

2018/2019

# Annual Report

QUALICO<sup>®</sup>  
TRAINING CENTRE

SPORT FOR LIFE CENTRE  
CENTRE DU SPORT POUR LA VIE

**Sport**   
MANITOBA



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# Message from Sport Manitoba

On behalf of the Board of Directors and staff of Sport Manitoba, we are proud to present our annual report and audited financial statement for 2018-2019. Looking back on this year, we're honoured to have played an integral role in the progress of creating a supportive sport community to enhance the sport experience for all Manitobans, including our athletes, coaches, officials, and volunteers who represented us so well on the provincial, national, and international stages.

Our Performance Centre is one of Manitoba's training destinations for high-performance athletes, our Sport Medicine Clinic is making great strides in its partnerships to identify clearer concussion protocols, our Fitness Centre membership is strong and steady, the Qualico Training Centre is booking more and more hours, and the Manitoba Sports Hall of Fame is showcasing the reflections of the Great War: Manitoba Athletes-in-Arms.

Across the province, regional staff continues to work with Manitobans to improve the quality of sport delivery at the community and regional levels. This past year, we concentrated on delivering coach education opportunities in the North and delivered sessions in Norway House, Cross Lake, Thompson, Flin Flon, and The Pas through partnerships with the communities and with the Manitoba Aboriginal Sports and Recreation Council.

Team Manitoba participated in all 21 sports at the 2019 Canada Winter Games in Red Deer, Alberta from February 15 – March 3, 2019. The Herd performed strongly and placed fifth overall based on game points and medal standings, and brought home 25 medals: nine gold, seven silver, and nine bronze.

The reach of the Fit Kids Healthy Kids program has continued to grow throughout the province, with 70,000 children and more than 15,000 adults who participated in Fit Kids Healthy Kids programming this year. This partnership with Doctors Manitoba enables us to deliver physical literacy programming across the province to develop fit, healthy kids who are active for life.

As always, our incredible partnerships with our Provincial Sport Organizations and all of their volunteers and staff continue to reinforce our support for amateur sport. We are extremely thankful to the sport community for its ongoing support, and wish to highlight the volunteers who dedicate their time and efforts to amateur sport. We sincerely appreciate the dedication and enthusiasm our volunteers provide to our provincial sport community.

We appreciate the continued support from the Province of Manitoba as we work with our Minister and her colleagues in government. We are grateful to Manitoba's corporate community as it provides invaluable financial assistance to both Sport Manitoba and all of our provincial and community sport organizations.

As we look to the year ahead, we are encouraged to work with our partners to build communities through sport, establish common goals to increase participation, and enhance our provincial delivery systems to provide sport and recreation opportunities to all Manitobans.

**Jeff Hnatiuk**  
President & CEO



**David Patsack**  
Chair  
Board of Directors



# About Us

Sport Manitoba is the volunteer-led, not-for-profit umbrella organization for amateur sport in Manitoba. Sport Manitoba provides support to, and is in partnership with, more than 100 sport-related organizations including the Canadian Sport Centre-Manitoba, Community Sport Alliances, Provincial Sport Organizations (PSOs), Support Service Organizations, Manitoba Aboriginal Sports and Recreation Council, Directeurat de l'activité sportive du Manitoba, Manitoba High School Athletic Association, Physical and Health Educators of Manitoba, and universities. Our mandate is the development of Manitoba's athletes, coaches, and officials representing over 350,000 Manitobans.

## Our Vision

Sport Manitoba envisions creating the best sport community through initiative and leadership and by establishing a highly supportive environment that will enhance the abilities of all Manitobans in their pursuit of excellence and in their joy of effort in amateur sport.

## Our Mission

An athlete-centered Sport Manitoba leads and supports sport for life through access, participation, and achievement in sport by all Manitobans.



# What We Do

## Programs and Services

Funding to Provincial Sport Organizations (PSO) and Partners

Athlete Assistance grants

Canada-Manitoba Sport Development Program (Bilateral)

Community Outreach

- Aboriginal Community Campus Program
- Salvation Army Anchorage Program
- Active Start
- Argyle Alternative High School
- Addictions Foundation of Manitoba Women's Centre
- Health Fitness Protection Program

Concussion

Financial services

Insurance services

Manitoba Foundation for Sports Scholarship

Night of Champions presented by Manitoba Chicken Producers

Officials Development

Order of Sport Excellence Awards

Power of Games eNewsletter

Manitoba Games powered by Manitoba Hydro

Princess Royal Pan Am Scholarship

PSO Power Tools

PSO eNewsletters

Regional-Community Sport Development grants

Respect in Sport

Social Media - Twitter, Facebook, YouTube, Instagram

Sport for Life eNewsletter

Sport Support Line

Team Manitoba development for Interprovincial Games

Volunteer development

Women in Sport programs

## Coaching Manitoba

Book of the Month

Coaching Manitoba Bursary

Coach Appreciation

Coach of the Month Recognition

Coach's Clipboard eNewsletter

Coaching Development Grants

Coaching Manitoba Impact Awards presented by Manitoba

Liquor & Lotteries

Dartfish Video Analysis

FUNdamental Movement Skills Teacher/Coach Training

Grey Cup Legacy Fund

High Performance Coach Employment Program

Coach Appreciation Program

Thanks Coach! Program

Regional Coaching Academies

Mentorship Program

National Coaching Certification Program (NCCP) Workshops and Grants

Women to Watch Coaching Grants



## Partnership Programs

Fit Kids Healthy Kids

KidSport™

Manitoba Sports Hall of Fame

Performance Enhancement Program

## Canada Games Sport for Life Centre Services

Conference Facilities

Fitness Centre

Fitness Centre member eNewsletter

Meeting Rooms

Office Space

Paul Robson Resource Centre for Leadership and Coaching

Payroll Services

Performance Centre

Peak Performance Seminars

Coach / Athlete Development Coordinators

Print Shop

Reception Services

Rental Services

Sport Medicine Clinic

Storage Services

Technology Support and Services

Web/Conference Services



# Performance Centre



In 2018-2019, we experienced tremendous growth in high-performance programming and usage across a wide variety of sports and sport disciplines. The Performance Centre (PC) is established as a premiere training centre for the province's top athletes and the official home of Team Manitoba athletes as they prepare for major games and competitions. Hundreds of athletes, ranging from amateur to professional from more than 35 sports, utilize the PC's services.

