WHEELCHAIR
BASKETBALL
CANADA

REAL LIFE. REAL SPORT.

www.wheelchairbasketball.ca

2012 ANNUAL REPORT

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 and 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**

We are committed to excellence in the development, support and promotion of wheelchair basketball programs and services for all Canadians.

WE **DREAM**

WORLD LEADER

Our vision for 2020 is to be the world leader in wheelchair basketball.

Left: Head Coach Bill Johnson discusses strategy with the Senior Women's National Team.
Right: A pair of junior athletes take part in a wheelchair basketball festival.

OUR **PARTNERS**

Canadian Heritage / Patrimoine canadien
Sport Canada
Own the Podium / À nous le podium
IWBF
Canadian Paralympic Committee / Comité paralympique canadien
True Sport / Sport pur
Canada Basketball
Canadian Sport Institute / Institut canadien du sport
Canadian Sport Centre Manitoba / Centre canadien multisport
Bridging the Gap
Coaching Association of Canada / Association canadienne des entraîneurs
adidas

FOLLOW **US**

www.wheelchairbasketball.ca

OUR PEOPLE

Jerry Tonello - Head Coach of the Senior Men's National Wheelchair Basketball Team.

OUR STAFF

Executive Director - Wendy Gittens

High Performance Director - Paul Zachau

High Performance Coordinator - Ryan Lauzon

Interim Program Coordinator - Christina Swett

Communications Manager - Jody Kingsbury

Communications Coordinator - Courtney Pollock

Senior Men's National Coach - Jerry Tonello

Senior Women's National Coach - Bill Johnson

Men's U23 National Coach / Centre for Performance Coordinator - Steve Bialowas

Women's U25 National Coach - Michael Broughton

BOARD OF DIRECTORS

President - Steve Bach

VP Marketing - Kathy Newman

VP Technical - Trevor Kerr

VP Finance - Donald Royer

VP Domestic - Christina Jones

VP High Performance - Sharron St. Croix

VP Athlete Rep - Ross Norton

TEAMWORK

OUR MEMBERS

- Association québecoise des sports en fauteuil roulant
- Manitoba Wheelchair Sports Association
- Newfoundland & Labrador Wheelchair Sports Association
- Ontario Wheelchair Sports Association
- Saskatchewan Wheelchair Sports Association
- British Columbia Wheelchair Basketball Society
- New Brunswick Wheelchair Sports Association
- Nova Scotia Wheelchair Sports Association
- ParaSport and Recreation Prince Edward Island
- Wheelchair Sports Alberta

PRESIDENT'S **MESSAGE**

The glow remains as this past year will long be remembered as the year Wheelchair Basketball Canada and its Men's National Team returned to worldwide prominence with their golden success at the 2012 London Paralympic Games. We reconfirmed our long standing tradition of international achievement, and we demonstrated again, why ours remains one of the finest high performance programs in the sport.

While we have enjoyed savouring our recent accomplishments, we remain all too aware of the commitment required to maintain and build upon those accomplishments, and not just within our National Team Programs, but at every stage of our athlete development pathway. We are excited about new strategic initiatives being undertaken by Wheelchair Basketball Canada that will bring to realization the recently adopted IWBF 3 on 3 game as a dynamic approach to increasing the participation, the enjoyment and the exposure of the game throughout Canada. And we are thrilled at the very near prospect of rolling out Wheelchair Basketball Canada's first Academy Program, one which will ensure that our current and next generation national team athletes and coaches are exposed to a high performance training environment on a daily basis, year around.

These bold new initiatives have driven our organization to look closely at how we support and sustain enhanced programming objectives for the long-term. In response, Wheelchair Basketball Canada has developed a new four year strategic plan that, among other initiatives, dedicates significant resources to a fund development program, one that will realize an in-house fund development team to oversee new growth and advancement in our donations, grants, sponsorships and special events operations.

