



**WHEELCHAIR  
BASKETBALL  
CANADA**



**REAL LIFE. REAL SPORT.**

**2009**

**ANNUAL REPORT**

• • WHO WE ARE •



**WHEELCHAIR  
BASKETBALL  
CANADA**

Wheelchair Basketball Canada is the national sports governing body responsible for the organization of wheelchair basketball in Canada. It is a non-profit, charitable organization that is the Canadian member to the International Wheelchair Basketball Federation (IWBF).

Wheelchair Basketball Canada delivers programs and services that strengthen the sport from the grassroots level to high performance athlete's competing in the Paralympic Games. Representatives from the Provinces elect the Board of Directors which establishes policy and lends guidance to the development of wheelchair basketball in Canada.

**OUR MISSION**

Wheelchair Basketball Canada is committed to excellence in the development, support and promotion of wheelchair basketball programs and services for all Canadians.

**WE DREAM**

Wheelchair Basketball Canada's vision for 2014 is to be the world leader in wheelchair basketball.

**OUR PARTNERS**



*Mini-aged athletes reach for a ball at a camp held by BCWBS*



*David Eng - Team Canada at 2009 Americas Cup*

## OUR PEOPLE



Yvon Rouillard - Team Quebec at 2009  
National Championships



Janet McLachlan - Team Canada  
at 2009 Ottawa Invitational

### M E M B E R S

- ASSOCIATION QUÉBÉCOISE DES SPORTS EN FAUTEUIL ROULANT
- BRITISH COLUMBIA WHEELCHAIR BASKETBALL SOCIETY
- MANITOBA WHEELCHAIR SPORTS ASSOCIATION
- NEW BRUNSWICK WHEELCHAIR SPORTS ASSOCIATION
- NEWFOUNDLAND & LABRADOR WHEELCHAIR SPORTS ASSOCIATION
- NOVA SCOTIA WHEELCHAIR SPORTS ASSOCIATION
- ONTARIO WHEELCHAIR SPORTS ASSOCIATION
- PARASPORT AND RECREATION PRINCE EDWARD ISLAND
- SASKATCHEWAN WHEELCHAIR SPORTS ASSOCIATION
- WHEELCHAIR SPORTS ALBERTA
- YUKON WHEELCHAIR RECREATION ASSOCIATION

REAL LIFE. REAL SPORT.

### S T A F F

**EXECUTIVE DIRECTOR** - WENDY GITTENS

**HIGH PERFORMANCE DIRECTOR** - PAUL ZACHAU

**HIGH PERFORMANCE COORDINATOR** - JEFF DUNBRACK

**PROGRAM COORDINATOR** - CATHERINE IRELAND

**COMMUNICATIONS MANAGER** - JODY KINGSBURY

**SR. MEN'S NATIONAL COACH** - JERRY TONELLO

**SR. WOMEN'S NATIONAL COACH** - BILL JOHNSON

**JUNIOR NATIONAL COACH / CENTRE**

**FOR PERFORMANCE COORDINATOR** - STEVE BIALOWAS

**PRESIDENT** - STEVE BACH

**VP MARKETING** - KATHY NEWMAN

**B  
O  
A  
R  
D**  
**VP TECHNICAL** - TREVOR KERR

**VP FINANCE** - DONALD ROYER

**VP DOMESTIC** - CHRISTINA JONES

**VP HIGH PERFORMANCE** - SHARRON ST. CROIX

**VP ATHLETE REP** - JENNIFER KREMPIEN

## • • PRESIDENT'S MESSAGE • •

2009 marked the 15 year anniversary of the Canadian Wheelchair Basketball Association, an independent National Sport Organization committed to developing the game of wheelchair basketball throughout Canada. The year also marked the renewal of that past commitment in the launch of our new "Wheelchair Basketball Canada" brand, and our new tag line, "Real Life. Real Sport.". The new branding signifies an updated and important shift in attitude and priorities that align with our vision of becoming the world leader in wheelchair basketball, an endeavor that ultimately underlies everything we do.

Wheelchair Basketball Canada has raised the bar in its commitment to ensuring we are building the capacity to effect the sustained development of the game in all our local communities. We look forward, in the early part of 2010, to the long awaited implementation of our sport's Long Term Athlete Development Model (LTAD), a national plan promoting common and collaborative pathways to sporting excellence and healthy well-being for Canadians. 2009 initiatives in support of the LTAD included an increase in national office staff, expanded funding to our project and hosting grant initiatives, enhanced program offerings for technical officials, and new cost sharing arrangements with our provincial counterparts to assist in promoting the vertical integration of our national plan.

Wheelchair Basketball Canada has rededicated itself to ensur-



ing its best athletes are the best equipped and best prepared athletes come time for competition on the international stage. Most noticeable in our rededication is our recent staffing of a fulltime High Performance Director and a fulltime National Junior Team Head Coach with additional responsibilities for the management and delivery of our national development curriculum through Wheelchair Basketball Canada's Centre for Performance program. We were honored this past August to host the 2009 Americas Cup, and we are ecstatic in our selection to host the inaugural Women's Under 25 World Championships in the summer of 2011. We welcome these strategic opportunities to contribute to the growth and promotion of our international game, and we are thrilled at any chance to capture and inspire our next generation of wheelchair basketball enthusiasts here in Canada.

We are proud of our new Wheelchair Basketball Canada brand and the renewed responsibility we associate with that brand. And we are ever excited at the prospect of a shared and coordinated national approach to the future growth of our game in Canada. Congratulations and many thanks to all our partners, past and present, for the individual and collective contributions you've made towards making 2009 an anniversary to remember.

