



**WHEELCHAIR
BASKETBALL
CANADA**

REAL LIFE. REAL SPORT. REAL LIFE
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2011

ANNUAL REPORT

www.wheelchairbasketball.ca

WHO WE ARE



**WHEELCHAIR
BASKETBALL
CANADA**

Wheelchair Basketball Canada is the national sport 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 athletes 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



Canadian
Heritage
Sport Canada

Patrimoine
canadien



Association
des entraîneurs
de Canada



Association
des entraîneurs
des entraîneurs



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flickr.com/photos/wheelchairbasketball



Team Canada's David Eng at the 2011 Parapan American Games

OUR PEOPLE



Michael Broughton - Women's U25 National Team Head Coach

- S** EXECUTIVE DIRECTOR - WENDY GITTENS
- T** HIGH PERFORMANCE DIRECTOR - PAUL ZACHAU
- A** HIGH PERFORMANCE COORDINATOR - CHRISTINA SWETT
- F** PROGRAM COORDINATOR - CATHERINE IRELAND
- F** COMMUNICATIONS MANAGER - JODY KINGSBURY
- COMMUNICATIONS COORDINATOR - COURTNEY POLLOCK
- SR. MEN'S NATIONAL COACH - JERRY TONELLO
- SR. WOMEN'S NATIONAL COACH - BILL JOHNSON
- MEN'S U23 NATIONAL COACH / CENTRE FOR PERFORMANCE COORDINATOR - STEVE BIALOWAS
- WOMEN'S U25 NATIONAL COACH - MICHAEL BROUGHTON

- B** PRESIDENT - STEVE BACH
- O** VP MARKETING - KATHY NEWMAN
- A** VP TECHNICAL - TREVOR KERR
- R** VP FINANCE - DONALD ROYER
- D** VP DOMESTIC - CHRISTINA JONES
- VP HIGH PERFORMANCE - SHARRON ST. CROIX
- VP ATHLETE REP - ROSS NORTON



High Performance Director Paul Zachau (left) and Sr. Women's National Team Head Coach Bill Johnson at the opening ceremony of the 2011 Parapan American Games

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

PRESIDENT'S MESSAGE



Wheelchair Basketball Canada continues to deliver on its overall goals of building sustainable capacity, participation, excellence and collaboration. We continue to draw motivation from our community driven 2009-2013 Strategic Plan priorities of, first, implementing our Athlete and Sport Development Models; second, developing and piloting our Coach Training Modules; and third, targeting increased participation by junior-aged and female participants.

We appreciate the value this past couple of years of being able to roll out and realize the significance of our Sport Development Models, and consequently, the transitioning to our new sport specific National Coaching Certification Program. And while we continue to evaluate and refine the products of our first two strategic priorities this past year, it was really our third strategic priority that

resounded in 2011.

All that Wheelchair Basketball Canada and its partners do in supporting the development of the junior game was evidenced by the tremendous display of athleticism, sportsmanship, and team play at the 2011 Canada Winter Games where an unprecedented nine provincial teams competed. Our heartfelt thanks and congratulations go to our provincial colleagues for their perseverance, commitment and collaboration in staying the course to developing our junior game throughout Canada.

We were honored this past July to play host to the inaugural 2011 Women's Under 25 World Wheelchair Basketball Championships in St. Catharines, Ontario. And we were delighted to host, in conjunction with the event, Wheelchair Basketball Canada's first-ever Futures Program, an opportunity for young women across Canada to convene and take part in a mentorship initiative directed at promoting leadership among our up and coming female athletes. We ready ourselves now to host the 2014 Women's World Wheelchair Basketball Championships and with it the chance to capture and inspire our next generation of wheelchair basketball enthusiasts here in Canada.

In so many ways it's been a historic year of growth in both the Canadian game and the international game. We are proud of the history-making efforts of our colleagues and partners and we are ever thankful for their vigilance in keeping sight of Wheelchair Basketball Canada and its vision of becoming the world leader in the sport of wheelchair basketball.

