



Annual Report

2021-2022

Sport Information Resource Centre





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About SIRC

Sport Information Resource Centre

▶ Incorporated in 1973, the Sport Information Resource Centre (SIRC) is Canada's leader and most trusted partner in advancing sport through knowledge and evidence. SIRC fosters an extensive network of individuals and organizations involved in the development of sport, recreation and physical education in Canada and around the world, including national, provincial-territorial and community sport organizations, research and content experts, and communication, media, corporate and government partners. As a knowledge mobilization hub for the Canadian sport sector, SIRC is a one-stop shop for getting credible and evidence-based information to the right people in the right format at the right time.

▶ **Our Vision:** SIRC is the leading sport knowledge and communication centre.

▶ **Our Mission:** SIRC empowers sport organizations and individuals by sharing credible and evidence-based knowledge using relevant and innovative communication channels.

▶ **Our Values:** ***Trusted advisor:***
We are a credible voice for and within sport. We invite multiple perspectives. Together we enhance the sport experience.

Connections builder:
We leverage our knowledge to strengthen community networks and stakeholder communication. We foster positive relationships. We fuel excellence through relevant knowledge exchange.

Knowledge creator:
We like to solve problems. We share what we learn. We always strive to innovate.



Land Acknowledgement



The Sport Information Resource Centre is on land which has long served as a site of meeting and exchange amongst Indigenous peoples, including the Haudenosaunee and Anishinabeg nations. We acknowledge and thank the diverse Indigenous peoples whose presence marks this territory on which peoples of the world now gather.

Message from the President and CEO and Chair of the Board of Directors

While the word “unprecedented” perhaps best defined 2020, the global COVID-19 pandemic continued to take centre stage in 2021 and early 2022. Rapidly evolving return to play protocols, vaccination policies, and the return of major games kept sport organizations at all levels busy with many Canadians eager to return to organized sport and competition.

As activity in Canada’s sport system ramped up, SIRC leveraged its technical infrastructure and communications expertise to keep a constant pulse on the latest news and updates for the sector. With systems in place to work safely and seamlessly from home, the SIRC team continued to deliver credible, responsive content, professional quality virtual events, and evidence-informed resources and best practices on topics ranging from Safe Sport and concussion prevention to gender equity and sport governance.

The COVID-19 pandemic presented many challenges for the Canadian sport system. But for many organizations, SIRC included, the pandemic also presented a critical opportunity for reflection, creativity, and innovation. By mastering advanced communication tools and applying continued learnings to build a robust digital and social media presence, one such opportunity has been SIRC’s ability to reach and connect with sport sector stakeholders everywhere in Canada, and at all levels of sport.

The expansion of SIRC’s network beyond the national sport sector to provincial-territorial and community sport organizations positions SIRC in a vital role to assist with sport system alignment and resource sharing from grassroots to high performance sport and across jurisdictions. More than 1000 people from coast to coast to coast in Canada and beyond tuned in for each of SIRC’s flagship virtual knowledge mobilization events, including the 2021 Sport Canada Research Initiative (SCRI) conference, the 2022 Canadian Concussion in Sport Symposium, and the Experts in the House webinar series.

Featuring compelling keynote speakers, including multiple Olympic medallists Marnie McBean (rowing) and Dr. Hayley Wickenheiser (ice hockey), and showcasing emerging and established sport researchers from across the country, post-event feedback highlighted how participants valued and appreciated the ability to engage with sport leaders and experts free of cost and from anywhere with an internet connection in Canada. With limited resources and capacity causing significant challenges for many who volunteer, play or work in sport, particularly at the grassroots level amid a global pandemic, SIRC’s professionally produced virtual events offered information, resources, and connections in an engaging and easily accessible way.

The pandemic-related challenges faced by sport organizations were also felt at the national level. From a year of cancellations and postponements to a year of preparing for and staging both the Tokyo 2020 and Beijing 2022 Olympic and Paralympic Games, Canadian sport organizations and athletes faced one new situation after another. SIRC supported the sector with daily news updates and stories of the behind-the-scenes action that played out in the lead-up, during and after the Games. With major games and mental health in the spotlight, special editions of the SIRCuit connected sport sector stakeholders with the latest research and best practices to support the health and wellbeing for all participants in sport, from grassroots to high performance.



