



2024-25

IMPACT REPORT



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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 Anishinaabeg nations. We acknowledge and thank the diverse Indigenous peoples whose presence marks this territory on which peoples of the world now gather.



A MESSAGE FROM THE CEO

As I reflect on my final year before retirement, I am filled with immense pride and gratitude for the incredible work SIRC has accomplished and the profound impact we continue to have on Canada's sport sector. This year, more than ever, has demonstrated the strength and resilience of our team, our Board, and our partners across the sector. Together, we've built a solid foundation for the future of sport in Canada—one rooted in credibility, innovation, and responsiveness.

SIRC remains a vital hub of knowledge, connecting the sport, research, and government communities. We continue to empower Canadians through relevant and credible information, helping to shape policies, programs, and decisions that directly influence sport participation and safety. Our redesigned website, launched this year, is a testament to the dedication and expertise of the teams who worked tirelessly to curate top-tier resources for sport practitioners and enthusiasts.

This past year, the growth of our research and evaluation services has not only enhanced our impact but also played a crucial role in diversifying SIRC's revenue. By supporting

National Sport Organizations (NSOs) and community partners with comprehensive research and evaluation services, we have strengthened the value we offer while ensuring sustainable growth.

Our impact extends beyond information-sharing: we have actively contributed to the development of the next Canadian Sport Policy, hosted over 25 consultations, and partnered with stakeholders across the country. As SIRC continues to be a leader in this space, the future holds boundless opportunities for growth, innovation, and collaboration.

While this chapter closes for me, the journey continues under the very capable leadership of Kim Gurtler and our dynamic Board. I am excited to see what the next era holds for SIRC and remain deeply optimistic about the possibilities that lie ahead for Canada's sport and recreation landscape.

Cheers,
Debra Gassewitz

A MESSAGE FROM CHAIR OF THE BOARD OF DIRECTORS

As we look back on a year of tremendous progress and growth at SIRC, I am pleased to reflect on how the organization has strengthened its leadership, governance, and services in ways that will continue to benefit Canadians and the broader sport sector for years to come. This has been a year of meaningful transformation, where SIRC has further cemented its position as Canada's central resource for credible sport information, research, and evaluation.

A highlight of the year has been the renewal of our strategic plan for 2025-2029. This new roadmap reflects our continued commitment to knowledge excellence, growing our network, and ensuring our services meet the ever-evolving needs of Canadians involved in sport. With a focus on corporate sustainability, we are not only strengthening our impact but also diversifying our revenue streams through enhanced research and evaluation services. This will ensure that we remain a trusted partner in supporting the development of evidence-informed sport policies and programs across the country.

SIRC also plays a pivotal role in supporting the capacity building of the sport sector, with initiatives like our leading job board, which connects thousands of Canadians to employment opportunities across various sport organizations. This resource is essential in strengthening the sector by ensuring the right people are in the right roles to drive sport forward.

Good governance has been essential to our success. Our Board's strategic oversight and careful succession planning ensure that SIRC remains poised for future growth, providing the controls and leadership necessary to guide our organization. SIRC's ability to adapt and thrive in an era of digital and political change demonstrates the strength of our foundation and the clarity of our direction.

Finally, on behalf of the Board, I would like to extend a heartfelt thank you to Debra for her exceptional leadership over the past 28 years. Her vision, dedication, and impact have shaped SIRC into the trusted and respected organization it is today. We are deeply grateful for her contributions and excited for the future she has helped build.

I am confident that, under the dynamic leadership of Kim Gurtler, SIRC is well positioned to continue making a significant impact in Canadian sport for many years to come.

Sincerely,
Jake Rondot
Chair, SIRC Board of Directors

MISSION, VISION, VALUES



★ MISSION

SIRC empowers sport organizations and individuals to improve the quality of sport and physical activity experiences by creating, curating and sharing credible evidence-based knowledge using relevant, engaging and innovative communication approaches.

★ VISION

SIRC is the leading sport research, knowledge and communication centre.

★ VALUES

Trusted Advisor
Connections Builder
Knowledge Innovator
Well-being and Safety Champion



REACHING CANADIANS



REACHING CANADIANS

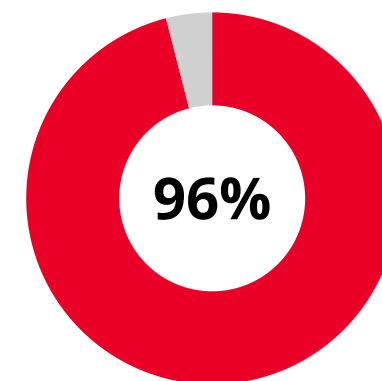
Over the past year, SIRC made a meaningful impact across the Canadian sport landscape with an emphasis on reaching Canadian communities through a dynamic and growing digital presence.

Importantly, SIRC continued to support organizations committed to creating inclusive and high-quality sport experiences for Canadians with physical and intellectual disabilities, racialized Canadians, Indigenous peoples, newcomers, and gender-diverse communities.