Abiding by the Canadian Sport for Life Long-Term-Athlete Development model, the PC team balances the vision of long-term athlete development while respecting the need for short-term performance and success.

- The PC develops and graduates Manitoba athletes to new levels, including collegiate, professional, and national teams.
- The PC helps Manitoba athletes win and achieve personal bests at provincial and national competitions by creating an integrated support team leading into competition.
- The PC creates a great athlete experience, allowing athletes to learn new life skills, have fun, and be inspired to become leaders, coaches, and long-term supporters of sport.

To maximize each sport's access to and use of the centre, our high-performance team operates and is guided by the following principles:

- We collaborate and work directly with provincial and national sport organizations to ensure continuity in planning, programming of services, and facility usage.
- We are flexible in how and when sports access the centre in order to respond to changes in budget, competition schedules, and other circumstances.
- We provide certainty by developing the centre's facilities, services, and programming to provide sports with stability over time.

## Performance Centre Services



**Strength and Conditioning** - We offer individualized strength programs and training sessions. These programs focus on developing both upper and lower body strength to help enhance speed, reaction, body control, and rotary power. The programs include injury preventative exercises that are mindful of mobility, joint health, and common muscle imbalances that often develop from a high volume of practice and competition.

**Sport Science | Specialized Testing** - A major development in high-performance sport over the last decade has been the increased use of scientific methods to improve the preparation for, and participation in, elite competition. Innovations in technology have enabled professionals to gather a deeper understanding of individual and team strength and weaknesses, receive real-time performance feedback, learn about the internal and external loading and demands placed on the athlete, and identify the volume and intensity of various sport-specific requirements. We collect and utilize this data to help coaches and athletes increase performance and reduce injury by optimizing and monitoring training loads.

**Athlete Education | Performance Nutrition and Mental Skills** – We expanded our nutrition and mental skills programming to offer in-house team talks, small group seminars, and one-on-one check-ins with athletes participating in the 2019 Canada Games and 2019 Western Canada Summer Games.

## Performance Centre Highlights

More than 16 sports and 500 athletes participated in our specialized testing combines and sessions, including: Archers & Bowhunters Association of Manitoba, Manitoba Badminton Association, Baseball Manitoba, Cross Country Ski Association of Manitoba, Manitoba Cycling Association, Football Manitoba, Hockey Manitoba, Ringette Manitoba, Sail Manitoba, Softball Manitoba, Manitoba Soccer Association, Manitoba Speed Skating Association, Swim Manitoba, Manitoba Artistic Swimming Inc. (formerly Synchro Swim Manitoba Inc.), Manitoba Table Tennis Association, and Volleyball Manitoba.

Team Manitoba placed 2nd in Centennial Cup standings at the 2019 Canada Games making them the second most-improved province at the Games.

We launched and sold out our first multi-sport athlete development camp, targeting athletes interested in preparing and participating in high school sports.

## Fitness Centre

The Fitness Centre (FC) is designed to offer all members of the community a welcoming and professional location to exercise. We offer memberships, specialized fitness programs, personal training, and workshops in a state-of-the-art training facility featuring top-of-the-line strength and cardio equipment, a spin studio, a fitness and yoga studio, and a full 160m track.

We have several gym membership options, including: youth, student, senior, and corporate. Members have the flexibility to choose whether they pay monthly with no contract, drop-in, or sign up for six months or a full year. Memberships include up to 100 group classes annually and we offer more than 30 classes a week during peak season. In 2018-19, we averaged 739 visits to the Fitness Centre each week.

The Fitness Centre also offers a variety of multi-week specialty programs that target specific skills, equipment, or levels to build on fundamental techniques, including: Exercise for Beginners, Pilates, Performance Run, Olympic Weightlifting, Powerlifting and more.

Currently we have 664 active members and a steady revenue stream thanks to our membership options, personal training clients, and specialty program and workshop participants. We regularly survey our members and those who register for programs to gather valuable feedback that we use for member retention and future initiatives.

Collaboration with the Performance Centre and Sport Medicine Clinic enable a comprehensive team of specialists with the highest standards and services to be available to all members of the community.



# Sport Medicine Clinic



The Sport Medicine Clinic (SMC) is a multidisciplinary clinic with a modern and spacious environment that offers an exceptional level of quality, and one-on-one patient care for sport, work, or play injuries.

The SMC is fully outfitted with state-of-the-art equipment and supports a wide spectrum of patients of all ages and activity levels. Caseloads include high-performance athletes, recreational athletes, active for life participants, and non-sport community members from Winnipeg and rural Manitoba.

Services offered at the SMC include: a physician, physical therapy, chiropractic, massage therapy, osteopathy, athletic therapy, nutrition services, sport psychology, and a podiatrist. We offer longer appointment times with one-on-one care focused on individual patient outcomes.

The past year, we saw more than 3,700 new patients and scheduled more than 12,000 total patient visits. The SMC continued to be part of a national

development program through the Canadian Soccer Association, providing on-field injury management, rehabilitation, and ongoing injury management.

The Concussion Management Program is now fully established, with a comprehensive adult management protocol and program, as well as facilitating referrals of pediatric concussion patients to the Pan Am Concussion Centre. This year, the SMC saw more than 450 visits to the Concussion Program. The clinic director, Rickie Walkden, is part of Manitoba's concussion working group and is involved in getting all sports up to speed on concussion protocols.

The SMC was part of the Fitness Centre's Performance Run Program, the most comprehensive run program in Winnipeg. We provided prerequisite assessments and lent expertise as needed to run program participants.

The SMC participated in the Performance Centre's Peak Performance Seminars, and gave a talk on shoulder anatomy, spurring ongoing talks with specific PSOs regarding shoulder health and preventative management.

