



# ***Celebrating 20 years***

*Annual Report  
2011 - 2012*

CANADIAN **CENTRE**  
FOR **ETHICS** IN **SPORT**

# **Message** to stakeholders

Another year has passed and that makes 20 in the life of the Canadian Centre for Ethics in Sport (CCES). On this milestone in our history, it is perhaps appropriate to reflect on our past achievements, our current priorities and our future challenges.

As is often the case with important social issues, the CCES was born out of a response to a crisis – Ben Johnson testing positive for steroids at the Seoul Olympics in 1988. The Dubin Inquiry ensued and as Justice Dubin lifted the lid off of Canadian sport, he and the country did not like what they saw – a sport system slipping towards winning at any cost. Everything else was rationalized away, including our sense of fair play and concern for the health of our athletes. Justice Dubin understood the inherent conflicts of interest in sport, and in his wisdom, recommended the creation of an independent agency to address doping in Canadian sport – independent of sport and government. In response to this recommendation, the Canadian Centre for Drug-Free Sport (CCDS) was created in 1991. The governance and structural model for the CCDS would be replicated by sport organizations and governments around the world and became the blueprint for the World Anti-Doping Agency when it was created in 1999.

In 1996, in recognition of the fact that doping was an acute symptom of a sport system that was in danger of losing its moral compass, the CCDS merged with Fair Play Canada to form the Canadian Centre for Ethics in Sport. The CCES was now in the business of promoting ethical sport for all Canadians. With such a massive scope, we chose to adopt a more comprehensive approach. We recognized athletes were making decisions and behaving – ethically and unethically – as a result of not only their knowledge (or lack thereof), but also from the influences in their environments (other athletes, coaches, parents, financial rewards, the media, etc.). An “acute response system” was needed to address the unethical behaviour occurring in sport (doping, harassment, racism, violence, etc.). But, we also needed a “prevention strategy” to begin the more difficult work of addressing the underlying causes of these unethical behaviours – based upon the vital need to establish and promote values and principles in community sport.

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Over the past 20 years, the work of the CCES has had an important and profound influence on the development of sport in Canada. The Physical Activity and Sport Act and the Canadian Sport Policy both give explicit recognition to the importance of pursuing sport “by fair and ethical means.” The Canadian Strategy for Ethical Conduct in Sport and its companion document “Expectations for Fairness in Sport” were endorsed by the federal/provincial/territorial sport ministers of the day in 2001. Canada’s movement for good sport – the True Sport Movement – emerged out of a growing consensus among Canadians for a more values-based and principle-driven sport system, from sandlot to podium. In 2003, the Canadian Anti-Doping Program (CADP) was adopted as Canada’s version of the World Anti-Doping Code. And the Sport Dispute Resolution Centre of Canada was established in 2004 to provide independent hearings of sport disputes, including anti-doping rule violations. As well, the National Coaching Certification Program developed ethical decision-making modules to help coaches better address the challenges of promoting ethical conduct in sport at all levels.

Respect in Sport continues to gain widespread adoption by many sports and governments across the country. Ethical literacy has been married with physical literacy to strengthen the Long-Term Athlete Development model. Online education on the rights and responsibilities of athletes under the CADP has been made a condition of eligibility by many sport organizations. And to date, almost 3,000 communities, sport organizations and schools have joined the True Sport Movement ([www.truesport.ca](http://www.truesport.ca)), confirming their support for the principles of True Sport and their intentional incorporation into the practice of sport in Canada.

Today, sport is cleaner and more ethical in Canada, in part because of the efforts of the CCES and its many sport partners. Indeed the Vancouver Olympics and Paralympics were dubbed the “cleanest Games ever”! But we cannot rest on our laurels. Ethics in sport is not an end to be achieved, but rather a dynamic process that helps us to navigate the sometimes blurred lines governing behaviour, inside and outside of sport.

With this in mind, the CCES reorganized itself to better fulfill its important mandate. We see ourselves as contributing in three interconnected ways to fair, safe and open sport in Canada. The first way is through our role in protecting the integrity of sport and our administration of the CADP for, and on behalf of, Canadian sport – part of our “acute response system.” The second way is our upstream work on preventing doping and other ethical issues by helping to activate a principle-driven sport system at all levels – our long term “prevention strategy.” And the third way is our role in advocating and facilitating an ethical orientation and approach to all issues in sport. This relies on the use of values and principles to guide decision-making when the rules of sport do not or cannot.

*“But we cannot rest on our laurels. Ethics in sport is not an end to be achieved, but rather a dynamic process that helps us to navigate the sometimes blurred lines governing behaviour, inside and outside of sport.”*

*- Paul Melia and Louise Walker*

CANADIAN CENTRE  
FOR ETHICS IN SPORT

The challenges that face ethical sport today are in many ways not new. But left unchecked, they continue to bleed sport of its power to produce positive benefits. To focus our limited resources, we have identified the six top threats to good sport in Canada. These are: doping, violence, unruly parental behaviour, poor sport governance, negative influences from professional sport (including match-fixing), and lack of access to sport in our communities.

Ethical sport is everyone's business. But sometimes when something is everyone's business, it becomes no one's responsibility. Just as we need a Securities Commission in the financial sector, the CCES serves an important independent role in the sport sector. The future will no doubt present new and complex issues with which sport will need to grapple. Match fixing is working its way into the culture of many sports. Technology will test our definition of what is allowed in sport and what is not.

While the future ethical issues that will face Canadian sport are as uncertain as the solutions we will need to develop to address them, two things are certain. One is the values and principles that drive sport in Canada. These are the True Sport values and principles, which were identified through lengthy and exhaustive consultation with Canadians at all levels of sport and are confirmed daily by the new member organizations that join the True Sport Movement. The second is the need for partnerships. The CCES does not and cannot work alone. We can only be successful working in partnership with governments and sports at all levels – in Canada and around the world. As we increasingly recognize the power of good sport to make a great difference (to individuals, our communities and our country), we must find ways to break down the silos in government and across sports so that we can ensure good sport and harness its power.

As we reflect on the past year, and the 19 that have preceded it, we want to acknowledge the unwavering professionalism and commitment of the CCES staff. It is their hard work and their desire for fair, safe and open sport that has helped to move the yard sticks in ethical sport. Their accomplishments over the past year are highlighted in this annual report and we proudly share them with you. We also want to acknowledge and thank the steady hand and careful stewardship that the CCES Board of Directors has provided. It takes a special kind of person to volunteer her or his time and expertise to help make sport better in Canada. The CCES Board is made up of such a group.

Finally, we want to acknowledge the generous financial contribution that the Government of Canada made to our work this past year. Their belief in and support of our mission and mandate reflects important and valuable leadership for which we are enormously grateful.



Dr. Louise Walker, Chair

Paul Melia  
President & CEO

# Highlights

*Continued compliance with ISO 9001:2008 Quality Management Standard*

*Over 2,600 doping control samples collected under the domestic Canadian Anti-Doping Program*

*True Sport Movement reached 2,677 members*

*E-learning provided to over 25,000 Canadian athletes*

*“Pump it Up for Platelets ” wins the second annual True Sport Community Give-Back Challenge*

*Testing and education services provided to the Canadian Football League*

*Mobile-enhanced version of the Global DRO released*

*The CCES celebrates its 20th year in Canadian sport by releasing its new brand, re-vamped website and story*

# *Celebrating* 20 years of contributing to good sport



*Victor Lachance, Dr. Christiane Ayotte and Dr. Andrew Pipe*

## **20th Anniversary Celebration**

Twenty years ago, Canada established a new, independent anti-doping organization, and on April 2, 2012 the CCES extended its thanks to the dedicated members of the sport community for their active involvement in helping to shape what it has become.

A modest celebration in the national capital region honoured three important contributors to Canadian and international successes in the field. Dr. Christiane Ayotte, director of the doping control laboratory at the INRS-Institut Armand-Frappier, the World Anti-Doping Agency accredited laboratory in Montreal, is known for her groundbreaking work in the detection of doping substances. Mr. Victor Lachance, the first CEO of the organization and a key leader in the evolution of anti-doping in Canada and around the world, continues to advocate for the important role of sport in Canada. Dr. Andrew Pipe, Chair of the Board for 12 years and a leading sport medicine physician, led the Centre through its evolution into a guardian and advocate for ethical sport in all its forms.