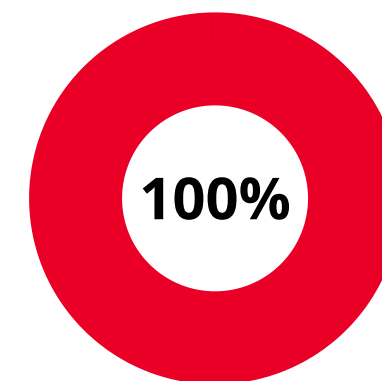
OUR IMPACT

2.9 MILLION IMPRESSIONS

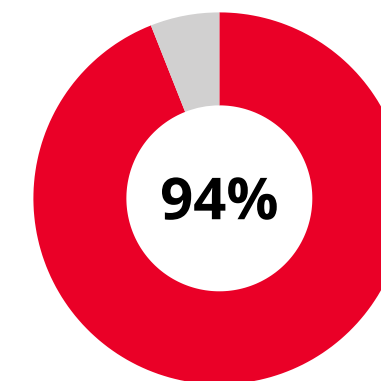
FROM MORE THAN **375,000** PEOPLE INVOLVED IN SPORT IN CANADA.



OF CANADIAN
COMMUNITIES
REACHED



OF PROVINCES
AND TERRITORIES
REACHED



OF THE NATIONAL
SPORT SECTOR
ENGAGED

400+

SPORT
ORGANIZATIONS
ENGAGED AT ALL
LEVELS OF
CANADIAN SPORT.

155,000
ENGAGEMENTS

+115%
GROWTH IN
ENGAGEMENT RATE

+19.5%
GROWTH IN
WEBSITE USERS

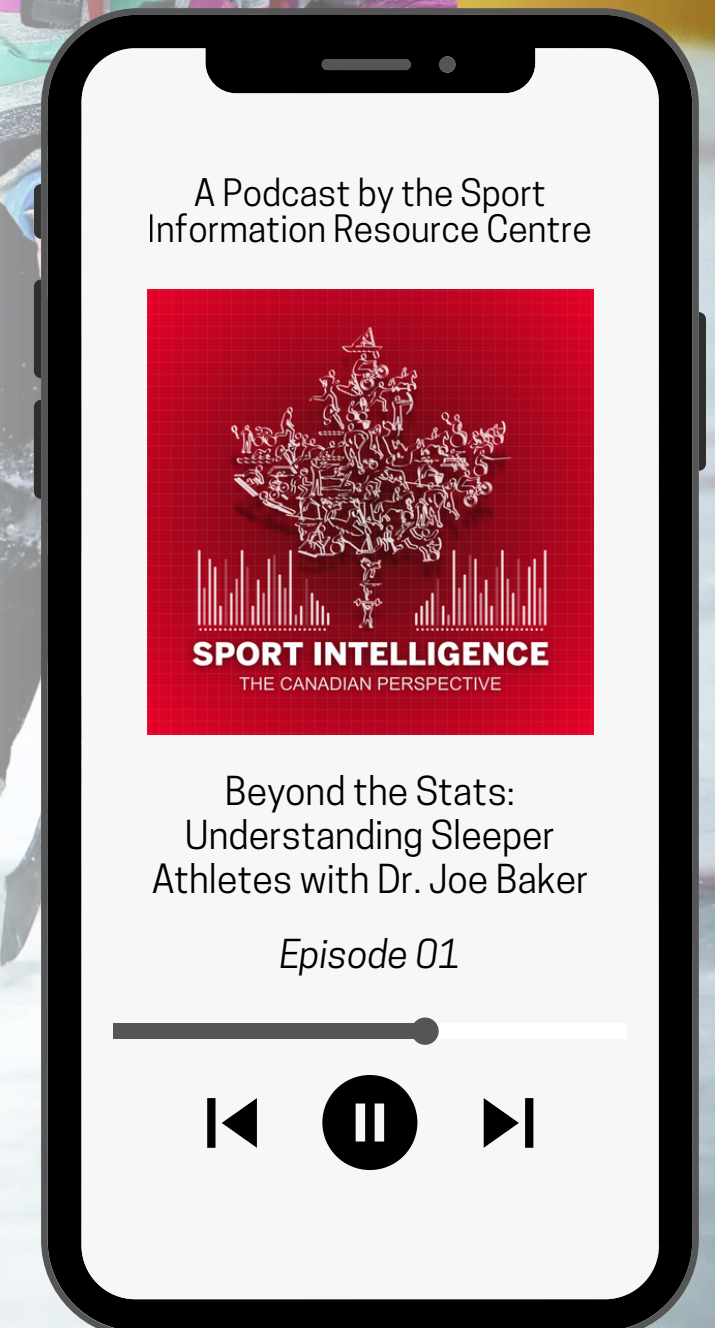
+16%
GROWTH IN THE
CANADIAN SPORT DAILY

HOW WE DID IT

DIVERSIFICATION OF CHANNELS AND CONTENT STRATEGIES

To meet the evolving needs of Canada's sport system, SIRC expanded and diversified its communications. In 2024, **we launched two new podcasts in both of Canada's official languages** [*Sport Intelligence: The Canadian Perspective*](#) and [*Intelligence sportive : la perspective canadienne*](#). Available on all major podcast platforms (Spotify, Apple Music, iHeartRadio, etc.), the series targets the **18-34-year-old demographic**, Canada's emerging sport leaders. This approach aligns with recent data indicating that **39% of Canadian adults** regularly consume podcast content.