# Qualico Training Centre



The Qualico Training Centre features a flex space and multi-use court space: three full-size/four cross-court-size basketball courts, three full-size/four cross-court-size volleyball courts, and 12 badminton courts – beyond that, the configurations are limitless. The gymnasium has curtains to divide the space, four change rooms, two team rooms, bleachers, and team benches. This year, we added a brand new pull curtain creating a fourth space on the courts that is ideal for groups that do not require a full-size court. The flex space is a netted area with retractable curtains that can divide the venue into four equal spaces. The flex space is an ideal training area for sports like baseball, softball, cricket, fencing, and wrestling.

A number of Manitoba's provincial teams regularly use both the gymnasium and flex space for team practices and skill development.

We also rent the gymnasium to daycares, schools, and a number of club teams who use it for competitions, tournaments, physical literacy sessions, Phys. Ed. classes and more. We continue to provide free access to both spaces to a number of groups that face socio-economic challenges through our Community Outreach programs.

The Qualico Training Centre has hosted a number of events over the last year, including the Canada Cup West hosted by the Manitoba Fencing Association, Premier Tournaments hosted by Volleyball Manitoba, and 3-on-3 Championships, Club Championships, and the High School Basketball Academy Showcase hosted by Basketball Manitoba.

The Qualico Training Centre is an ideal venue for athlete and coach development, sport games and tournaments, and community programs. In total, these events booked and used more than 8,000 hours in the last year.





## 2018 Annual Induction Ceremony

Every year, people from across the province nominate their Manitoba sport heroes for induction into the Manitoba Sports Hall of Fame. The induction is an honour held by an exclusive group of athletes, teams, and sport builders.

The induction ceremony celebrates the history and heritage of sport excellence and achievement of Manitobans. It showcases ordinary people who have accomplished extraordinary feats. The 39th Annual Induction Ceremony was held Saturday, November 3, 2018 at the Victoria Inn, with just under 500 people in attendance and excellent auction sales.

### 2018 HONOURED MEMBERS

#### Athletes

Kirby Cote  
 Joe Daley  
 Donna (McCannell) Keating  
 Jeff Stoughton  
 Joey Vickery  
 \*Don Brownell  
 Nieva Embuldeniya  
 1962 Manitoba Ladies Amateur Golf Team  
 \*posthumous induction

#### Sport

Swimming  
 Hockey  
 Speed Skating  
 Curling  
 Basketball  
 Handball  
 Boxing  
 Golf

#### Distinction

Athlete  
 Athlete  
 Athlete  
 Athlete  
 Athlete  
 Builder  
 Builder  
 Team

## The Manitoba Sports Hall of Fame Gallery presented by the Riley Family

In 2018, the gallery's feature exhibit Reflections of the Great War: Manitoban Athletes-in-Arms commemorated the 100th anniversary of Armistice. It opened in May and ran through the end of the calendar year. A highlight included a hot stove conversation with media personalities Stephen Brunt and Bob Weeks and their experiences with the Vimy Foundation and their book They Fought in Colour. In March of 2019, our current exhibit Women in Sport presented by Maple Leaf Construction Ltd., opened on International Women's Day and will run through to the end of the summer of this, our 40th anniversary year.

What's more, the International Citizenship Coalition (ICC) in Toronto chose the Manitoba Sports Hall of Fame to swear in 29 new Canadians on March 21, 2019. The event featured round table discussions led by some of our honoured members and was a fabulous and unique experience.

## Winnipeg Whisky Festival presented by Manitoba Liquor Mart

The seventh annual Winnipeg Whisky Festival presented by Manitoba Liquor Marts featured two nights for the first time. It was held on March 1 and 2, 2019 at The Fairmont Winnipeg. With 344 people in attendance Friday night, and another 310 Saturday evening, it was a huge success. Guests visited 48 product booths to learn about and sample more than 130 brands of whisky, tequila, and cognacs alongside the fine cuisine of The Fairmont Winnipeg's chefs. This event is the single largest fundraising event for the Manitoba Sports Hall of Fame, generating over \$75,000 in revenue.

# Sport Development

Sport Development focuses on recognizing, funding and supporting Provincial Sport Organizations (PSOs), organizations supporting athletes with disabilities, educational institutions, and support service organizations. Annual grants are also administered to recognized sport partners.

The Integrated Funding Framework (IFF) model continues to be used for major PSOs. The 2018/2019 IFF was the final year of the four-year cycle, culminating with reporting on the achievements of the Strategic Priorities identified by the PSOs. The IFF is a planning-based funding submission that assists PSOs in determining their priorities and evaluating their ability to activate and implement their goals. Funding allocations are determined based on the merits of the plan and an annual review of a PSO's ability to follow through and deliver on its priorities. The focus on long-term planning helped sport development programs move forward efficiently and effectively, while maximizing resources and maintaining accountability. Sport Manitoba monitors all grants provided, ensuring our partners meet the funding terms and conditions, and continue to ensure sustainability of development and performance. The Sport Governance Manual has been a successful resource for PSOs and Sport Partners, providing templates for all required policies. The manual is part of Sport Manitoba's ongoing commitment to supporting the PSOs through good governance. Policies are reviewed regularly and updated as necessary to reflect PSO processes and legislation changes.

## Concussion Education and Awareness

Sport Manitoba's Concussion Working Group continues to provide guidance and expertise in advancing education and awareness within our sport community. With this, Sport Manitoba has provided support to the Sport Medicine and Science Council of Manitoba (SMSCM) to take a lead role in advancing the delivery of community concussion workshops, and increasing education and awareness in Manitoba. Sport Manitoba and the SMSCM have collaborated on a one-year plan to meet a variety of objectives in this area. Part of this plan will focus on working with our PSOs to ensure minimum standards are in place for the establishment of concussion protocols that support a return-to-play strategy for athletes overcoming a concussion injury.