**Debra Gassewitz,
President and CEO**



**Sherri Audet, Chair of
the Board of Directors**

Message from the President and CEO and Chair of the Board of Directors

Alongside mental health, the importance of physically and psychologically safe sport environments continued to be a key priority for the Canadian sport sector. In June of 2021, the federal government announced that the Sport Dispute Resolution Centre of Canada (SDRCC) would be responsible establishing and delivering a new independent Safe Sport mechanism. Since playing a pivotal role in delivering the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) in 2019, SIRC has harnessed its extensive networks and communications expertise to inform and update the sector on Safe Sport developments. As a comprehensive hub for the latest research, policies, protocols and best practices, SIRC continues to play a vital leadership role in the Safe Sport space.

The opportunity to “pause,” reflect and connect with stakeholders throughout the pandemic has also helped to strengthen SIRC’s partnerships. Collaborative relationships with researchers and organizations that service the sport and physical activity sector are a core pillar of SIRC’s network and key contributors to SIRC’s role as a trusted advisor, connections builder and knowledge creator.

For example, SIRC partnered with Brock University researcher Dr. Corliss Bean to secure Social Sciences and Humanities Research Council of Canada (SSHRC) funding for a webinar series designed to build evaluation capacity among Canadian sport organizations. Although evaluation is routinely tied to funding requirements and a critical process in program design and delivery, less than 1 in 5 non-profit organizations have a staff member dedicated to evaluation. The partnership not only addressed an important gap in the sector, but also bolstered SIRC’s internal evaluation processes – allowing for continued learning, innovation and application across SIRC’s programs and initiatives.

Likewise, in response to the finding that 1 in 4 girls were not committed to returning to sport post-pandemic, SIRC partnered with Canadian Women and Sport on the “Engaging Women and Girls in Sport” webinar series. The series brought together sport researchers and practitioners to share insights on the challenges that girls and women in sport are facing, and steps we can take to overcome them.

By putting knowledge into action, cultivating partnerships, and growing the network, SIRC continues to be a trusted voice for Canada’s sport and physical activity sector. As Canada continues down the path of pandemic recovery, SIRC is here, supporting the sector, every step of the way.

Best regards,

Debra Gassewitz
President and CEO

Sherri Audet
Chair of the Board of Directors

WHAT SIRC DOES FOR SPORT IN CANADA

- ▶▶ **SIRC empowers the sport sector.** By translating scientific research and sector intelligence into resources and insight to inform policy and practice across the Canadian sport and physical activity sector, SIRC ensures that sector stakeholders have the tools to make informed decisions, build quality programs, and optimize sport experiences for all.
- ▶▶ **SIRC disseminates knowledge.** Credible, evidence-based research can't just be published — it also needs to be mobilized. SIRC develops messaging and communications expertise to help new research resonate with the sport and physical activity sector, and with the Canadian public.
- ▶▶ **SIRC maximizes reach.** SIRC maximizes the reach of its message through collaboration and content partnerships. By working closely with strategic partner organizations, SIRC can target specific audiences within the sport and physical activity sector from coast to coast to coast in Canada.



Photo Credit: Special Olympics Ontario

WHAT SIRC DOES FOR SPORT IN CANADA

- ▶ **SIRC creates connections.** A connection with SIRC is a connection with the entire sport system. It opens the door for dialogue and long-term, strategic relationships. By facilitating national workshops, meetings and conferences, SIRC brings together diverse stakeholders and voices from across Canada. Whether you're seeking to engage with the entire sport system or a targeted audience, SIRC can help.
- ▶ **SIRC engages the sport sector.** SIRC's network is vast and inclusive. All stakeholders in the Canadian sport and physical activity sector, from playground to podium, have a voice at our table. SIRC engages national, provincial and territorial, and community sport organizations, academics and researchers, sponsors, policymakers, knowledge leaders and others to facilitate conversation and move the needle on important issues that impact the sport system.





Quick Links : [In the News](#) | [Careers and Opportunities](#)

Pitch An Idea to SIRC

Knowledge Nugget

BUILDING KNOWLEDGE EXCELLENCE through partnerships, data and evaluation

As a leader in sport research and evaluation, SIRC engages with the academic community to ensure that emerging trends and insights reach the Canadian sport sector in a timely manner. SIRC also brings in experts to inform and optimize internal processes.

One way that SIRC gets credible, evidence-informed information out to the sport and physical activity sector is through knowledge nuggets in SIRC’s daily newsletter, the *Canadian Sport Daily*, weekly blog posts, and SIRC’s flagship long-form publication, the *SIRCUit*. Key topics for the 2021-22 fiscal year included Safe Sport, return to play, and the Tokyo and Beijing Olympic and Paralympic Games.