SIRC also introduced **TL;DR (Too Long; Didn't Read) audio snippets**, which are short audio summaries of key research insights, available in both English and French. Paired with infographics and other visual knowledge translation tools, these formats increase accessibility and extend the lifespan of sport research.

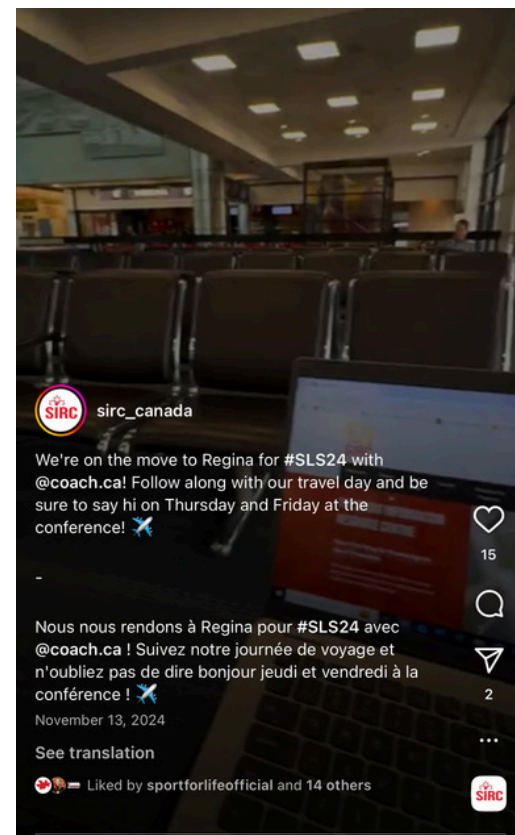


HOW WE DID IT

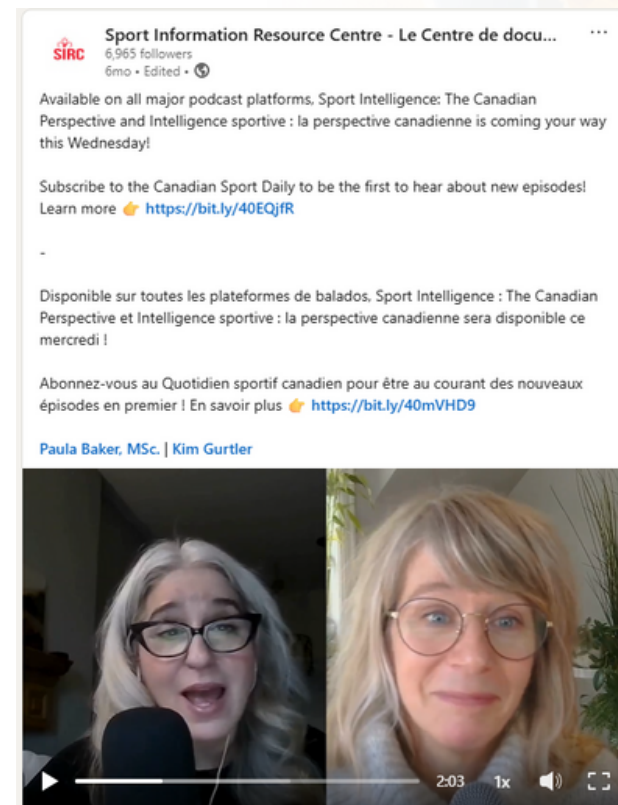
DIVERSIFICATION OF CHANNELS AND CONTENT STRATEGIES

To stay ahead in a fast-paced digital landscape, SIRC produced high-quality **videos and social media graphics**, optimizing for algorithm performance and visibility. Daily content was shared across platforms to **maximize engagement** and drive awareness.