# Regional Sport Development

Across the province, regional staff members work with Manitobans to improve the quality of sport delivery at the community and regional levels. Working within the pillars of Organizational Effectiveness, Sport Initiation, Technical Leadership and Performance Pathway, the Regional Sport Development Officers and Coach / Athlete Development Coordinators each lead development opportunities regionally in their areas of expertise, and are the support network for our sport partners across the province.

This year, we added a staff person to focus on regional coach development in the North. Working collaboratively with Coaching Manitoba and their Coach Education Coordinator, the North gained a valuable staff asset who assists with the organization and delivery of ongoing coach education across the region. From September to March, coach education was coordinated and delivered in Norway House, Cross Lake, Thompson, Flin Flon, and The Pas through partnerships with communities and Manitoba Aboriginal Sports and Recreation Council.

In October of 2018, we hosted the first Sport LeadHERship Conference in Winkler. The event delivered six workshops, had three female Olympian keynote speakers, a pre-conference workshop from the Canadian Association for the Advancement of Women and Sport and Physical Activity, and two post-conference workshops, the NCCP Fundamental Movement Skills course and an athlete development training session that was delivered by our Coach and Athlete Development Coordinators. The event received so much positive feedback that we are hosting another one in 2019 in Gimli, Manitoba.

As we work to continue to find ways to connect with all participants, our regional teams worked together to host regional training days in each of our five regions. The first of the regional training days were held in September in Russel, Manitoba and then in Southport, Manitoba. In January, we partnered with Lakeshore Recreation to host a regional training day alongside Female Hockey Day in Lundar. In Winnipeg, we partnered with Sport Manitoba's annual Game Day event in January at the Canada Games Sport for Life Centre. In the North, we built our event around the RBC Training Ground that took place in Thompson. The regional training day events included athlete development, testing, and coach education.

In the last year, we reviewed our regional grant programs to ensure we are continuing to offer support to community and regional sport development programs. Changes were made to ensure that our grants lined up with our four pillars: Organizational Effectiveness, Sport Initiation, Technical Leadership and Performance Pathway. We added two new grants, a Governance Grant for sport clubs and a Women in Sport supplemental grant. We also made changes to grants aligned with the performance pathway to better support athlete development in the area of sport sciences.

# Canada-Manitoba Bilateral - Sport Support Program

The Canada-Manitoba Bilateral - Sport Support Program continues to operate successfully by providing sport development opportunities across the province that focus on servicing marginalized populations. The projects that are supported give under-represented and/or marginalized populations the chance to actively participate in sport, including roles as athletes, coaches, officials, and volunteer leaders.

Eleven Provincial Sport Organizations were supported for delivering quality sport programming across the province. Communities, including rural, remote, urban and Indigenous, had sports like archery, volleyball, lacrosse, badminton, athletics, basketball, ball hockey, cross country ski, softball, paddling, and ice hockey, and provided opportunities for youth participation in skill development clinics, camps or programming, and education opportunities as coaches, leaders and officials.

Nine community groups across the province accessed funding support to allow youth the opportunity to participate in existing quality sport programs. In addition to assisting with youth development, some were also given the opportunity to partake in coach education and training sessions. Community groups like Boys and Girls of Winnipeg, Spence Neighbourhood Association, City of Winnipeg - SPIN (Sport Programs in Neighbourhoods), Winnipeg Aboriginal Sport Achievement Centre (WASAC), MASRC (Manitoba Aboriginal Sports and Recreation Council Inc.), University of Manitoba (U of M), Winnipeg Football Club, and Directorat de l'activité sportive du Manitoba were supported for providing sport opportunities such as basketball, swimming, water polo, paddling, soccer, baseball, artistic gymnastics, flag football, and skating, both in Winnipeg and rural Manitoba.

Organizational and staffing capacity development, coach mentorship, and training sessions were given to and delivered by the Manitoba Aboriginal Sports and Recreation Council through professional development initiatives, delivering Aboriginal Coach Module Training and Sport Forums. Programs including X-plore sports initiatives, traditional games programming, and equipment assistance were delivered in a number of Indigenous communities throughout the province.

Additional coach education and training initiatives are delivered across the province through the hosting of rural coach academies. Assistance is also provided to individuals and community groups to support initiatives that meet the bilateral objectives.

The Newcomer Multi-Sport Initiative continues to grow. It supports more than 50 youth and their family members and their participation in a number of quality sport programs. In the past year, youth have been able to participate in learn to skate and learn to swim programs, soccer, volleyball, basketball, baseball, gymnastics, badminton, physical literacy training, and track and field training.

A research study of the funding investment through Sport Manitoba and funded partners was conducted this year that looked at Indigenous participation in sport and sport development. The study was designed to identify gaps and highlight best practices in order to assess the impact of the funding on Indigenous community sport participation and development.



# Coaching Manitoba

## National Coaching Certification Program (NCCP) & Professional Development and Certification Maintenance

The National Coaching Certification Program (NCCP) launched in 1974 to give coaches the confidence to succeed. The program has evolved over the years to stay at the forefront of delivering programs that respect the principles and science of Long-Term Athlete Development (LTAD), while reflecting the changes within sport, including concussion education.

Coaching Manitoba offered nine coach developer workshops with 83 sport-specific and multi-sport learning facilitators, evaluators, and Master Coach Developers.

This past year, we offered 10 bundled Introduction to Competition modules and trained 55 coaches. We also offered Making Ethical Decisions 14 times throughout the year, training almost 180 coaches in the multi-sport environment along with multiple courses held for volleyball, ringette, and soccer. We offered 29 Competition Development Modules and trained over 222 coaches. The University of Manitoba and University of Winnipeg offered the Competition Development Modules through their curriculum to 18 participants. The Universities of Manitoba, Winnipeg, and Brandon trained 193 students in the Introduction to Competition Modules. Fundamental Movement Skills programming is continuously in high demand, with courses offered throughout Manitoba, including The Pas. Multiple courses were also offered to YMCA leaders. We trained 66 coaches in the updated version of NCCP Fundamental Movement Skills this year.

