



# 2018 ANNUAL REPORT

A group of people, including adults and children, are practicing martial arts outdoors on a grassy field. Several individuals are wearing white martial arts uniforms (gi) with black belts. They are in various stances, some with their arms raised in a fist. In the foreground, a young girl with long blonde hair is wearing a white t-shirt and black shorts, also in a martial arts stance. The background shows more people and bleachers, suggesting a school or community event. The text "Everyone should experience quality sport" is overlaid in a bold, blue, italicized font.

***Everyone  
should experience  
quality sport***



**[lethbridgesportcouncil.ca/lethbridge-sport-event-calendar](http://lethbridgesportcouncil.ca/lethbridge-sport-event-calendar)**



### **ON-LINE SPORT DIRECTORY**



**[lethbridgesportcouncil.ca/sport-directory](http://lethbridgesportcouncil.ca/sport-directory)**

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**FUNDING  
SUPPORT  
RECEIVED  
FROM**



## Board and Staff

Lethbridge Sport Council is a not-for-profit organization incorporated in 2008 under the Societies Act of Alberta and is an independent body supported by the City of Lethbridge, governed by a volunteer Board of Directors, and managed by two full-time staff dedicated to support the enhancement and development of sport within the Lethbridge community.

### Executive

Erin Low - Chair  
Shaun Ward – Past Chair  
Gordon Hunter – Vice Chair  
Ryan Westerson - Secretary  
Sherry Hazelaar – Treasurer

### Directors

Dr. Gary Bowie  
Ken McInnes  
Todd Caughlin  
Jimmy Tablan  
Steve Dudas

### Staff

Susan Eymann, Executive Director  
Tanya Whipple, Program & Communication Coordinator  
Kim Trotman, Book Keeper  
Jordan Calladine, Regional Manager, Southern Alberta Summer Games  
Emina Arima, Summer Program Assistant

Don Gatto  
Josh Hoetmer  
Malcom Kano  
Robert Baird

### City of Lethbridge Liaison

Travis Grindle and Jason Freund



***We believe everyone should have the opportunity to experience quality sport***


## **VISION**

To provide quality sport experiences to all.

## **MISSION**

To provide leadership and a collective voice for sport in Lethbridge.

## **CORE ACTIVITIES**

- Provide leadership for the enhancement and development of sports in Lethbridge.
  - Advocate and promote sport in Lethbridge
  - Attract and promote sports events that have economic and social impact for Lethbridge and region
  - Assist sport organizations and individuals by linking them to, or providing them with, sport-related education and support services
  - Provide benefits to community, including but not limited to: training, volunteer organization assistance, research and information sharing and media awareness
  - Provide input to the Municipal Capital Improvement Program and the Operating Budget by assessing sport needs
  - Communicate to City Council any issues, challenges or initiatives related to sport on an as required basis
- 



## THE LETHBRIDGE SPORT COUNCIL AND ITS MEMBERS VALUE:

- Sport for its impact on physical, social, emotional and mental health
- Sport for its impact on community, the economy and society
- Integrity, inclusiveness, transparency, equality, and civility in interpersonal relationships
- Cooperation, teamwork, and continuous improvement

The *True Sport Guidelines for Communities* action statements align with the Lethbridge Sport Council's strategic direction and what we believe can be achieved through sport.

**TRUE  
SPORT**

### Guidelines for Communities

#### Recognize Sport as a Valuable Community Asset

Help sport live up to its full potential.  
Enable it to contribute to the well-being of the entire community.

#### Champion Ethical Conduct

Commit to fair play. Make respect for the rules, officials, coaches and players a priority –  
Both on and off the field.

#### Promote Inclusion

Remove barriers. Encourage participation.  
Make it possible for everyone to get involved and stay involved.

#### Strengthen Connections

Create opportunities for people to get together through sport.  
Make newcomers feel welcome. Promote friendship, trust, cooperation and respect.

#### Support Excellence

Teams and athletes carry the hearts and hopes of the community wherever they compete.  
Help them to be the best they can be.

#### Foster Healthy, Active Lifestyles

Inspire people to get active and stay active. Offer a variety of sport opportunities –  
both structured and unstructured – that are inviting, enjoyable and rewarding for all.

#### Create Safe and Welcoming Environments

Develop, protect and nurture places and spaces that are hospitable  
and conducive to the safe enjoyment of sport.