“It’s a testament to the value of our work that each of our three honourees have been with us through our entire existence,” said Dr. Louise Walker, Chair of the Board of Directors. “Our vision of Canadian sport that is fair, safe and open inspires our partners and employees, and helps to mobilize all Canadians in support of this important outcome.”

## New Brand, Website and Story

Over the year, the CCES underwent a strategic planning process to uncover and craft its brand story, unveiling it in February. Our story gives us both focus and a sense of vision. It helps us navigate even when there is no map, or when the plans are being rewritten. The essential elements of our story become the guiding stars that allow the leaders of this organization, and those in every level at the Canadian Centre for Ethics in Sport, to make moment-to-moment, day-to-day choices without compromising the original vision.

Once that story was created, it was necessary to bring it to life visually with a new brand identity. The logo at the centre of the new brand celebrates the multitude of voices that come together around sport, capturing the energy of open dialogue and spirited debate.

The CCES website (www.cces.ca), in its newly branded format, was unveiled in May. New functionality includes an updated substance inquiry form, content sliders, and an improved anti-doping sanction registry.

*“Canadian sport is nothing less than a symbol of our great collective endeavour, our striving together, to give meaning to the smallest community, the largest city and our still young nation. Canadians see in sport the playing out of their own personal and national history — a dogged determination to beat the odds, to turn adversity on its head, to make their own way in the world without leaving others behind.”*

*- from the CCES Story*



*The CCES story in four episodes*

**EPISODE 1  
OUR PROMISE  
TO CANADA**

**This is our higher purpose.  
This is our promise to Canada.**

*In the name of the Canadian people, we promise to elevate the conscience of our sporting nation, to promote the true values of sport, so that every citizen can enjoy competition that is fair, safe and open.*

**TO BE CLEAR, WE PROMISE TO BE A PASSIONATE ADVOCATE FOR THE VALUES OF CANADIAN SPORT. MORE SPECIFICALLY...**

**WE PROMISE SPORT THAT IS FAIR.**

- Fair to all competitors, by applying publicly agreed regulations.
- Fair to players, officials, coaches and administrators equally.
- Fair in its disciplinary, arbitration and medical processes.

**WE PROMISE SPORT THAT IS SAFE.**

- Safe from unhealthy training methods or drugs.
- Safe from harassment, bullying or sexual abuse.
- Safe from undue psychological pressure.

**WE PROMISE SPORT THAT IS OPEN.**

- Open to everyone, regardless of gender, religion, sexual orientation, ethnicity, age, ability or income.
- Open to change in a multicultural society.
- Open to allow the best of us and the best in us to develop together.

*“A country can truly call itself sporting when the majority of its people feel a personal need to compete.”*

**CANADIAN CENTRE  
FOR ETHICS IN SPORT**

# ***Governance***







*Dr. Louise Walker  
Chairperson*

Dr. Louise Walker graduated Doctor of Medicine from the University of Toronto in 1977 and later obtained a Diploma in Sport Medicine from the Canadian Academy of Sport Medicine (CASM). Dr. Walker has practiced sport medicine for over 30 years and is the Co-Director of the Ottawa Sport Medicine Centre and an assistant professor at the University of Ottawa. Dr. Walker was a team physician for the Canadian Women's Hockey Team, and has provided medical coverage to many national and international events including Vancouver 2010. She is also an accomplished athlete: Canadian high jump champion (1973), silver medalist at the 1974 Commonwealth Games and the 1975 Pan Am Games, and a two-time Olympian. She was inducted into the University of Toronto Sports Hall of Fame in 1993 and the Nepean Sports Wall of Fame in 2008.



*Dr. David Zussman  
Vice Chairperson*

At the University of Ottawa, Dr. David Zussman is the Director of the Graduate School of Public and International Affairs and the Stephen Jarislowky Chair for Public Sector Management. He was also Dean of the School of Management from 1988-1992. From 2003-2010, Dr. Zussman was a Commissioner of the Public Service Commission of Canada and was awarded the Public Service Citation Award in 2003. He is the past President of the Public Policy Forum and the Association of Programs in Public Administration, and the past Vice-President and Chief Operating Officer of EKOS Research Associates. In 1994, he was the Assistant Secretary to the Cabinet for Machinery of Government and Program Review for the Privy Council Office. He authored and co-authored publications including *Alternate Service Delivery: Sharing Governance in Canada* and *The Vertical Solitude: Managing in the Public Service*. He is a columnist for the *Canadian Government Executive* and had a regular column on public policy for the *Ottawa Citizen*.



*Dr. Andrew Pipe  
Chair Emeritus*

Dr. Andrew Pipe is Chief of the Division of Prevention and Rehabilitation at the University of Ottawa Heart Institute. The first Chair of the CCES, he has extensive, ongoing experience in addressing doping issues and his knowledge of sport, health and medicine is an invaluable asset to the CCES. Dr. Pipe has been the Team Physician of Canada's National Men's Basketball Team for more than 30 years and served as the Chief Medical Officer to Team Canada at the 1987 Pan-American Games, the 1992 Olympic Games and the 2006 Commonwealth Games. He is the first Canadian to receive the International Olympic Committee's Award for service in the field of Sport Medicine. Currently, Dr. Pipe is the President of the Commonwealth Games Association of Canada and an Associate Editor of the *Clinical Journal of Sport Medicine*. He is a member of the Order of Canada and of the Canadian Olympic Hall of Fame.

*"We also want to acknowledge and thank the steady hand and careful stewardship that the CCES Board of Directors has provided. It takes a special kind of person to volunteer her or his time and expertise to help make sport better in Canada. The CCES Board is made up of such a group."*

*- Paul Melia and Louise Walker*



*Ken Bagshaw*

Ken Bagshaw is the former Chief Legal Officer for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). Prior to joining VANOC in 2004, Mr. Bagshaw was the regional managing partner of Borden Ladner Gervais LLP's Vancouver office and a member of its national executive committee and board of directors. He led the firm's groundbreaking Professional Excellence Program, which is viewed as one of Canada's most comprehensive professional development and mentoring regimes. He has served as a director for numerous public bodies, including president of the Vancouver Art Gallery, vice-chair of the Vancouver Police Board and chair of the University of British Columbia's Board of Governors. Earning his Bachelor of Laws from the University of British Columbia, he was called to the British Columbia bar in 1965 and was appointed Queen's Counsel in 1986 in recognition of his contribution to the profession and his service to the government.



*Dr. Françoise Baylis*

Françoise Baylis is the Canada Research Chair in Bioethics and Philosophy and a professor in the Faculty of Medicine at Dalhousie University. Her ethics research focuses on women's reproductive health, research involving humans, the use of novel technologies, and public health ([www.novelteethics.ca](http://www.novelteethics.ca)). Professor Baylis, a public intellectual for the modern age, is a frequent guest on CBC and Radio Canada and the author of many news stories with a "behind the scenes" look at ethical issues. She is also an accomplished academic with over a hundred publications and several books to her credit. Her work, at the intersection of theory and practice, focuses on issues of justice and community. Professor Baylis is an elected Fellow of the Royal Society of Canada and the Canadian Academy of Health Sciences.



*Ronald Bremner*

Ron Bremner is President of the Gold Medal Consulting Group. Mr. Bremner spent 22 years in radio and television in Vancouver, highlighted by his term as President of CKNW/CFMI radio stations and President/CEO of BCTV. In 1996, he became President/CEO of the Calgary Flames, then served as Chairman/CEO of Professional Sports Publications. Today, Mr. Bremner coaches senior executives across the country, delivers keynote speeches and works with companies in the areas of leadership, communication, strategic planning and team-building. Throughout his career, he has chaired a number of high-profile organizations across the country. He is a member of the Canadian Association Broadcaster's Hall of Fame and a recipient of the Queen's Jubilee Medal for Community Service. He currently serves on the Board of the Ontario March of Dimes and is a member of the President's Advisory Council of St. Michael's Hospital (Toronto).



