



# Annual Report

2020-2021

Sport Information Resource Centre



# Table of Contents

About SIRC	3
Land acknowledgement	4
A message from the President and CEO and Chair of the Board of Directors	5
What SIRC does for sport in Canada	7
Innovate, connect, lead: SIRC's response to the COVID-19 pandemic	9
Advancing Safe Sport in Canada	15
Embracing the new normal: Enhancing sport participation for all Canadians	19
SIRC subscriptions and service offerings	23
By the numbers: Content and social media highlights	27
Financial statements	29
Thank you	31

# 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

## Debra Gassewitz and Sherri Audet reflect on one of sport's most challenging years

This year began like no other with the arrival of the global COVID-19 pandemic and the country in lock down. With everyone working from home, travel halted, and sport events and activities cancelled, the critical role that SIRC plays to inform and unite the sector was amplified. Collaborating with sport partners and the Board, SIRC's pandemic protocol helped to guide the uncharted waters ahead.

With SIRC's technical internal infrastructure solidly in place, the team was able to seamlessly work offsite and from the safety of their homes. Regular communication using Zoom provided a platform for continued engagement both internally and externally. Innovative approaches to meetings such as "Mystery Guests" and "Workout Wednesdays" continued to foster sector connections and source creative ways to be active and together.

The COVID-19 pandemic heightened awareness of the Safe Sport movement in Canada. Sport should be safe for all participants – physically, mentally and emotionally. As a sector we need to look out for each other, those around us and especially those within our care. Education is an important component to building safe environments, and in this respect SIRC continued its leadership role, in particular as it related to Safe Sport and Concussion prevention.

Of note, SIRC played a crucial role in the development of a pan-Canadian, Safe Sport approach. The Canadian Centre for Ethics in Sport (CCES) engaged SIRC in 2019 to assist in the creation, communication and facilitation of the national endorsement of the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) version 5.1. SIRC further Co-Chaired the UCCMS Safe Sport Work group, managed the request for proposals for the national Safe Sport review, provided oversight for McLaren's work on the review, and facilitated sector communication regarding Safe Sport. These key conversations, reports and sector feedback were instrumental in informing the process that ultimately led to the Government of Canada announcing the Sport Dispute Resolution Centre of Canada (SDRCC) as the national Safe Sport Independent mechanism in June of 2021.

The national sport sector is committed to ensuring Safe Sport is a priority and there is no place for sexual maltreatment, abuse, or harassment in sport. SIRC leveraged its technical and subject expertise to host and facilitate a series of Safe Sport webinars with national sport organizations and multi-sport service organizations, sport leaders and board members. Through these webinars, SIRC provided Government of Canada and sector updates, shared best practices and resources, and provided a forum for sport leaders to comfortably ask questions to learn and better serve Canadians. To complement the webinars, SIRC also facilitated a series of meetings to assist and provide education for Safe Sport Officers, a new and emerging role within the sport sector.



**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

An important aspect of SIRC's role is to be the trusted voice of credible information. Social media and the web have created an overabundance of information posting and sharing of news, some credible and some not. Sport organizations rely on SIRC to filter, synthesize and share key messages and necessary information.

SIRC has embraced the Knowledge to Action Framework (Graham et al., 2006) as a guide for the processes that allow us to create, synthesize and share knowledge in a way that maximizes reach, value and utility for the sector. In addition, ongoing engagement and evaluation with sport sector partners and stakeholders ensure SIRC's programs and initiatives are consistently meeting the needs of our audience.

With the growth of both our Research and Outreach teams, our relevance and credibility has never been stronger or reached as far within the communities across Canada. From the latest research on concussion management and prevention to qualified coaching techniques, anti-racism, good governance practices and engaging women and girls in sport, sport organizations are confident they can use and share the information and resources that SIRC develops, curates, and hosts on its webpage with their teams and members.

