



General Manager Annual Report 2010-2011

1) Targeted Investment

Athlete results

Michael Cappus 2010: CIS WEST - 1st, CIS National Championships - 1st, Golden Bear open - 3rd, Mike Clock Open - 5th, Dino open - 2nd

Brooke Pighin - "Pac-10 Women's Field Athlete of the Week honors after her Pepsi Team Invite win, becoming the first Husky field athlete to win the award since Aretha (Hill) Thurmond, 3 time Olympian." 1st place: Oregon Pepsi Invitational - 50.74m, Brutus Hamilton Invitational - 51.06m, and at the University of Washington vs Washington State University - 50.49m

Talya Jespersen - 2nd in Province Juvenile (BC Winter Games) silver medal and 2nd BC juvenile qualifier for Canada Winter Games

Trevor Hirschfield - Canada cup 2nd, world championships 5th and best 1.0 player, Canadian wheelchair sports male athlete of the year, 2010 Canadian national champions.

Simon Harrington - Current World Ranking - UCI - MH3 # 12

Nickolas Blackburn - 1st place 400m Hurdle race for the fourth consecutive year as well as the open men 110m Hurdle for the second consecutive year at the Vancouver Island High School Track and Field Championships in May at UVIC.

Currently traveling to the Western Canada Games Trials on June 11 and also hopes to qualify for the BC Team for the National Junior age group.

Corinne Jensen - Represented BC at the Canadian Nationals in Kelowna and won the Gold.

Andrea Dziejwior - Won her first Canadian Championships title in giant slalom at the 2011 TELUS Canadian Para-Alpine Ski Championships kicked off in Kimberley, B.C. Currently living in Whistler to train full time.

Kyle Anderson - Season ended early due to injury. Kyle pinched some cartilage in his knee and was told that it was season ending.

Nicole Haywood - Claimed the silver in 54.709 at the Canadian National team trials in canoe and kayak.

Roz Craig - Awarded Curl BC female athlete of the year for 2010/2011 season. Ladies Team: 3rd place finish at Provincials & semi-finalist at Victoria Curling Classic Cash spiel. Mixed Team: 2nd place finish at Provincials. Seniors Team: 3rd place finish at Provincials and because they won Canadians in 2010 they represented Canada at the World Championships in St. Paul Minnesota - Gold Medalist going undefeated in round robin play (10 games) + semi and final. 12-0!

Sarah Wark - 2nd place finish at Provincials and semi-finalist at Victoria Curling Classic Cash spiel

Shaun McKenzie - Made the A side and is now officially a BC A Provincial team athlete. Placed 2nd with the BC Developmental team in Winnipeg and 2nd with the BC A Squad at Nationals

Michelle Stilwell - 3 gold medals at the World Championships in New Zealand. Michelle took away gold medals in 100-metre, 200-metre, and 400-metre.

Breanna Sorensen Recovering for the season after an ACL injury.

Shaelyn Rice, Marika Van Osch, and Talya Jespersen (Curling Team) Undefeated through play downs at Juan de Fuca and curled at B.C.'s Juvenile Girls' Provincials

Max Heard - Took home one gold and one silver medal at the Canada Winter Games in Halifax.

Braydon Luscombe - Took home a silver medal at the Canada Winter Games.

Andrea Lee - Member of National Development Centre and BC Provincial Ski team. Placed 1st at 2011 Canada Winter Games (4x 3.5 km relay)

Adam Rahier - 2011 BT Paralympic World Cup Manchester England 2nd, 3rd and 5th placing (2nd in his 100 backstroke, personal best time, 3rd in the IPC Swimming current season world rankings)

Jane Mortlock - Sport Achievement Awards Female Junior Athlete

Tony Theriault - National Team Member winning gold at the World Rowing Championships 2010, Karapiro, NZ. Currently World Leading Time: World Rowing Championships 2010, Karapiro, NZ (Heats).