*Jim Durrell*

Former Mayor of Ottawa, Jim Durrell was elected to the City Council in 1980. A strong supporter of his city and sport, Mr. Durrell is the past Governor of Canada's Sports Hall of Fame. He served as President of the Ottawa Senators (an NHL franchise he helped win for the city) and the CFL's Ottawa Rough Riders, and successfully brought Triple A baseball to Ottawa. Currently the President of Capital Dodge Chrysler Jeep car dealership, Mr. Durrell also serves on a number of boards, including United Way/Centraide Ottawa, the Ottawa Convention Centre (chair), the Ottawa International Airport Authority (past chair), Hydro Ottawa and Ottawa Police Services (vice-chair).



*François Godbout*

A member of the Quebec Bar, François Godbout received a law degree from the University of Montreal, and went on to become Judge of the Court of Quebec, youth division, from 1987-2008. His sports accomplishments are just as impressive as his legal career. In 1956, he was Quebec's junior tennis champion and for six years was a member of the national tennis team. He was inducted into the Quebec Sports Hall of Fame, and the Canadian Tennis Hall of Fame. His former involvements include Secretary of the Fondation de l'athlète québécois, Vice-President of the Canadian Olympic Committee, and President of the Canadian Tennis Federation.



*Paul Melia*

President, CEO, and Secretary-Treasurer of the CCES, Paul Melia plays a variety of essential roles at the CCES. His responsibilities include the administration of Canada's doping control program and working with governments and sport organizations to implement a national ethics strategy for amateur sport. A graduate of the University of Ottawa with a Masters degree in Health Administration, Mr. Melia has used his extensive knowledge and expertise in the development and implementation of public awareness, education and social change campaigns for a variety of health and social issues. He currently serves as President and Chair of the True Sport Foundation. He is the former Chief of the Tobacco Programs Unit at Health Canada, the past President of the Association of National Anti-Doping Organisations, and the former Regional Vice-President of In-Touch Survey Systems Inc.



*Dr. Jane Moran*

Dr. Jane Moran has been the International Skating Union’s Chief Medical Advisor since 1998, and when combined with her experience with Canada’s Olympic teams, has been a physician at eight Olympic Games. Dr. Moran is currently an Associate Clinical Faculty at the University of British Columbia and at two teaching hospitals in Victoria. She is the vice-chair of the Victoria Emergency Medicine Associates and a former board member of the Canadian Figure Skating Association and the International Olympic Committee (IOC) sub-committees on Youth in Sport and Female Athlete Triad. She authored a chapter on figure skating for the IOC’s 2000 edition of *Women in Sport*. From 1991 to 2007, she participated in the IOC World Congress on Doping in Sport and the World Anti-Doping Agency (WADA) Conference on Doping in Sport. She is a WADA Independent Observer and a member of the Expert Medical Panel for the CCES Athlete Biological Passport program.



*Chantal Petitclerc*

Chantal Petitclerc is one of Canada’s most decorated athletes. Over her career in wheelchair racing, she has won 21 Paralympic medals, an Olympic gold medal and has set numerous records. She is the only Canadian athlete to have won medals at the Olympic, Paralympic and Commonwealth Games and is the first female Paralympian to be inducted into Canada’s Sports Hall of Fame. Her work outside of racing has been just as impactful. She is a motivational speaker, an Athlete Ambassador for Right To Play, and also a spokesperson for Défi Sport. Recent career highlights include being appointed Companion of the Order of Canada, authoring her first book *16 Days in Beijing*, and receiving a star on Canada’s Walk of Fame.



*Kyle Shewfelt*

Kyle Shewfelt is Canada’s most decorated gymnast. Over the course of his competitive career, he earned numerous medals in elite competitions, including the Olympics, World Cup Final, Commonwealth Games, and the World Championships. At the 2004 Olympic Games in Athens, Shewfelt became the first Canadian to earn an Olympic gold medal in artistic gymnastics. After a devastating injury in 2007 and an 11-month recuperation, he made a fierce return to competition at the 2008 Canadian Olympic team selection trials which earned him a place on Team Canada in Beijing – marking his third trip to the Olympic Games. He has received numerous awards including the Lionel Conacher Male Athlete of the Year, Gymnastics Canada’s Male Athlete of the Year, and the Canadian Sport Awards’ Spirit of Sport Story of the Year. In 2010, he was inducted into Canada’s Sports Hall of Fame.

## Working Groups and Committees

In addition to the experts who sit on the CCES’ Board of Directors, the organization benefits greatly from the expertise and experience of many individuals who also volunteer their time on a variety of working groups and advisory panels.

The Ethical Issues Review Panel provides analysis and advice on a variety of ethical issues in sport.

The Therapeutic Use Exemption Committee evaluates applications by athletes for permission to use prescribed medications that are on the Prohibited List.

The Anti-Doping Review Panel considers matters with respect to anti-doping issues and regulatory requirements.

The Prohibited List Committee provides input on the annual WADA draft Prohibited List.

The Biological Passport Committee is an expert panel that is consulted for their expertise in hematology, exercise science, medicine and sport physiology.

For further information, please see [www.cces.ca/en/governance](http://www.cces.ca/en/governance).

## Board Nominations

The Canadian Centre for Ethics in Sport Board of Directors is comprised of recognized Canadians with expertise in the various fields of knowledge required to ensure the proper stewardship of the CCES. Expressions of interest or the identification of individuals who may wish to serve the organization in a volunteer capacity are always welcomed. If you are aware of an individual whom you believe could contribute to the CCES, please email [nominations@cces.ca](mailto:nominations@cces.ca).

# **Activate** *a values-based and principle- driven community sport system*



*Sport is a valuable public asset in Canada. Good, quality sport or as we have come to call it in Canada, True Sport, is very much in the public interest. Therefore, it should not be left to private interest groups to exploit. An essential role of the Canadian Centre for Ethics in Sport (CCES) is to help Activate a values-based and principle-driven community sport system. Sport should be available to everyone, irrespective of ethnicity, socioeconomic status or gender. In the name of the Canadian people, we promise to promote the true values of sport, so that every citizen can enjoy competition that is fair, safe and open.*

## Cultivating the True Sport Movement

The CCES, as a matter of public interest, continues to foster the growth of True Sport by acting as a thought leader and convener of others who are committed to good sport. The CCES itself uses the True Sport Principles as a foundation for its work in promoting values-based sport at all levels of sport. The True Sport Movement is based on a simple but very powerful idea: good sport can make a great difference.

As athletes, teams, coaches, and communities adopt True Sport into their programs, they are embracing the benefits of principle-driven sport. By the end of March 31, 2012, True Sport membership reached 2,677, representing millions of Canadians from coast to coast.

The True Sport in Action newsletter continues to keep True Sport members in the loop with interesting stories about members, new tools and resources, and fun facts. To view past issues, visit [www.truesport.ca/truesportinaction](http://www.truesport.ca/truesportinaction).

## Tools

To support the growth of the True Sport Movement and to offer guidance to new and current True Sport members, a number of resources and tools have been developed. All can be found at [www.truesport.ca](http://www.truesport.ca).

The True Sport Give-Back School Visits Program provides athletes with the opportunity to give back to their community by making guest appearances in schools and sharing their own personal sport experience – or True Sport Story – with children and youth in the hope of motivating and inspiring them to get involved and/or remain involved in sport and physical activity for life. This program has been piloted with several sport organizations and is now packaged as a user-friendly resource.

In partnership with the RCMP, the CCES developed a community-based drug and alcohol awareness program called Racing Against Drugs. An ethical decision-making game called True Sport Pit Stop was piloted at a Racing Against Drugs event in Clarington, Ontario with the intention of exploring national implementation in the future. It uses the True Sport Principles to raise awareness about performance enhancing drugs.

The Long-Term Athlete Development (LTAD) True Sport Matrix identifies ethical literacy as a key component of the overall Canadian Sport for Life (CS4L) LTAD model. This resource guides coaches through the implementation of ethical literacy by aligning the True Sport Principles with the LTAD ages and stages of development. Developed in consultation with CS4L, the True Sport Matrix was presented at the CS4L Annual Conference in January and was distributed to coaches through the Ontario Soccer Association and Coaching Association of Ontario.



## True Sport Community Give-Back Challenge

In September, True Sport partnered with ParticipACTION and CBC Sports to host Sports Day in Canada for the second consecutive year. On September 17, True Sport garnered a significant amount of screen time on the Sports Day broadcast. Three different PSAs were featured multiple times, as well as clips connected to the True Sport Principles and the True Sport Community Give-Back Challenge.