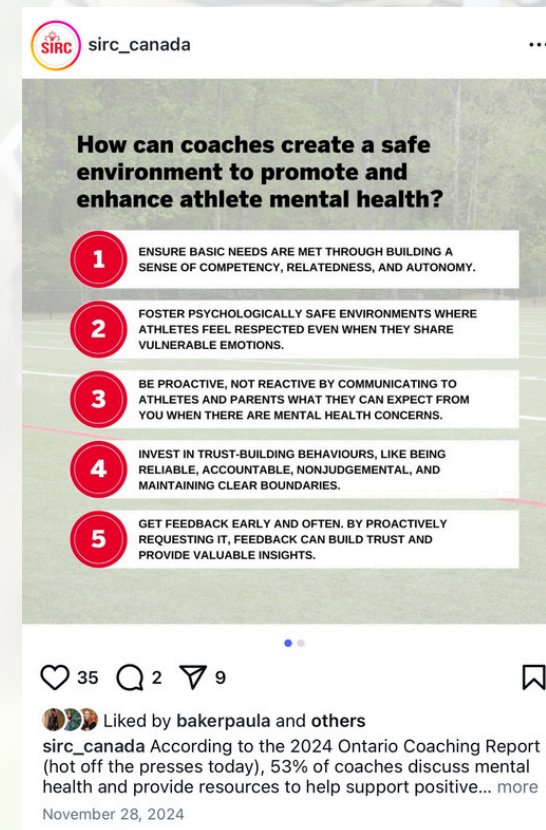
TRENDING VIDEOS



PODCAST HIGHLIGHTS



EDUCATIONAL GRAPHICS



COLLABORATIVE CONTENT

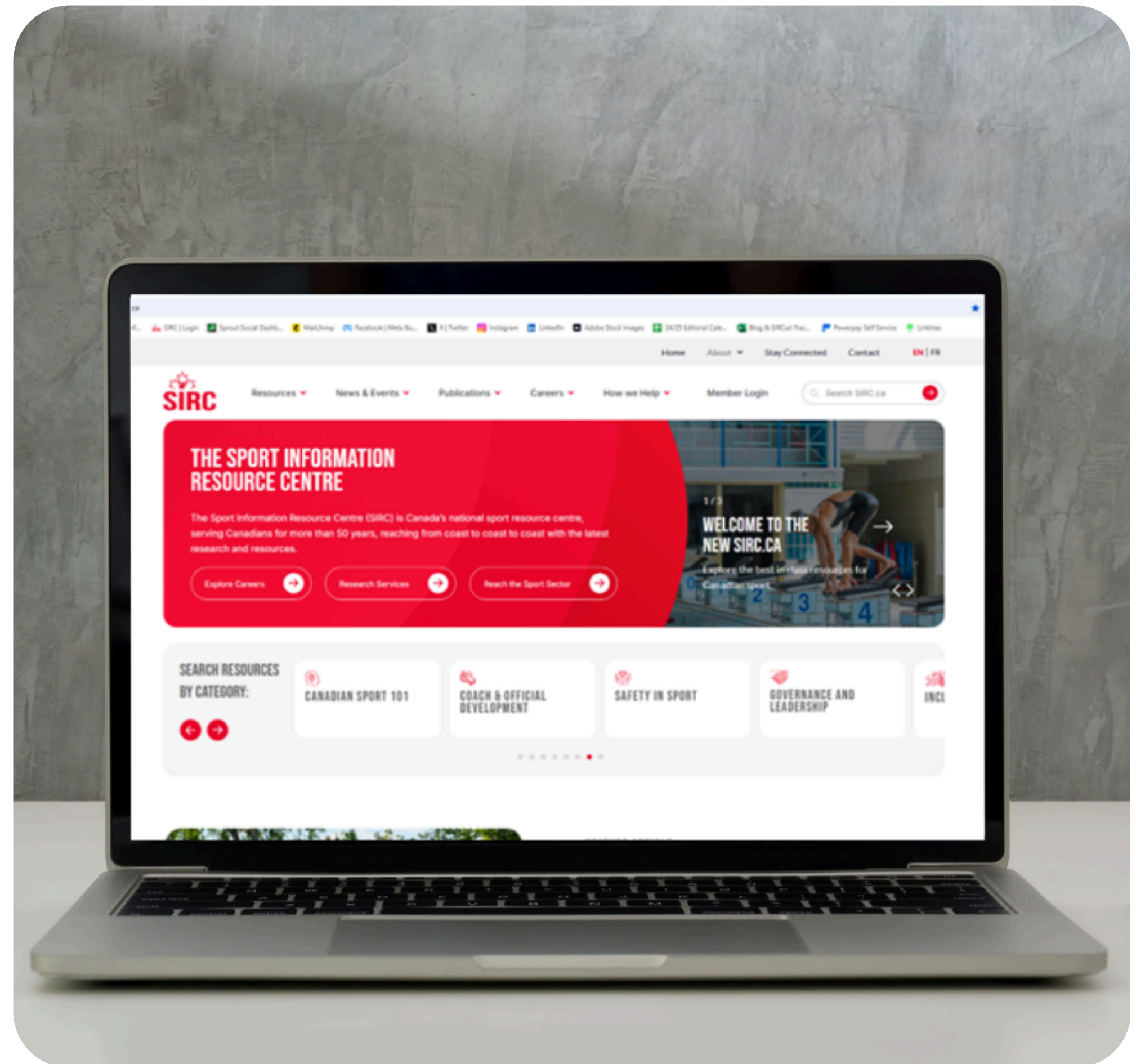


HOW WE DID IT

REDESIGNING SIRC.CA

To reflect our role as Canada's trusted sport knowledge hub, SIRC **redesigned its website** in 2024. The update focused on user experience, with improved navigation and search functions that make it easier to find high-quality resources.

A new **accessibility widget** was also added to remove barriers and enable more Canadians to use the platform. The updated design better reflects SIRC's evolving role and strengthens our ability to **communicate who we are and how we can help** the sport sector thrive.





HOW WE DID IT

LEVERAGING THE SIRC NETWORK

SIRC's strength lies in its ability to convene and connect. As the National resource centre, we continued to serve as a central hub for sport knowledge and collaboration. Through our robust communication channels, we delivered **tailored messaging** to key audiences, including:

- ✦ NATIONAL SPORT PARTNERS
- ✦ PROVINCIAL/TERRITORIAL SPORT SECTOR
- ✦ FEDERAL GOVERNMENT PARTNERS
- ✦ CANADIAN RESEARCH NETWORK
- ✦ POST SECONDARY ATHLETIC DIRECTORS
- ✦ INTERNATIONAL SPORT RESEARCH NETWORK

In the past fiscal year alone, **SIRC delivered more than 30 customized email communications**, in addition to our flagship publication, the Canadian Sport Daily, reinforcing our commitment to delivering relevant, timely, and sector-specific knowledge that supports excellence at every level of Canadian sport.



