



**SPORT DOESN'T  
JUST BUILD  
BETTER  
ATHLETES**

# **04 05 Annual Report**



**SPORT BUILDS  
BETTER PEOPLE**

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## FINANCIAL HIGHLIGHTS

### Operating Figures Year Ended March 31, 2005

This financial summary was prepared from a consolidation of the audited financial statements of the following entities:

- The Western Canada Lottery-Sask. Division Inc.
- Sask Sport Distributors Inc.
- Sask Sport Inc.
- Administration Centers for Sport, Culture and Recreation (1989) Inc.

### REVENUES

Ticket Sales	\$132,880,013
Rent & Service Income	1,360,153
Interest	373,423
Other	<u>2,178,199</u>
	<u>\$136,791,788</u>

### EXPENSES

Net Lottery Profits Transferred to Trust	\$ 41,303,293
Prizes & Retail Commissions	75,271,752
Federal & Provincial Taxes	1,585,666
Ticket Printing & Operating Expenses	12,456,958
Provincial Expenses	<u>6,196,016</u>
	<u>136,813,685</u>
Net Operating Expenses	<u>\$ 21,897</u>

# An Overview



Since its inception in 1972, Sask Sport Inc. has strived to ensure Saskatchewan residents of all ages can participate in the sport of their choice at their own ability level. By participating in sport, people are receiving much more than just a good workout – they are increasing their physical fitness levels, improving their health, decreasing healthcare costs, boosting the economy, and creating friendships that will last a lifetime. Children who participate in sport learn the value of hard work, dedication, teamwork and responsibility, which are values that will make them future leaders in our communities. Simply put, Sport – It's More Than A Game.

Sask Sport Inc. came into existence when the provincial amateur sport community realized there was a need to work together to develop common programs and fundraising initiatives. From a dozen organizations at its founding convention, Sask Sport Inc. has grown to more than 70 active and affiliate members, representing more than 300,000 registered participants throughout the province.

The scope of the amateur sport community in Saskatchewan is enormous. Member organizations coordinate sporting activities and distribute funds to clubs, teams and athletes in communities throughout the province. Provincial sport organizations also provide governance, professional guidance, ensure safety, provide insurance, set rules, raise funds, acquire sponsorships, and train athletes, coaches and officials. Saskatchewan is home to almost 19,000 certified coaches and over 15,000 certified officials.

These sport organizations provide program services to approximately 6,000 local sport organizations and teams, which support a variety of programs and services such as skills clinics, high performance training, sport science, medical services and leadership development. As well, sport organizations initiate programs that are directed at increasing participation by under-represented groups such as youth at risk, people with disabilities, aboriginal people, women, northern residents, the economically disadvantaged and seniors.

Each year more than 100 major sporting events are organized by provincial sport governing bodies and managed by volunteers in Saskatchewan. These events increase participation, have a significant economic impact to the host communities, provide an opportunity to promote the benefits of sport, and increase the opportunities for more Saskatchewan athletes to participate in these events.

Sask Sport Inc. operates Saskatchewan Lotteries as the fundraiser for sport, culture and recreation through a licensing agreement with the Government of Saskatchewan. Proceeds from Saskatchewan Lotteries are deposited in the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. Volunteer committees from Sask Sport Inc., SaskCulture Inc., and Saskatchewan Parks and Recreation Association Inc. adjudicate all requests made to the Trust Fund. Funding is provided to more than 12,000 volunteer, non-profit, sport, culture and recreation groups in the province.

The Saskatchewan Lotteries system has fostered the development of a tremendous volunteer network in Saskatchewan and is a major contributor to why the province is the volunteer capital of Canada. By providing a fundraiser for the sport, culture and recreation community, Saskatchewan has developed programs and services that provide a lifestyle that makes the province a great place to live. Its low administration costs, community support and responsibility for funding decisions have made Saskatchewan a model for the distribution of lottery proceeds.

Sask Sport Inc. offices are located at the Administration Centers for Sport, Culture and Recreation. These Centers allow volunteer organizations the opportunity to collaborate and share resources and ideas. They also provide a variety of services including administrative support, bookkeeping services, printing services, website development, and affordable rent. For more information visit [www.sasksport.sk.ca](http://www.sasksport.sk.ca).

**Centennial Sport Fact**  
The Victoria Hockey Club of Regina won the World Hockey Championships in 1914.

# Sport - It's More Than a Game

**Sask Sport has aligned its programs and services along the four pillars developed by Sport Canada including: Enhanced Participation, Enhanced Excellence, Enhanced Capacity and Enhanced Interaction.**

## **ENHANCED PARTICIPATION**

*Sask Sport Inc. is committed to involving all Saskatchewan people in quality sport activities at all levels and in all forms of participation.*