The second annual True Sport Community Give-Back Challenge was a huge success with over 125 group submissions. A selection committee which included CBC Sports' Scott Russell, National Women's Hockey Team member Hayley Wickenheiser, ParticipACTION's Kelly Murumets and True Sport's Karri Dawson narrowed the field down to six finalists and the winners were selected through an online public vote. This year's recipients – "Pump it Up for Platelets," "Learn to Curl...On Purpose," and "Inline Skate for Courage Canada" – were announced during the six-hour Sports Day in Canada broadcast on CBC Sports.



*CCES staff celebrate Jersey Day*



*Challenge winner event (above) and organizer (left)*



*"It is my goal to continue encouraging those around me to participate in sport and physical activity no matter what limitations they may experience in life, and at the same time, spread awareness of immune thrombocytopenia (ITP) in Canada."*

*- Kristin Hunt, "Pump it Up for Platelets" organizer*

## True Sport Champions

The True Sport Champions program continues to grow. On March 3, the CCES hosted a True Sport Champions Workshop in Toronto with 16 participants spending the day learning more about the True Sport Movement and how they can directly contribute to its growth. Also, a page dedicated to True Sport Champions was included in the Canadian Football League (CFL) Player's Handbook. As part of the CFL's commitment to True Sport, a number of players from each CFL team are presently being identified to participate in the program.

## Community Activation

The True Sport Community Animation project, supported by the Ontario Trillium Foundation, came to a close on October 31, 2011. Over the life of the project, Community Animators engaged communities, teams, schools, sport organizations and community groups, reaching more than 75,000 people with True Sport messaging. Evaluation and data collection activities provided qualitative evidence that demonstrated the project's impact and success.

In partnership with Community Foundations of Canada, the CCES continues to develop the True Sport Project – Building Stronger Communities through Sport. In December, 10 community foundations were accepted to participate in the program. Each group will adopt a strength-based approach to sport delivery in their communities.

## True Sport Evaluation

The CCES commissioned an independent evaluation of True Sport results over the last decade to report to funders on the impact of the movement on the sport sector, at the community level, and at the national level. The evaluation methodology included a review of the programs and activities undertaken; an analysis of the findings of previous reviews, evaluations and studies; and consultations with provincial/territorial government and sport representatives on the impacts and value of True Sport. The evaluation report included a detailed activity profile and concluded that funding from True Sport's many investors has had a major impact on all levels of sport in Canada.



*Activate a values-based and principle-driven community sport system*

## True Sport Grants for Community Sport

The Bell Employee Volunteer Fund continues to be the most popular employee-giving program among Bell employees. The fund provides grants to sports teams and clubs that are working to integrate True Sport into their activities. In the 2011 fiscal year, 507 grants were issued totaling \$ 494,000. To date, the program has distributed over \$4.4 million.

The Investors Group Community Sport Volunteer Program was launched in June 2010 and has received a tremendous response from Investors Group employees across Canada. As of March 31, 392 grants totalling \$191,000 have been distributed.

## Sport4Change

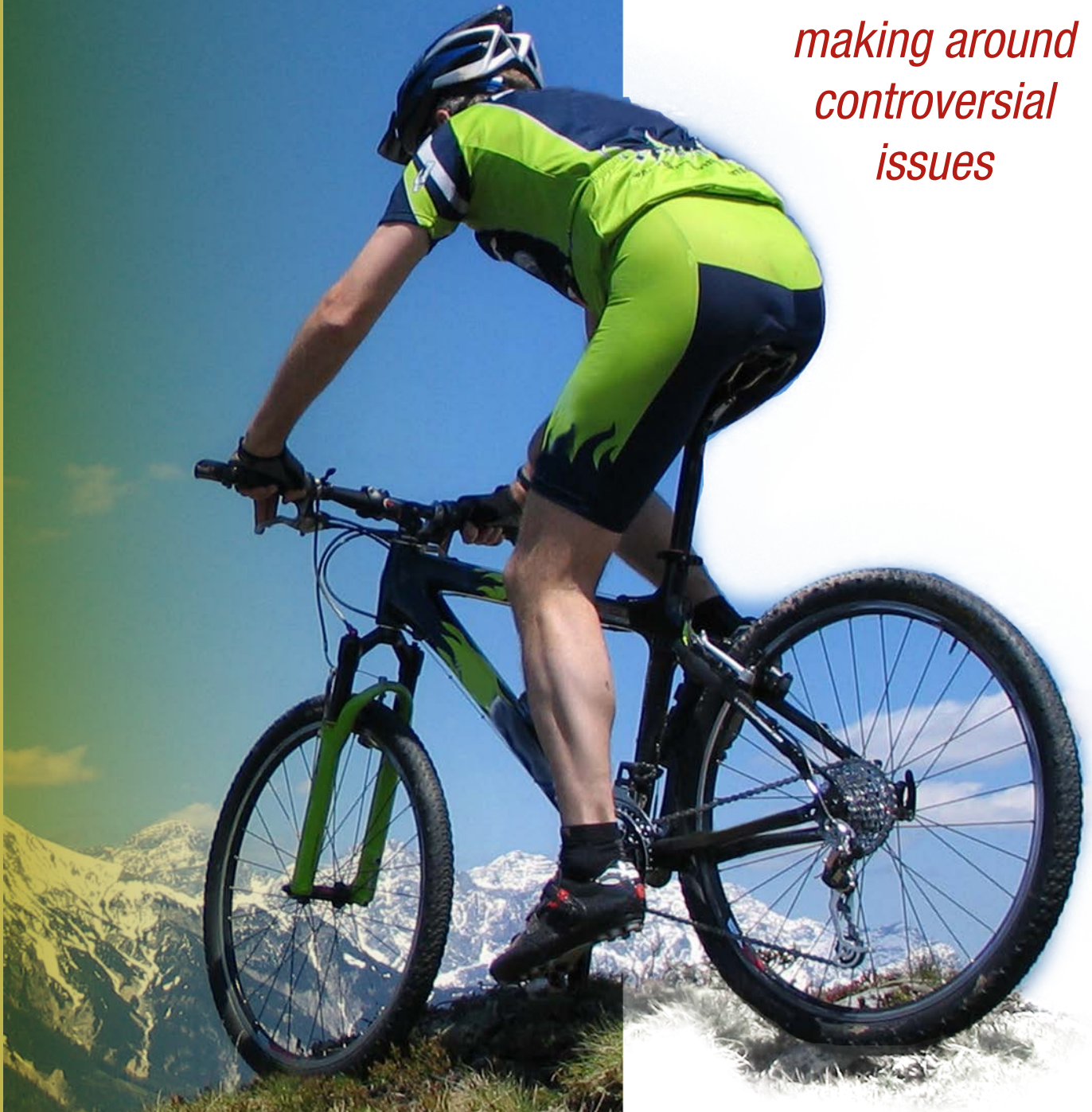
Developed by Sport4Change with the help of the True Sport Foundation, the Compendium Project is a storytelling platform to demonstrate how sport can be used intentionally to improve the quality of our lives and our communities. The Foundation presently operates the Compendium Project Fund in support of the Sport4Change platform.

*"Street Soccer Canada has initiated a grassroots program with sport as social inclusion as its focus. Its aim is to engage and connect with marginalized shelter users and individuals that have been isolated and are on the fringes, using the positive power of sport to enrich and empower."*

*- from [www.s4c.ca](http://www.s4c.ca)*

# **Advocate**

*for ethical  
decision-  
making around  
controversial  
issues*





*Figuring out the right thing to do in sport, when the rules of sport cannot guide us, often creates ethical dilemmas. Good sport, True Sport, cannot be left to self interest. Therefore, the Canadian Centre for Ethics in Sport strongly Advocates for ethical decision-making around controversial issues. The CCES uses ethical debate to create an environment for meaningful dialogue around the future of sport, based on commonly agreed Principles of True Sport. We strive to shape the public consensus of how we should behave when we compete – always recognizing that in a democracy consensus is dynamic.*

## Education

The CCES continues to offer e-learning programs to ensure that Canadian athletes in all corners of the country are aware of their rights and responsibilities. This year, education was provided to over 25,000 Canadian athletes. The CCES provides programs on an ongoing basis for several organizations including Canadian Interuniversity Sport (CIS), the Canadian Colleges Athletic Association (CCAA), and the Canadian Hockey League (CHL).