2012 has been a remarkable year of basketball success on our international courts, in our program growth, and in our forging of new operational foundations. We are overwhelmed by the wonderful efforts of our staff, our Board, our Members, our athletes, and our ever growing base of partners in basketball. We are excited at the prospect of what we have yet to accomplish together. We extend our many thanks and congratulations to all who have shared, and who continue to share, in our vision to be the world leader in the sport of wheelchair basketball.

Steve Bach - President, Wheelchair Basketball Canada

Team Canada's David Eng (right) celebrates the gold medal victory at London 2012 with the Honourable Bal Gosal, Minister of State (Sport).

EXCELLENCE »

CANADIAN NATIONAL TEAMS

- Senior Men's National Team wins gold medal at the 2012 Paralympic Games
- Senior Women's National Team places sixth at the 2012 Paralympic Games
- Men's U23 National Team selected for the 2013 Americas Zone Qualification Tournament

TEAM CANADA

2012 marked the final year of the quadrennial plans for both of the senior national team programs, culminating in the flagship event on the high performance calendar – the Summer Paralympic Games.

The Senior Men's National Team captured the gold medal at the 2012 Paralympic Games in London, England to re-establish Team Canada as the top ranked men's wheelchair basketball club in the world.

The Senior Women's National Team placed sixth at the Paralympic Games. Despite missing the podium in London, Team Canada made innovative strides in its preparations for the Games by fully centralizing for the first time in program history. The Canadian women spent more than two months in Winnipeg for a dynamic phase of mental preparation, team-building exercises and daily physical training.

Following the 2012 season, iconic Canadian wheelchair basketball stars Kendra Ohama and Richard Peter officially announced their retirements from the National Team. The pair finished their exceptional careers with a combined six Paralympic and five World Championship gold medals.

After a series of training camps in 2012, 12 athletes were selected to the Men's U23 National Team that competed at the Americas Zone Qualification Tournament in Mexico City in March 2013. Team Canada qualified for the 2013 Men's U23 World Championship in Turkey in September.

ACADEMY PROGRAM

Wheelchair Basketball Canada will launch an Academy Program in the summer of 2013 in partnership with Own The Podium, the Canadian Paralympic Committee, the Canadian Sport Institute Ontario and the University of Toronto Scarborough.

The year-round training program is designed to ensure the ongoing success of Canada's national wheelchair basketball teams at future World Championships and Paralympic Games. By accelerating the development of elite male and female wheelchair basketball players that have shown national team potential, the Academy will increase the quality and quantity of athletes within the high performance pool.

The Senior Women's National Team huddles up during a match at the London 2012 Paralympic Games.

LONDON 2012 PARALYMPIC GAMES

The Canadian Men's Wheelchair Basketball Team captured its third gold medal in the last four Paralympic Games by defeating the defending champions from Australia 64-58 in the championship game at London 2012.

Team Canada concluded the tournament with a flawless 8-0 record and avenged its loss to the rival Australians in the Paralympic gold medal match in Beijing four years earlier.

Dave Durepos, Joey Johnson and Richard Peter all competed in a record-tying fifth Paralympic Games for the Canadian men's side.

Patrick Anderson delivered a career-best performance as he finished first overall in tournament scoring and amassed the most rebounds while posting a pair of triple-doubles en route to the gold medal.

SUCCESS »

Top left to right: London 2012 Paralympic gold medal, Canada's Joey Johnson (left) and Patrick Anderson celebrate the gold medal victory, Paralympic rookie Chad Jassman poses with his first-ever Paralympic gold medal.

Right: Canada's Bo Hedges moves in for a shot against Australia during the London 2012 Paralympic Games gold medal match.

Top left to right: Janet McLachlan shoots while under pressure by the Netherlands, Cindy Ouellet moves in for a layup, Kendra Ohama drives toward the basket.

Left: Katie Harnock looks for an outlet against Australia at London 2012.

The Canadian Women's Wheelchair Basketball Team completed its Paralympic journey at London 2012 with a sixth place finish after a 73-70 loss to China in the placement round.

Despite falling shy of its goal of reaching the podium, Team Canada showed great promise for the future as it posted a 4-3 record at the tournament and proved it can contend with the top teams in the world.

