



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



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Sport stakeholders who are likely to read this report will be all too familiar with the acronyms in this annual report. However, for anyone who may be unsure of an acronym or initialism, we have spelled them out in Appendix A at the end of this report.

EXECUTIVE MESSAGE FROM







Sherri Audet, Chair, Board of Directors

Looking back on 2022, we are extremely proud of SIRC's dedicated, professional team and of our sport partners for having embarked on a journey with us to collectively work on reimagining sport in Canada. Individuals and communities in Canada made it clear that sport and physical activity are important, however, they must be safe and inspire a positive experience for all.

To that end, the Canadian Sport Policy 2023-2033 is intended to guide funding and programming priorities by federal, provincial and territorial governments for the next decade. Having led a process this past year during which we spoke and engaged with Canadians nationally, SIRC played a pivotal role in helping inform the Policy by:

- hosting 25 consultations
- managing an e-survey in 4 languages
- analyzing the insights
- publishing those findings in the What We Heard Report (by approving that report, the Federal Provincial and Territorial (FPT) government workgroup further validated SIRC's rigorous process)

Safety in sport, Safe Sport, and good governance policies and procedures dominated headlines this past year. Changes needed to happen. SIRC's role as the trusted knowledge and communication hub has been critical for explaining changes and advances. Sample 2022-2023 highlights include SIRC having:

- organized the first Canadian Concussion Symposium to feature the latest international Concussion Consensus from Amsterdam
- developed the innovative, well-received myth or fact videos to help spread the word on concussion
- signed on with OSIC, along with the majority of the nationally funded sport organization
- complied with mandated Safe Sport training, both for staff and SIRC's Board
- wrote, co-created and published content (blogs, articles) highlighting research to help inform Safe Sport programs

EXECUTIVE MESSAGE (CONTINUED)

Other critical components for improving the sport system are Board and leadership accountability as well best practices of good governance. As an advisor to workgroups and NSO Boards, SIRC provided credible, essential resources (literature reviews to governance trend reports), and promoted practical tools and templates to help sport organizations develop their own policies.

Thanks to our 2022-2023 project partners and supporters, including: Government of Canada, Canadian Olympic Committee, Canadian Paralympic Committee, Health Canada, Ringette Canada, SPARC, Special Olympics Canada, Sport North and Table Tennis North.

As this annual report shows, we amplified our skills and SIRC services this past year to better serve the sport sector. Our research and partnership team provided valuable sector and academic insights to help partners inform and evaluate their programs. With 10 million impressions across our communication platforms last year, our outreach team optimized and engaged our extensive network of sport and government stakeholders as well as researchers to help facilitate conversations, develop impactful messaging, and reach individuals and communities throughout Canada.

Having incorporated in 1973, 2023 marks SIRC's 50th anniversary. We look ahead optimistically as we empower individuals and organizations at all levels of sport with credible knowledge so that programs and policies can be developed for everyone to fully enjoy, participate in and celebrate sport. safely.

Best regards,

Debra Gassewitz, President and CEO and Sherri Audet, Chair, Board of Directors



ABOUT

The Sport Information Resource Centre



YOUR FIRST STOP FOR KNOWLEDGE IN SPORT ESSENTIALS



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.

OUR BOARD

SIRC was fortunate to have the strategic guidance and oversight of diverse leaders from the sport sector who formed our 2022-2023 Board of Directors:

- **Sherri Audet**, Motion Works Physiotherapy, and Team Canada Physiotherapist
- Thomas Hall, Canadian Olympic Committee
- Amanda Black, University of Calgary
- Jake Rondot, Human Kinetics
- Alison Doherty, Western University
- Debra Gassewitz, Sport Information Resource Centre
- **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.



WHAT SIRC DOES FOR SPORT IN CANADA

BUILDING KNOWLEDGE EXCELLENCE

- By translating scientific research and sector intelligence into resources and insight to inform policy and practice at all levels of sport in Canada, SIRC specializes in building knowledge excellence for the Canadian sport sector.
- Credible, evidence-based research cannot just be published—it must also be mobilized. SIRC develops messaging and communications expertise to help new research resonate with the sport sector, and with the Canadian public.