KNOWLEDGE EXCELLENCE



KNOWLEDGE EXCELLENCE

Advancing knowledge excellence is central to SIRC's mission. Over the last year, SIRC reinforced its commitment to sharing the latest research in digestible and accessible formats for people involved in sport in Caanada by introducing new content formats and diversifying the channels used to share content.

This work underscores the appetite for research that bridges theory and practice and reflects our commitment to exploring diverse and often underexplored topics in Canadian sport.

OUR IMPACT

THE SPORT RESEARCH AND
STORIES THAT MATTER

200,000 IMPRESSIONS

FROM MORE THAN **95,000** PEOPLE INVOLVED IN SPORT IN CANADA.

3

PODCAST EPISODES

29

BLOG ARTICLES

20

SIRCUIT ARTICLES

240

KNOWLEDGE NUGGETS

Among the most-read articles were [The evolving role of coaches in athlete mental health](#), written in partnership with the Canadian Sport Institute Ontario, and [Steiner's model for productivity: The equation for sport success!](#)

Top-performing episodes of SIRC's new bilingual podcast included [The Unspoken Battle: How Body Image Shapes Sport Performance](#) and [Cirque du Soleil : Comblér le fossé entre athlètes et artistes](#).

A background image of a swimmer underwater, wearing a blue swim cap and goggles, with a blue and white striped lane line visible. The water is clear and blue.

OUR IMPACT

AMPLIFYING RESOURCES AT SIRC.CA

The 2024 redesign of SIRC.ca also focused on providing the best resources in priority areas such as:

- ✦ SAFETY IN SPORT
- ✦ GOVERNANCE AND LEADERSHIP
- ✦ INDIGENOUS RECONCILIATION
- ✦ INCLUSION AND EQUITY
- ✦ ATHLETE DEVELOPMENT
- ✦ COACH AND OFFICIAL DEVELOPMENT
- ✦ CANADIAN SPORT POLICIES

For each of the 17 topics included within these priority sections, a list of **Top 10 Resources** were curated by leading academic researchers with lived experience.

Following the relaunch, the most-visited sections included [Safety in Sport](#) and [Leadership and Governance](#), signaling the sector's focus on integrity, accountability, and safe environments.

The **user experience** remained a cornerstone of the redesign. Enhanced search functionality and streamlined navigation now make accessing resources faster, easier, and more intuitive.

OUR IMPACT

SPORT PARTICIPATION RESEARCH INITIATIVE

In 2024, SIRC reimagined the Sport Canada Research Initiative (SCRI) conference in strategic partnership with Sport for Life (S4L) with **two featured sessions** at the **S4L Summit** in January 2025.

- ✦ **Speed Networking Session:** Facilitated rapid one-on-one connections between researchers and sport leaders to promote collaboration and future partnerships.
- ✦ **Poster Sharing Session & Social Hour:** Created an informal, interactive environment where researchers including several SPRI-funded grant recipients could showcase their work and engage with attendees following keynote presentations.

60 PARTICIPANTS
ATTENDED THE SPEED
NETWORKING EVENT.

32 RESEARCHERS PRESENTED
DURING THE POSTER
SHARING SESSION.



OUR IMPACT

SPORT PARTICIPATION RESEARCH INITIATIVE

The speed networking and poster sharing sessions were met with strong participation and resounding success:

I made multiple new connections that want to follow up about my work.

The speed networking session was 10/10. I hope you continue to offer it as the introductory activity. Attendees getting to know each other right away will enrich the remaining activities for the conference.

I LOVED LOVED LOVED the idea and the concept.

96% OF SPEED NETWORKING PARTICIPANTS RATED THEIR EXPERIENCE AS HIGHLY POSITIVE AND MEANINGFUL.

85% MADE AT LEAST THREE MEANINGFUL NEW CONNECTIONS.

96% INDICATED AN INTENTION TO FOLLOW UP.

100% OF PARTICIPANTS FOUND THE NETWORKING FORMAT EFFECTIVE.

OUR IMPACT

SPORT PARTICIPATION RESEARCH INITIATIVE

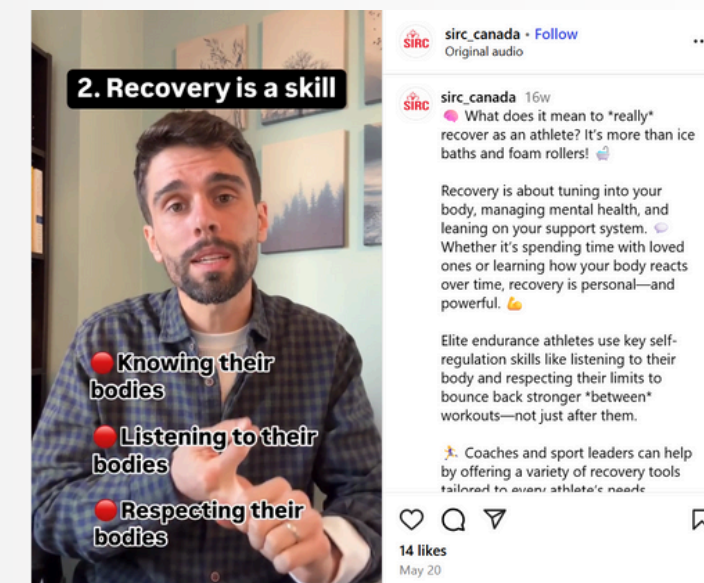
This new approach introduced dynamic opportunities to share research and foster collaboration, most notably through the launch of a new centralized **Sport Participation Research Initiative (SPRI) Portal** on SIRC.ca.