Coaching Manitoba continues to work with Provincial Sport Organizations to enhance the variety of professional development opportunities for Manitoba's coaches. NCCP has a new Professional Development Policy that recognizes Coaching Manitoba's education programs as credit toward maintaining certification. The hiring of our Coach / Athlete Development Coordinators in the regions has allowed professional development courses to continue throughout Manitoba. This year, we offered 29 courses for 347 coaches throughout Manitoba.

Sport Manitoba continues to work with the Manitoba High Schools Athletic Association (MHSAA) and school-zone coaches to increase the number of coach professional development (PD) opportunities offered through school zone PD days. Some of the PD workshops offered include: Fundamental Movement Skills, Basic Taping, Resistance Training (NCCP), Active Warm-up & Injury Prevention, and Sport Nutrition.

Sport Manitoba signed the Responsible Coaching Movement pledge in June, 2018. Phase one of this movement focuses on: Background Screening, Respect Training, and the Rule of Two. Coaching Manitoba worked with a number of Provincial Sport Organizations to incorporate these concepts into their plans, and a handful signed the pledge on their own, too.



## Canada Games Apprentice Coach Program

Sport Manitoba was pleased to have four apprentice coaches as part of the 2019 Canada Winter Games Apprentice Program. They represented four different sports (gymnastics, speed skating, male hockey, and badminton) and three different regions.

## Respect in Sport and Sport Support Line

Sport Manitoba believes in being proactive in ensuring sport in our province is safe and welcoming for all participants. The Respect in Sport (RiS) program helps us promote those values through a simple and convenient online training course for coaches and sport leaders. The course is a tool to assist coaches in identifying and dealing with abuse, neglect, harassment, and bullying in sport. This year, with the re-certification plan well underway, more than 6,300 coaches have been certified.

Sport Manitoba continued a partnership with Change of Seasons to offer the Sport Support Line. This ensures the support line provides Manitoba's coaches, parents, athletes, and sport organizations with advice and guidance when dealing with difficult, delicate, ethical, or legal situations. This service is available 365 days a year via the toll free number 1-877-737-9875 or email [gethelp@changeofseasons.ca](mailto:gethelp@changeofseasons.ca). This year we offered two sessions for Building Team Culture and a Bullying Workshop for the Manitoba Soccer Association. The line use is increasing and will continue to be another tool in the Responsible Coaching Movement.

## Responsible Coaching Movement

The Responsible Coaching Movement (RCM) is a multi-phase, system-wide movement, coordinated by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport that has the potential to affect all sport organizations and coaches. The RCM is a call to action for organizations to implement realistic change based on their individual state of readiness.

This year, Coaching Manitoba's Advisory Council made recommendations to the Sport Manitoba Board of Directors that Sport Manitoba sign the pledge, which means "Our sport organization pledges to align our practices with Phase 1 of the Responsible Coaching Movement and is committed to ensuring that our athletes and coaches are protected." We held a session on September 25, 2018 during National Coaches Week to discuss the importance of the RCM with the PSOs. We also continually work with the PSOs on their screening policies and how to implement the Rule of Two within their organizations.

## National Coaches Week

This year's National Coaches Week was bigger and better than last year. We again held many professional developmental events all over Manitoba and supported the #ThanksCoach campaign on Twitter where Desiree Scott, Jennifer Botterill, Jill Officer, and many more provided videos thanking their coaches.

We also offered multiple NCCP and non-NCCP professional development opportunities throughout the province. We partnered with the University of Manitoba and Brandon University who provided free tickets to their sports' team events to more than 30 coaches. The Coaching Association of Canada provided the opportunity to all coaches to take three of their online courses for free. It was a very successful week and will only continue to grow!



# Multi-Sport Games

## Team Manitoba

Manitoba was represented by a team of 208 athletes, 46 coaches, 14 managers, eight technical support and 20 mission staff for a total team size of 296 participants at the 2019 Canada Winter Games in Red Deer, Alberta.

Team Manitoba participated in 21 of the Games' sports and won 25 medals: nine gold, seven silver, and nine bronze. Manitoba finished in fifth place overall based on game points and fifth place overall based on medal standings. Manitoba's medals came in eight different sports. Team Manitoba placed second in the Centennial Cup points and had an increase of seven and a half flag points.

Team Manitoba's progression and success in interprovincial multi-sport games continues to be directly attributed to its performance planning model. The model includes the allocation of directed enrichment funding to PSOs, which provides athletes and teams with innovative sport science support led by the Performance Centre, Sport Medicine Clinic, and the Paul Robson Resource Centre for Leadership and Coaching.

That very same foundation is the base for Team Manitoba's preparations as it readies to compete at the upcoming 2019 Western Canada Summer Games in Swift Current, Saskatchewan. Team Manitoba is estimating a team of 404 athletes, coaches, managers, technical support, and mission staff.

## Manitoba Games powered by Manitoba Hydro

With the 2018 Manitoba Winter Games powered by Manitoba Hydro behind us, we are gearing up in the planning of the next edition: the 2020 Manitoba Games powered by Manitoba Hydro, hosted in Dauphin, Manitoba.



# French Language Services

In response to the Government of Manitoba's French language Services Policy and in keeping with Sport Manitoba's vision of "creating the best sport community" by "establishing a highly supportive environment which will enhance the abilities of all Manitobans", Sport Manitoba developed a long-term framework on French Language Communications and Services.

The framework is forward-looking and focusses on four broad segments of activity over a 20 year period. In its initial phase, the framework aims to establish and continuously improve key French Language Services building blocks under three pillars:

- Governance and Administration measures to provide long term operational policies and guidance to Sport Manitoba operations;
- Building and sustaining Human Resources capacity; and
- Implementing the principles of an Active Service Offer for front line services.