This knowledge sharing and relevance was highly evident as we pivoted the Sport Canada Research Initiative (SCRI) Conference, Concussion Symposium and Experts in the House webinar series to virtual platforms and expanded our reach, engagement and achieved exponentially greater impact. The technical expertise, subject knowledge and sector connections created products and events that set a new standard for delivery and engagement excellence. Throughout this annual report we will elaborate on the various projects and priorities that have enabled SIRC to play a vital role in serving the sport sector.

**The pandemic has been a challenge for all, but the resilience within the sport sector and throughout the country make us very proud to be part of the team. We look forward to continuing to build and serve sport in Canada.**

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.





## 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.



## **INNOVATE, CONNECT, LEAD**

### **SIRC's response to the COVID-19 pandemic**

The arrival of the COVID-19 pandemic meant that much of Canada's sport and physical activity sector ground to a halt in March of 2020. 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 the 2020-21 fiscal year, SIRC thought outside of the box to connect the sector from the safety of our homes, produce credible and responsive content, achieve a new standard for virtual event delivery, and build capacity for research and evaluation that would chart the course for continued improvement and innovation.

## Connecting the sector

- ▶ SIRC walked the talk when it came to staying informed and connected in a “new normal” that involved working from home and limited social contact. All-team morning check-ins kept staff members up to speed with work and personal updates, and also offered a unique opportunity to have someone from outside of the SIRC team, from anywhere in Canada, join as our weekly “Mystery Guest.” Mystery guests offered a unique window into how SIRC’s sport partners were handling the pandemic, and what SIRC could do to help.
- ▶ Experimenting with social and digital media offered another opportunity for SIRC to engage and connect the sector at a time when we couldn’t connect in person. From building expertise in the world of Facebook advertising to organic growth on Twitter and LinkedIn, SIRC reached new audiences and expanded its network. Digital platforms increased access to SIRC’s events resources for individuals and organizations from coast to coast to coast in Canada.





## Credible, responsive content

Following the release of the UCCMS 5.1 in 2019 and the arrival of the COVID-19 pandemic early in 2020, SIRC shifted toward a targeted focus on content about COVID-19 and Safe Sport. Through knowledge nuggets in SIRC’s daily newsletter, the *Canadian Sport Daily*, weekly blog posts, and SIRC’s flagship long-form publication, the *SIRCUit*, SIRC curated and disseminated credible, evidence-informed content focused on new COVID-19 research, work-from-home considerations, and return-to-sport policies and protocols.

Layered on top of a global pandemic, the sport and physical activity sector also experienced significant shifts in other major events and issues. For example, with 2020 scheduled to be an Olympic and Paralympic year, the unprecedented one-year postponement of the Tokyo Games meant significant changes to training, competition, and travel plans for national team athletes, coaches, and organizations. In response, SIRC produced a special edition of the *SIRCUit* focused on the “silver linings,” of the COVID-19 pandemic for athletes headed to Tokyo, which captured the rise of the athlete voice in Canadian sport.

# Virtual event excellence

## EXPERTS IN THE HOUSE



**Warren Weeks**  
Weeks Media



**Jill Sadler**  
blueprint North America



**Fabien Abejean**  
Applied Sports Scientist

Intended to be an in-person event that would connect sport leaders and organizations with experts and professionals on a variety of topics related to sport governance and operations at the House of Sport in Ottawa, Ontario, SIRC's *Experts in the House* initiative required a quick pivot in the spring of 2020.

Reimagined as a Zoom webinar series, *Experts in the House* raised the bar for virtual knowledge sharing and communication in the early months of the pandemic. From the art of the great presentation and engaging social media practices to leading effective virtual meetings and confident decision-making, each monthly webinar brought in a new expert to share key insights and learnings in presentation-based, discussion-style and question-and-answer formats.

The webinars engaged more than 2300 people from every province and territory in Canada and around the world. Among respondents to our feedback form, >93% rated the webinar as helpful or very helpful, >96% reported an increase in knowledge and planned to implement what they learned, and >99% would recommend the webinar series to others.

"[The information presented in the webinar] was actionable. Enough science to support concepts, but practical rather than academic."

"Super relevant given our remote work these dates... please keep these webinars going!"