GROWING THE SPORT NETWORK

- 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.
- SIRC's network is vast and inclusive, encompassing all stakeholders in the Canadian sport and physical activity sector, from playground to podium. SIRC connects national, provincial, territorial and community sport organizations, as well as researchers, sponsors, policy makers, knowledge leaders and more.
- 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 sector.

LEADING THE WAY

• SIRC leads by example. From our commitment to Safe Sport to our evolving sport leadership and governance resources, SIRC engages in meaningful action to ensure its policies and practices are both up to date and effectively implemented. We model and share what we learn to encourage intentional, evidence-based practice for Canada's sport sector.

BUILDING KNOWLEDGE EXCELLENCE

At SIRC, we believe that building knowledge excellence involves a dynamic process integrating research and data with practical tools and templates. Our approach recognizes that interconnection between these elements drives success.

By leveraging research and data, we have been able to develop practical, relevant tools and templates—ones that foster internal growth and support our partners' work. To optimize outcomes for everyone in sport, the latest research and data must inform sport programs, policies and practices.

Our commitment to knowledge-to-action has yielded exceptional results. Most notably, SIRC's research-informed and connections-driven leadership in the Canadian Sport Policy Renewal strongly positions us as a credible, trusted voice in the national sport sector. On a daily basis, SIRC's reviews and syntheses of existing research and resource support the sector across a range of timely, relevant issues. Highlights from 2022-2023 include:

- Board recruitment and succession planning checklists
- Concussion and safe sport resources
- Training to support sport organizations delivering programming in a changing climate



BUILDING KNOWLEDGE EXCELLENCE

Research and data

Literature reviews

Because knowledge excellence relies on consistent bodies of literature, not standalone studies, SIRC carefully synthesizes research published on timely, relevant issues. Literature reviews let us assess both the quantity and quality of evidence to provide sport organizations with evidence-based recommendations for policy and practice.

In 2022-2023, SIRC:

- published **new literature reviews** in 2022-2023, providing insights about sport safety, from climate change's impact (exertional heat illness, shorter winter sport seasons) to the effectiveness of safeguarding initiatives in sport to the predictors of sport-related concussion recovery
- provided literature review services to sport organizations like the Canadian Olympic Committee and Special Olympics Canada that required data and evidence to drive decision-making

SIRC is committed to fostering informed decision-making and supporting the advancement of sport knowledge.

EXPLORING CONCUSSION RECOVERY OUTCOMES



▶ WHAT IS A CONCUSSION?



A **concussion** is a brain injury caused by a hit to the head or body. Concussions can lead to a wide range of short and long-term symptoms that can affect how an athlete thinks, feels and acts.

> CONCUSSION RECOVERY

Athletes will typically recover from a concussion within **one month** of their injury, but in some cases, recovery may take longer. Longer recovery times can negatively affect an athlete's overall health and well-being by keeping them away from the activities they love to do.

Research shows that several factors can impact an athlete's concussion recovery time. These factors can be broken down into:

Non-modifiable factors

Factors that can not be changed such as an athlete's:

- Biological sex

- Medical conditions and history

2 Modifiable factors

Factors that can be changed such as:

- Following recovery guidelines
- Seeking timely medical care
- Social support

Understanding how both modifiable and non-modifiable factors influence recovery can help us better support athletes during their recoveries.

> THINGS YOU CAN'T CHANGE

Biological sex

Evidence suggests that concussions in male and female athletes are not the same. Compared to male athletes, females often have:

- A greater number of symptoms
- More severe symptoms
- Longer recovery times

When it comes to returning to play, this may mean that female athletes require additional time before they can safely re-engage in competitions.

A recent study found that female soccer players typically took two days longer to return to play compared to male soccer players.