Steve Bach - President, Wheelchair Basketball Canada



Team Canada defends against Great Britain at the 2011 Women's U25 World Championship



Team Nova Scotia huddles up to go over some strategy at the 2011 Canada Games

COMPETITION SUCCESSES

YEAR IN REVIEW

CANADIAN NATIONAL TEAMS

- Sr. Women qualify for London 2012 with silver medal win at 2011 Parapan American Games (Guadalajara, MX)
- Sr. Men qualify for London 2012 with bronze medal win at 2011 Parapan American Games (Guadalajara, MX)
- U25 Women place 4th at first-ever Women's U25 World Championship (St. Catharines, ON)

CANADA GAMES

- Quebec wins gold at 2011 Canada Games in Halifax, NS
- Ontario takes home silver medal and Saskatchewan claims bronze

NATIONAL CHAMPIONSHIPS

- BC wins fifth-straight National Championship

CWBL FINALS

- Variety Village wins CWBL Open Finals
- Quebec wins first-ever gold medal at Women's CWBL National Championship

Wheelchair Basketball Canada added another chapter to its storied history with a memorable year in 2011. With its ever-present commitment to sport excellence and the guidance of the 2009-2013 Strategic Plan, the organization made significant strides in the development of wheelchair basketball both within Canada and abroad.

Our Senior National Teams both delivered podium performances this past year en route to securing berths to the 2012 Paralympic Summer Games in London, England.

The organization also welcomed a new addition into the fold with the selection of Canada's first-ever Women's U25 National Team, which went on to compete on home soil as Canada once again welcomed the world for an unprecedented junior world championship.

As the host of the inaugural Women's U25 World Wheelchair Basketball Championship, the organization seized the opportunity to forge new partnerships, contribute to the growth of the women's game within Canada and internationally, as well as showcase the sport and some of its finest young athletes to the world.

In 2011, the organization also played a leading role within the sport community. With the progression of the Long-Term Athlete Development (LTAD) model and the National Coaching Certification Program (NCCP) and other initiatives, Wheelchair Basketball Canada has invested in the development of both current and future generations of world-class athletes, coaches, officials and classifiers.

As the calendar shifts to 2012, we can look back on this past year with a tremendous sense of pride and accomplishment as we continue to build toward the future of our great sport.



Left: The Variety Village club team poses for a team photo after winning the 2011 Canadian Wheelchair Basketball League Open Finals



Right: Team Quebec poses for a team photo following its first gold medal win at the 2011 Women's CWBL National Championship

2011 WOMEN'S U25 WORLD CHAMPIONSHIP

Wheelchair Basketball Canada strives to be the world leader in the sport and the organization made history in 2011 as it hosted the inaugural Women's U25 World Wheelchair Basketball Championship at Brock University in St. Catharines, Ontario. The unprecedented competition was the first world championship for junior women and marked the organization's ongoing commitment to sport excellence in the development, support and promotion of wheelchair basketball.

This milestone event exemplified the significant growth of wheelchair basketball both in Canada and abroad and forged a legacy of opportunity for young women in sport. The U25WWBC enabled Wheelchair Basketball Canada to create new community partnerships and make great strides as a premier event host while raising the awareness of the sport toward a global audience.

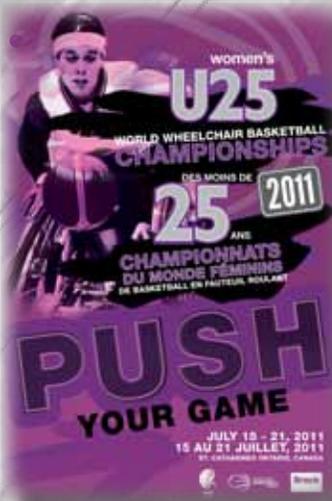


FINAL STANDINGS

- GOLD** - United States
- SILVER** - Australia
- BRONZE** - Great Britain
- 4th - **CANADA**
- 5th - Japan
- 6th - Germany
- 7th - Mexico
- 8th - South Africa