Another way that SIRC mobilizes knowledge for the sector is through webinars. This year, SIRC co-hosted two webinar series under its *Experts in the House* umbrella. These included the “Mastering the Art of Evaluation” series in partnership with Brock University, and the “Engaging Women and Girls in Sport” series in partnership with Canadian Women and Sport.

Experts in the House Webinar / Pleins feux sur les experts Webinaire

PARTNERSHIPS IN ACTION

How research-to-practice partnerships are making a difference



Shane Sweet
McGill University

Véronique Pagé
Viomax

Sophie Brassard
Quebec Foundation for Athletic Excellence

Patricia Demers

Kim Gurtler
Director, Operations and Outreach, SIRC

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@SIRC_Canada

SIRC Sport Research

Sport Information Resource Centre

Brock University SIRC

Experts in the House Webinar / Pleins feux sur les experts Webinaire

Experts in the House

MINI-SERIES – MASTERING THE ART OF EVALUATION PART 1: PARTNERING FOR IMPACT



Brock University

This webinar mini-series is presented by SIRC in partnership with Brock University. It is funded in part by Brock University, the Social Sciences and Humanities Research Council, and the Government of Canada.

Social Sciences and Humanities Research Council of Canada

Conseil de recherches en sciences humaines du Canada

Canada

Veronica Allan, PhD
Manager, Research and Innovation, SIRC

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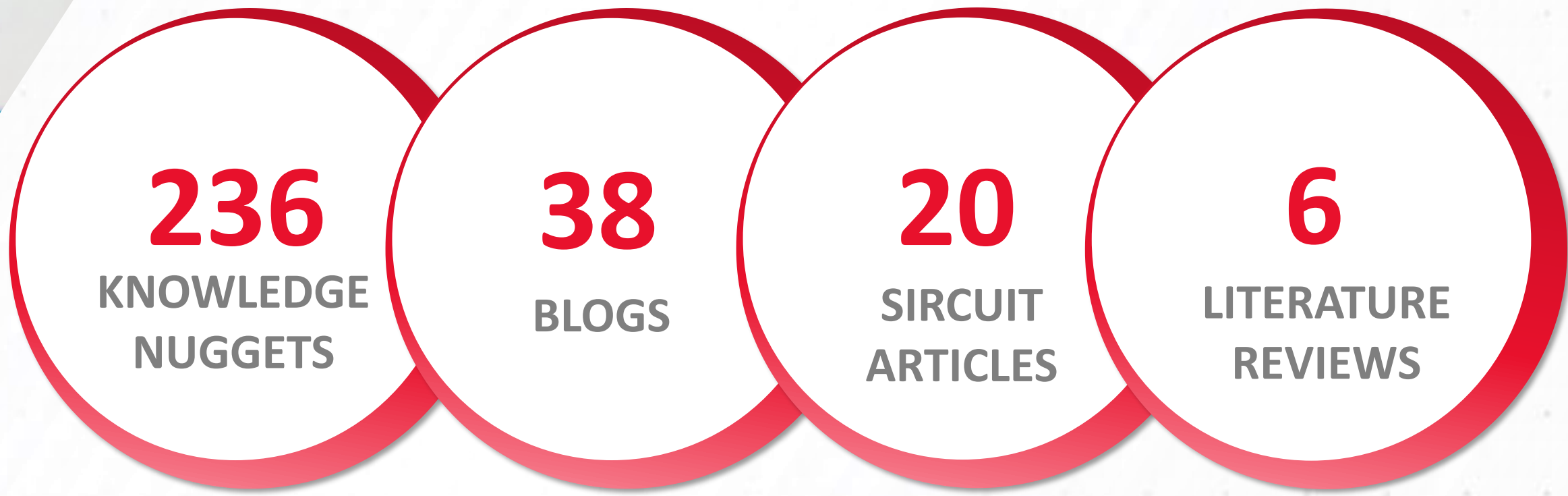
SIRC Sport Research

Sport Information Resource Centre

Brock University SIRC



Credible, responsive content



- 

In 2021, SIRC launched themed editions of the SIRCuit to examine key trends and issues on relevant and timely topics:

 - Summer 2021 – **Olympic and Paralympic Games**
 - Fall 2021 – **Concussion Awareness Week**
 - Winter 2022 – **Mental Health**
 - Spring 2022 – **Inclusive Sport Policies and Practices**

- 

New and continued partnerships enabled expert insight into a range of important topics in 2021-2022, including:

 - **Team dynamics in sport** (in partnership with Queen’s University)
 - **Building evaluation capacity in sport organizations** (in partnership with Brock University)
 - **Engaging women and girls in sport** (in partnership with Canadian Women and Sport)

- 

Contributors included a diverse range of experts and professionals, ranging from Safe Sport (Dr. Gretchen Kerr) and climate change (Dr. Madeleine Orr) to mental health (Dr. Natalie Durand-Bush) and concussion (Drs. Nick Reed, Reema Shafi, and Jamie Kissick).