This portal enhances the research found in **over 130 Knowledge Translation Papers** also found on SIRC.ca, marking a significant evolution in sport research mobilization by prioritizing innovation, accessibility, and relevance for knowledge users across the country. This digital hub built through a multi-phase Knowledge Mobilization (KM) strategy that features:

- ✦ RESEARCH CATEGORIZED BY THEME AND SPORT CONTEXT
- ✦ DYNAMIC KT PAPERS AND KNOWLEDGE PRODUCTS
- ✦ TAILORED RESOURCES FOR PRACTITIONERS, POLICY-MAKERS, AND SPORT LEADERS
- ✦ SUBMISSION TOOLS FOR RESEARCHERS TO EASILY SHARE FINAL REPORTS

Throughout 2024–2025, SIRC provided ongoing support to SPRI researchers, monitoring progress and sharing metrics with Sport Canada, helping to build a stronger, more connected research ecosystem across the country.

SOCIAL MEDIA VIDEOS



INFOGRAPHICS



PODCAST



HOW WE DID IT

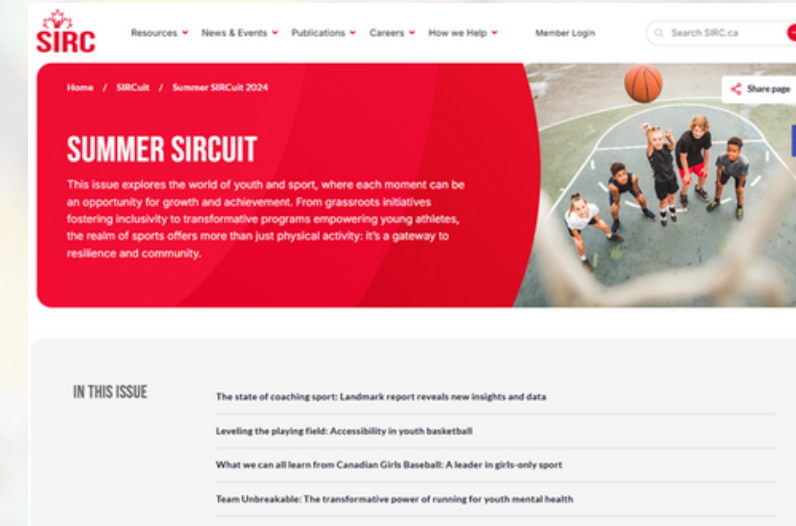
LEVERAGING THE SIRC NETWORK

In 2024–2025, collaboration remained essential. We strengthened partnerships across the sport sector to deliver content that is **relevant, inclusive, and grounded in the lived experiences** of sport participants at all levels. Key initiatives included:

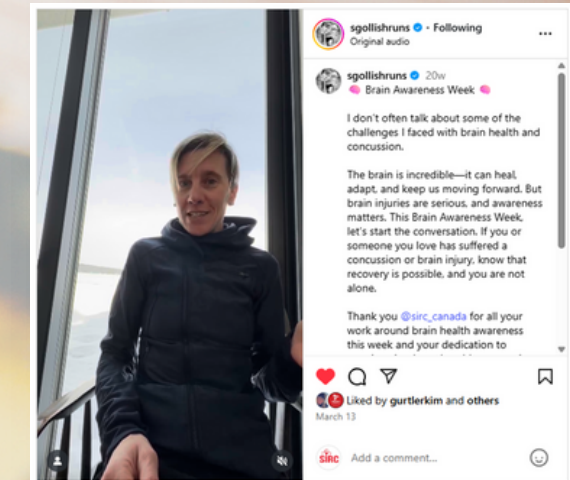
- ✦ WRITING COLLABORATIONS
- ✦ CENTERING THE ATHLETE VOICE
- ✦ SOCIAL MEDIA CAMPAIGNS
- ✦ EMPOWERING PARTNER RESHARES
- ✦ PARTNER PROJECT AMPLIFICATION

These initiatives amplified important voices, and the content reached a diverse and engaged national audience.

WRITING COLLABORATIONS



SOCIAL MEDIA CAMPAIGNS



EMPOWERING PARTNER RESHARES



PARTNER PROJECT AMPLIFICATION



CENTERING THE ATHLETE VOICE





HOW WE DID IT

EXPANDING OUR NETWORK OF SUBJECT MATTER EXPERTS

To ensure content quality and credibility, SIRC worked with researchers and lived-experience experts from across Canada. We also **expanded our academic network**, regularly engaging with **over 200 researchers** to:

- ✦ **SHARE NEW RESEARCH AND FUNDING OPPORTUNITIES**
- ✦ **PROMOTE KNOWLEDGE MOBILIZATION TOOLS**
- ✦ **ENCOURAGE COLLABORATION AND THOUGHT LEADERSHIP**

These efforts represent SIRC's ongoing commitment to being **Canada's trusted hub for sport knowledge**, where research and practice come together to advance sport for all.



