adequate numbers of high-quality facilities, sufficient qualified coaches at club level and a good competition structure will allow young talents to become skilled in their sport and maximize development of their abilities.



A MODEL FOR SUCCESS CONTINUED

The model suggests that the development of more athletes with medal winning capabilities requires a holistic approach to elite sport. Nations might not increase their chances of success by investing in a few Pillars; rather they need to find the most suitable blend of all Pillars for their specific circumstances. Financial inputs (Pillar 1) are important, but it is the way the resources are used via the throughput (Pillars 2-9) that might lead to increased development of athletes with medal winning capability.

No single model can explain all sporting success. A sport system leading to success in one jurisdiction may fail in another. The combination of the nine Pillars may be specific to a given context and that different systems may all be successful.

This composite performance model of sports policy can be applied to individual sports at the international level or to sport systems at a provincial level.

How well does Alberta's sport system fare when measured against the Pillars of this model? An assessment is currently underway by a group of sport leaders affiliated with Sport Alberta. Determining the current status of each of the nine Pillars will provide the basis to improving Alberta sport.

For municipalities, the question is: "What role or roles could they play as they seek to place their residents on the national and international podium?"

This article is based on Veerle De Bosscher, Paul De Knop, Maarten Van Bottenburg & Simon Shibli (2006): A Conceptual Framework for Analysing Sports Policy Factors Leading to International Sporting Success, *European Sport Management Quarterly*, 6:2, 185-215.

"If you have the ingredients, you still don't have a good recipe; how you bring the ingredients together is what counts." - Marcel Sturkenboom, Director of the Dutch National Sport Federation and Olympic Committee



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