BETTER GOVERNANCE PRINCIPLES

TOWARD BETTER GOVERNANCE

Governance is a broad and multi-dimensional concept. It's about oversight, steering, and directing, which can occur in 3 different spheres:

► **ORGANIZATIONAL:**
how sport organizations direct and manage the allocation of resources as well as their financial and non-financial profits and losses through ethically informed standards, norms and values

► **SYSTEMIC:**
how organizations interact (for example, mutual adjustments, competition and cooperation) within a given system like the Canadian sport system

► **POLITICAL:**
how governing bodies and governments steer sport organizations

Better sport governance is an ethically informed steering of a sport organization or system's structures and practices. This includes overseeing management, making decisions, allocating resources, integrating stakeholder voices, and rendering accounts.

At the organizational level, good governance is of particular interest. This is especially the case given the governance issues seen at national

and international levels (for example, corruption, conflicts of interest, and match fixing). Good governance has its roots in the corporate world. It considers who has power, who makes decisions, how stakeholders' voices are included, and how accounts are rendered.

Although good governance is still a popular term, it leads to the idea of "good" versus "bad" governance. Instead, there's a trend to replace the term with better or improved governance to acknowledge that all (sport) organizations can do better in terms of their governance. Better governance means following ethically informed standards.

Sport Governance and Leadership Trend Reports

In response to a growing call for enhanced governance practices among Canada's national sport sector, SIRC produced 4 Sport Governance and Leadership Trend Reports. Co-created with sport governance expert Dr. Milena Parent of the University of Ottawa, the reports cover practical and relevant topics to help sport organizations optimize their governance processes and structures. Each report covers key definitions, challenges, and best practices for sport organizations in the Canadian context.

Trend reports published during the 2021-2022 fiscal year covered:

- ✓ **Better governance principles**
- ✓ **Board composition**
- ✓ **Board onboarding**
- ✓ **Board conflicts of interest**

Discover evidence-informed recommendations, best practices and key resources to further your learning at [SIRC.ca/leadership-governance](https://www.sirc.ca/leadership-governance).

Mastering the Art of Evaluation Webinar Series

In 2020, SIRC identified a need to build its own internal evaluation capacity. SIRC engaged Dr. Corliss Bean, a Brock University researcher with expertise in program evaluation across sport and recreation contexts, to co-facilitate a 2-day workshop for their entire staff team to showcase evidence-based practices in evaluation. Through continued partnership with Dr. Bean in 2021, SIRC was awarded a SSHRC Connection Grant to support a knowledge mobilization initiative to build evaluation capacity in the Canadian sport sector.

The initiative included a 4-part webinar series targeting key gaps in evaluation knowledge among Canadian sport organizations: fostering partnerships and engaging stakeholders, using creative and practical data collection methods, and learning from and communicating evaluation findings.

Each webinar was moderated by SIRC and included 3 expert panelists selected from academic institutions, not-for-profit organizations, and funding networks. To complement each webinar, SIRC worked with Brock University to create a series of practical resources and tools that would support knowledge uptake. In total, we produced 4 webinar recap videos, 4 graphically illustrated “top tips” videos, 4 worksheets, 4 blog posts, and an online toolkit to host all of these resources.

On average, 90% of respondents who provided feedback would recommend the series to a colleague, 91% planned to implement something that they learned, and 92% reported an increase in evaluation knowledge.





Engaging Women and Girls Webinar Series

Reimagined as a Zoom webinar series, *Experts in the House* raised the bar for virtual knowledge sharing and communication in 2021-22.

SIRC joined forces with Canadian Women in Sport to deliver 4 interactive webinars to discuss research-based solutions related to the challenges women and girls face in the sport space.

The webinars covered 4 key topics in the gender equity space:

- Getting Girls Back in the Game
- Data – Why you need it & How to collect it
- Engaging Black Community Coaches
- How to create sport environments that support mental health

The promotional efforts leveraged paid and organic social media, website promotion, and the Canadian sport Daily newsletter, generating more than 300,000 impressions in total. More than 1000 people registered for the webinar series

To further mobilize the evidence and best practices shared through the webinar series, SIRC developed 4 blogs and 4 YouTube videos for each of the webinars in the series. These resources are available on the SIRC website.