The 2011 e-learning season kicked off in May with the launch of the True Sport Clean course for Football Canada athletes. All courses were delivered on a new e-learning portal provided by a Canadian-based learning management system business. Upgrades to the system have made the courses more user-friendly and increased the efficiency of the administrative work.

Two new e-learning modules were developed in response to recommendations made by the Task Force on the Use of Performance Enhancing Drugs in Football. The new modules focus on the Danger of Steroid Use and the Role of Athlete Support Personnel. During this season, more than 240 athlete support personnel completed the course.

The Canadian sport community (including national and multi-sport organizations) was offered a course that includes several new modules. In addition to the two previously mentioned, a new module for Registered Testing Pool Athletes was created, as well as a module developed with Sport Canada for athletes who receive funding from the Athlete Assistance Program. Completion of this course will become a mandatory component of funding eligibility in the next carding cycle.

The number of junior hockey players who received anti-doping education received a boost in 2011 when the Northern Ontario Junior Hockey League (NOJHL) implemented its anti-doping program. Over 150 players and four support personnel in the NOJHL completed anti-doping education.

Educational materials were also prepared for athletes in the Canadian Football League. Each player received bilingual materials including a wallet card, handbook and brochure explaining the league's drug testing policy and the True Sport Principles prior to training camps for the upcoming season.

## Communications

The CCES published 36 media releases during the fiscal year to keep the Canadian public informed of our work. The majority of the releases reported results for doping violations; sanctions for cannabis and methylhexanamine were the most common. The CCES' new brand and town hall meetings on the issue of violence in sport were topics that attracted attention outside of sanction reporting.

Six advisory notes were distributed, alerting the sport community of important issues. Topics included information regarding the Athlete Biological Passport program, changes to the 2012 WADA Prohibited List, and the risks associated with supplement use.

Paul Melia, President and CEO of the CCES, continues to blog about important issues facing Canadian sport. To read and/or subscribe to Melia's Take, visit [www.cces.ca/blog](http://www.cces.ca/blog).

*"Hazing is wrong, plain and simple, and has no place in sport. It is often purported to be a right of initiation for rookies or a team bonding practice. What it is, in fact, is team sanctioned bullying."*

*- Paul Melia, from his blog, "Melia's Take"*

## International Initiatives

In May, the CCES and Sport Canada attended the Council of Europe's Anti-Doping Monitoring Group meeting, which gave us the opportunity to work with European countries on best practices in anti-doping through the sharing and reporting of program activities.

The CCES and Sport Canada also worked closely with respect to the International Anti-Doping Arrangement (IADA). IADA is a government-to-government agreement between 10 countries that work together to share ideas and best practices around anti-doping. Canada is currently the secretariat of IADA.

## Taskforce on the Use of Performance Enhancing Drugs in Football

The Taskforce completed its duties in late June and released its final report. Following the release of the report, the CCES created an engagement strategy to ensure key stakeholders and partners were aware of the findings and to look for opportunities to collaborate on the implementation of recommendations. Such efforts have included: distribution of the taskforce report to key organizations/partners, meeting with each stakeholder to follow up on initiatives related to implementation of recommendations, and written communication with presidents and athletic directors at colleges and universities across Canada, and provincial premiers, and ministers of health and education.

## Active and Safe Initiative

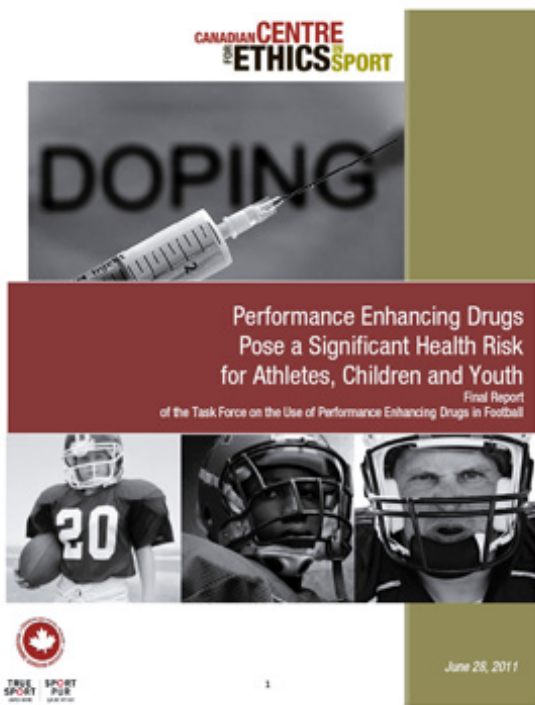
The Active and Safe Initiative, supported by the Public Health Agency of Canada (PHAC), focuses on reducing the incidence of brain injury and concussion in team sports. A Community Animator was hired to administer the program and work in partnership with Hockey Canada, Coaches Association of Canada and Parachute (formerly ThinkFirst) to achieve the project objectives.

## Club Excellence

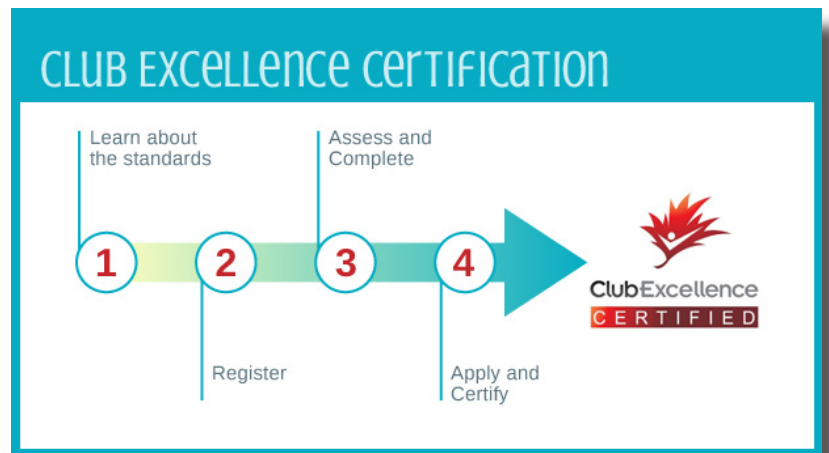
Club Excellence is a national, multi-sport program with a mission to actively support the development of sport clubs, volunteer leadership and community sport organizations to strengthen their contribution to an ethics-based, coach- and athlete-centered sport system. The program is owned by the Club Excellence Cooperative (CEC), which is composed of five national sport organizations and the True Sport Foundation.

During 2012, the CCES provided business development services to the CEC which resulted in a re-design of the program as a club certification system based on a set of standards. In addition, CCES coordinated five workshops and liaised with workshop attendees, municipalities and other organizations across Canada.

The CCES is now a strategic partner, and will deliver workshops and develop a business strategy for the program's future success.



*Taskforce Report*



[www.clubexcellence.com](http://www.clubexcellence.com)

## True Sport Strategy

The True Sport Strategy works in support of the Canadian Sport Policy. It is supported by federal and provincial/territorial governments and the sport community to address the wide array of ethical issues that threaten the integrity of True Sport in Canada. A Steering Committee, co-chaired by the CCES and Sport Canada, guides the work under the Strategy. The True Sport Secretariat, housed within the CCES, leads the management of the True Sport Strategy. With input from working groups and professionals outside of sport, the Secretariat developed national action plans to inform and engage key stakeholders around three priority issues: violence in sport, weak governance in sport, and doping in sport.

### Weak Governance in Sport

Collaboration continues with Skate Canada on its “Living Our Values” project, which embeds the organization’s core values in its corporate culture and strategic priorities. The process includes a workshop delivery model and a “Living Our Values” matrix which can be used by other organizations interested in embedding the Management by Values philosophy within their organization.

Senior leaders from four national sport organizations participated in True Sport Risk Management Workshops: Canadian Lacrosse Association, PGA of Canada, Taekwondo Association of Canada and Cross Country Canada. The organizations worked to break down the barriers that are preventing a safe, welcoming and rewarding environment for their stakeholders by implementing risk treatment strategies.