"Thanks for hosting these [webinars]. Nice with the breakout rooms to connect and get to meet a couple new people from across Canada."

"Thank you to SIRC for providing us with these training opportunities!!! I love to recharge my batteries through free webinars!"



*“I couldn’t believe the quality – this conference had the best production value of any online conferences I have attended.”*

## Virtual event excellence

### SPORT CANADA RESEARCH INITIATIVE



SIRC hosted the 14th annual SCRI Conference on October 29 and 30, 2020. Held virtually on Zoom for the first 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, including return to play and the role of sport in social change, and created a space for the initiation of cross-sector networking and collaboration.



Nearly 1000 people from every jurisdiction in Canada and 17 different countries registered for SCRI, a 346% increase from 2019—demonstrating the tremendous reach offered through a virtual format. Perhaps most notably, nearly half of all participants represented sport organizations at all levels of the system, and 55 different sports in total. 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.

# Building capacity for research and evaluation

For SIRC, the COVID-19 pandemic presented an opportunity to pause, reflect and innovate while striving to continually improve the programs and services SIRC offers to the sport and physical activity sector. Investing in its own research and evaluation capacity, while sharing learnings with the rest of the sector, was one way that SIRC continued to build its credibility and knowledge during the pandemic.

In 2020, SIRC engaged Dr. Corliss Bean and Dr. Veronica Allan, researchers with program evaluation expertise in sport and recreation, to co-facilitate a two-day workshop for its staff to showcase evidence-based practices in evaluation. Shortly after, SIRC hired Dr. Allan as its first full-time staff member dedicated to research and evaluation.

As a national resource centre with extensive connections to organizations at all levels of sport in Canada, SIRC's internal evaluation practices highlighted a large gap between evaluation-focused research and practice in sport more broadly. To address this gap, SIRC worked collaboratively with Dr. Bean, an Assistant Professor in Recreation and Leisure Studies at Brock University, to secure research funding for a knowledge translation initiative to build evaluation capacity in Canada's non-profit sport sector. The Social Sciences and Humanities Research Council of Canada (SSHRC) awarded a Connection Grant to Dr. Bean and SIRC early in 2021. Stay tuned for more on this vital initiative in SIRC's 2021-2022 annual report!



## **ADVANCING SAFE SPORT** in Canada

The COVID-19 pandemic necessitated a heightened focus on Safe Sport in Canada. From preventing injuries and the transmission of disease to eradicating abuse, harassment and discrimination in sport, Safe Sport environments are essential for all participants in sport. 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 prevention.



## Safe Sport education and awareness

The Canadian Centre for Ethics in Sport (CCES) engaged SIRC to assist in the creation, communication and facilitation of the national endorsement of the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) version 5.1 in 2019.

SIRC has continued to play a crucial role in the development of a pan-Canadian, Safe Sport approach. In 2020-21, SIRC:

- ✓ Co-Chaired the UCCMS Safe Sport Work group
- ✓ Facilitated sector communication regarding Safe Sport
- ✓ Managed the request for proposals for the national Safe Sport review
- ✓ Provided oversight for McLaren's work on the national Safe Sport review
- ✓ Hosted a series of Safe Sport webinars to connect and inform NSOs and MSOs, sport leaders and board members
- ✓ Facilitated a series of meetings to assist and provide education for Safe Sport Officers, an emerging role in the sector
- ✓ Maintained and updated a Safe Sport resource hub with the latest research, best practices, and policies on SIRC's webpage (visit [SIRC.ca/safesport](https://www.sirc.ca/safesport))
- ✓ Collaborated with leading experts to produce evidence-informed content on best practices linked to the Safe Sport movement

These key conversations, reports and sector feedback were instrumental in informing the process that led to the Government of Canada announcing the Sport Dispute Resolution Centre of Canada (SDRCC) as the national Safe Sport Independent mechanism in June of 2021.