CONNECTING THE SPORT SECTOR from grassroots to high performance

As a trusted voice and connector within the sport system, SIRC harnessed its extensive network, new technology, and an innovative approach to not only adapt but thrive in the "new normal" brought on by COVID-19.

Throughout 2021 and into 2022, SIRC expanded its reach beyond the national sport and physical activity community to the provincial, territorial, regional and community organizations that deliver sport in Canada. With thousands registered for SIRC's virtual events, including the 15th annual Sport Canada Research Initiative Conference, the Canadian Concussion in Sport Symposium, and Experts in the House webinars, SIRC continued to deliver credible and engaging professional quality virtual events.

SIRC also delivered engaging content and resources to help Canadians participate in and celebrate sport. From the summer and winter Olympic and Paralympic Games, which happened only 6 months apart for the first time in history after the one-year postponement of Tokyo 2020, to SIRC's Mom's Got Campaign, continued innovation in social media and digital marketing allowed SIRC to connect with a diverse range of people and groups.





Social media by the numbers



- ✓ In the past year, delivered straight to their inbox, the Canadian Sport Daily, the SIRCuit and other e-marketing Initiatives by SIRC have had over 1.5 million touchpoints with their subscribers.
- ✓ Most notably, over 6,100 sport leaders stay connected to the games they love and the physical activity-related knowledge, news and resources they need through the Canadian Sport Daily - SIRC's daily newsletter.
- ✓ The SIRC website generated 1.36 million + pageviews in 2021-2022, a 36% increase over the previous fiscal year. The careers section, Canadian Sport Policy and Knowledge Nuggets drove the majority of website traffic

SPORT CANADA RESEARCH INITIATIVE CONFERENCE CONFÉRENCE DE L'INITIATIVE DE RECHERCHE DE SPORT CANADA

VIRTUAL | VIRTUEL



28-29 OCT, 2021

[SIRC.CA/SCRI](https://sirc.ca/scri)
[SIRC.CA/IRSC](https://sirc.ca/irsc)

SIRC hosted the 15th annual SCRI Conference on October 28 and 29, 2021. Held virtually on Zoom for the second time in its history, the SCRI conference brought together researchers, practitioners, and policymakers from across the sport sector to disseminate the findings of research funded through the Sport Participation Research Initiative (SPRI)—a joint initiative of Sport Canada and the Social Sciences and Humanities Research Council of Canada (SSHRC).

Beyond SPRI-funded research, the conference provided a platform for the latest research and insights on timely and relevant topics in the Canadian sport sector. The theme of this year's conference was "The Future of Sport." It featured keynote speaker Marnie McBean, one of Canada's most decorated Olympians, and 3 plenary sessions tackling important topics including gender equity and inclusive sport practices. The conference also featured a virtual poster session with more than 50 presenters, and a pilot workshop to kick off the Canadian Sport Policy Renewal.

Continuing to grow from record numbers set in 2020, nearly 1100 people registered for SCRI in 2021. While researchers have historically made up the bulk of participants at SCRI, the opportunity to attend a free conference from anywhere in Canada (or around the world) with an internet connection increased sport sector engagement and contributed to global dissemination of Canadian sport participation research. Perhaps most notably, 97% of participants reported that they would recommend SCRI to a colleague on our post-event survey.



Mom's Got Game campaign

- ▶ Supported by the Government of Canada, Mom's Got Game was a bilingual public awareness media campaign focused on increasing the sport and physical activity participation of mothers in Ottawa-Gatineau. It featured slogans in both languages: #MomsGotGame and #VasyMaman.

In the second year of the Mom's Got Game campaign, the efforts were expanded beyond the Ottawa-Gatineau region to Canada-wide and an emphasis was placed on new moms.

Once again, SIRC began by producing an updated review of the literature which spoke to the barriers and challenges that new moms face in the pursuit of sport and physical activity. SIRC, in partnership with the Government of Canada, Brock University and the University of the Fraser Valley, produced the Mothers Moving Forward resource – a postpartum guide to being physically active. In addition, SIRC financially supported the production of a research video showcasing interviews with new moms.

SIRC deployed a combination of paid and organic social media efforts to share the updated research and messaging for the 2021-2022 campaign. The paid social media campaigns generated 66,438 impressions while the organic efforts resulted in 10,595 impressions.