Follow-up tools for national sport organizations include a Risk Management Program Model template and a Risk Management Implementation Guide, which outlines a step-by-step process to help workshop graduates fully implement risk management strategies.

Participant surveys administered by Brock University showed that the Risk Management Workshop had a sustained impact on the understanding and applicability of risk management concepts, the individual performance of sport managers, and the organizational performance of each NSO.

### Violence in Sport

As an important contribution to this issue, the CCES engaged Canadians in three cities (London, Winnipeg and Edmonton) in Community Conversations to gain a better understanding of their perspectives on violence in sport at the community level as well at the professional level. School visits in each of the cities also provided the opportunity to engage children and youth in a similar discussion to better gauge their opinions on this important issue.

### Doping in Sport

An action plan has been developed to identify the areas where education is most needed (based on the recommendations of the Taskforce in the Use of Performance Enhancing Drugs in Football). A series of discussions are underway with a range of partners in different provinces around education models that could be developed.

*Advocate for  
ethical decision-  
making around  
controversial  
issues*



# **Protect** *the integrity of sport*



*Good sport is a public asset of increasing value to Canadian society. Consequently, the public's interest in ensuring the integrity of sport has never been higher. A growing list of pressures can undermine the foundations of good sport in the local community or on the world stage. An important role of the Canadian Centre for Ethics in Sport (CCES) is to protect everyone, from the novice to the elite, against forces that are anti-sport (such as doping, match-fixing, violence and abuse), and in doing so, protect Canadian sport itself.*

## World Anti-Doping Code

A key area of focus with respect to policy has been preparing for the World Anti-Doping Agency's (WADA) consultative process for revising the 2009 World Anti-Doping Code and mandatory international standards. WADA commenced this process in late November 2011. It will involve three phases and conclude in 2013 at the World Anti-Doping Conference in Johannesburg, South Africa, with the new version coming into effect January 1, 2015. The first phase of consultation concluded March 15, 2012.

The CCES' submission was influenced by, and included, the many comments we received through a national consultative process with the Canadian sport community. It was also influenced by our international work consulting with other national anti-doping organizations to develop common positions around potential revisions to the Code. This international work will continue throughout the two-year consultative process.

## Doping Control

The CCES developed a comprehensive and sophisticated test distribution plan for the 2011-12 fiscal year. Urine and blood testing were integrated to effectively capitalize on the types of analysis available under the revised CCES/INRS-Institut Armand-Frappier Doping Control Laboratory agreement which implements creative new strategies to maximize the deterrence aspect of our anti-doping work.

Doping control is conducted under the Canadian Anti-Doping Program (CADP), as well as on a fee-for-service basis. From April 1, 2011 to March 31, 2012 a total of 3,290 urine tests and 438 blood tests were conducted (see Table 1).

**Table 1: Doping Control Tests by Program (April 1, 2011-March 31, 2012)**

Test type	Q1		Q2		Q3		Q4		Total	
	Urine	Blood	Urine	Blood	Urine	Blood	Urine	Blood	Urine	Blood
Canadian Anti-Doping Program	537	124	774	54	448	77	625	21	2384	276
Fee-For-Service	197	33	174	65	275	24	260	40	906	162
<b>Total tests</b>	<b>734</b>	<b>157</b>	<b>948</b>	<b>119</b>	<b>723</b>	<b>101</b>	<b>885</b>	<b>61</b>	<b>3290</b>	<b>438</b>

Numbers include tests that are planned, coordinated, and/or collected by the CCES.

*"We seek the input of the Canadian sport community because they are the ones who are affected by the changes to the Code. We want them to know that their voices are being heard and that they have an influence on the rules that govern our sport system."*

*- Paul Melia, President and CEO*

## Canadian Anti-Doping Program

The Canadian Anti-Doping Program (CADP) is administered by the CCES on behalf of Canadian athletes and the sport community.

About 71% of this year's tests were conducted under the CADP, including 2,384 urine tests and 276 blood tests (see Table 2). While in-competition testing remains essential, the CCES strives to maximize the proportion of samples collected out-of-competition: this year 72% of domestic urine tests and 78% of domestic blood tests met this goal.

**Table 2: Domestic Doping Control Statistics (April 1, 2011-March 31, 2012)**

Sport	In-Competition		Out-of-Competition		Total	
	Urine	Blood	Urine	Blood	Urine	Blood
Alpine Skiing	10	0	23	0	33	0
Alpine Skiing - IPC	0	0	5	0	5	0
Athletics	73	4	168	28	241	32
Athletics - IPX	13	0	34	0	47	0
Baseball	2	0	7	0	9	0
Basketball	2	0	13	0	15	0
Biathlon	8	0	24	4	32	4
Bobsleigh	0	0	47	4	47	4
Boxing	10	0	24	0	34	0
Canadian Junior Football	24	12	50	0	74	12
Canoe / Kayak - Flatwater	35	0	76	10	111	10
Canoe / Kayak - Slalom	4	0	11	0	15	0
Canadian Colleges Athletic Assoc. (CCAA)	17	0	92	0	109	0
Canadian Interuniversity Sport (CIS)	47	0	355	53	402	53
Cross Country Skiing	16	0	40	2	56	2
Cross Country Skiing - IPC	2	0	6	2	8	2
Curling	10	0	0	0	10	0
Cycling	44	44	86	22	130	66
Cycling - IPC	4	0	8	0	12	0
Diving	2	0	4	0	6	0
Fencing	0	0	4	0	4	0
Field Hockey	7	0	11	0	18	0
Figure Skating	2	0	5	0	7	0
Football	4	0	4	0	8	0
Freestyle Skiing	10	0	8	0	18	0
Gymnastics	10	0	22	0	32	0
Hockey	10	0	12	0	22	0
Judo	18	0	42	0	60	0
Karate	0	0	1	0	1	0
Luge	4	0	10	0	14	0
Ringette	4	0	0	0	4	0
Rowing	12	0	65	12	77	12
Rowing - Adaptive	0	0	3	0	3	0
Rugby	26	0	52	0	78	0
Shooting	4	0	0	0	4	0
Skeleton	6	0	12	3	18	3
Sledge Hockey	0	0	4	0	4	0
Snowboard	8	0	4	0	12	0
Soccer	4	0	4	0	8	0
Softball	4	0	0	0	4	0
Speed Skating	27	0	68	34	95	34
Swimming	66	0	141	24	207	24
Swimming - IPC	17	0	24	0	41	0
Synchronized Swimming	6	0	1	0	7	0
Taekwondo	0	0	11	0	11	0
Tennis	2	0	0	0	2	0
Tennis - Wheelchair	4	0	0	0	2	0
Triathlon	12	0	42	14	54	14
Volleyball	0	0	3	0	3	0
Volleyball - Beach	4	0	0	0	4	0
Water Polo	12	0	14	0	26	0
Weightlifting	14	0	28	4	42	4
Wheelchair Basketball	4	0	6	0	10	0
Wheelchair Rugby	4	0	0	0	4	0
Wrestling	33	0	49	0	82	0
	<b>661</b>	<b>60</b>	<b>1723</b>	<b>216</b>	<b>2384</b>	<b>276</b>

## Results Management

Twenty-four anti-doping rule violations were reported over the year (see Table 3). Eight were for the presence of cannabis, and as the CCES had warned, these violations would result in sanction time and the publication of the athlete's name. Three were for methylhexaneamine, a banned stimulant that has been known to be found in some supplements.

The Canadian Anti-Doping Sanction Registry lists Canadian athletes and support personnel who are currently ineligible to participate in sport, available online at [www.cces.ca/results](http://www.cces.ca/results).