Steve Bach - President, Wheelchair Basketball Canada



*Nik Goncin - Team Canada at 2009 Jr World Championships in Paris, France*



*Chantal Benoit - Team Canada at 2009 Ottawa Inviational*

Wheelchair Basketball Canada enjoyed a memorable 2009 season. It was the organization's 15th anniversary and one that was earmarked by numerous individual and collective successes, as well as significant growth and continued maturation. Backed by the ongoing accomplishments of our two Senior National Teams, and under the guidance of a new 2009-2013 Strategic Plan, the organization reaffirmed its commitment to excellence and renewed efforts to be a world leader.

In 2009, Canadian athletes, coaches, administrators, and volunteers from coast-to-coast benefited from an increased investment of resources (both human and monetary). The implementation of strategic policies targeted at the grassroots level through to the elite high performance athlete help ensure Canadians are

provided the very best opportunities to play, train, and compete. Coupled with an ever-growing wealth of knowledge and expertise, and united by a common passion for the game, Canada's wheelchair basketball community remained as committed as ever in the continued development of the sport.

The past year, was indeed a historical one for the organization as Wheelchair Basketball Canada endeavoured to redefine its own corporate identity and forge ahead with plans to pioneer the growth and expansion of the game. The commencement of a new era in the history of the organization and the sport promises to benefit Canadians for years to come. Overall, 2009 was a year brimming with rewarding moments and one that rivals any in the rich history of the organization.

## HIGHLIGHTS

### Re-branding: "Real Life. Real Sport."

- Implemented a new corporate identity & brand
- Launched new website and introduced new-look publications & marketing collateral.

### Increased Resources:

- Hired a full-time High Performance Director & full-time Jr. Coach / Centre for Performance Coordinator
- Men's & Women's Sr. National Team Coaches Hired



Adam Lancia - Team Canada at 2009 Americas Cup

## 2009 COMPETITION SUCCESSES

### Senior National Teams:

- Sr. Men win Silver at Roller Challenge (Sydney, Australia)
- Sr. Men win Silver at Americas Cup (Vancouver, BC)
- Sr. Women win Bronze at Osaka Cup (Osaka, Japan)

### Junior & Espoir National Teams:

- Juniors place 8th at World Junior Wheelchair Basketball Championships (Paris, France)
- Women (U25) win inaugural Artland Open (Quakenbruck, Germany)

### Nationals Championships & Canadian Wheelchair Basketball League (CWBL):

- BC win 3rd straight National Championships
- Douglas College win 2nd straight CWBL Open Championships
- Edmonton Inferno win 6th straight CWBL Women's Open Championships

### Junior Regional Championships:

- Manitoba wins Jr West Regional Championships
- Quebec wins Jr East Regional Championships

## HIGHLIGHTS CONTINUED

### International Hosting Strategy:

- Successfully hosted Americas Cup (8-team Men's qualifier for 2010 World Championships) & Ottawa Invitational Tournament (4-team Women's tournament)
- Announced plans to bid for first ever Women's U25 World Championships in 2011 & Women's World Championships in 2014.

### Other Highlights:

- Enhanced opportunities for technical officials including international classification & referee clinics held at Americas Cup
- Former players Marni Abbott-Peter & Pat Anderson named honorary mayors for Paralympic Village at 2010 Games.
- Approved 45 applications for Special Project Funding (most ever).
- Wheelchair Basketball (mixed) selected to participate in 2015 Canada Winter Games.

### 3rd Annual Awards / Hall of Fame

Wheelchair Basketball Canada's Awards Program is designed to celebrate individual achievement as well as inspire and encourage the growth of the sport in Canada. 2009 award recipients included:

- **Athletes of the Year** - Chantal Benoit / Patrick Anderson / Maxim Poulin (Jr)
- **Coach of the Year** – Marni Abbott-Peter, BC Women's Provincial Coach & BC Breakers
- **Volunteer of the Year** – Anne Lachance, Classifier
- **Official of the Year** – Jean Choinière

### Other Awards & Recognition:

- Tim Frick (Sr. Women's Coach 1990-2008) - received Geoff Gowan lifetime achievement Award
- David Eng (Sr. Men's) - Named 2009 CWSA Male Athlete of the Year
- Peter Taylor (BC) - Named 2009 CWSA Coach of the Year
- Sr. Men's National Team - finalists for 2008 CSA Team of the Year



Douglas College 2009 CWBL Open Champions

For the fiscal year ending March 31, 2009

REVENUE	2009	2008
Coaching Assoc. of Canada	\$700	\$8,528
Contributed Goods	\$70,000	\$70,000
CPC Excellence Fund	-	\$10,000
Donations	\$6,250	\$6,561
Investments	\$4,910	\$32,088
Memberships, Fees, & Fines	\$34,025	\$32,248
Other	\$22,282	\$990
Product Sales	\$285	\$2,124
Sport Canada	\$1,311,000	\$1,099,800
Telemarketing	\$1,415,587	\$1,103,280
Trafalgar Donations Program	\$119,341	\$115,652
	<u>\$2,984,380</u>	<u>\$2,481,271</u>
<b>EXPENDITURE</b>	<b>2009</b>	<b>2008</b>
Domestic	\$108,129	\$100,649
Finance & Administration	\$390,029	\$386,316
High Performance	\$1,135,854	\$1,018,216
Investment Lost	\$34,117	-
Marketing & Special Projects	\$51,538	\$20,306
Technical	\$16,966	\$11,913
Telemarketing	\$949,773	\$738,645
	<u>\$2,686,406</u>	<u>\$2,276,045</u>
<b>NET REVENUE</b>	<b>\$297,974</b>	<b>\$205,226</b>