

# THE SPORT INFORMATION RESOURCE CENTRE

Your first stop for knowledge in sport essentials.

## WHO IS SIRC?

SIRC is Canada's leader and most trusted partner in advancing sport through **knowledge and evidence**. For **50 years**, SIRC has been helping individuals and organizations involved in the development of sport, recreation and physical activity in Canada to:



**Stay connected**



**Share news**



**Continue to learn**

As the knowledge mobilization hub for the Canadian sport sector, SIRC has **extensive networks** ranging from community and provincial sport clubs to national high-performance and corporate partners and leading academic and content experts.

From workshops and webinars to social and digital media campaigns and everything in between, 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 – all with the aim of enhancing the capacity of our shared community to foster growth and the pursuit of excellence in sport and physical activity.



## OUR SERVICES

### LITERATURE REVIEWS:



SIRC literature reviews provide sport organizations and stakeholders with quick and easy access to knowledge, evidence, and insights from credible researchers and organizations.

### RESEARCH AND EVALUATION:



SIRC offers research and evaluation services to help you understand problems and guide your organization's next steps and initiatives. From initial design to analysis and reporting, SIRC can help you answer key questions with data-driven insights.

### KNOWLEDGE MOBILIZATION:



Knowledge mobilization is the process of sharing research findings with an audience who can use those findings in practice. SIRC's knowledge mobilization plans will help you get your message to the right people in the right format at the right time. We can help you develop tailored knowledge mobilization plans and create compelling knowledge products, from blogs and infographics to videos and webinars, that will help you close key knowledge gaps for your target audience.

## SIRC IS HERE TO HELP!

- ✓ We will collaborate with you
- ✓ We balance rigour with reality
- ✓ We have quality connections
- ✓ We have a diverse network
- ✓ We are full service

Get in touch with us today and see how we can help you reach your full potential in the world of sport!



<https://sirc.ca/>



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