



# ANNUAL REPORT 2020-21

**Racquetball Canada**

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# RACQUETBALL CANADA



## MISSION

To coordinate, govern and encourage the advancement of Racquetball from grassroots to elite levels across Canada.

## VISION

Racquetball as a visible and vibrant sport enjoyed coast to coast by Canadians of all ages and abilities.

## VALUES

The values we believe to be instrumental in making decisions and impacting how we interact are outlined on the next page. We believe in managing Racquetball Canada according to these values and ensuring that the Principles of True Sport are activated on the field of play.

A TRUE Sport Value

**WE ARE  
COMMITTED  
TO EXCELLENCE**



## Year in Review



Gwen Smoluk  
President

I am truly proud to be a part of the Racquetball Canada team. This past year the team has taken advantage of a crisis and has done some amazing work to prepare our sport for when we are all able to be on the courts again. I want to thank all of the staff, board members and volunteers at Racquetball Canada and in all of the provinces for their unwavering support through the challenges the pandemic threw at us. I am looking forward to the day when we can all be together again to celebrate these fantastic achievements.



Kathy Brook  
Executive Director

My first full year as Executive Director of Racquetball Canada has been rewarding. Together we have weathered the pandemic and taken the time to create a solid foundation that will help us move forward into the future and grow the sport of racquetball in Canada. The competition review, creation of badge program, implementation of our coach education and gender audit were some of the highlights of the year. Our staff has worked extremely hard to put things into place for a successful return to sport. We could not have done it without the incredible dedication of our volunteers, board of directors and staff. We look forward to seeing you on the courts!

### SPORT FOR LIFE

“Racquetball Canada has done incredible work this year with great engagement of a knowledgeable and enthusiastic team of staff and volunteers. Participants in a series of Sport for Life Competition Review Workshop Webinars, a team from Racquetball Canada have now completed the competition review. This work can set exciting innovations for the future of racquetball. We look forward to working with you on next steps!” - Carolyn Trono, Sport for Life

# TO OUR PARTNERS

## STRATEGIC HIGHLIGHTS

- Racquetball Canada website transitioned to new platform.
- \$100 000 dollars given to support provinces to improve their facilities and coaching.
- Supported BC and Ontario to become affiliated sport organizations with their respective governments.
- Hosted Virtual Nationals Week.
- NCCP Coach Education revised and now fully available online in a synchronous environment.
- Competition Review completed with recommendations put forward to Committees and the Board of Directors.
- Badge Program created including program materials and coach education components.
- Membership Campaign created and ready for launch.
- Sponsorship package created and available.
- Integrated Sport Team hired to support our national team athletes.
- Gender Equity Audit completed.
- Women in Coaching Networking Group created and implemented.
- Quarterly Provincial Update Meetings.
- *She's Got it All* campaign developed in partnership with Canadian Women and Sport

## COACHING ASSOCIATION OF CANADA

“Racquetball Canada’s commitment to excellence has been evident throughout their NCCP program revisions this year. With full program revisions complete for not only one, but two NCCP contexts, meeting the highest of standards.

The program’s strong tie to the NCCP outcomes, and additional emphasis on professionalism, role modeling, inclusivity and adaptive modeling was a leading example of an NCCP program that goes beyond standards.

The organization also doubled down on their commitment to Safe Sport, again leading the way with the Safe Sport Framework and emphasis on prevention, education, and reporting.

We commend Racquetball Canada for their commitment to providing quality coaching development opportunities for all and look forward to continuing our strong partnership” - Adam Sollitt, Coaching Association of Canada

## Canadian Women and Sport

“Racquetball Canada has been working with Canadian Women & Sport through the Gender Equity Playbook - a three-part program designed to help Racquetball leaders make more equitable decisions. We believe that gender equity builds better sport for all and we are delighted that Racquetball Canada have made such a strong commitment to change, not just for themselves but for the sport system as a whole.” – Allison Sandmeyer-Graves, CEO, Canadian Women & Sport.

- “Power of Sport” and “Support Sport” national campaigns engagement with stakeholders and partners.
- “Mini-Clinics with Mitch” added to YouTube channel and delivered over 10 weeks.