-Bretzin et al., 2021

Race

There is **limited research** exploring the relationship between race and concussion recovery. However, initial research suggests that an athlete's race may influence the symptoms they experience and their recovery care they need, more research should be conducted with athletes across different races to better understand how racial differences influence recovery outcomes



Research and data

Concussion awareness and education

Since 2017, SIRC has elevated national concussion awareness and education initiatives in sport.

The latest research and data are at the heart of our concussion awareness and education efforts.

For example,

- SIRC's <u>Concussion Portal</u>, updated annually, showcasing Canadian concussion research and literature reviews (new in 2023) on concussion management, prevention and recovery
- bringing research to life at SIRC's annual Canadian Concussion in Sport Symposium (the **2023 Symposium** gathered leading researchers on topics including concussion assessment, psychological readiness to return to play, and the impact of concussion on vision)

BUILDING KNOWLEDGE EXCELLENCE



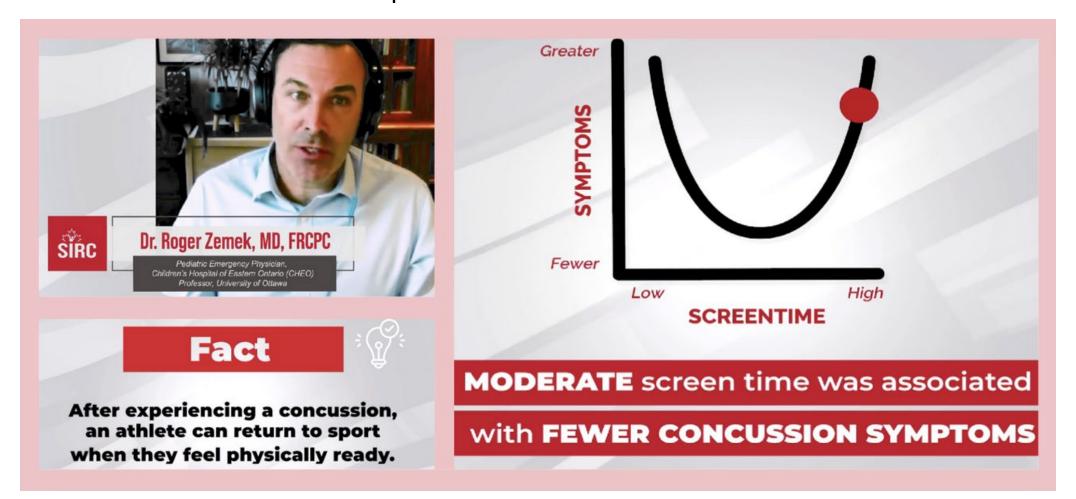
BUILDING KNOWLEDGE EXCELLENCE

Practical tools and templates

Concussion tools and templates

SIRC hosts protocols, policies, tools and resources to support concussion prevention, management, and recovery on its **Concussion in Sport Resources Portal**. New resources from 2022-2023 included infographics and educational slide decks focused on social support and psychological readiness to return to sport following a concussion. SIRC developed these in partnership with leading researchers in concussion in sport at the University of Toronto and Université de Montréal.

SIRC also produced 5 more videos of myths and facts for athletes, participants, coaches, parents, guardians, healthcare professionals and sport administrators to keep in mind. The videos feature physicians, optometrists and researchers discussing youth mental health, screen time, vision impacts, and more.





Practical tools and templates

Air quality and outdoor sport safety

With air pollution increasing in Canada owing to extreme heat, wildfire smoke and industrial sources, sport organizations must prepare to adapt outdoor programming to protect sport participants' safety.

In February 2023, SIRC and Health Canada jointly launched an **online training module** that is:

- designed to teach coaches, officials and other sport leaders about air pollution, its effects on health, and how to use the Air Quality Health Index (AQHI) to guide decisions about outdoor sport programming
- complemented by a suite of useful infographics, info-cards and a policy guide for sport organizations
- freely accessible from "<u>The Locker</u>," the Coaching Association of Canada's e-learning platform (accompanying resources are housed on SIRC's <u>Air</u> <u>Pollution and Sport Safety Resource Hub</u>)

BUILDING KNOWLEDGE EXCELLENCE





To create impact, research and data must be shared with people who can use it, and innovation and knowledge sharing depend on conversations and collaboration. As such, growing the sport network is central to our strategic plan. The more people and sport organizations we can connect with credible knowledge and information—and one another—the greater our impact will be.