Ahead of the launch of the campaign, SIRC awarded 16 community activation grants to organizations across the nation with the intention of funding unique programs to engage moms to be physically active.

The successful grant applicants were required to share Moms Got Game campaign messaging across their social media platforms. Across all the organizations' social media platforms, 85,385 impressions were generated. In addition, the events and programs welcomed 1,819 moms to participate in person across the country.

Beyond the community activation grants, SIRC engaged 26 organizations from across the nation to create unique content based on Mom's Got Game to share with members on Facebook and Twitter. These posts generated over 41,000 social media impressions across both platforms.

Once again, SIRC leveraged the Bell Media partnership to spread the knowledge of the Moms Got Game campaign. SIRC and Bell Media leveraged the Spring/Summer video advertisement which was shared over a 2-week period.

The video advertisement was featured on various Bell Media digital platforms and generated 228,571 impressions in two weeks. SIRC experts and researchers participated in two radio interviews which generated 161,700 impressions.

Two Olympic and Paralympic Games in One Year

Tokyo 2020 and Beijing 2022

- ▶ The postponement of the Tokyo 2020 Olympic and Paralympic Games meant that the Summer Games would be hosted in 2021 – only 6 months before the Beijing 2022 Winter Games were set to begin. Amid unprecedented global circumstance, both editions of the Games were held with strict COVID-19 protocols and without spectators.

From a year of pandemic-related cancellations and postponements to a year of preparing for and staging both the summer and winter Olympic and Paralympic Games, Canadian sport organizations faced one new situation after another. As a key connector and communications hub in the sport system, SIRC supported the sector with daily news updates and a Major Games resources page. As the Games unfolded, SIRC featured fun and interesting facts about Team Canada and its athletes in the Canadian Sport Daily. A special edition of the SIRCuit told the stories of key players at the Tokyo and Beijing Games, from Canadian Olympic Committee and Canadian Paralympic Committee staff who coordinated Team Canada's participation in the Games to the athletes competing in an unprecedented Games environment.



ADVANCING SAFE SPORT in Canada

Education is a vital component to building physically and psychologically safe environments for sport and physical activity participation. As a national knowledge mobilization hub for sport and physical activity in Canada, SIRC continues to be a leader in education and awareness, particularly in the areas of Safe Sport and concussion management and prevention.

In June of 2021, the federal government announced that the Sport Dispute Resolution Centre of Canada (SDRCC) would be responsible establishing and delivering a new independent Safe Sport mechanism. Since playing a pivotal role in delivering the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) in 2019, SIRC has continued to inform and update the sector on new developments related to Safe Sport. SIRC's Safe Sport page includes policies, procedures, education and training resources – supported by the latest research – to support the Canadian sport sector. Visit [SIRC.ca/SafeSport](https://www.sirc.ca/SafeSport) to learn more.

Also in 2021-2022, SIRC's Canadian Concussion in Sport Symposium and Concussion in Sport Resources webpage continued to reach new heights. SIRC' concussion initiatives have engaged thousands of sport sectors stakeholders to help make sport a safer place for all athletes.





Concussion education and awareness

CANADIAN CONCUSSION IN SPORT SYMPOSIUM

On January 20, 2022, Canada's leading Concussion in Sport Symposium kicked off the new year with the latest research and best practices on sport-related concussion. Supporting a harmonized approach to concussion prevention and management in Canadian sport, the 2021 symposium focused on concussion data, innovative programs, and critical new areas of research.

Dr. Hayley Wickenheiser, 4-time Olympic Gold Medalist and a member of the Hockey Hall of Fame, featured as the keynote speaker in a session titled "Keeping Our Athletes Safe." Other highlights included a panel focused how to improve concussion education, program evaluation and policy implementation in sport.

Building on the success of the 2021 Canadian Concussion in Sport Symposium, SIRC hosted more than 1000 people at the virtual symposium for the second year in a row. More importantly, evaluation findings demonstrated that nearly all participants increased their concussion knowledge and planned to apply what they learned after the event. In fact, 97% of attendees reported that they were satisfied with the symposium, and 98% would recommend it to a friend.

"Great symposium overall! Very engaging and informative."

"Thank you for providing this service, I will definitely be spreading the word!"



Concussion education and awareness

CONCUSSION IN SPORT RESOURCES

SIRC's online concussion portal hosts the latest concussion research, communication tools, protocols and policies, and best practices. Discover innovative tools and resources to support your organization, inform your practices with evidence and ultimately keep your athletes safer at [SIRC.ca/concussion](https://www.sirc.ca/concussion).