## **Concussion** education and awareness

### **CANADIAN CONCUSSION IN SPORT SYMPOSIUM**

On February 9, 2021, SIRC hosted the 2021 Canadian Concussion in Sport Symposium. The event followed the success of two Ottawa-based sport-related concussion workshops hosted by SIRC in 2018 and 2019. While the previous workshops were hosted in-person, the 2021 event was hosted virtually due to the COVID-19 pandemic.

Adam van Koeeverden, Olympic gold medalist and Member of Parliament for Milton, welcomed the more than 1000 people who registered for the event. Participants included sport leaders and organizations, researchers, policymakers, and healthcare professionals working at all levels of sport and from coast to coast to coast in Canada.

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:

- Suzanne Leclerc, Medical Director at INS Quebec, delivered an engaging and insightful keynote presentation on concussions in high performance sport.
- Speakers from Rugby Canada and Football Canada shared how they are leveraging data to deliver programs that prevent and manage concussions.
- New "myth busting" segments with Dr. Roger Zemek engaged the audience through interactive polls while debunking misconceptions about concussion.
- Leading academic experts presented new research on sex and gender differences linked to concussion, peer-to-peer concussion education, and more!



"I learned things at this event. There was good interaction between researchers & those asking the questions. I loved the mix between research, policy makers, practitioners."

"As a healthcare professional it was informative in regard to the implications of concussion management from different perspectives."



## **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.

In 2020-21, SIRC conducted a series of literature reviews designed to take a deeper dive into cutting-edge new areas of concussion research. These reviews covered:

- The effect of protective equipment on concussion prevention
- The effect of neck strengthening on concussion prevention
- Sex and gender differences related to concussions in sport
- What we know (and don't know) about concussions in Para sport
- The role of education in concussion management and prevention

SIRC mobilized the findings of each literature review in a variety of ways, including through knowledge nuggets, infographics, and video-recorded presentations – all available on SIRC's concussion hub (visit [SIRC.ca/concussion](https://www.sirc.ca/concussion)).

## **EMBRACING THE NEW NORMAL** to enhance sport participation

With sport and recreation facilities closed, programs and events cancelled, and much of the sport and physical activity sector working from home at the onset of the COVID-19 pandemic, a “new normal” that involved masking, physical distancing, and enhanced hygiene measures became the reality in Canada. With Canadians’ physical and mental health on the line, the importance of sport and physical activity participation became more important than ever. So, SIRC got to work researching and sharing the latest information and best practices to support a safe return to physical activity and sport participation.





## Physical activity and COVID-19 resources



- ▶ In response to the COVID-19 pandemic, SIRC produced a literature review focused on the benefits of physical activity with a particular focus on physical health and disease prevention, mental health and wellbeing, and immune system function. The review also covered evidence-informed strategies for changing physical activity behaviour in general, as well as in the unique context of rural, remote and Indigenous communities.
  - ▶ The findings of the review were mobilized through knowledge nuggets and one-page summary sheets, and the full review was posted on SIRC's webpage. The findings were also shared directly with SIRC's partners in the territories to inform health promotion strategies in northern regions.



## Sport Participation Research Initiative

The SCRI Conference brings 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).

As Canada’s leading sport participation conference, SCRI tackled four important topics related to sport participation during the COVID-19 pandemic:

- Return to Play – featuring keynote speaker Dr. Andrew Marshall, Chief Medical Officer for the Canadian Paralympic Committee and a panel discussion with sport leaders from across the sector.
- Sport and Social Change – featuring keynote speaker Lisa O’Keefe, Director of Insight at Sport England, and a panel discussion with leading researchers and thought leaders focused on diversity and inclusion.
- Canadian Research Showcase – featuring SPRI-funded research from Diane Culver (University of Ottawa) on social learning in Para sport coaches and organizations.
- Innovative Communication – featuring an interactive workshop with master facilitator, Jill Sadler, of Blueprint North America.



## Mom's Got Game campaign

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

To inform the campaign, SIRC reviewed the literature on mothers' sport and physical activity participation. The review covered why moms participate in physical activity and sport, the barriers and challenges they face, and the benefits they experience when they do get active.