SIRC took a multifaceted approach to growing the sport network in 2022-2023. SIRC was at the forefront in facilitating conversations and connections for knowledge exchange and collective problem-solving among Canadian sport stakeholders. We exemplified our commitment to shaping the future of sport by bringing together diverse voices through impactful events and engagements:

- SCRI conference
- Concussion in Sport Symposium
- 2023 Canadian Sport Policy Renewal

SIRC also kept bolstering its social and digital media presence by adding a new Senior Manager of Communications in 2022. SIRC's outreach and awareness efforts ensure everyone across sport has access to the latest developments and best practices. Concussion awareness campaigns, air quality and sport safety resources, and the Canadian Sport Policy Renewal boasted particularly strong performance.

Finally, SIRC created its Research and Partnerships division in early 2023, led by SIRC's Vice President of Operations. Thus, putting intentional focus on partnerships and collaboration with government, sport organizations and researchers to support the sport sector.



GROWING THE SPORT NETWORK

Facilitating conversations

In 2022, SIRC's role as a system connector featured prominently during the **Canadian Sport Policy Renewal**. SIRC co-hosted 25 different engagements with federal, provincial and territorial governments, plus key stakeholder groups like athletes, new Canadians, Indigenous sport leaders, coaches, officials, among others. In all, SIRC coordinated and hosted engagement sessions with nearly 900 people nationally, in person and virtually. Another 4200+ people contributed ideas and perspectives via a SIRC-led national survey. The **What We Heard Report** summarizes the key challenges, top priorities, and vision for the future of sport in Canada stemming from these conversations, reflecting the voices of over 5100 Canadians.

Conferences and events demonstrate how SIRC facilitates timely, relevant conversations for the national sport sector. Nearly 1000 people from every province and territory, and 21 other countries registered for the **16th annual SCRI Conference**, held virtually October 27-28, 2022. It catered to participants' diverse interests and needs by featuring over 50 research posters, 4 plenaries, and 3 driving change spotlights showcasing innovative research and strategies for positive transformation within sports. SCRI was as an enriching platform for knowledge exchange and featured collaborative discussions like the panel on the match official shortage, a critical issue affecting the integrity and sustainability of many sports.

SIRC's **5th Annual Concussion in Sport Symposium** drew attention to cutting-edge research and protocol and policy updates for concussion management and prevention. Held virtually for a third consecutive year, the event continued to extend the reach of Canadian sport-related concussion research. It fostered vital discussions about vulnerable populations, including children and people of colour, and emerging areas of research, including how health affects concussion management, the impact of concussion on the vision system, and best practices in concussion education. The Symposium drew overwhelmingly positive feedback and high-satisfaction levels, emphasizing its effectiveness in providing valuable insights and resources to apply on the ground in sport for concussion prevention and management.



GROWING THE SPORT NETWORK

Outreach and awareness

SIRC reached over **10 million participants** in 2022-2023—a remarkable milestone. We attribute this achievement primarily attributed to SIRC's strategic use of varied communication channels. Our Canadian Sport Daily newsletter engaged wide audiences by delivering up-to-date sports information directly to subscribers' inboxes. To amplify reach, SIRC mobilized social media channels (Twitter, Facebook, Instagram, LinkedIn, YouTube) and created engaging, shareable content that successfully captured the attention of sports enthusiasts and professionals alike.

Additionally, we leveraged web traffic generated from SIRC's knowledge nuggets, blogs and SIRCuit articles. By publishing insightful, relevant content on our website, we established SIRC as a go-to source for sports-related information and resources, which drove even more traffic. This powerful mix of communication efforts led us to extend SIRC's influence, allowing us to disseminate valuable sports-related content to a broader, diverse audience, ultimately surpassing the 10-million mark.