Over the next five years, Sport Manitoba aims to establish a consistent approach and sustainable capacity to offer French language services including the development, provision and implementation of:

- Basic governance tools including organizational policies, protocols and practices respecting French Language Services.
- A robust Active Offer of front-line information and public interaction services, directly or via partners, through key service channels including telephone, in-person reception services, written communication, media relations, website, signage, and messaging.
- Long-term bilingual human resources planning, staffing, training and development that responds to the evolving programs and services delivery in both official languages.
- A new website that will act as the primary tool for the effective and consistent delivery of information and services in both official languages.
- Strengthened and increased accessibility to existing resources in French within Sport Manitoba, and through external partnering organizations.
- Partnerships in the coordination and delivery of French Language Services.
- A collection of robust user data to support French language program improvements.

A fourth pillar focusing on specialized programs and services will be addressed in the future once basic bilingual capacity is well established. This pillar will assess the feasibility and foster the availability of selected French language specialized, technical and health-related programs and services, such as those provided through the Sport Medicine Clinic, Coaching, Fitness, and Performance.

## Fit Kids Healthy Kids

Fit Kids Healthy Kids (FKHK) is a physical literacy program supported by Doctors Manitoba that delivers training, programming, and workshops based on the fundamentals of movement. These are offered to children, parents, early childhood educators, program facilitators, and recreation leaders throughout Manitoba. FKHK works with existing community groups and organizations to teach them about the importance of physical literacy. FKHK's support enables leaders to purchase equipment kits and coordinate successful programs in their own facilities that are geared toward their target age groups.

FKHK experienced another strong year, with more than 1,000 sessions completed, resulting in more than 70,000 children and 15,000 adults involved in FKHK programming. This year the team made a goal to offer more programming in rural areas and made just fewer than 10,000 contacts and delivered more than 100 individual sessions outside the Winnipeg area.

The after school programs in Skownan, Waterhen, Lakefront, and Ochichakkosipi ended in June 2018. Prairie Mountain Health (PMH) took over the program to oversee the community leaders in each respective community. In October 2018, we trained 10 new community leaders from Dauphin, Duck Bay, Camperville, Roblin, and Wuskwi Sipihk to start new physical literacy programs in their communities.

This year we created a partnership with the Westman Physical Literacy Committee and trained 26 community leaders in Shoal Lake, Brandon, and surrounding First Nations communities. The leaders completed a full-day training session and received a \$150 equipment bag to kick start their physical literacy programs.

In the fall of 2018, we ran our first training session in French for La Fédération des Parents du Manitoba at Université du St Boniface. This led to six different programs with a total of 26 sessions and reached 2,600 French-speaking children and adults in Winnipeg and Lorette, including Festival du Voyageur. We currently have four facilitators that are able to deliver programming in French and are looking to increase this number in 2019.

# Marketing and Communications

Sport Manitoba strives to position our brand as the leader in amateur sport in our province and ensure the entire sport community is well-informed about what is happening within our organization, the Canada Games Sport for Life Centre, and in sport across the province.

## Promotion

Our top promotional priority is to create awareness and generate enthusiasm for our regular events: the Manitoba Games powered by Manitoba Hydro, the Coaching Manitoba Impact Awards presented by Club Regent Casino & Event Centre, and Sport Manitoba's Night of Champions presented by Manitoba Chicken Producers, as well as our revenue-generating programs and services: the Sport Medicine Clinic, Fitness Centre, Performance Centre, Manitoba Sports Hall of Fame, and the Qualico Training Centre.

With the Canada Games Sport for Life Centre experiencing monthly foot traffic well into the thousands, utilizing our building to tell our story and share our messages is an important part of our marketing efforts. We utilize an in-house digital screen network to highlight upcoming programs and events, partnerships, and key messaging. In January 2019, Sport Manitoba hosted our second annual Game Day, welcoming almost 300 people through our doors to participate in free fitness classes and workouts, observe sport demonstrations, or try sport activities on our courts. Participants also had complimentary access to the Manitoba Sports Hall of Fame to learn about sport performance, science and medicine, and had a chance to explore all the great spaces and services that make us who we are.

## Website

In 2018-19, we focused on making our website more user-friendly. This included streamlining information, promoting our most visited pages on our home page, and updating copy and pictures to make the pages easier to read.

We also placed an emphasis on creating more original content on our building, programs and services. We published several blogs on our home page throughout the year from all areas of our organization including Coaching, Performance, and the Fitness Centre.

Numbers:

Total sessions: 262,695 (up 9.7 % from last year)

Total users: 149,900 (up 18.8% from last year)

New users: 147,229 (up 19% from last year)

Desktop users: 70,471 (up 11.5% from last year)

Mobile users: 70,532 (up 34.7%)

Our top pages included our jobs page, our Respect in Sport page, and our Fitness Centre home page.

## eNewsletters

To keep our varying communities and partners informed, we produce and distribute 17 different newsletters to more than 56,000 subscribers. Our largest eNewsletter, with more than 28,300 subscribers, continues to be Coach's Clipboard. It offers news, education, tools, and resources to Manitoba's coaching community. Our regional and program-based audiences, like the performance and fitness centres, continue to see growth as more and more people are engaging with sport, performance, and fitness programs across the province.

## Social Media

Sport Manitoba's social media presence continued to grow in 2018 by over 1,600 followers total across all accounts.

Sport Manitoba's social media accounts, @sportmanitoba on Facebook, Twitter, and Instagram, have the largest following of all our accounts. We share jobs in sport, educational articles that are often written by our department experts on sport and healthy living, our events, and programs like coaching, performance, and sport medicine, grants and safe sport resources, and Manitoba's amateur sport community as a whole.

## Media Relations

Manitoba is rich with remarkable people with amazing sport stories of success, service and dedication. Sport Manitoba takes pride in sharing these stories. With a variety of opportunities included in our earned media relations calendar, including radio interviews, newspaper articles, blog posts, morning TV show segments, and more, we cover a wide range of platforms to reach a broader audience. Last year, we sent out 25 media releases on new exhibits at the Manitoba Sports Hall of Fame, National Coaches Week, Team Manitoba's uniform and flagbearer announcement, sport and coaching awards winners, the economic impact of the 2018 Manitoba Games, and more.