**Table 3 : Anti-Doping Rule Violations (reported between April 1, 2011-March 31, 2012)**

Athlete	Gender	Sport	Violation	Sanction
Abraham, Michaël	M	CIS Football	Presence: 19-norandrosterone	Two years ineligibility, ends February 7, 2013
Agreda, Miguel	M	Cycling	Presence: erythropoietin, ephedrine	Two years ineligibility, ends October 20, 2013
Albertini, Kyle	M	Junior Football	Presence: cannabis	Two months ineligibility, ends December 26, 2011
Atwall, Ranji	M	Junior Football	Presence: cannabis	Two months ineligibility, ends December 13, 2011
Awada, Mazen (Mazin)	M	Junior Football	Presence: testosterone, clomiphene	Two years ineligibility, ends September 15, 2013
Bitz, Rod	M	Wheelchair Rugby	Presence: methylhexaneamine	Six months ineligibility, ends November 15, 2011
Compaore, Jean-Paul	M	Athletics	Presence: hydrochlorothiazide	Two months ineligibility, ends September 30, 2011
Costouros, Joseph	M	CCAA Soccer	Presence: cannabis	Two months ineligibility, ends January 18, 2012
Daynes, Colin	M	Wrestling	Presence: boldenone, drostanolone, furosemide, and tamoxifen	Two years ineligibility, ends December 18, 2013
Fortin, Maxime	M	Speed Skating	Presence: cannabis	Two months ineligibility, ends May 25, 2011
Fortin, Maxime	M	Speed Skating	Presence: cannabis	14 months ineligibility, ends March 15, 2013
Francique, David	M	Junior Football (QJFL)	Presence: cannabis	Two months ineligibility, ends February 12, 2012
Gariépy, Jimmy	M	n/a	Trafficking, administration	Five years ineligibility, ends January 19, 2017
Lee, Leanna	F	Triathlon	Presence: pseudoephedrine	Eight months ineligibility, ends April 21, 2012
Martel, Benjamin	M	Cycling	Presence: testosterone	Two years ineligibility, ends August 28, 2013
Martinez, Carlos	M	CIS Football	Presence: methylhexaneamine	Six months ineligibility, ends April 19, 2012
McKinnon, Jeff	M	Rugby	Presence: testosterone, boldenone	Two years ineligibility, ends August 2, 2013
Papillon, Arnaud	M	Cycling	Presence: erythropoietin	Two years ineligibility, ends August 12, 2013
Pyzik, Caroline	F	Taekwondo	Presence: triamterene and hydrochlorothiazide	Two years ineligibility, ends March 30, 2013
Rakeem Desmond	M	Junior Football	Presence: cannabis	Two months ineligibility, ends February 5, 2012
Renière, Olivier	M	CIS Football	Presence: 19-norandrosterone	Two years ineligibility, ends August 23, 2013
Toor, Jasdeep	M	Soccer	Presence: methylhexaneamine	Two months ineligibility, ends February 17, 2012
Vachon, Steeve	M	CIS Football	Presence: methandienone	Two years ineligibility, ends April 14, 2013
Zorzella-Manners, Jacob	M	Athletics	Presence: Cannabis	Two months ineligibility, ends October 22, 2011

## Fee-for Service Testing

Over the course of the year, the CCES conducted 906 urine tests and 162 blood tests on behalf of national and international clients. Doping control was conducted at numerous international events, including the International Ice Hockey Federation (IIHF) World U20 Junior Championships, Short Track Speed Skating World Cup, and 2011 Skate Canada International (figure skating).

The CCES continued to provide services to the International Canoe Federation (ICF) and the International Triathlon Union (ITU). Both organizations have indicated they are very pleased with the services they have received.

## Canadian Football League Testing and Education

In June, the CCES delivered face-to-face presentations to all eight CFL teams, educating the players, coaches and medical personnel on sample collection procedures, the CFL prohibited list, and athletes' rights. Testing within the CFL commenced in June during its pre-season and continued into the regular season, as well as the playoffs. The CFL enhanced its anti-doping program this year through the addition of testing for human growth hormone.

## Training of the Qatar National Anti-Doping Commission

In preparation for the 2011 Pan Arab Games, the CCES provided the Qatar National Anti-Doping Commission with training sessions. Focus was placed on training sample collection personnel to conduct doping control in accordance with the World Anti-Doping Agency International Standard for Testing.



*CCES staff ride camels in Qatar*

## Tools and Resources for Athletes

The Global DRO ([www.globaldro.com](http://www.globaldro.com)) has seen extensive use over the year with 76,831 Canadian inquiries on the prohibited status of substances. The partners (CCES, UKAD, USADA) continue to work to improve the system. After a mobile-enhanced version was launched in April, priority shifted to improving the site entry process, both improving the user experience and streamlining the partners' messaging. The CCES continues to work to attract other NADOs to subscribe and include their countries' brand data in the system.

CCES staff also responded to 549 substance inquiries via email and telephone and processed 204 therapeutic use exemptions.

The Athlete Zone of the CCES website ([www.cces.ca/athletezone](http://www.cces.ca/athletezone)) was updated with an interactive anti-doping notebook for Pan Am/Parapan Am athletes. In addition, a DocZone section aimed at providing sport physicians with targeted resources was added to the site.

The Substance Classification Booklet was revised to reflect the changes to the 2012 Prohibited List and the CADP; it was released in early January 2012. The booklet was printed in a compact, portable size and was distributed to national sport organizations and other relevant sport organizations.

The Medical Exemption Wizard ([www.cces.ca/mewizard](http://www.cces.ca/mewizard)) was updated to provide athletes and support personnel with more detailed information on medical exemptions. Based on the athlete's sport, level of competition, and the particular prescribed drug, the wizard will reveal whether the athlete needs a medical exemption, what to include in the application, and where to send it.



*AthleteZone on CCES website*



## Sample Collection Personnel

In late April/early May, the CCES hosted its 2011 Doping Control Officer (DCO) Conference in Ottawa to re-certify 65 DCOs and introduce 11 new recruits to our program. The three-day conference focused on various details of the CCES as an organization along with the Canadian Anti-Doping Program and sample collection procedures. A major focus of the conference was the introduction of the new sample collection personnel program and the conversion of DCOs from volunteers to casual employees of the organization, effective May 2, 2011.

Guest speakers throughout the conference included Mr. Don Hooton from the Taylor Hooton Foundation and Dr. Christiane Ayotte, Director of the INRS laboratory. This conference was a tremendous success and was attended by representatives from the World Anti-Doping Agency, United States Anti-Doping Agency (USADA), UK Anti-Doping (UKAD), Caribbean Regional Anti-Doping Organization (RADO), Qatar National Anti-Doping Commission (QNADC) and Sport Canada.

## Intelligence and Research

### INRS-Institut Armand-Frappier Lab

The INRS-Institut Armand-Frappier Doping Control Laboratory (INRS) in Montreal is Canada's only World Anti-Doping Agency (WADA)-accredited laboratory. The INRS has been a key partner in the fight against doping in sport in Canada for the last 35 years. Building on the success of the Vancouver Games, the strengthened relationship with the INRS is a critical component of the CADP which ensures sample analysis, anti-doping research collaboration, and results management in Canada remains state-of-the-art.

A new 2011-2014 laboratory contract meets the evolving needs of the CADP, adding capacity for detailed analysis on urine and blood samples including EPO, human growth hormone, CERA, and whole blood for the athlete biological passport (ABP) program.

### Gene Doping

As doping in sport becomes more sophisticated, the development of new methods of detection becomes imperative. The INRS continues to work on a two-year WADA-funded project related to gene doping.

### Athlete Biological Passport Program

The continued implementation of the Canadian ABP program has been a major focus this year. In 2011, the CCES collected ABP blood samples from athletes in athletics, cycling, mountain bike, rowing, triathlon, biathlon, cross-country skiing, bobsleigh, swimming and speed skating. The CCES was invited to present on the implementation of the Canadian ABP program at the 2011 WADA Symposium in Lausanne in late March and has subsequently been engaged with a small WADA working group to provide guidance and feedback on revising the current ABP Operating Guidelines and operational challenges with data collection, analysis and interpretation.

The CCES has signed a collaboration agreement with the International Cycling Union (UCI) where both organizations will be sharing information and data for the purpose of the ABP program. Moving forward, this coordinated approach will ensure an adequate and efficient use of both organizations' resources.

*Protect the  
integrity of  
sport*



CANADIAN CENTRE  
FOR ETHICS IN SPORT

# ***Independent*** *auditors'* *report*



To the Members of the Canadian Centre for Ethics in Sport

## **Report on the Financial Statements**

We have audited the accompanying financial statements of Canadian Centre for Ethics in Sport, which comprise the statement of financial position as at March 31, 2012, the statements of revenue and expenditure and net assets for the year then ended, and a summary of significant accounting policies and other explanatory information.