Increasing Aboriginal participation remains a priority for the sport federation which has led to an ever-expanding array of initiatives. The Working, Living and Playing Together initiative completed a program guide to assist community professionals and volunteers in developing relationships between First Nations, Metis and Non-Aboriginal communities. This guide is a step-by-step resource focused on getting diverse communities to work, live and play together. The second "Building Bridges Through Sport" Aboriginal Sport Development Conference brought together mainstream and Aboriginal sport and community developers to look at ways to enhance the current sport development and delivery system. The Aboriginal Sport Development Grant continues to provide funding for sports to enhance initiatives with the Aboriginal sport community. Building Future Champions, a federal/provincial initiative, is succeeding to help young people benefit from sport and physical activity. This program consists of Aboriginal Excellence, which provides increased support for technical services and programs for North American Indigenous Games athletes and coaches; SportMatch, which provides students aged 12 and older with the opportunity to discover sports in which they can achieve participation or developmental success; Canada Games Days, which gets elementary school children involved in participating and learning skills associated with the Canada Games sports; and Canada Games

**Centennial Sport Fact**  
**Ernie Richardson's curling rink captured the world men's curling title in 1959, 1960, 1962 and 1963.**

Aboriginal Mentorship, which will enhance Aboriginal involvement in various levels of planning and hosting the games and future sport events.

KidSport™ experienced another successful year with more than \$330,000 allocated and almost 5,900 children assisted. This is an increase of more than \$25,000 from the previous year and almost 560 more children. This is the highest allocation and number of children ever in KidSport™'s history in

Saskatchewan. The total number of committees in the province with a KidSport™ committee increased to 36. KidSport™ will be entering a bright future in the upcoming years through the recently incorporated KidSport™ Canada, whose Board will focus on national sponsorship and fundraising opportunities for the benefit

of provincial and local chapters.

The Team Sport Speakers Bureau, which provides speakers on various sport-related topics, made more than 60 presentations to a combined audience of almost 6,000 children and youth. These presentations included setting and achieving goals, and the importance of sport and teamwork.

**Centennial Sport Fact**  
**In 1975, former Swift Current resident Reggie Cleveland of the Boston Red Sox became the first Canadian to be the starting pitcher in a World Series Game.**

## Centennial Sport Fact

In 1928, Ethel Catherwood of Saskatoon became the first (and only to this point) Canadian woman to win an individual track and field event in the Olympics, winning the high jump.

### ENHANCED EXCELLENCE

*Sask Sport Inc. strives to create an environment that welcomes an increasing number of qualified athletes, coaches and officials who reach national sport organization, national team or high performance levels.*

Saskatchewan sent a strong contingent of coaches, athletes and volunteers to the Olympic/Paralympic Games in Athens, Greece. This contingent included nine Olympians, seven Paralympians, and nine volunteers. Lisa Franks received two gold medals in wheelchair athletics; Amy Alsop, gold in goalball; Cameron Baerg and Jake Wetzel silver medals, rowing; Mike Bacon, silver, wheelchair rugby; and Clayton Gerein, bronze, wheelchair athletics. This year also marked the final preparations for the 2005 Canada Summer Games in Regina, Moose Jaw, Lumsden and Saskatchewan Beach. The 2005 Canada Summer Games will leave Saskatchewan with a significant coaching, officiating and athlete legacy. During the past three years Sask Sport has been directing a program to prepare coaches, officials and athletes for the Games. Team Saskatchewan will have approximately 65 coaches for the 16 sports. Some 160 officials will represent the province. Over 225 individuals are being upgraded through the development program. Approximately 2500 athletes were involved in early talent identification processes.

Sask Sport has directed over \$1.7 million over three years toward the development program for the Games. The funding has enabled coaches to participate in a number of professional development activities including opportunities to work with national team coaches at training camps, participate as assistant coaches at national and international events, attend major coaching conferences and complete the Coaching Association of Canada's National Coaching Certification Program at the level necessary to coach in the Canada Games.

The program has also provided funding for Saskatchewan

officials to attend clinics at national and international competitions where they have gained the certification and experience necessary to officiate at the Canada Games. As well, many Saskatchewan coaches and officials have benefited from having top-level clinicians brought to the province.

The expertise Saskatchewan coaches and officials have gained will allow the province to host more national and international competitions in the future. This group is now capable of making a significant contribution to sport in the province, through improved coaching and officiating at all levels of competition.

The Canadian Sport Centre Saskatchewan continues to provide assistance to high performance athletes, training groups and coaches in the province. A joint federal/provincial initiative, the centre services 148 registered athletes including 17 at the gold level, 26 silver, and 105 bronze. There are ten regional and developmental training groups supported in the province and several other sports are on the verge of gaining recognition through their National Sport Organizations and qualifying for assistance.

FutureBest, a program which assists athletes with the potential to become a national team member, provided financial support to 56 athletes. Since its inception, the program has assisted 186 athletes of which 29 have successfully gone on to become carded athletes.

## ENHANCED CAPACITY

*Sask Sport Inc. strives to enhance the capacity of individuals, communities and organizations in support of amateur sport in Saskatchewan.*

Although Saskatchewan Lotteries provides a strong base of financial support for sport in Saskatchewan, we continue to look at ways to diversify our revenue. The Sport Legacy Fund encourages those who have benefited from sport to give something back for future and current generations. More than 450 people have donated \$2.6 million to 36 sport organizations.