During the 2019 Canada Games, we shared a daily media outlook with our entire media list that featured the schedule for the day, Team Toba on TSN/webcast, photo and story highlights, and ideas media could directly follow up on. We also included important links to medal standings, results, previous Games' stats, and media contact information. We shared medal alerts with competition or podium photos, results, links to the winning athlete or team profile, and coach contact information for interviews as soon as photos and confirmed results were available. These proved very successful and helped with the uptake in stories and interest of Team Toba.

We provide ongoing support to the PSOs and sport partners by sharing their news, stories and events to the community through the media, and offer training opportunities to strengthen their media relations and plans.



# Annual Recognition Events

## **Sport Manitoba's Night of Champions presented by Manitoba Chicken Producers**

Sport Manitoba's annual Night of Champions presented by Manitoba Chicken Producers celebrates sports excellence in Manitoba. There was plenty to celebrate on the Saturday night of April 13, 2019 as athletes, coaches, officials, and volunteers were recognized for their remarkable achievements in amateur sport in our province. Our event was held at Club Regent Casino & Event Centre and partnered with the Manitoba Aboriginal Sports and Recreation Council.

### **Recipients recognized for their accomplishments in 2018 included:**

#### **Manitoba Chicken**

##### **Junior Female Athlete of the Year**

Raygan Kirk – Hockey – Winnipeg

#### **Labatt**

##### **Female Open Athlete of the Year**

Kaitlyn Lawes – Curling – Winnipeg

#### **Manitoba Chicken**

##### **Male Junior Athlete of the Year**

Cody Glass – Hockey – Winnipeg

#### **Nott Autocorp**

##### **Male Open Athlete of the Year**

Andrew Harris - Football – Winnipeg

#### **Calm Air Junior Team of the Year**

U17 Junior Bisons - Volleyball

#### **Open Team of the Year**

University of Manitoba Bisons Women's Hockey Team

#### **Club Regent Casino and Event Centre**

##### **Female Coach of the Year**

Bonita Martens – Trampoline – Grunthal

#### **Club Regent Casino and Event Centre**

##### **Male Coach of the Year**

Andrew Tough – Athletics – Winnipeg

#### **Official of the Year**

Michele Grant – Water Ski – Winnipeg

#### **Great-West Life Outstanding Volunteer**

Murray Kissick and Sandra Ross-Hitch – Manitoba Games – Thompson



### **The Manitoba Aboriginal Sports and Recreation Council also recognized their athletes and volunteers of the year at the event:**

#### **Female Aboriginal Athlete Award**

Kennesha Miswaggon - Hockey - Cross Lake First Nation

#### **Male Aboriginal Athlete Award**

Trey Friesen – multi-sport – Key First Nation

#### **Female Aboriginal Volunteer Award**

Marilyn Murdock – multi-sport – Fisher River (Koostatak)

#### **Male Aboriginal Volunteer Award**

Tristan Dreilich – Volleyball – Metis





## Coaching Manitoba Impact Awards presented by Club Regent Event Centre

In a morning filled with stories of leadership, dedication, and outstanding service, the 2019 Coaching Manitoba Impact Awards presented by Club Regent Casino & Event Centre honoured the contributions and achievements of some of the very best in the Manitoba coaching community. More than 60 coaches were recognized at the event for their accomplishments in 2018, including nine coaches who have dedicated a minimum of 25 years to coaching, and 12 coaches who took their talents to the international stage in 2018. The awards were held on April 13, 2019 at Club Regent Casino & Event Centre.

Our major award winners were:

### Vince Leah Memorial Award (Fundamentals Category)

June Mosiondz – Special Olympics Multi Sport – Swan River

### Konica Minolta Dr. Jack Hunt Memorial Award (Learn to Train/Train to Train Category)

Bonita Martens – Artistic Gymnastics - Trampoline – Grunthal

### Peter Williamson Memorial Award (Train to Compete/Train to Win Category)

Andrew Tough – Athletics – Winnipeg

### Peter Dick Award (School System Category)

Stephen Rebizant – Soccer – Steinbach

### Global News Active for Life Award

Darryl Ludwig – Special Olympics – Winnipeg

### Investors Group Community Coach Developer Award

Sheldon Reynolds – Winnipeg



The Manitoba Aboriginal Sports and Recreation Council also recognized the winners of the 2018 Manitoba Aboriginal Coaching Awards. Congratulations to: Lezley Sutherland, Basketball/Volleyball, Peguis First Nation, and Keith Mason, Basketball, Fisher River Cree Nation.



# Imagine Canada

Sport Manitoba was the first non-profit sport organization in Canada to receive Imagine Canada standards program accreditation in 2014. With this achievement, we are part of a growing community of more than 200 organizations dedicated to operational excellence.

The Imagine Canada certification program is designed to strengthen practices and public confidence in the charitable and non-profit sector. It offers accreditation to charities and non-profits that demonstrate excellence in five key areas with 73 standards: Board Governance, Financial Accountability, Fundraising, Staff Management, and Volunteer Involvement.

Sport Manitoba continues to participate in the Imagine Canada certification program to keep its status and ensure ongoing compliance with the standards of the annual accreditation.



## KidSport™

KidSport™ is a national charity administered by Sport Manitoba. It provides support to children by removing financial barriers that prevent them from participating in organized sport. In 2018, provincial and regional fundraising efforts provided financial support to 1,788 youth, aged 18 and under, with grants of up to \$300 to help pay their local club/team registration fees. The children assisted represented 135 communities across our province playing 37 different sports. Overall, KidSport Manitoba distributed a total of \$375,605.34 in 2018.

KidSport Manitoba is supported by our provincial corporate partner, Canada Life (formerly Great-West Life, now partnered with London Life & Canada Life), and through a number of wonderful annual community events, such as: For the Love of Chocolate in Brandon; the Doug Brown Football Camp, Mark Scheifele Hockey Camp & Golf Tournament, and The Great Grains Wellness Relay in Winnipeg. These events raised a total of \$243,750.

On a national level, the annual Give the Gift of Sport campaign raised over \$216,000 online (an increase of 31 per cent from 2017) across Canada, and additional fundraising support was generously provided by our KidSport national partners: The Government of Canada, Jays Care Foundation, Saputo and the Canadian Hockey League.