### Partnerships

Racquetball Canada has worked hard to develop several partnerships with other organizations this year. We value what they are trying to accomplish for the Sport System as a whole

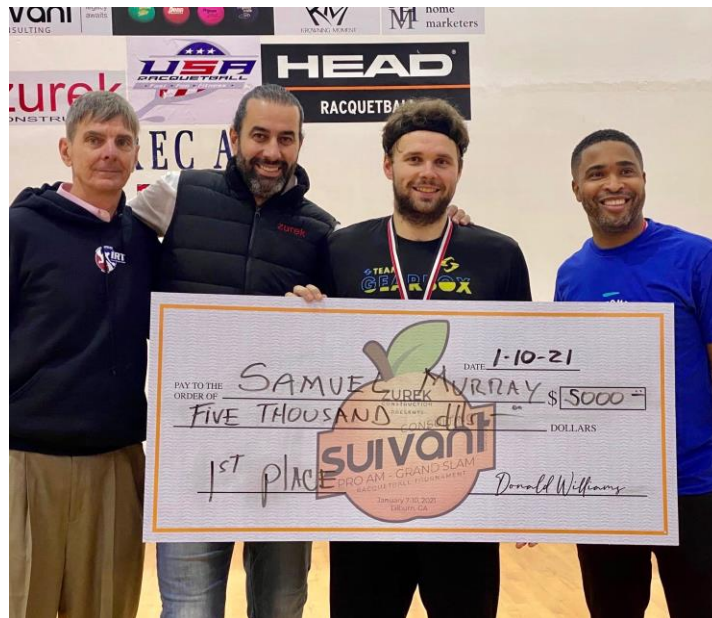
**CANADIAN WOMEN & SPORT** | **Racquetball CANADA**

**SHE'S GOT IT ALL:**  
**TALENT, DETERMINATION,**  
**AND NOT ENOUGH PEOPLE TO PLAY WITH.**

Funded by the Government of Canada | **Canada**

## Sport Highlights

- Sam Murray was 1<sup>st</sup> at the IRT Grand Slam pro tour event in Atlanta
- Racquetball Canada maintains the equivalent of 4 full cards with Sport Canada through the Athlete Assistance Program. Carded athletes in 2020-21 were Sam Murray, Michèle Morissette, Frédérique Lambert, Christine (Richardson) Keay and Coby Iwaasa. All carded athletes are eligible for all benefits including tuition support.

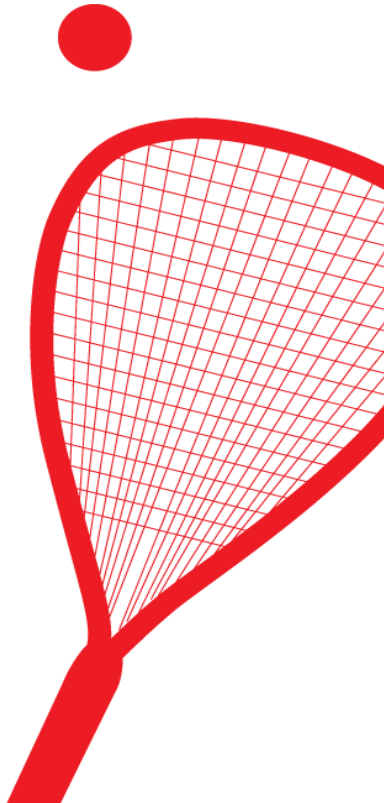


## Operating Highlights

- Jan Hanson was hired as Communications and Safe Sport Director
- Kurtis Cullen was hired as Community and Safe Sport Development Co-ordinator

“Trackie is a one stop shop where we can have accurate and accountable membership numbers, registration for coach and official education, tournament registration and rankings. The possibilities are endless”

# SOCIAL MEDIA REACH



**1030**  
people subscribed to  
our email newsletter

**46.9K**  
average Twitter  
impressions during  
Nationals week

**10 250**  
people reached through  
Facebook during events

Up to  
**17 000**  
impressions on Twitter  
during major events

**1200**  
followers on Twitter

**5000**  
average monthly  
Twitter impressions

**1000**  
Instagram followers

**7000**  
Racquetball members



# FINANCIAL SUMMARY AND AUDITORS REPORT

- See attached documents