The research showed that when mom is playing sports or being physically active, the benefits for moms, families and society are boundless – from physical and mental health benefits for moms to more active children and families and beyond.

SIRC mobilized the knowledge obtained through the review in various ways, including knowledge nuggets, blog posts, and a video summarizing the key findings of the review. The review also informed key messages disseminated through the campaign.

The Mom's Got Game webpage provided a platform for community members to share their own stories as moms, or stories about the mom in their life. SIRC shared these stories on its webpage and through social media, creating a sense of community at a time when pandemic restrictions were still widely in place.

In addition, SIRC partnered with several community-based organizations to host virtual events and disseminate information about the campaign. For example, SIRC worked with running club Mile 2 Marathon to host a virtual Mother's Day 5k run.

SIRC leveraged a partnership with Bell Media to disseminate the campaign's messaging across the Ottawa-Gatineau region:

- TV advertisements generated a reach of 1,105,500 and 3,143,600 impressions across English channels and 842,000 and 3,206,600 impressions across French channels.
- The radio commercials generated a reach of 18,437,700 impressions across all channels while the 4 radio interviews generated a reach of 151,100 and 476,177 impressions.
- The digital advertisements generated 913,308 impressions and 3,564 link clicks.

SIRC worked with Vector Media on a 12-week campaign which generated an additional 13.2 million impressions.



## **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's can help you access the information and insights you need to recruit qualified professionals, deliver quality programs, inform funding applications, and more.

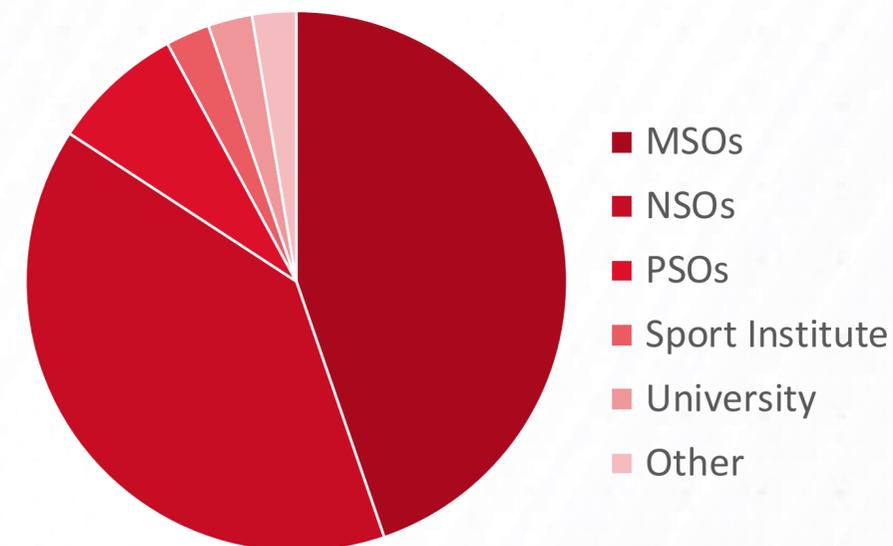
# SIRC subscription and career page

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.