More than

10,000,000

REACHED



Twitter: 6,061,375



Facebook: 432,000



Instagram: 900,000



LinkedIn: 432,000



Canadian Sport Daily: 1,584,000



Partner newsletters: 200,000



Website: 1,300,000



GROWING THE SPORT NETWORK

Sharing the voice of sport in Canada

In 2022-2023, SIRC continued its indispensable role as a hub for sports-related information. SIRC shared announcements and job postings from sport organizations across Canada. SIRC bridged those organizations to target audiences by effectively communicating important updates, events and initiatives. Likewise, we helped connect potential candidates with career opportunities by publishing sports jobs on SIRC's website and social media platforms. Doing so benefited job seekers and aided sport organizations in finding the right talent to drive their respective initiatives, contributing to sport sector's growth and development in Canada.

By leveraging our website, newsletters and social media, we provide a reliable, accessible platform for sport organizations to reach wide audiences of sports enthusiasts, athletes, participants, coaches and administrators. We showcase NSOs and PTSOs by highlighting their achievements, events and contributions nationally. Through in-depth interviews, profiles and articles, SIRC magnifies NSOs' exemplary work and celebrates their dedication to promoting sports excellence and inclusivity. SIRC not only shares stories and raises awareness of the sport sector's pressing issues (diversity, mental health, gender equality, sustainability and more), we also reveal work underway to address them. SIRC encourages dialogue, fosters unity, and encourages the sport sector to be more inclusive, progressive and socially responsible.

Actively sharing and promoting such content serves as a catalyst for growth and progress in Canada's sports landscape. SIRC's varied, engaging content is key to connecting stakeholders, inspiring positive action, and furthering the sport community's collective goals.



Partnerships and collaboration

SIRC values not just our network's size, but also its quality. One way we develop quality connections is by nurturing intentional, meaningful partnerships and collaboration. Partnering with researchers, sport organizations, and governments is key to building knowledge excellence for Canada's sport sector and to growing the sport network. For example, the **2022 SCRI Conference** and the **2023 Concussion in Sport Symposium** featured more than 35 different researchers, clinicians, and sport leaders at the leading edge of research and practice focused on sport participation and concussion in sport, including Sport New Zealand's Alex Chiet and acclaimed concussion researcher and neurosurgeon Dr. Charles Tator.

People who cannot attend events could still benefit by reading our **SIRC blog** and **SIRCuit**, featuring contributions from over 40 sport scholars and thought-leaders on timely, relevant topics ranging from referee abuse to creating welcoming spaces for new Canadians in sport. This included content through an ongoing, annual partnership with Queen's University's School of Kinesiology and Health Studies. Queen's students write a research-based blog as a class assignment and SIRC publishes the top submissions. This provides students with valuable learning opportunities, builds capacity for SIRC, and connects our readers with fresh, engaging content.

GROWING THE SPORT NETWORK









































Coaching Association of Canada Association canadienne des entraîneurs





Partnerships and collaboration

In 2022-2023, SIRC laid the foundation for fruitful collaborations with academic and sport partners. This included partnering with 3 different researchers to apply for SSHRC funding to support innovative research on topics like quality sport programming for athletes with disabilities and youth athlete concussion education. These grant applications follow our 2021 SSHRC-funded initiative with Brock University. A SIRC-led evaluation of that initiative gave rise to a co-authored SIRC/Brock paper (Partnering for impact: A blueprint for knowledge translation initiatives in the Canadian sport sector), **published by Quest**, the leading journal for kinesiology professionals in higher education.

SIRC served a vital role in building capacity and offering services that would meet sport partners' research, evaluation, and knowledge mobilization needs. For example, SIRC:

- synthesized research to support the Canadian Olympic Committee's Impact Agenda
- collaborated with the Canadian Paralympic Committee to <u>share</u>
 <u>stories and raise awareness about athlete transfer in Paralympic</u>
 <u>sport</u>
- jumped to action in March 2023, when 2 SIRC staff members travelled to NWT communities to deliver and evaluate intro-to-ringette programming on behalf of Ringette Canada
- provided logistical support for Sport North's virtual Sport Leadership Summit series

Our knowledge, network and versality make SIRC a go-to partner for everything from literature reviews to nationwide, multi-stakeholder consultations.