The revamped portal features:

- ✓ **Canadian concussion research**, ranging from the psychosocial aspects of concussion management to impacts on brain function and mental health
- ✓ **Communication tools**, including posters, pamphlets and social media messages focused on 4 Rs of concussion management and Concussion Awareness Week
- ✓ **Protocols and policies** for National Sport Organizations in Canada, as well as “build your own” policy and protocol templates.
- ✓ **Best practices and inspiration** from coaches and Provincial-Territorial and National Sport Organizations across Canada.



SIRC SUBSCRIPTIONS AND SERVICE OFFERINGS

SIRC offers a variety of programs and services to connect, inform and support Canada's sport and physical activity sector. From access to Canada's leading sport research database and SIRC's job board to literature reviews and program evaluation support, SIRC can help you access the information and insights you need to recruit qualified professionals, deliver quality programs, inform funding applications, and more.

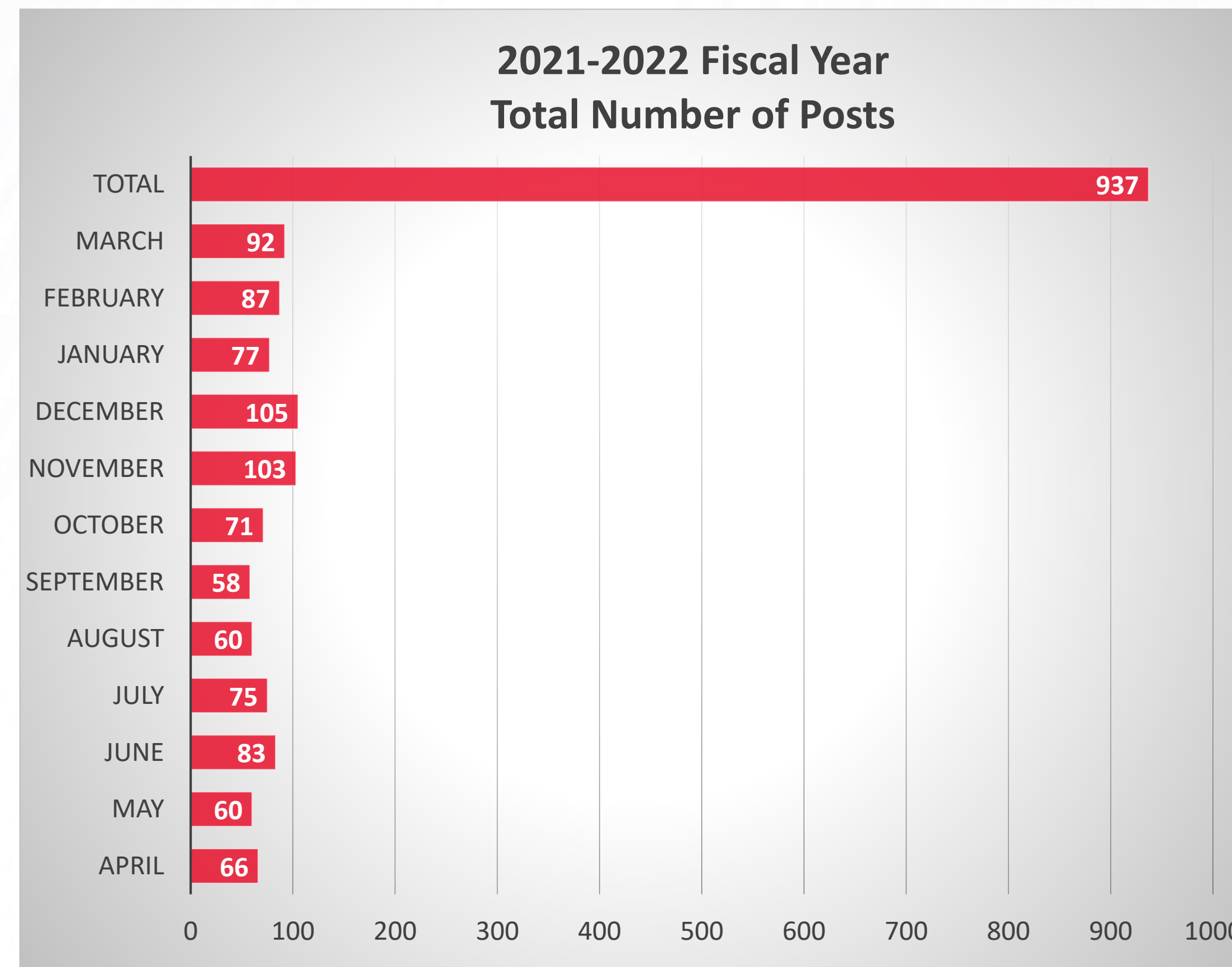


SIRC subscription and career page

The SIRC Premier Subscription is an opportunity for sport organizations to increase their knowledge, build their team and disseminate unique content. SIRC Premier subscribers can leverage the SPORTDiscus, the leading bibliographic database for sport and physical activity-related research and publications, for any research purposes. Subscribers can give their members access to the Discus through their Premier Subscription. Subscribers can also post unlimited jobs to the SIRC careers page and are profiled on social media for added visibility.

SIRC saw several high-profile postings, including:

- Board of Directors, B.C. Hockey
- Chief Executive Officer, Wheelchair Rugby Canada
- Head Coach, Women’s Basketball, St. Francis Xavier University
- Chief Operating Officer, Coaching Association of Canada
- Board of Directors, Canada Snowboard
- Communications and Engagement Coordinator, CFL Player’s Association
- And more!



THE CANADIAN
OLYMPIC
COMMITTEE POSTED

23

JOB OPPORTUNITIES
ON SIRC’S CAREER
PAGE

AN AVERAGE OF

33,389

VISITORS VIEWED
THE CAREERS PAGE
EACH MONTH

ORGANIZATIONS
POSTED A TOTAL OF

937

JOBS WITH SIRC IN
2021-2022



Literature reviews and program evaluation

As a leader in sport research and evaluation, SIRC engages with the academic community to ensure that emerging trends and insights reach the Canadian sport sector in a timely manner. SIRC also brings in experts to inform and optimize internal processes. Since 2020, SIRC has built internal capacity and expertise in the areas of research and evaluation.