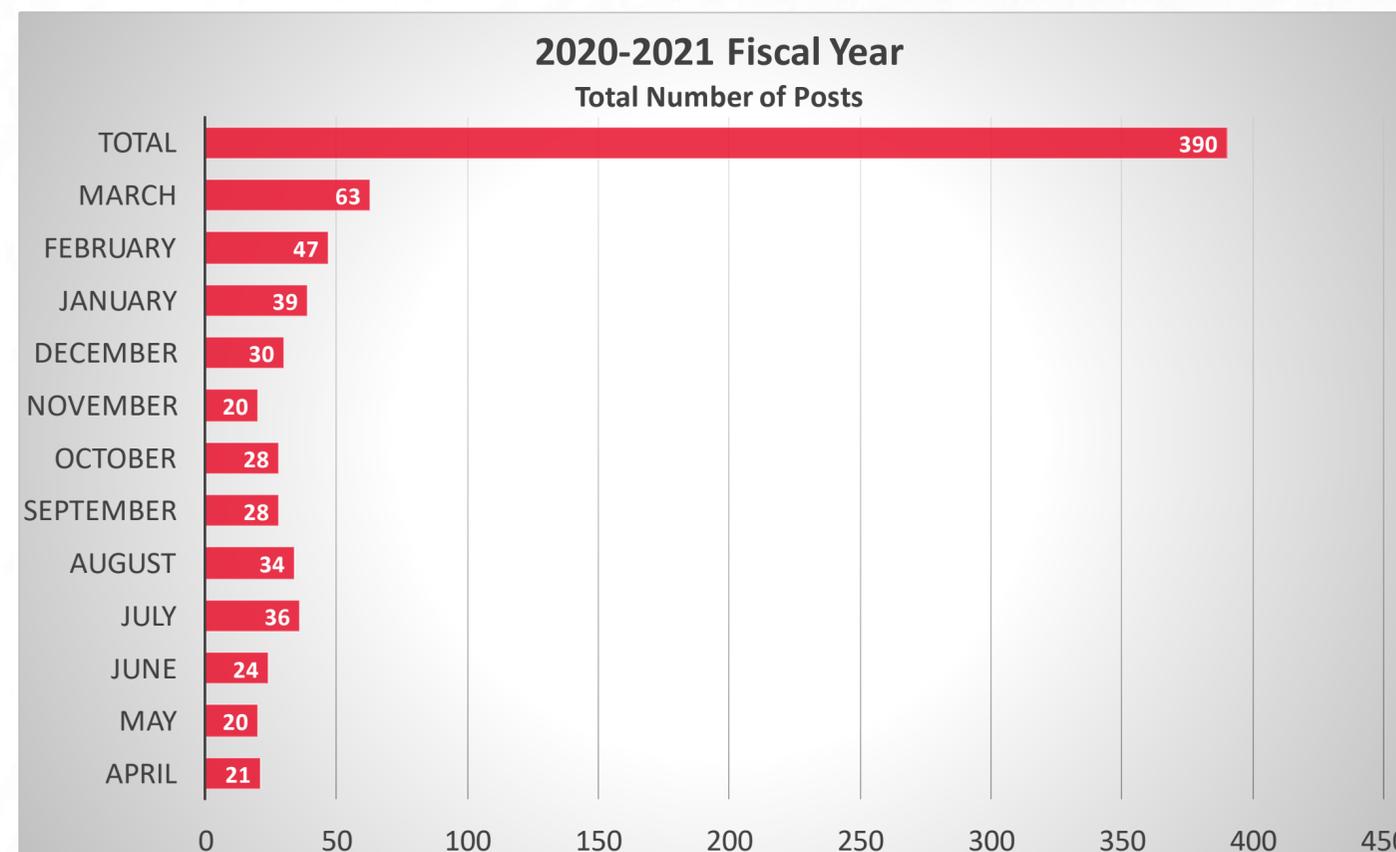
SIRC saw several high-profile postings, including:

- Championship Manager, PGA Canada
- Executive Director, Parasport Ontario
- Chief Operating Officer, Coaching Association of Canada
- Executive Director, Sport North
- And more!