Darah Provencal -Team Tasaka (Third) placed 5th at Provincials

Emma Maccorquodale - Broke her personal best 3 times for hammer, broke personal best 2 times in weight throw. Placed 3rd in WAC outdoor conference with personal best throw of 56.36m. Ranked 36th in the west side of the (USA) and finished 27th at NCAA west prelims/regional's out of 48 hammer throwers.

Facilities

Supported VI Mountain Sport Society in accessing the National Sport Trust Fund which allows them to offer taxable receipts. VIMSS broke ground on their \$2.2 M facility on Mt. Washington that will serve as the High Performance facility for winter sports on Vancouver Island with anticipated opening by the end of 2011.

A permanent home for PS on the VIU campus remains a priority. New energy in this regard will be focus for coming year.

Capital Projects

No developments in the past year.

2) Performance Pathways

Long term athlete development

LTAD & Physical Literacy display materials showcased in 9 different venues in 5 communities (Shawnigan Lk, Duncan, Nanaimo, Ladysmith & Campbell River) over the past year.

GM attended Canadian Sport for Life Conference in Ottawa in Jan. with emphasis on the Physical Literacy presentations.

Coach Training & Certification

Part A

April 10/11, 2010 – 19 participants

October 23/24, 2010 – 7 participants

Part B

April 24/25, 2010 – 12 participants

September 18/19, 2010 – 5 participants

March 19/20, 2011 – 10 participants

Fundamental Movement Skills

Learning Facilitator Course – 10 participants

3) Athlete and Coach Services

Services

Total number of fitness centre facilities offering free access to our athletes now stands at 25. New GymWorks partners Moksha Yoga Nanaimo and CrossFit Nanaimo offering big discounts off classes. SportHealth partnerships now stands at 14 across the region offering priority access and discounts off services within each community.

ACS to expand MoreStuff and FoodStuff partnerships in '11-'12.

Athlete & Coach Workshops 10/11

- Strength & Conditioning May 2010
 - Public Speaking August 2010
 - "Meet the Press" Media Training September 2010
 - Sport Readiness November 2010
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- Functional Assessments December 2010
- Field Testing December 2010
- “Goal Coaching” January 2011

Functional Assessment training delivered in October for 10 coaches who are now certified to assess athletes' basic movement abilities in order to identify unresolved injuries and/or potential biomechanical issues that may impede maximal performance.

4) Key Stakeholder Satisfaction

XploreSportZ Programs

The PacificSport Youth Conference (PSYC) focusing on leadership delivered at Mountain View School in Nov. Over 100 grade 5, 6 & 7 students participated. The events featured PS hired staff delivering leadership workshops based on the Olympic values. This program provides opportunities for VIU education students to mentor the 12 follow up community development projects.

Camp Offerings

July 12 – 16th Uplands Park Elementary School
 March 21 – 25th Georgia Ave. Community School, Nanaimo
 Total: 33 participants

Sports offered– Volleyball, Basketball, Football, Field Hockey, Yoga, Skipping Fitness, Snorkelling, Synchronized Swimming, Swimming, Badminton, Lacrosse, Shaku Martial Arts, Ultimate Frisbee, Golf, European Handball, Curling, Softball, Run Jump Throw, Soccer, Kids Can Move, Taekwondo, Wrestling, Cycling & Canoe/kayak

Public Awareness

Social Media –PacificSport Facebook account launched on August 5, 2010

Media Training: Working with Athlete & Coach Services Coordinator, organized a two part Media Training Series for all PacificSport Athletes that delivered a Public Speaking workshop followed by an interactive “Meet the Press” workshop featuring mock interviews with local TV, radio and print media. The session was profiled on Shaw TV.

Home Team Advantage & Athlete Sponsorship Support: Working with Athlete & Coach Services Coordinator, developed support materials for our athletes in the area of individual sponsorship. We also started the groundwork for the Home Team Advantage Program that will be made available to our top athletes in 2011.