U25WWBC HIGHLIGHTS

- **Futures Program** - legacy program designed to empower young female wheelchair basketball players with the knowledge & skills to grow within the sport
- **Dino Sabic Initiative** - PSA launched on YouTube with \$1 per view donated toward an academic scholarship for Team Canada Ambassador Dino Sabic; PSA received **3,000+** views
- **Multimedia** - comprehensive coverage via event website, quality live webcast & strong social media presence
- **Awareness** - set new benchmarks in key areas, raised profile of the sport & organization toward a global audience & generated media coverage with a potential reach of more than **5.9 million** people



An official U25WWBC poster, one of many successful branding elements implemented throughout the event

Team Canada celebrates a quarter-final win over Mexico at the U25WWBC



TEAM CANADA

Canada's first-ever Women's U25 National Team battled to a fourth place finish at the U25WWBC after a 62-42 loss to Great Britain in the bronze medal game. The Canadians concluded the tournament with an admirable 4-2 record, including four consecutive wins to open the competition.

Canada's Cindy Ouellet finished fourth in tournament scoring and third overall in both rebounds and assists. Ouellet and teammate Jamey Jewells were both named to the tournament all-star team, while fellow Canuck Alarissa Haak received a True Sport award.

2011 PARAPAN AMERICAN GAMES

The Canadian Sr. Men's and Women's Wheelchair Basketball Teams each secured a berth to the 2012 Paralympic Summer Games in London, England with podium finishes at the 2011 Parapan American Games in Guadalajara, Mexico.

The Canadian Women's Team seized the silver medal in Guadalajara and posted just a single defeat, which came at the hands of rival United States in the championship game. The team won four consecutive contests to open the continental tournament and reached the podium for the fourth time in as many appearances at the Games.

The Canadian Men's Team took home the bronze medal in a must-win game over host Mexico, earning the final spot at the Paralympic Games. The team concluded the competition with five victories and a lone loss, which came in an overtime upset to Colombia. The bronze medal finish marked Canada's fourth consecutive podium appearance at the Games.

Both teams now shift focus to 2012, where they will push for the podium at the Paralympic Games.



Left to Right: Tracey Ferguson, Katie Harnock, and Jessica Vliegenthart at the 2011 Parapan American Games in Guadalajara, Mexico



IN THE SPOTLIGHT

- Sr. Men's National Team player Dave Durepos was the official flag bearer for Team Canada at the opening ceremony of the Parapan American Games

Left: Sr. Men's National Team veteran Dave Durepos poses with the Canadian flag



Left to Right: Adam Lancia, Brandon Wagner, and Abdi Dini at the 2011 Parapan American Games in Guadalajara, Mexico

2011 CANADA GAMES

The top Canadian junior wheelchair basketball athletes from across the country descended upon Halifax, Nova Scotia in February 2011 for the Canada Games - the largest national multi-sport event for young athletes in Canada.

Nine provinces showcased their skill and athleticism in the wheelchair basketball competition: Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, and Saskatchewan.



With strong play on both sides of the ball, Team Quebec was a flawless 6-0 en route to its third consecutive gold medal at the Canada Games, following championship titles in 2003 and 2007.

Team Ontario claimed its second consecutive silver medal at the tournament. Ontario's Dayton Sopha led all players in average points, rebounds, and assists per game. He was voted as the unofficial Most Valuable Player of the Games in a Wheelchair Basketball Canada poll.

Team Saskatchewan defeated Manitoba to secure the final spot on the podium, capturing its second consecutive bronze medal at the Games.

Host Nova Scotia placed fifth in the competition, seizing its best finish at the Canada Games.

Left: Nova Scotia's Chris Wade (left) and Quebec's Maxime Poulin (right) at the 2011 Canada Games

Below (left to right): Game action between Manitoba and Saskatchewan, British Columbia and Alberta, and Team Ontario shakes hands with Team Nova Scotia at the 2011 Canada Games



FINAL STANDINGS

- GOLD** - Quebec
- SILVER** - Ontario
- BRONZE** - Saskatchewan
- 4th - Manitoba
- 5th - Nova Scotia
- 6th - Prince Edward Island
- 7th - British Columbia
- 8th - Alberta
- 9th - New Brunswick

