



# Report from the Chair

sportalliance INFO



**Memo to:** Provincial Sport & Recreation Presidents and  
Executive Directors/Chief Operating Officers  
Ministry of Health Promotion and Sport

**From:** Holly Abraham  
Chair, Sport Alliance of Ontario Board of Directors

**Re:** June 2011 "Update"

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## Ontario Sport Awards 2010, Ontario Place April 14<sup>th</sup> 2011

In conjunction with the Ministry of Health Promotion and Sport, the SAO once again provided an excellent event to showcase some of Ontario's top talent. Congratulations to all the award recipients. The award winners are as follows:

Female Athlete of the Year - **Heather Moyse**, Nominated by Ontario Bobsleigh Association  
Female Athlete with a Disability of the Year - **Summer Mortimer**, Nominated by Swim Ontario  
Female Coach of the Year - **Cathy Dalton**, Nominated by Skate Ontario  
Male Athlete of the Year - **Cody Sorensen**, Nominated by Ontario Bobsleigh Association  
Male Athlete with a Disability of the Year - **Richard Ball**, Nominated by Ontario Amputee & Les  
Autres Sports Association  
Male Coach of the Year - **Anthony McCleary**, Nominated by Athletics Ontario  
Team of the Year - **Tessa Virtue and Scott Moir**, Nominated by Skate Ontario  
Rolf Lund Jule Nisse Award - **Ann Shaw**, Nominated by Skate Ontario

The staff and volunteer Awards Committee lead by David Saad provided a wonderful opportunity to celebrate our success in sport in this province. With the Vancouver 2010 Olympics still a recent memory, our Ontario athletes continue to shine on the world stage.

We encourage all sports to continue to recognize their athletes, coaches, officials and volunteers at the Ontario Sport Awards. This year we had the most media coverage to date along with the most read print media. We are thrilled that our award winners are receiving this kind of exposure and interest from across the country.

## Games

After a hectic year in 2010-11 things have settled down considerably as preparations are moving at full speed for the 2012 events. The Games on the calendar for this summer are the ParaSport Summer Games in Sarnia on August 19-20.

## SAO 40<sup>th</sup> Anniversary

As announced in the February update, the SAO is celebrating 40 years in 2011. The History Committee has been working on ways to mark this fact with some kind of celebration or fund raiser. At the present time we do not have any new plans beyond the AGM. If we have any new announcements we will communicate this to our members.

## **2015 Pan/ParaPan American Games**

This year, two executive staff of the 2015 Games Organizing Committee made presentations at our Members' Meetings. Bob O'Doherty, VP of Sport and Venues presented in January and Louise Lutgens, Director of External Partnership and Community Outreach in April. Since then, the SAO senior staff continues to be involved in committees of the 2015 Games. Jim Bradley is on the working group developing a school based program to encourage activities related to the 2015 Games. Jim is also working to become appointed to the Pan/ParaPan American Games Legacy Committee. The SAO initiatives developed with our stakeholders are still pending as we continue to seek out resources.

## **Marketing and Communications Update**

As you know SAO was successful in receiving a 3 year Trillium Grant to support a Marketing and Communications department. We have not had any significant professional support in marketing and promotions for over five years, so a review of our current collateral was long overdue. Dawn MacDonald has already provided an overview at our members' meeting and plans are well underway. As the plan is executed, we will be announcing our new initiatives that have been supported under the grant. One of our first tasks was to review our website; the platform has not been changed for many years. We are excited to be upgrading our website to meet the most current best practices and standards in communication. Our intention is to have a new website and new branding by fall of 2011.

## **Board Update**

The Board spent the last four months reviewing, revising and brainstorming on the budget and finances. We want to thank the tenants for participating in the most recent meetings on the budget. Through this democratic process the tenants approved the four proposals put forward by the Board of Directors. We will be executing those amendments moving forward and would appreciate your cooperation in signing the amended agreements as soon as possible. The senior staff will be communicating this information along with a specific date to complete the amendments.

Please contact the CEO Jim Bradley at [jbradley@sportalliance.com](mailto:jbradley@sportalliance.com) if you have any questions, concerns and ideas regarding the SAO or I can be reached at [habraham.sportleadership@gmail.com](mailto:habraham.sportleadership@gmail.com).

Sincerely,



Holly Abraham  
Chair  
Sport Alliance of Ontario