#### Celebrate Contribution

Recognize and honour the people – coaches, organizers, officials and volunteers –  
whose contribution makes sport possible and positive in the community.

truesport.ca

# Message from the Board Chair

It has been a very busy but exciting year for the Lethbridge Sport Council. Having been awarded the 2020 Alberta Summer Games last winter, Lethbridge Sport Council staff and board members worked to begin the start-up process by recommending Games Chair Rick Blakeley and assisted in the transition to a new 2020 Lethbridge Alberta Summer Games Society, who now are tasked with organizing the Games. We are proud to say that this new group is well under way to making next year's event an amazing Games for our community and southern Alberta.

Incorporated in 2008, Lethbridge Sport Council's reputation has evolved over its first decade of service in Lethbridge as a:

- Community resource, champion, and local voice for sport provincially and nationally;
- Liaison between community and sport, sport and government, media, funding sources, volunteers and training opportunities;
- Promoter for local sport programs and pathways to participation opportunities from active recreation to high performance sport; and
- Consultant with key stakeholders utilizing the business of bidding and hosting to enhance Lethbridge's quality of life.

On behalf of the Lethbridge Sport Council, I would also like to thank the City of Lethbridge for awarding a one year grant which allowed us to fill a term Program Coordinator position. Staff are working hard to make the most of the much needed additional support and opportunities this position has provided.

The Lethbridge Sport Council Board and Executive Committee completed an extensive review and overhaul of the existing bylaws and policies. It was important to do a complete review of all of these to ensure our mandate reflects the current climate of sport in southern Alberta.

In 2018, the Lethbridge Sport Council Board of Directors and staff participated in three facilitated planning sessions from which the 2019–2022 Strategic Planning Report was developed. The Report identified the following five priorities in those sessions as well as from the 2017 Community Sport Needs Analysis Survey results:

1. Leadership and Organizational Structure,
2. Engagement and Promotion,
3. Fund Development,
4. Sport for Social Development, and
5. Sport Development.

Inclusion of Sport of Social Development is being met through the increased engagement with community stakeholders to help make active recreation and sport a developing agent for social development. This is just one of the ways Lethbridge Sport Council will continue to work to incorporate the new strategic plan outcomes over the next three years.

It is an exciting time in Lethbridge, and we thank you for your continued support of the Lethbridge Sport Council and sport in Lethbridge.

Thank you,

Erin Low

# Message from the Executive Director

2018 was a year of looking back over the first ten years of Lethbridge Sport Council and looking forward to determine how sport and community needs have changed as we plan for the next several years.

In its first decade, the Lethbridge Sport Council

- developed a solid inner circle of robust relationships with a common vision to provide quality active recreation and sport experiences for all built upon the already established reputation provincially and nationally as a premier sport community,
- established two signature events: Lethbridge Sport Council Achievement Awards and SportFest, and
- lead several winning sports bid committees.

These accomplishments can only be achieved in partnership and collaboration with many organizations. In 2018, the Lethbridge Sport Council supported and consulted with

- **75 local sport and active recreation organizations,**
- **14 local sport and community committees and boards,**
- **44 community organizations,**
- **38 regional, provincial, and national organizations, involving**
- **4,548 program participants.**

Current community needs lends itself well for the Lethbridge Sport Council to continue to develop itself as an organization which provides connection, promotion, education and development through the continuum of sport from playground to podium.

Partnering in community initiatives involved in sport for social development and providing sport event bidding and hosting support that will contribute to a positive social impact including local sport development are also important services we provide the community.

The City of Lethbridge and community organizations address accessibility needs such as facility access, financial assistance, and transportation while the Lethbridge Sport Council addresses the need for increased community awareness regarding the opportunities available to participate in active living, active recreation, and sport.

Included in this annual report are four graphics which illustrate Lethbridge Sport Council's key initiatives, programs, and services under the following headings: Sport For life, Sport for Social Development, Sport and Community, and Advocate, Promote and Educate.

Susan Eymann







- recognizes and showcases excellence in Lethbridge sport and brings together Lethbridge to honour the sport community for their spirit, drive, and commitment of our athletes, coaches, officials, volunteers, sport leaders, spirit in sport champions, and business and sport leaders.
- values include integrity, inclusiveness, personal growth and development, cooperation, advocacy, and a positive image for sport.
- honour outstanding achievements on and off the field, which support and demonstrate respect of the game, a love of sport, respect for others, and a commitment to fair play.