TECHNICAL DEVELOPMENTS

Long-Term Athlete Development (LTAD) Model

- Wheelchair Basketball Canada completed the final draft of our Long-Term Athlete Development (LTAD) Model, a framework designed to illustrate the importance of a systematic and consistent approach to athlete development in wheelchair basketball
- In partnership with the Canadian Paralympic Committee, Wheelchair Basketball Canada hosted a LTAD Summit to begin implementation of the model with our membership
- Wheelchair Basketball Canada initiated a competition review to align competitions with the LTAD model
- Wheelchair Basketball Canada hosted an officials planning meeting to develop a strategic plan for the development of Canadian wheelchair basketball officials

National Coaching Certification Program (NCCP)

- Wheelchair Basketball Canada finalized all materials for the Competition - Introduction context of NCCP
- Wheelchair Basketball Canada identified and provided training for Learning Facilitators and Evaluators in the Competition-Introduction context
- Continued work and progress was made in developing materials, executing pilots and progressing towards Conditional Approval in the Competition-Introduction Advanced and Competition – Development contexts

OTHER HIGHLIGHTS

- Special Project Funding - 41 applications were approved and 37 projects received funding in 2010-2011
- Wheelchair Basketball Canada President Steve Bach elected as a development officer to the Americas Zone Executive Council of the International Wheelchair Basketball Federation (IWBF)
- Sr. Men's National Team player David Eng participated in Canadian Olympic & Paralympic Heroes Tour
- Partnered with NBA Canada for second consecutive year for NBA Jam Session, appearing at four stops in Vancouver and Toronto



Left to Right: Wheelchair Basketball Canada's Long-Term Athlete Development Model, wheelchair basketball athletes participate in a demonstration game at NBA Jam Session in Toronto



2011 AWARDS

5TH ANNUAL AWARDS & 2011 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.

2011 Award Recipients:

- **Female Athlete of the Year** – Janet McLachlan
- **Male Athlete of the Year** – Dayton Sopha
- **Junior Athlete of the Year** – Shayne Smith
- **True Sport Award** – Ross MacDonald
- **Leadership Excellence Award** – Joe Higgins



Shayne Smith - Junior Athlete of the Year

Wheelchair Basketball Canada's Hall of Fame Program is designed to honour Canadian individuals and/or teams that have attained extraordinary achievement or made significant contributions to the sport in Canada and/or internationally.

2011 Hall of Fame Inductees:

- **Danielle Peers**
- **Linda Kutrowski**

Danielle Peers - Hall of Fame Inductee



OTHER AWARDS & RECOGNITION

- Canadian Wheelchair Sports Association (CWSA) Awards:
 - > CWSA Service Recognition Award - Kathy Newman (VP - Marketing)
 - > Rick Hansen Award - Marni Abbott-Peter (Assistant Coach, Women's U25 National Team)
 - > Volunteer of the Year - Kathy Ludwig (Manager, Women's U25 National Team)
- Richard Peter (Sr. Men's National Team) announced as recipient of National Aboriginal Achievement Award

FINANCIAL STATEMENT

For the fiscal year ending March 31, 2011

REVENUE	2011	2010
America's Cup	\$35,946	\$45,000
Coaching Assoc. of Canada	\$17,639	\$9,920
Donations	\$26,972	\$76,629
Investments	\$101,764	\$146,410
Memberships, Fees, & Fines	\$45,010	\$25,343
Other	\$28,847	\$3,152
Product Sales	\$6,484	\$5,269
Sponsorships	\$3,511	\$3,611
Sport Canada	\$1,867,739	\$1,493,500
Telemarketing	\$1,290,996	\$1,155,208
2011 Women's U25 World Championship	\$50,000	-
	<u>\$3,474,908</u>	<u>\$2,964,042</u>
EXPENDITURE	2011	2010
Domestic	\$241,543	\$217,279
Finance & Administration	\$604,137	\$449,080
High Performance	\$1,500,390	\$1,258,458
Marketing & Special Projects	\$16,381	\$63,829
Technical	\$166,915	\$88,523
Telemarketing	\$874,712	\$782,482
	<u>\$3,404,078</u>	<u>\$2,859,651</u>
NET REVENUE	\$70,830	\$104,391