London 2012 marked the sixth Paralympic Games for Canadian veterans Tracey Ferguson and Kendra Ohama.

Janet McLachlan was a dominant offensive force for Canada as she posted the most points and rebounds in the tournament.

DOMESTIC COMPETITIONS

In partnership with ParaSport and Recreation PEI, the Canadian Wheelchair Basketball League (CWBL) Open Championship returned to Charlottetown, Prince Edward Island for the first time in 20 years in 2012. The tournament featured eight club teams from across Canada. The Variety Village Rebels captured the championship crown for the second consecutive year.

The BC Wheelchair Basketball Society hosted the 2012 National Championship and the 2012 CWBL Women's Championship in Richmond, British Columbia. Both tournaments celebrated the theme of "Difference Makers" in honour of Rick Hansen and the celebration of the 25th anniversary of the Man in Motion World Tour.

Four men's provincial teams competed at the National Championship. Ontario upset the five-time defending champions from British Columbia to take home the national title.

The BC Breakers club team was victorious at the CWBL Women's Championship, much to the delight of the home crowd. The Breakers defeated the Calgary Rollers to pick up their second club championship in team history.

Left to right: Rick Hansen, Shira Stanfield of the BC Breakers, Wheelchair Basketball Canada VP - Domestic Christina Jones, and Breakers player Jessica Vliegenthart pose with the CWBL Women's Championship trophy. (Photo: Gerry Kripps)

A young athlete takes part in a mini tournament in Saskatchewan

SPECIAL PROJECT FUNDING

This year the Special Project Funding program has been updated to align with our Long-Term Athlete Development (LTAD) model. The purpose of the program is provide financial resources to support grassroots club development and foster measurable growth in participation.

Wheelchair Basketball Canada approved 51 applications for Special Project Funding during the 2011-2012 phase. Funding was used for a variety of purposes, including the development of mini and junior athletes, awareness programs and other initiatives related to regional needs on a province-by-province basis.

JUNIOR DEVELOPMENT

- Numerous Mini festival events hosted across Canada
- Alberta won the Junior West Regional Championship hosted by the Saskatchewan Wheelchair Sports Association
- Quebec-B won the Junior East Regional Championship hosted by the Nova Scotia Wheelchair Sports Association

TECHNICAL **DEVELOPMENT**

LONG-TERM ATHLETE **DEVELOPMENT**

Wheelchair Basketball Canada proudly unveiled the Wheelchair Basketball Athlete Development Model in 2012. The model is a key resource that outlines a long-term athlete pathway and guideline for training and competition in order to demonstrate to coaches, parents, volunteers and administrators at the local, provincial, and national levels the importance of a systematic and consistent approach to the development of wheelchair basketball athletes. The model identifies age-specific stages in order to allow athletes to fully develop and reach their potential for better sport, greater health, and higher achievement.

NATIONAL COACHING CERTIFICATION **PROGRAM**

- Wheelchair Basketball Canada submitted its proposal to the Coaching Association of Canada to initiate the approval process for the NCCP Introduction To Competition course
- Four NCCP coaching clinics were held across Canada in 2012

OFFICIATING **HIGHLIGHTS**

- Canadian referees were appointed to officiate IWBF and other international competitions, including the London 2012 Paralympic Games
- Several officiating clinics designed to educate and recruit wheelchair basketball officials were held in regions across Canada

CLASSIFICATION **HIGHLIGHTS**

- In a project spearheaded by Canadian classifer Anne Lachance, the IWBF launched *Introduction to the IWBF Player Classification System*, a new educational video resource on international classification
- 82 new players were issued WBC national classification cards in 2011-12; 40 of those new players are classifiable while 42 are able-bodied

Left: Coaches Joe Higgins (left) and Darrell Nordell.
Right: Referee Sergio Giordano at the 2012 National Championship.
(Photos: Gerry Kripps)

KNOWLEDGE »

6TH ANNUAL WHEELCHAIR BASKETBALL CANADA AWARDS & 2012 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.