SUPPORTING THE SPORT SYSTEM



SUPPORTING THE SPORT SYSTEM

In 2024–2025, SIRC strengthened the Canadian sport system by building workforce capacity, advancing research, and deepening partnerships nationwide.

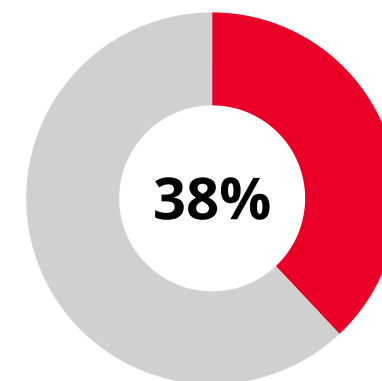
From powering Canada's leading sport job board to completing over 30 evidence-informed projects with national and community organizations, SIRC delivered resources, insights, and campaigns that enhanced governance, equity, and inclusion, while building strong relationships to support sport organizations from grassroots to high-performance.

OUR IMPACT

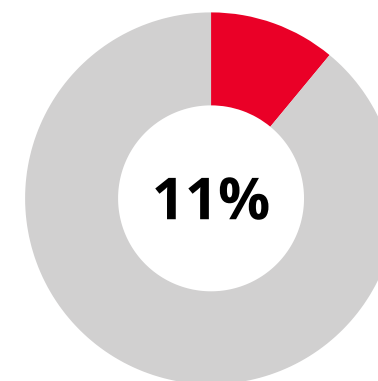
BUILDING CAPACITY THROUGH CANADA'S LEADING SPORT JOB BOARD

899,000 IMPRESSIONS

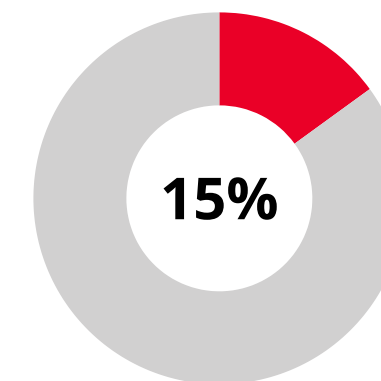
FROM MORE THAN **63,000** PEOPLE INVOLVED IN SPORT IN CANADA.



OF JOBS WERE POSTED BY THE NATIONAL SPORT COMMUNITY.



OF JOBS WERE POSTED BY CANADIAN POST SECONDARY INSTITUTIONS.



OF JOBS WERE POSTED BY PROVINCIAL AND TERRITORIAL SPORT ORGANIZATIONS.

1,000+

SPORT-SPECIFIC JOBS WERE POSTED

110

COACHING OPPORTUNITIES

93

SENIOR LEADERSHIP OPPORTUNITIES

111

INTERNSHIP OPPORTUNITIES

45

VOLUNTEER OPPORTUNITIES



OUR IMPACT

RESEARCH AND PARTNERSHIPS

In its first full year, SIRC's newly launched **Research and Partnerships (RAP) team** made a significant impact across Canada's sport system. Completing **over 30 research projects** with national and community sport organizations.

EXPANDING PROJECT SCOPE AND METHODOLOGIES

The RaP team delivered projects across a wide range of formats, including:

- **Literature reviews** on youth sport trends, climate action, affordability, and equity barriers.
- Evaluation frameworks using models like **RE-AIM** and **Social Return on Investment (SROI)**.
- **Resource development** for inclusive programming, such as the Active Start guide for children with disabilities.
- **Knowledge mobilization** through national webinars on Truth and Reconciliation and conference presentations on racial equity and social justice in sport.

OUR IMPACT

RESEARCH AND PARTNERSHIPS

★ STRENGTHENING SPORT ORGANIZATIONS NATIONWIDE

SIRC partnered with more than a dozen organizations—including the **Canadian Olympic Committee (COC)**, **Ringette Canada**, **Alpine Canada**, **KidSport**, and others—to deliver tailored research, strategic evaluations, and knowledge mobilization initiatives.

These collaborations supported national planning efforts, such as Alpine Canada's EDI strategy and the Shooting Federation of Canada's membership growth initiatives, and helped organizations assess and communicate their social impact through tools developed for programs like the **Olympic Day Grant**, **Team Canada Impact Agenda**, and the **Women on the Bench Policy**.

★ ADVANCING EQUITY, INCLUSION, AND CULTURAL RELEVANCE

SIRC played a lead role in developing the **Fair Play Report** with the COC, RBC, and Wasserman—elevating national dialogue on racial inclusion in high-performance sport. The team also led the **Racial Equity in Sport Project behind the report**, coordinating advisory committees, demographic analysis, and focus groups to identify systemic barriers and propose actionable solutions.

Internationally, SIRC represented Canada in a tri-national partnership with the **Canadian Network for the Elimination of Racial Discrimination in Sport (CNERJ)**, conducting a pan-American literature review and environmental scan on the experiences of racialized athletes. Findings were shared at the March 2025 CNERJ Conference in Toronto.