### 2018 Recipients

Junior Male Athlete

Junior Female Athlete

Senior Male Athlete (co-winners)

Senior Female Athlete

Master Athlete

Athlete with a Disability

Amateur Team

Officiating Excellence

Coaching Excellence

Volunteer in Sport

Sport Administrator

Sport Organization

Servus Credit Union Outstanding Sport Citizen

Knud Petersen Spirit in Sport

Business and Sport Excellence

Noah Higgins (disc golf)

Grace Holowiski (tae kwon do)

Aaron Hernandez (triple jump)

Peter Millman (shot-put)

Sunder West (basketball)

Deborah Williams (BMX)

Joshua Baera (swimming)

Lethbridge College Kodiaks Women's

Basketball

Deirdre Coburn (figure skating)

Russ Gallant (judo)

Dave Overes (football)

Cherise Eaves (speed skating)

South West Little League

Peter Millman (athletics)

Will Smith (figure skating)

Rob Smith – ATB Financial

# LETHBRIDGE SPORTFEST

*Be Part of the Experience*

SportFest, presented by Lethbridge Sport Council, hosted at Servus Sports Centre is a free interactive event promoting sport, active recreation, and physical literacy.

In its 4<sup>th</sup> year, SportFest 2018 featured Sport Demonstration and Come Try-It Zones on Synthetic Ice, Court Floor and Turf to entertain and educate as well as give the public the opportunity to try a wide range of activities, while local clubs and businesses showcase their programs and events.

A new zone for 2018 included a Bike Rodeo in partnership with Southwest Alberta Road Safety Society where kids learned bike safety and the rules of the road, as well as proper helmet fittings. With a Canadian Tire South sponsorship 80 kids received a brand-new helmet and 10 children/youth went home with a new bicycle.

## Exhibitors

Alberta Field Hockey Association  
Alberta Sport Development Centre Southwest  
Booster Juice  
Breathe Parkour  
Castle Mountain Resort  
City of Lethbridge Parks Department  
Extreme Cheer Sensation  
High Level Canoe and Kayaks  
LA Hotshots Target Shooting Club  
Lethbridge Bantam Bulldogs Football  
Lethbridge Boxing Club  
Lethbridge Bulls Lethbridge College Kodiaks  
Lethbridge Curling Club  
Lethbridge Lawn Bowling Club  
Lethbridge Little League  
Lethbridge Minor Hockey Association  
Lethbridge Minor Softball Association  
Lethbridge Ringette Association  
Lethbridge Roller Derby Guild  
Lethbridge Skating Club

Lethbridge Sledge Hockey Association  
Lethbridge Soccer Association  
Lethbridge Speed Skating Association  
Lethbridge Sport Council  
Lethbridge Sport and Social Club  
Lethbridge Sports Hall of Fame  
Rattlesnakes of Lethbridge  
Roller Hockey Lethbridge  
Roving Gym  
Southern Alberta Multisport Society  
Southern Alberta Players Basketball League  
Southern Alberta Skating Academy  
Southwestern Alberta Road Safety Society  
Sportball  
Supplement King  
University of Lethbridge Horns Recreation  
YMCA Lethbridge  
YQL Girls Hockey Academy  
Team Lethbridge, Southern Alberta Summer Games  
2018 Canadian Championships in Trampoline Gymnastics

The next four graphics illustrate Lethbridge Sport Council's key initiatives, programs, and services.



# SPORT FOR LIFE

Provide opportunities  
for all to participate  
in quality sport and  
physical activity,  
through-out their  
lifetime

\* denotes future plans

## ACTIVE START/PHYSICAL LITERACY

- Lethbridge Early Years Coalition
  - Roving Gyms
  - Play Charter
  - Lethbridge Public Library – Digital Play Pack
- Lethbridge Public Library – Loanable Equipment
- Physical Literacy 101, 201, 301
- Aboriginal Physical Literacy \*

## FUNDAMENTAL MOVEMENT SKILLS (FMS) \*

- NCCP Fundamental Movement Skills (FMS) Workshop
- Lethbridge Public Library – Digital Sport Pack
- Exploring the gap in current programming as initially documented in 'Pursuit of a Preferred Future' (p. 21)
  - FMS development
  - Non-competitive
  - Some sport exposure

## AWARENESS/FIRST INVOLVEMENT

- SportFest
- On-line calendar for FREE come-try-it events\*
- Hosting Partnerships
  - Co-ordinate sport introduction clinics\*
  - Southern Alberta Summer Games/ Alberta Games
  - Single-sport and multi-sport events
- Support and assist athletes and sport organizations to address gaps to accessible programming\*

## TRAIN TO TRAIN/TRAIN TO COMPETE

- Southern Alberta Summer Games\*
  - Offer prep courses and training opportunities
  - Connect more participants to sport
- Alberta Games
  - Offer NCCP coach training
  - Encourage Official mentoring\*
  - Support ASDCSW Athlete Enhancement Program
- Community Sport Organization support

## ACTIVE RECREATION/ACTIVE FOR LIFE

- Pathways to sport participation
  - Advance existing active recreation and active for life opportunities\*
- Connect to and be knowledgeable about local, provincial and national resources/programs



# SPORT FOR SOCIAL DEVELOPMENT

Sport for Social Development is a method of bringing about social change through the use of sport.