2020-2021 Fiscal Year  
Type of Organizations



2020-2021 Fiscal Year  
Total Number of Posts





## 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.

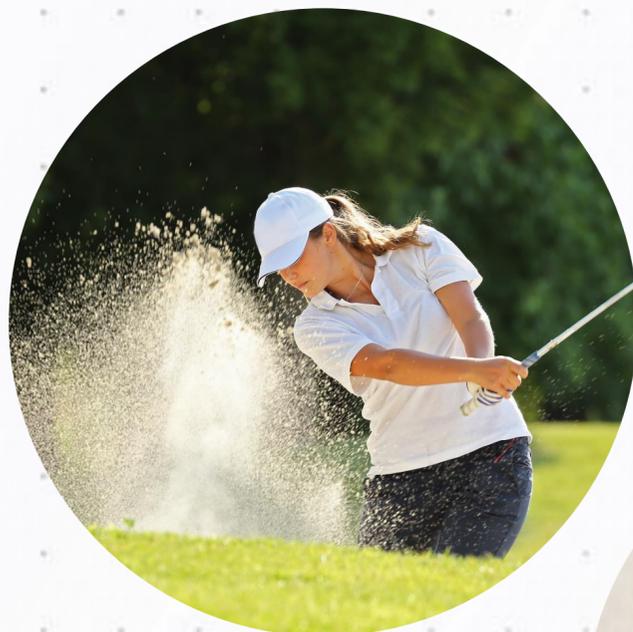
Leveraging these resources, SIRC began to offer evaluation support to sport organizations at all levels in 2020. Evaluation support includes a range of services, including the design of tailored evaluation plans and evaluation measures (such as polls, surveys, interviews, and focus groups), comprehensive 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



- Golf Ontario engaged SIRC to conduct a literature focused on girls' and women's golf participation in the spring of 2020. The findings of the review were used to inform Golf Ontario's new targeting programming for women and girls.
- In the fall of 2020, Golf Ontario continued to collaborate with SIRC on a new project to evaluate its Regional Support Strategy. SIRC designed a survey to assess the progress of the strategy in three pilot regions, then analyzed the data to provide Golf Ontario with insights and learnings to move the strategy forward and better support golf facilities in Ontario.

### ►► Table Tennis North



- Table Tennis North engaged SIRC to evaluate a pilot program for hockey goalies in the Northwest Territories. The program was designed to improve hand-eye coordination and reaction time through participation in a table tennis training program.
- The evaluation showed that program participants improved their reaction time by 9.7%, their hand-eye coordination by 20.5%, and their on-ice save percentage by 15.8%.
- All participants stated that the program was fun, they improved some skills, and they feel more confident in their skills as a goalie after participating in the program. Everyone thought that the program made them a better goalie.



## CONTENT BY THE NUMBERS

**247**

KNOWLEDGE  
NUGGETS

**51**

BLOGS

**15**

SIRCUIT  
ARTICLES

**8**

LITERATURE  
REVIEWS &  
TREND REPORTS



SIRC's content featured the work of 21 different postsecondary institutions, 15 national multi-sport service organizations, and 15 national sport organizations.



In addition to Safe Sport and COVID-19, SIRC covered a range of topics essential to the governance and delivery of sport in Canada. Key topics included partnerships, capacity-building, athlete development, leadership and governance, policy, coaching, high performance, participation, and health and wellness.



In the summer of 2020, SIRC responded to the Black Lives Matter movement with a suite of anti-racism resources on our webpage.



## 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 5,689 sport leaders stay connected to the games they love and physical activity-related knowledge, news and resources they need through the Canadian Sport Daily - SIRC's daily newsletter.



The SIRC website generated 993,000 + pageviews in 2020-2021 with the careers section, Knowledge Nuggets and stories from COVID-19 event cancellations driving the majority of traffic



## Statement of revenues and expenses

April 1, 2020 – March 31, 2021

Information	Total
Sport Canada Contributions	\$1,218,301
Business Projects	\$109,469
Other Revenue	\$66,743
<b>Total Revenue</b>	<b>\$1,394,513</b>

Information	Total
Salaries and Benefits	\$625,851
Contract Support	\$137,397
Project Delivery	\$493,106
Administration	\$134,612
<b>Total Expenses</b>	<b>\$1,390,966</b>
<i>Surplus / Loss</i>	<i>\$3,547</i>