OUR IMPACT

RESEARCH AND PARTNERSHIPS

✦ INCLUSIVE OUTREACH AND CAMPAIGN LEADERSHIP

In partnership with **Ringette Canada** and the **Lower Mainland Ringette League**, SIRC co-developed the *Learnings from an Indigenous Ringette Program* and translated *Come Try Ringette* materials into Tagalog, Hindi, Punjabi, and Mandarin—boosting participation and representation in British Columbia.

SIRC also led the design, implementation, and evaluation of the national **“Hey Canada, Come Try Ringette”** campaign with Ringette Canada and Bell Media. This initiative increased visibility for ringette, attracted new participants from diverse backgrounds, and provided actionable insights to inform future sport promotion efforts.

Extending its impact beyond national sport organizations, SIRC collaborated with **Sport North** and Indigenous author **Michelle Good** to deliver a **Land Acknowledgements webinar**, advancing cultural awareness and reconciliation within the broader Canadian sport community.



HOW WE DID IT

SUPPORTING GOVERNANCE AND CAPACITY BUILDING

SIRC supports governance and capacity-building by offering practical tools and resources designed to strengthen organizational performance across the sector. Our three-pronged governance support includes:

✦ KNOWLEDGE SHARING

Publishing the **Sport Leadership and Governance Trend Reports**, highlighting best practices in board composition, conflicts of interest, recruitment, onboarding, and succession planning.

✦ PROMOTING OPPORTUNITIES

Sharing calls for Board of Directors nominations through the SIRC job board to help organizations attract top-tier talent with sport-specific expertise.

✦ ENHANCING THE ONBOARDING EXPERIENCE

Launched in 2024, Canadian Sport 101 is a new online resource that offers a comprehensive overview of Canada's sport system, including key contexts, guiding questions, and sector-shaping issues. SIRC encourages organizations to include this resource in onboarding packages to provide new Board members with a foundational understanding of the sport landscape.





HOW WE DID IT

BUILDING RELATIONSHIPS ACROSS THE SECTOR

INTERNATIONAL CONNECTIONS AND KNOWLEDGE SHARING

SIRC was represented at the **Joint Commission of Sport Medicine and Science (JCSMS)** conference in Cleveland, sharing insights and building international relationships that support evidence-informed practices back home.

COAST-TO-COAST ENGAGEMENT

From Halifax to Vancouver, SIRC made meaningful in-person connections across Canada. In Halifax, SIRC team members visited **St. Mary's University**, hosting meet-and-greets with key sport stakeholders in the region. We also engaged directly with partners at **Sport Nova Scotia** and with provincial leaders at **viaSport BC**.

EXPANDING INFLUENCE THROUGH THOUGHT LEADERSHIP

In September, a SIRC team member represented on a panel hosted by the **Canadian Public Relations Society**, a new audience for SIRC that showcased our versatility in bridging sport, communications, and public policy.

NATIONAL COLLABORATION IN ACTION

Attended the **Sport Leadership sportif (SLS) conference** in Regina, hosted by the Coaching Association of Canada, reinforcing SIRC's commitment to leadership development and sector-wide collaboration.

CHAMPIONING COMMUNITY-BASED RESEARCH

SIRC attended the **MLSE LaunchPad Research Summit** in March, engaging with research rooted in community sport. These connections continue to inform our inclusive and practical knowledge mobilization strategies.

GLOBAL PRESENCE ON THE ROAD TO PARIS

As excitement builds for the **Paris 2024 Olympic and Paralympic Games**, SIRC's presence in Paris marked a strategic opportunity to build global partnerships and elevate Canadian sport research on the world stage.



LEADING THE WAY



STRATEGIC OVERVIEW



SIRC's **2025–2029 Strategic Plan** presents a bold vision to serve Canadians through accessible, relevant, and credible sport information. Developed with sector and Board input, the plan is grounded in three strategic goals:

✦ **GROWING OUR NETWORK**

Strengthening connections across sport, research, and government.

✦ **ADVANCING KNOWLEDGE EXCELLENCE**

Leading in research, evaluation, and evidence-based resource development.

✦ **CORPORATE SUSTAINABILITY**

Diversifying revenue, enhancing governance, and investing in core platforms like the SIRC job board.

Building on SIRC's history of innovation, responsiveness, and service, this plan positions us to meet the sector's evolving needs, as well as to continue its leadership in mobilizing knowledge and empowering Canadian sport well into the future.

FINANCIAL STATEMENTS

Revenues as of March 31, 2025	
Sport Canada Contributions	\$644,777.00
Business Projects	\$970,424.00
Other Revenue	\$38,954.00
Total Revenues	\$1,653,795.00
Expenses as of March 31, 2025	
Salaries and Benefits	\$729,102.00
Sponsored Porjects	\$441,621.00
Contract Support	\$128,046.00
General and Admin	\$118,072.00
Total Expenses	\$1,416,841.00
Surplus/Deficit	\$236,954.00

Statement of Financial Position as of March 31, 2025	
Cash	\$883,130.00
Accounts Receivable	\$223,700.00
Prepaid Expenses	\$6,354.00
Total Assets	\$1,113,184.00
Account Payable and Other Liabilities	\$186,935.00
Deferred Revenue	\$129,924.00
Net Assets	\$773,586.00
Total Liabilities & Net Assets	\$1,113,184.00

THANK YOU. MERCI. MIGWETCH.

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