\* denotes future plans

## GIRLS/WOMEN IN SPORT

- Provide programming  
Fast and Female Champ Chat
- Seek out and secure funding\*  
Sponsorships and grants

## ATHLETES WITH A DISABILITY

- Community Support  
NCCP AWAD module  
LSC Achievement Awards  
Special Olympics  
Athlete with a Disability
- Identify and support pathways to participation that will advance existing opportunities
- Identify program gaps and work with partner organization to fill them

## INDIGENOUS SPORT \*

- Community Development  
Co-develop an Indigenous Sport Advisory Committee  
Develop program plan & initiatives
- Secure Funding  
FCSS, Right to Play, City of Lethbridge, Indigenous funding (provincial, federal)

## NEW CANADIANS \*

- Community Support
- Sensitivity/Cultural Awareness Training

## LGBTQ2S+ \*

- Community Support
- Provide community connections, support, and resources





# SPORT AND COMMUNITY

The sport sector is a significant contributor to the health and well-being of individuals and families and to quality of life in our communities

\* denotes future plans

## BOARD LEADERSHIP LETHBRIDGE

- Planning committee
- Event sponsor
- Website, social media and logo design

## LETHBRIDGE EARLY YEARS COALITION

- Steering Committee and Advisory Council
- Roving Gyms
- Digital Play Pack
- Web and social media support

## LETHBRIDGE SPORTS HALL OF FAME

- Board member
- Sponsor with activation
- Manage social media accounts

## TOURISM LETHBRIDGE

- Maintain Information flow - sport to tourism
- Support sport development through hosting
- Member of bid committee

## LETHBRIDGE PUBLIC LIBRARY

- LEYC initiatives (Roving Gym and LSkip)
- Sport Equipment loan program
- Cheers 4 Lethbridge

## LETHBRIDGE COLLEGE/UNIVERSITY OF LETHBRIDGE

- Utilize venues
- Cross promotion
- Reciprocal support

## CITY OF LETHBRIDGE

- Reciprocal relationship
- Referrals and knowledge sharing
- Support

## ALBERTA SPORT DEVELOPMENT CENTRE SOUTHWEST

- Partnerships
- Referrals
- Reciprocal support and knowledge sharing

## ACTIVE ALBERTA COALITION

- Active, contributing member

## TEAM LETHBRIDGE

- Member since 2012





# ADVOCATE, PROMOTE, EDUCATE

Helping local sport organizations get connected, helping parents be more informed and celebrating athletes, coaches and officials

## MEDIA

- Traditional media
  - Connect local sport to media
  - Promote Lethbridge Sport Council
- Social media
  - Engage general public
  - Promote and educate
  - Celebrate and recognize

## COMMUNITY SUPPORT

- Promote and celebrate sport achievements
  - Various on-line channels
  - SportFest
  - LSC Achievement Awards
- Educate and develop
  - E-newsletter, Webinars, workshops
  - One-on-one support/assistance
- Volunteer roster

## LETHBRIDGE SPORT EVENTS

- Manage Lethbridge Sport Events Facebook, Twitter and Sport Event calendar
- Member of local organizing committees
- Local sport development in conjunction with hosting sport events (youth clinics, mentoring etc)\*

## LETHBRIDGE SPORT COUNCIL

- Marketing and Communication Plan \*
  - Key messaging and target audience
  - Review branding, logo, website
  - Proactive contact with sport \*
- Marketing support provided to partner organizations
  - Lethbridge Sports Hall of Fame
  - Board Leadership Lethbridge
  - Lethbridge Early Years Coalition
  - Southern Alberta Summer Games

## GOVERNMENT RELATIONS AND ADVOCACY

- Be the local voice for sport to Municipal City Administration and Council
- Foster effective relationships with Provincial and National Elected Officials, National and Provincial Sport Organizations and Sport related Non-Government Organizations

## LSC SNAPSHOT

2 Full-time Staff  
15 Directors  
693 Volunteer hours (30 volunteers)  
316 Sport Directory Local Listings  
4,548 Program Participants  
21 Programs and Activities  
51 Sport Organization Members  
11 Associate Members  
20 Individual Members