The Building Better Communities review has been undertaken to review the regional and zone delivery system and to seek ways to enhance the system to ensure people and communities have the best possible access to sport, culture, and recreation programs and services. BBC looks to establish a consistent and inclusive sport, culture and recreation delivery system throughout the province that will provide effective and efficient coordination, communication and delivery of sport, culture and recreation programs at the community level. Additional benefits may include a system that is responsive to community needs and can facilitate community development.

The Sport Profile is being restructured to ensure it is meeting current and future needs. The profile format has been aligned with the Canadian Sport Policy's four pillars. Workshops will continue to be held with provincial sport governing bodies to ensure a smooth transition.

With 2005 being the province's Centennial, there has been an increased number of major sport events in Saskatchewan. These events provide a legacy to the province in terms of an enhanced volunteer base, improved facilities, and greater awareness of opportunities in sport.

## Centennial Sport Fact

At age 17, George Genereux of Saskatoon won the gold medal in trapshooting at the 1952 Helsinki Olympics.

## ENHANCED INTERACTION

*Sask Sport Inc. strives to develop and strengthen co-operation and collaboration in sport among governments, Aboriginal peoples, sport organizations and interested stakeholders.*

The Saskatchewan Sport Awards, which features the Athlete of the Year Awards and the Volunteer Recognition Awards, continues to be a major initiative to promote sport in our province and recognize the achievements of our athletes and volunteers. This year featured a special Centennial presentation by the Hon. Joan Beattie, Minister of Culture, Youth and Recreation, to the Sask Sport Inc. Past Presidents for their leadership in developing sport in the province; and to Saskatchewan youth who choose to make sport a part of their lives.

We continued to promote the Sport It's More Than A Game program, which emphasizes the health, social, educational and economic benefits of sport. We also continued to maintain the Saskatchewan SportsNet website at [www.sasksport.sk.ca](http://www.sasksport.sk.ca) and publish our email newsletter, *SportsPage*.

## Centennial Sport Fact

James Trifunov of Regina participated in wrestling at the 1924, 1928 and 1932 Olympics, winning the bronze medal in 1928.

# Lottery Dollars at Work

## SALES

Saskatchewan Lotteries experienced a difficult year with sales being significantly lower than expected. Revenue projections for 2004-05 were slightly more than \$150 million – an increase of 13 per cent from the previous year – due to new measures taken to improve ticket sales such as the new \$2 Lotto 6/49 ticket, enhanced Scratch 'N Win tickets, the new Keno game, and three anticipated bonus draws for Super 7.

As the year progressed, sales were not as high as expected and actual sales for the year totaled \$133 million. The NHL strike impacted Sport Select sales (60 per cent of tickets involve hockey selections) and although other sport options were added to this game, these efforts did not match the consumer interest of hockey. The new Keno game and the enhanced Scratch 'N Win tickets have been steadily increasing sales, but they were lower than projected. As well, the majority of Interprovincial Lottery members decided that they did not want to fund the third planned bonus draw and sales of Super 7 and Extra were down from projections.

To mitigate the impact on beneficiary groups, Sask Sport Inc. and its global partners have been using working capital within the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. At this time, the global partners have requested that the provincial government decrease its lottery license in order to stabilize funding to beneficiary groups. The current three-year lottery license agreement ends on March 31, 2006.

Although we remain hopeful that the license fee will be reduced, we also expect lottery sales will improve this year. Sales of Lotto 6/49, Scratch 'N Win tickets, Pick 3 and Keno are expected to modestly improve. Sport Select sales should rebound once the NHL strike ends. As well, three bonus draws are planned for Super 7 and Extra. Increased profits as a result of these sales increases will be reduced by Western Canada Lottery Corporation expenditures on capital equipment replacement, and higher prize expenses due to increased competition from other gaming options such as internet gaming.

## How the Lottery Dollar is Spent



## TICKET TRANSACTIONS

Lottery retailers were extremely successful in encouraging people to play the Extra games.

For Extra transactions, 83 per cent of Super 7 players said yes; 81 per cent of Lotto 6/49 players; and 82 per cent of

Western 649. This year there were record sales for Western 649 and Pick 3. To offset decreased revenue from the NHL strike, several new sport options to Sport Select were added, including select American Hockey League games with Canadian teams, U.S. College football key match-ups, World Cup Soccer, English soccer league, and select U.S. College Basketball. New opportunities will be explored as they arise.

## SASKATCHEWAN LOTTERIES TRUST FUND

The Trust Fund continued to provide grants to approximately 1,200 sport, culture, recreation and community groups in the province. These groups, in turn, distributed the funds to more than 12,000 volunteer non-profit groups. Sask Sport Inc., in partnership with SaskCulture Inc., and Saskatchewan Parks and Recreation Association Inc., jointly delivered the Saskatchewan Lotteries Community Grant Program.

## 04/05 LOTTERY PRODUCT PERCENTAGE OF TOTAL SALES



32%



28%



13%



13%



6%



5%

DAILY  
ON-LINE  
GAMES

3%

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