# Finance Reports



# Finance Reports

# Board of Directors

## **Province of Manitoba Minister Appointees**

David Patsack - Chair  
Beverley Edmondson – Vice Chair  
Carter Chen  
Peter Debenham  
Dennis Thiessen

## **Provincial Sport Organizations Representatives**

Sandra Kirby  
David Markham  
Jane Edstrom  
Don MacDonald  
Tom Clasper

## **Manitoba Athlete Representative**

Eva Jensen

## **Manitoba Regional Sport Councils**

John Ferg

## **Manitoba Games Council**

Megan Dias

## **Coaching Manitoba**

Don Thomson

## **Education Partners**

Dr. Doug Brown

## **Sport Medicine**

Gord Partridge

# Partners

## **Sport Manitoba's partners include:**

- Province of Manitoba
- 70 Provincial Sport Organizations
- Canadian Sport Centre Manitoba
- Manitoba Aboriginal Sports and Recreation Council
- Manitoba Sports Hall of Fame & Museum
- Directorat de l'activité sportive du Manitoba

## **Sport Manitoba Advisory Councils:**

- Coaching Advisory Council
- Manitoba Games Council

## **Community Partners:**

- Centre for Aboriginal Human Resource and Development
- City of Winnipeg Community Development
- Recreation Connections Manitoba
- Winnipeg Aboriginal Sports Achievement Centre

## **Education Partners:**

- Manitoba High Schools Athletic Association
- University of Manitoba Athletic Department
- University of Winnipeg Athletic Department
- Brandon University Athletic Department
- Physical and Health Educators of Manitoba

## **Sport Service Partners:**

- Sport Medicine and Science Council of Manitoba
- Manitoba Athletic Therapists Association
- Canadian Ski Patrol System (Manitoba)

## **National/Interprovincial partners:**

- Canada Games Council
- Canadian Association for the Advancement of Women in Sport
- Canadian Centre for Ethics in Sport
- Canadian Council of Provincial & Territorial Sport Federations
- Canadian Olympic Committee
- Canadian Sport for Life – Expert Group
- Federal-Provincial/Territorial Sport Committee
- Interprovincial Sport and Recreation Council
- KidSport™ Canada
- Sport Canada
- Western Canada Games Council



# Provincial Sport Organizations

Archers & Bowhunters Association of Manitoba Inc.  
Manitoba Track & Field Association Inc. (Athletics Manitoba)  
Manitoba Badminton Association Inc.  
Manitoba Ball Hockey Association Inc.  
Manitoba Baseball Association Inc.  
Manitoba Amateur Basketball Association Inc. (Basketball Manitoba)  
Manitoba Baton Twirling Sportive Association Inc.  
Biathlon Association of Manitoba Inc. (Biathlon Manitoba)  
Manitoba Blind Sport Association Inc.  
Manitoba Five Pin Bowling Federation Inc.  
Manitoba Tenpin Federation Inc.  
Bowls Manitoba Inc.  
Manitoba Amateur Boxing Association Inc.  
Manitoba Amateur Broomball Association Inc.  
Manitoba Cerebral Palsy Sport Association Inc.  
Manitoba Cricket Association Inc.  
Manitoba Curling Association Inc. (Curl Manitoba)  
Manitoba Cycling Association Inc.  
Manitoba Darts Association Inc.  
Manitoba Deaf Sport Association Inc.  
Manitoba Organization of Disc Sports Inc.  
Canadian Amateur Diving Association (Manitoba Section) Inc.  
Manitoba Fencing Association Inc.  
Skate Canada – Manitoba Inc.  
Manitoba Amateur Football Association Inc. (Football Manitoba)  
Golf Manitoba Inc.  
Manitoba Gymnastics Association Inc.  
Rhythmic Gymnastics Manitoba Inc.  
Manitoba Handball Association Inc.  
Manitoba Provincial Handgun Association Inc.  
Manitoba Hang Gliding Association Inc.  
Manitoba Amateur Hockey Association Inc. (Hockey Manitoba)  
Manitoba Horse Council Inc.  
Manitoba Horseshoe Player's Association Inc.  
Manitoba Black Belt Association Inc. (Judo Manitoba)

Karate Manitoba Inc.  
Manitoba Lacrosse Association Inc.  
Manitoba Orienteering Association Inc.  
Manitoba Paddling Association Inc.  
Manitoba Sport Parachute Association Inc.  
Racquetball Manitoba Inc.  
Manitoba Provincial Rifle Association Inc.  
Ringette Manitoba Inc.  
Manitoba Rowing Association Inc.  
Rugby Manitoba Inc.  
Manitoba Sailing Association Inc.  
Manitoba Skeet Shooting Association Inc.  
Manitoba Alpine Ski Division Inc.  
Cross Country Ski Association of Manitoba Inc.  
Manitoba Freestyle Ski Association Inc.  
Manitoba Slopestyle Snowboard Association Inc.  
Manitoba Soaring Council Inc.  
Manitoba Soccer Association Inc.  
Manitoba Softball Association Inc.  
Special Olympics Manitoba Inc.  
Manitoba Speed Skating Association Inc.  
Squash Manitoba Inc.  
Swim/Natation Manitoba Inc. (Swim Manitoba)  
Manitoba Artistic Swimming Inc.  
Manitoba Table Tennis Association Inc.  
Taekwondo Manitoba Inc.  
Manitoba Tennis Association Inc. (Tennis Manitoba)  
Manitoba Trap Shooting Association Inc.  
Triathlon Manitoba Inc.  
Manitoba Underwater Council Inc.  
Manitoba Volleyball Association Inc.  
Manitoba Water Polo Association Inc.  
Water Ski – Wakeboard Manitoba Inc.  
Manitoba Weightlifting Association Inc.  
Manitoba Wheelchair Sport Association Inc.  
Manitoba Amateur Wrestling Association Inc.

# FUNDING PARTNER



# SPORT MANITOBA CORPORATE FAMILY



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