Marketing Materials: All program marketing materials updated with current athlete images and standardized look

Sponsorship: Secured new key Red Nose sponsor – Columbia Fuels new this year as Official Fuel Sponsor

Key Stakeholder Relationships:

- Legacies Now investment in Participation Services provides mandate to deliver Grass Roots programming and services
- City of Nanaimo committed to 3 year funding term.
- VIU continues to be a stalwart partner supplying facility access and funding support

5) COMMUNITY ENGAGEMENT

Early childhood education

Established connection with ECE department within Vancouver Island Health Authority in January and was invited to deliver 2 presentations on Physical Literacy as it relates to ECE;

- March 30th to the VIHA Licensing Officers

- follow up presentation to approximately 60 licensed daycare operators & staff scheduled for April 19th.

School districts, and individual public and independent schools

- Met with representative of Nanaimo Christian School in the fall to introduce some LTAD concepts that could be implemented in their PE and sport programs.
- Met with SD68 representative on March 29th to discuss issues around elementary school PE and the possibility to connect with Secondary school PE teachers to explore possibility of them being a mentor/resource. Also offered teaching staff trained in Run, Jump, Throw & Kids Can Move. More meetings with additional district leaders proposed.

Collaborated with BC Sport Hall of Fame to deliver presentations to 2 local elementary schools. Feedback from both principals was very enthusiastic.

Post-secondary institutes

- Presented LTAD initiative ideas to VIU PE dept with a view to increasing Physical Literacy training for their dept and exploring potential for inter-departmental engagement on LTAD, especially areas of health & recreation.
- Subsequent to presentations to ECE, the VIU ECE Dept. Chair was contacted to explore implementation of LTAD into their curriculum.
- Delivered presentation to VIU PE Class to ID LTAD and Phys Lit issues. Solicited feedback from students as to what could be done locally to enhance access to sport & phys activity programs.

Physical Literacy/LTAD

Through the support from Drew Mitchell, we were able to host Stephen Norris in the Fall. Stephen delivered 3 presentations with 350+ attendance in total for the day.

- Sport School & staff
- Regional teachers and recreation professionals
- Sport community

The event was an opportunity to create some awareness around LTAD/Physical Literacy issues and serve as a springboard for more such presentations in other communities. We are working with Comox Valley and tentatively scheduled a September 2011 date to deliver a similar presentation.

6) Financial Sustainability

Cash for Operations and Programs

Legacies Now investment doubles previous level of provincial funding

Key partnerships with Thrifty Foods and Coast Bastion Inn continue to form the core of our Centre sponsorship.

Operation Red Nose

Overall rides and revenues down this year. This corresponds to the reduced business experienced by the hospitality sector after the introduction of new drinking and driving regulations.

- 15,487 kilometres were driven between Lantzville and Ladysmith
- 330 volunteers, forming 99 teams, served during 10 nights of operation
- 669 vehicles were driven home
- 1,400 people were taken home safely!
- \$13,813.00 raised through sponsorship and donations.

Sport Achievement Awards

Sport Achievement Awards night sold out for the fourth straight year. Great recognition for PS and some funding anticipated for the Centre on top of the \$10K raised for 2 of our athletes.

Federal Funding

Successfully secured two summer student grants that allowed us to advance some special projects (e.g. Physical Literacy awareness) that we would otherwise not been able to tackle.

Professional Development Funding

Provincial government funding (\$5K) was secured to support Pro-D training for the staff. The following training was taken by centre staff;

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| ● Board Development | University of Toronto |
| ● Developing Strategic Public Partnerships | Sauder Business School, UBC |
| ● Website Development | BCIT |
| ● Strength and Conditioning Certification | National Strength and Conditioning Association |

7) Governance, Organization and Culture

Board, Staff & Peer Reviews

Quarterly reviews with staff to outline short term (3 month) goals and objectives continues to form part of an ongoing staff review process.

Marketing/Communications Coordinator, Chris Densmore accepted a f/t coaching position at UBC and was replaced by Liza Taylor who has been an admirable replacement.

Canadian Sport Centre - Pacific

Funding through CSC-P has been expanded to provide funding for IGNITE, a Learn to Train stage program designed to provide an introduction to Strength/Resistance training and remediation in Athletics and Gymnastics related activities such as running, jumping and throwing mechanics (athletics) and balance, coordination, agility and kinesthetic awareness (gymnastics).