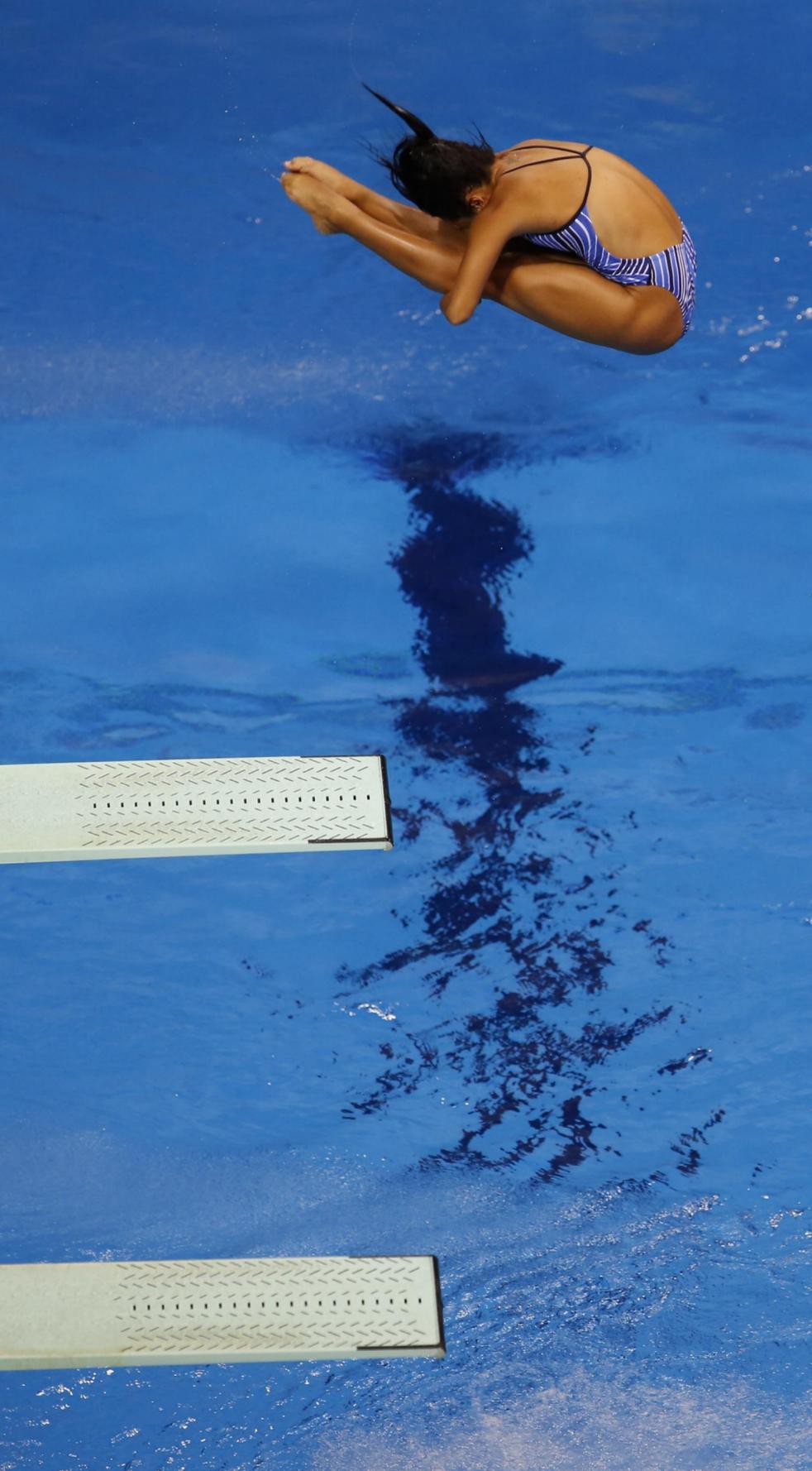


Information	Total
Cash	\$1,050,280
Accounts Receivable	\$49,688
Prepaid Expenses	\$3,836
<b>Total Assets</b>	<b>\$1,103,804</b>

Information	Total
Accounts Payable and Accrued Liabilities	\$287,881
Deferred Revenue	\$350,547
<b>Total Liabilities</b>	<b>\$648,428</b>
<b>Unrestricted Net Assets</b>	<b>\$455,376</b>
	<b>\$1,103,804</b>

## Statement of financial position of year- end

April 1, 2020 – March 31, 2021



**THANK YOU. MERCI. MIIGWETCH.**

**Sport Information Resource Centre**

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Visit us online at [SIRC.ca](http://SIRC.ca)