Evaluation support includes a range of services, including the design of tailored evaluation plans and evaluation measures (such as polls, surveys, interviews, and focus groups), comprehensive data collection and analysis, and clear reporting of the findings in a format of the client's choice (full report, executive summary, slide deck, or infographic) with insights and recommendations to support next steps (for example, program improvements or organizational decision-making).

SIRC also provides sport organizations with quick and easy access to knowledge, evidence, and insights from credible researchers and organizations through its literature review service. Literature reviews allow sport leaders and organizations to get the information they need—in a format that makes sense to them—to inform and strengthen decision making, programming, funding submissions and other organizational activities.



Research and evaluation support

Partner spotlight



▶▶ Golf Ontario



- Following the success of Golf Ontario's inaugural RSS Annual Survey reporting on the 2020 season in three pilot regions (Niagara, Simcoe and the Greater Toronto Area), the survey was expanded to all regions in Ontario for the 2021 season.
- SIRC continued to work with Golf Ontario as it updated Golf Ontario's Regional Support Strategy (RSS) Annual Survey and analyzed the data for the 2021 season.



▶▶ Wheelchair Basketball Canada



- SIRC designed a survey to collect feedback from participants in Wheelchair Basketball Canada's programs in order to engage women and girls in the game. SIRC analyzed the data and reported recommendations back to WBC.



▶▶ Ringette Canada



- SIRC conducted interviews with parents, participants and volunteers to evaluate the success of the Ringette for All and Breaking Down Barriers programs, then created infographics to share the findings.



Information	Total
Sport Canada Contributions	\$1,108,650
Business Projects	\$251,057
Other Revenue	\$16,064
Total Revenue	\$1,375,771

Information	Total
Salaries and Benefits	\$648,702
Contract Support	\$78,414
Project Delivery	\$510,482
Administration	\$112,683
Total Expenses	\$1,350,281
<i>Surplus / Loss</i>	\$25,490

Statement of revenues and expenses

April 1, 2021 – March 31, 2022



Statement of financial position of year-end

April 1, 2021 – March 31, 2022

Information	Total
Cash	\$538,907
Accounts Receivable	\$145,064
Prepaid Expenses	\$3,836
Total Assets	\$687,807

Information	Total
Accounts Payable and Accrued Liabilities	\$121,114
Deferred Revenue	\$85,827
Total Liabilities	\$206,941
Unrestricted Net Assets	\$480,866
	\$687,807



THANK YOU. MERCI. MIIGWETCH.

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Visit us online at SIRC.ca