GROWING THE SPORT NETWORK



LEADING THE WAY



AND RESPECTED. HERE, NO MATTER WHO YOU ARE OR WHERE YOU COME.



Leadership and governance

From a strong commitment to Safe Sport to an expanding suite of sport leadership and governance resources, SIRC engages in meaningful action to ensure its policies and practices are updated and effectively implemented. We model and share what we learn to encourage intentional, evidence-based practice among sport leaders and organizations at all levels of sport. From workshops and webinars to social and digital media campaigns and everything in between, education and awareness are at the heart of what we do. 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.

SIRC's resources and insights empower sport organizations and administrators to excel on the field of play and in the boardroom. Sample 2022-2023 highlights include:

- SIRC's series of **Sport Governance and Leadership Trend Reports** to offer valuable data, analysis and best practices that enable sport stakeholders to make informed decisions, adopt effective strategies, and evolve with the sports industry's changing dynamics. The series is designed to capture key issues in an ever-changing landscape.
- As of 2025, NSOs seeking federal funding are mandated to adopt the Canadian Sport Governance Code, so the newest additions to our series focus on related topics of **board recruitment** and **succession planning**. Whether for guidance on organizational structure, policy development or inclusive leadership, SIRC's resources play a pivotal role in shaping sport organizations' success and sustainability.

LEADING THE WAY



Sport safety



Since athlete health and safety are paramount, SIRC's longstanding dedication to foster Safe Sport environments is clear. For example, SIRC:

- served a valued role during development of the first iteration of the **UCCMS**
- hosted educational opportunities over the years for sport leaders and organizations to address how Safe Sport and safety in sport are evolving, with a supporting <u>resource page</u>, <u>expert-driven content</u> and webinars
- joined Abuse-Free Sport, the independent program to prevent and address maltreatment in sport (agreement signed in 2022)

Through our vast educational materials, resources and partnerships, SIRC empowers participants, athletes, coaches and leaders with the knowledge and tools to prioritize everyone's health and safety in the sport environment. SIRC's 2022-2023 highlights include:

- partnering with Health Canada on how air pollution (sensitivity and responsiveness to ongoing and emerging issues) affects safety in sport
- continuing reinforce concussion education and awareness, including updating SIRC's Concussion Hub annually to add the latest research and resources for the sport sector
- engaging in digital marketing and communications around Concussion Awareness Week
- hosting another successful annual Concussion in Sport Symposium, reflecting the sector's continued investment in concussion education

In February 2023, SIRC proactively delivered <u>educational resources and training</u> focused on how air pollution impacts athlete health and safety. Ahead of 2023's unprecedented wildfire season, SIRC's national training module and resources equipped Canadian sport coaches, officials and administrators with the tools they needed to make informed decisions about outdoor sport participation.

FINANCIAL STATEMENTS

Statement of revenues and expenses April 1, 2022 to March 31, 2023

Revenues	Cost
Sport Canada contributions	\$802, 234
Business projects	\$539, 410
Total revenue	\$24, 770
Other revenue	\$1, 366, 414

Expenses	Cost
Salaries and benefits	\$772, 532
Contract support	\$67, 895
Project delivery	\$338, 284
Corporate services	\$120, 081
Surplus/loss	\$67, 622

Statement of financial position of year-end April 1, 2022 to March 31, 2023

Information	Cost
Cash	\$813, 041
Accounts receivable	\$48, 522
Prepaid expenses	\$5, 207
Total assets	\$866, 770

Information	Cost
Accounts payable and accrued liabilities	\$772, 532
Deferred revenue	\$201, 062
Total liabilities	\$318, 282
Net assets	\$548, 488