2012 Award Recipients

- **Female Athlete of the Year** – Cindy Ouellet
- **Male Athlete of the Year** – David Eng
- **Junior Athlete of the Year** – Alarissa Haak
- **True Sport Award** – Frances McLean
- **Leadership Excellence Award** – Karla Tritten

ACHIEVEMENT

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.

2012 Hall of Fame Inductee

- **Tim Frick**

Legendary coach Tim Frick was inducted into the Wheelchair Basketball Canada Hall of Fame in 2012 after coaching the Senior Women's National Team to three consecutive Paralympic gold medals and four consecutive World Championship titles.

OTHER RECOGNITION

- Executive Director Wendy Gittens named to Most Influential Women List (CAAWS)
- Richard Peter (Senior Men's National Team) received the National Aboriginal Achievement Award (NAAA)
- VP of Marketing & Communications Kathy Newman received Daryl Thompson Award for lifetime achievement (Sport BC)
- Senior Women's National Team Head Coach Bill Johnson received Peter Williamson Memorial Award for Coaching Excellence (Sport Manitoba)
- Athletes Tracey Ferguson (Senior Women's National Team) & Ashley Baerg (Women's U25 National Team) selected to meet Prince Charles during Royal Visit
- City of Fredericton declared September 25, 2012 as Dave Durepos Day
- Senior Men's National Team named finalist for Team of the Year (Canadian Sport Awards)
- Tracey Ferguson (Senior Women's National Team) inducted into Canadian Disability Hall of Fame
- Senior Men's National Team Head Coach Jerry Tonello received Petro-Canada Coaching Excellence Award
- Dave Durepos (Senior Men's National Team) named Male Athlete of the Year (Sport NB)
- Senior Men's National Team wins Doug Grant Memorial Award for Team of the Year (CWSA)
- Patrick Anderson (Senior Men's National Team) named Male Athlete of the Year (CWSA)
- Senior Men's National Team Head Coach Jerry Tonello received Stephan Dubuc Memorial Award for Coach of the Year (CWSA)
- Bo Hedges (Senior Men's National Team) received Stan Stronge Award for Fair Play & Dedication To Excellence (CWSA)
- Patrick Anderson named finalist for prestigious Laureus Sportsperson of the Year with a Disability Award

MARKETING & **COMMUNICATIONS**

Wheelchair Basketball Canada made great strides in enhancing its brand, expanding its audience and building awareness for Canadian athletes and coaches as well as the sport of wheelchair basketball in 2012.

With the vast momentum generated by the London 2012 Paralympic Games, the organization gained significant exposure within traditional, online and social media platforms. This included establishing new all-time highs in visits to the Wheelchair Basketball Canada website and generating media coverage with a potential audience of 1.3 billion people.

The organization also produced comprehensive social media coverage that allowed fans to connect with athletes and coaches as well as follow the Paralympic Games in real time.

Brandon Wagner @BWAGG 8 Sep

On our way to the NGA for our gold medal game against Aus... game day baby... lets do this #proudparalympian @WCBballCanada #proudCanadian

Furthermore, the organization seized the opportunity to enhance its efforts with regard to partnership development and supplement its collection of marketing collateral.

AWARENESS »

BY THE **NUMBERS**

- Total of **1,179** media articles published resulting in **1.3** billion media impressions
- **263** requests for athlete/coach interviews and public appearances
- More than **88,000** visits to our website and doubled number of new visitors
- More than **287,000** pageviews, including **46,462** pageviews in September 2012

2012 SOCIAL MEDIA **SNAPSHOT**

- **700%** increase in page likes in 2012 - more than **7,000** Facebook fans
- Tripled Twitter audience with **1,112** new followers
- **36,094** views on official YouTube channel
- **233,334** all-time photo views on official Flick'r page

Left: Fans cheer on Team Canada at the London 2012 Paralympic Games.

Right: Team Germany's Mareike Adermann (middle) and Team Canada's Patrick Anderson (right) discuss wheelchair basketball in an interview with the BBC at the London 2012 Paralympic Games.

Top: A snapshot from the London Calling video series.

Bottom: Tim Frick delivers his Coach's Clipboard report from outside the North Greenwich Arena at the London 2012 Paralympic Games.