## WE ARE THERE WHEN YOU NEED US

Supported 75 local sport organizations  
44 community partnerships  
Consulted with 38 regional, provincial, and national organizations

## PROJECT GRANTS

Alberta STEP, Canada Summer Jobs, and City of Lethbridge

## SPORT PROGRAMS & ACTIVITIES

125 at Board Leadership Lethbridge  
2 Webinars  
NCCP Courses Instruction Beginner Part 1 and 2  
58 Roving Gyms; 1500 participants  
400 participants Team Lethbridge, Southern Alberta Summer Games  
90 Girls at Fast and Female Champ Chat  
42 at Youth Golf Try-It  
Participated in  
Bike Week  
Nature Play Day  
Indigenous Peoples Day  
Canada Day at Henderson Lake Park  
12 community event booths  
14 community committees/boards

## KEEPING YOU CONNECTED

21,966 website visits  
14 Constant Contact mailings  
2,535 Twitter followers  
4,845 Twitter engagements  
246,500 Twitter impressions  
1,030 Facebook likes  
7,999 Facebook engagements  
769 Instagram followers  
1,447 Instagram engagements  
116 LinkedIn followers  
14,291 total social media engagements  
43 Traditional media reports; 18 stories

## LSC COMMUNITY ROOM

295 Bookings  
906 Hours booked

## LSC SIGNATURE PROGRAMS

8th



15 award winners

4th



1,500 attendees  
38 exhibitors

## BIDDING & HOSTING SUPPORT

2018 Canadian Trampoline Gymnastics  
2018 Mackenzie PGA Golf  
2018 Southern Alberta Summer Games  
2019 MNP Canada Games Torch Relay  
2019 U Sports Men's Hockey Nationals  
2019 World Men's Curling  
2020 Hockey Alberta Provincial Senior AA  
2020 Alberta Summer Games  
2020 Memorial Cup Bid  
Lethbridge Minor Hockey Association  
Lethbridge Speed Skating Association  
Lethbridge Ringette Association  
Lethbridge Volleyball Association  
Alberta Volleyball  
ENMAX Centre  
Lethbridge Arm Wrestling  
Lethbridge Fish and Game Association

## TESTIMONIALS

“The Lethbridge Sport Council is a tremendous resource and source of support to the local athletic community. Without their help, our sport and association would not have achieved the incredible growth we have seen in the last five years. Their annual SportFest has helped with sport promotion. They provide meeting space for our organization that allows us to hold meetings, coaching and referee clinics, and our AGM. They assist with the promotion of major events increasing our provincial and even national exposure. We are very fortunate to have the Lethbridge Sport Council locally. Innumerable athletes have had their sport experience created, supported, and enhanced by their work.”

**Jonathan Taylor**

**Past President, Lethbridge Ringette Association**

The Lethbridge Lightning Senior AA Hockey Organization would like to appreciate the Lethbridge Sport Council for their great community support. They provided our organization with timely and professional assistance with the creation of a bid package for the 2019-2020 Senior AA Provincials. This assistance lead to Hockey Alberta choosing Lethbridge as the Host City for the 2019-2020 Provincial tournament from March 26th to 29th. It was with their attention to detail and stellar communication skills that this partnership has evolved. The Lethbridge Sport Council has also assisted our organization with the use of a meeting room during home games for a volunteer appreciation room and for our monthly general meetings. This has been a welcome addition as non profit clubs of our size have a great deal of difficulty securing facilities to hold such essential meetings. We look forward to working with the Lethbridge Sport Council as they are an intricate part of the Lethbridge and area sporting community and provide essential support for our organization.

**R.J. Zintel**

**President and Director of Hockey Operation, Lethbridge Lightning Senior AA Hockey Organization**

The Lethbridge Sport Council has been a valuable asset to the Lethbridge Early Years Coalition, bringing knowledge and experience about physical literacy to the steering committee and advisory council. We are excited to have been a partner in the collaborative Roving Gym project over the past three years and are thankful for their support and willingness to take the lead on this initiative going forward.

**Vicki Hazelwood**

**Coordinator, Lethbridge Early years Coalition**

Sincere thanks to the Lethbridge Sport Council for their leadership, countless hours of assistance and persuasive persistence to confirm an experienced and dedicated Executive Committee and Board members. With the support and leadership of the Lethbridge Sport Council, the Games are already on line for success on and off the field of play.

**Steve Dudas, Games Manager on behalf of Rick Blakeley, President  
Lethbridge 2020 Alberta Summer Games Society**