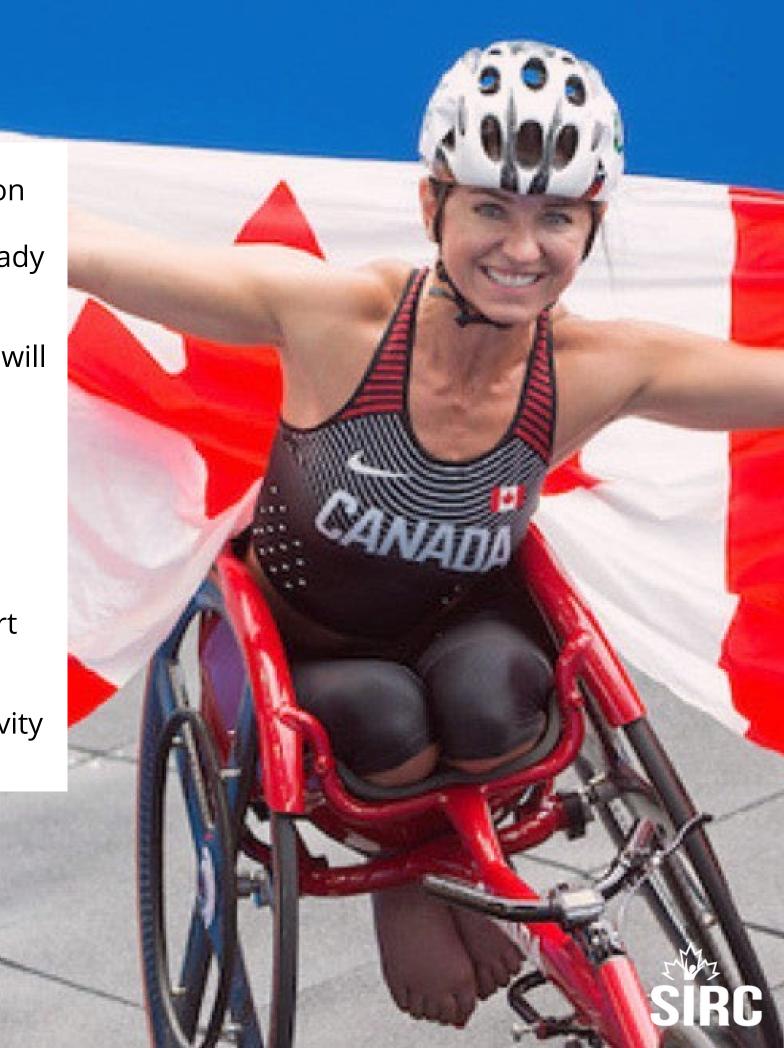
FINAL REMARKS

Thanks to all our partners, funders and board of directors for their collaboration and support. Together, we achieved remarkable milestones and overcame challenges. Through such ongoing, mutually beneficial relationships, we are ready for the next chapter of our journey. Opportunities await.

Building on last year's successes and our progress toward long-term goals, we will continue to grow our network, cultivate partnerships, and address the sector's critical gaps.

As always, we will foster a culture of empowerment, continuous learning and inclusivity. Together, let us celebrate triumphs, learn from challenges, and embrace sport's unifying spirit.

Just as for our first 50 years, we continue to be committed to empowering sport organizations and individuals by sharing credible and evidence-based information. As your first stop for knowledge in sport essentials, SIRC remains Canada's leader and most trusted partner in advancing sport and physical activity through knowledge.



THANK YOU. MERCI. MIIGWETCH.



APPENDIX A: ACRONYMS

AQHI Air Quality Health Index

CSP Canadian Sport Policy

CCES Canadian Centre for Ethics in Sport

FPT Federal provincial and territorial

NSOs National sport organizations

NWT Northwest Territories

OSIC Office of the Sport Integrity Commissioner

PTSOs Provincial Territorial sport organizations

SCRI Sport Canada Research Initiative

SIRCuit SIRC's quarterly research newsletter

SPARC Sport, Physical Activity, and Recreation Council

Social Sciences and Humanities Research Council

UCCMS Universal Code of Conduct to Prevent and Address Maltreatment in Sport