IN THE SPOTLIGHT

- Senior Women's National Team athlete Cindy Ouellet was featured in the Canadian Paralympic Committee's bold Super Athlete marketing campaign

MARKETING COLLATERAL

- Wheelchair Basketball Canada website underwent a major upgrade to enable social media integration
- Produced eight-part video series entitled *London Calling* as well as 12 athlete vignettes in our *12 To Watch* series leading up to the 2012 Paralympic Games
- Produced six *Coach's Clipboard* videos featuring legendary coach Tim Frick as he covered Team Canada at the Paralympic Games
- Creation of in-depth online athlete biographies as well as men's and women's competition previews ahead of London 2012
- Compiled National Team statistics from the World Championships and Paralympic Games
- Creation of an integrated social media strategy that included live tweeting during the Paralympics
- Comprehensive coverage of the Paralympic Games with daily recaps, media notes, photo galleries and an e-newsletter
- Completion of website audit to ensure it is bilingual and introduction of bilingual e-newsletters
- New Wheelchair Basketball Canada brochure unveiled

Left: Cindy Ouellet, of the Senior Women's National Team, takes part in the launch of the Canadian Paralympic Committee's Super Athletes campaign.

Right: Wheelchair Basketball Canada unveiled its new brochure in 2012.

BUSINESS **OPERATIONS**

PARTNERSHIP »

STRATEGIC **PARTNERSHIPS**

- Collaborated with the Canadian Paralympic Committee (CPC) to send two staff members to the London 2012 Paralympic Games to act as the official press attaché and photographer for the Canadian wheelchair basketball teams
- Worked with CPC to provide formal media training to National Team athletes and staff
- Partnered with NBA Canada to participate in the NBA 3X tour in Calgary, Alberta
- Collaborated with the Toronto Raptors to access funding for junior development, to coordinate a pre-game ceremony in honour of the Canadian Men's National Team, and to send a representative to the NWBA All-Star Wheelchair Classic as part of the NBA All-Star weekend festivities
- Coordinated athlete blogs and social media initiatives with the International Paralympic Committee (IPC)
- Assisted the Make-A-Wish Canada to allow a Canadian wheelchair basketball fan to meet the Senior Women's National Team at the London 2012 Paralympic Games

Chad Jassman retrieves the basketball at NBA 3X in Calgary Alberta.

INTERNATIONAL **REPRESENTATION**

- Wheelchair Basketball Canada President Steve Bach named Toronto 2015 Parapan American Games Sport Committee Chair for wheelchair basketball
- Jean Choinière (Games Commissioner), Don Steponchev (Referee Supervisor), Sébastien Gauthier (Referee) and Sergio Giordano (Referee) were selected by the IWBF to represent Canada as technical officials at the London 2012 Paralympic Games
- Anne Lachance (Classifer), Sergio Giordano (Referee Supervisor) and Mario Boutin (Referee) were selected by the IWBF to represent Canada at the 2013 Men's U23 Americas Zone Qualification Tournament

FINANCIAL **STATEMENT**

For the fiscal year ending March 31, 2012

REVENUE	2012	2011
America's Cup	-	$35,946
Coaching Assoc. of Canada	$9,240	$17,639
Donations	$4,135	$26,972
Investments	$36,924	$101,764
Memberships, Fees, & Fines	$26,344	$45,010
Other	$18,686	$28,847
Product Sales	$2,649	$6,484
Sponsorships	$1,174	$3,511
Sport Canada	$1,969,982	$1,867,739
Telemarketing	$473,948	$1,290,996
2011 Women's U25 World Championship	$240,483	$50,000
	$2,783,565	$3,474,908

EXPENDITURE	2012	2011
Domestic	$301,388	$241,543
Finance & Administration	$388,739	$496,137
High Performance	$1,932,248	$1,608,390
Marketing & Special Projects	$82,128	$16,381
Technical	$52,378	$166,915
Telemarketing	$327,629	$874,712
	$3,084,510	$3,404,078
NET REVENUE	**$(300,945)**	**$70,830**