## **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

## **Auditors' Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## **Opinion**

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Centre as at March 31, 2012, and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

## **Report on Other Legal and Regulatory Requirements**

As required by the Canada Corporations Act, we report that, in our opinion, these principles have been applied on a basis consistent with that of the preceding year.

McCay Duff LLP,  
Licensed Public Accountants.  
Ottawa, Ontario,  
June 25, 2012.

CANADIAN CENTRE  
FOR ETHICS IN SPORT

## Statement of Financial Position as at March 31, 2012

<b>Assets</b>	
CURRENT	
Cash in bank - unrestricted	\$601,903
- Contingency Reserve Fund (note 8)	350,000
- Ethics in Sport Reserve Fund (note 9)	347,572
- Fund held in trust (note 7)	105,553
Accounts receivable	399,026
Prepaid expenses	30,239
	<b>1,834,293</b>
CAPITAL (note 5)	
	177,673
CCES Partnership Projects Investments (note 6)	
	3
	<b>\$2,011,969</b>
<b>Liabilities</b>	
CURRENT	
Accounts payable and accrued liabilities	\$945,555
Fund held in trust (note 7)	105,553
Deferred revenue	85,613
	<b>1,136,721</b>
<b>Net Assets</b>	
Net Assets Invested in Capital Assets	177,673
Net Assets Invested in CCES Partnership Projects Investments	3
Contingency Reserve Fund (note 8)	350,000
Ethics in Sport Reserve Fund (note 9)	347,572
	<b>875,248</b>
	<b>\$2,011,969</b>
<b>Commitments (note 11)</b>	

## Statement of Revenue and Expenditure for the year ended March 31, 2012

<b>Revenue</b>	
Canadian Heritage (Sport Canada)	
- CCES Core Program Funding	\$5,417,000
- CCES Core Program Funding - Official Languages	13,000
- CCES Project Funding Government of Canada Interchange program	54,681
Ethics and Anti-Doping Services - Revenue from other sources	819,993
Sport System Engagement & True Sport Secretariat - Revenue from other sources	287,143
Interest & Investment Income	12,483
Miscellaneous	7,026
	<b>6,611,326</b>
<b>Expenditure</b>	
Prevention and promotion	580,674
Stewardship	650,194
Guardianship	5,421,360
Official languages program	14,473
	<b>6,666,701</b>
<b>Net Revenue (Expenditure) for the Year</b>	<b>\$(55,375)</b>

## Statement of Net Assets for the year ended March 31, 2012

	<b>Surplus</b>	<b>Net Assets Invested in Capital Assets</b>	<b>Net Assets Invested in CCES Partnership Projects Investments</b>	<b>Contingency Reserve Fund (note 8)</b>	<b>Ethics in Sport Reserve Fund (note 9)</b>	<b>Total</b>
Balance - Beginning of Year	\$-	\$209,626	\$3	\$350,000	\$370,994	\$930,623
Net revenue (expenditure) for the year	1,364	(56,739)	-	-	-	(55,375)
Interfund appropriation (note 9)	23,422	-	-	-	(23,422)	-
Purchase of capital assets	(24,786)	24,786	-	-	-	-
Balance - End of Year	\$-	\$177,673	\$3	\$350,000	\$347,572	\$875,248

# Notes to Financial Statements, March 31, 2012

## 1. PURPOSE OF THE ORGANIZATION

The Centre is the recognized Canadian authority on values-based and doping-free sport. On behalf of the Canadian sport community, the Centre provides strong and effective leadership on the True Sport Movement and the Canadian Anti-Doping Program. The Centre delivers programs and services domestically and internationally providing advice, education, technical support and solutions to further values-based and doping-free sport in Canada.

The Centre was incorporated without share capital by way of Letters Patent on April 29, 1991. The Centre is exempt from income tax as a not-for-profit organization under the Income Tax Act.

## 2. SIGNIFICANT ACCOUNTING POLICIES

### (a) Revenue Recognition

The Centre follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related restrictions are met. Unrestricted contributions are recognized when received or receivable, if the amounts can be reasonably estimated and collection is reasonably assured.

### (b) Canadian Heritage (Sport Canada) Contributions

Contributions received from Canadian Heritage (Sport Canada) are subject to specific terms and conditions regarding the expenditure of the funds. The Centre's accounting records are subject to audit by Canadian Heritage (Sport Canada) to identify instances, if any, in which amounts charged against contributions have not complied with the agreed terms and conditions and which therefore would be refundable to Canadian Heritage (Sport Canada). Adjustments to prior years' contributions are recorded in the year in which Canadian Heritage (Sport Canada) requests the adjustment.

### (c) Capital Assets and Amortization

Capital assets are stated at cost, net of accumulated amortization. Leasehold improvements are stated net of leasehold inducements. Amortization is provided on the straight line basis as follows:

Office equipment	5 years
Computer equipment	3 years
Accounting system	10 years
System equipment	4 years
Leasehold improvements	Over the remaining term of the lease

### (d) Foreign Currency Translation

Monetary assets and liabilities denominated in foreign currencies have been translated into Canadian dollars at the rate of exchange prevailing at year end. Revenue and expenditure items are translated at the rate of exchange prevailing at the time of each transaction.

### (e) CCES Partnership Projects Investments

The Centre's investment in International Testing Inc. (I.T.I.), a wholly-owned subsidiary, is accounted for by the cost method, whereby the investment is carried at cost and earnings of the investee are reflected as earnings of the Centre only to the extent of a distribution being made. The wholly-owned subsidiary has not been consolidated

given that it is not material to the Centre. Note 6 describes the financial impact of I.T.I., had the financial statements been consolidated.

### (f) Use of Estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenue and expenditures and disclosure of contingent assets and liabilities. Actual results could differ from those estimates.

### (g) Volunteer Services

The Centre receives the services of many volunteers, the cost of which cannot be reasonably estimated. Therefore, no representation of this expenditure has been included in these financial statements.

### (h) Contributed Equipment

Contributed equipment is stated at fair market value as at the date of receipt.

## 3. FINANCIAL INSTRUMENTS

The Centre's financial instruments consist of cash in bank, funds held in trust, accounts receivable and accounts payable and accrued liabilities. It is management's opinion that the Centre is not exposed to significant interest rate risk or exchange risk arising from these financial instruments. The fair values of these financial instruments approximate their carrying values, unless otherwise stated.

### Credit Risk

Credit risk arises from the potential that contributors and clients will fail to honour their commitments and obligations. The Centre is exposed to credit risk through accounts receivable. It is management's opinion that the Centre is not exposed to significant credit risk.

## 4. CAPITAL MANAGEMENT

The Centre considers its capital to be the balance maintained in its Net Assets. The primary objective of the Centre is to invest its capital in a manner that will allow it to continue as a going concern and comply with its stated objectives. Cash and investments are invested under the direction of the Board of Directors of the Centre with the objective of providing a reasonable rate of return, minimizing risk and ensuring adequate liquid investments are on hand for current cash flow requirements. The Centre is not subject to any externally imposed requirements on its capital, except as disclosed in note 7.

## 5. CAPITAL ASSETS

Cost of leasehold improvements is net of \$158,800 in leasehold inducements. Amortization expense for the year is \$56,739.

	Cost	Accumulated Amortization	Net
Office equipment	\$79,804	\$58,437	\$21,367
Computer equipment	97,016	78,798	18,218
Accounting system	111,710	22,342	89,368
System equipment	50,000	25,000	25,000
Leasehold improvements	57,917	34,197	23,720
	<b>\$396,447</b>	<b>\$218,774</b>	<b>\$177,673</b>

## 6. CCES PARTNERSHIP PROJECTS INVESTMENTS

International Testing Inc.  
(wholly-owned subsidiary) \$3

Had the financial statements of International Testing Inc. been consolidated, the total assets and surplus would have both increased by \$6,601.

## 7. FUNDS HELD IN TRUST

The Centre administers funds on behalf of three international clients for the purpose of coordinating doping control testing. Funds held in trust are restricted for activities related to test coordination on behalf of these clients.

## 8. CONTINGENCY RESERVE FUND

On March 25, 1997, the Centre's Board of Directors approved the creation of a Contingency Reserve Fund in the amount of \$250,000 to provide a source of funds and/or financial relief for unanticipated interruptions in the Centre's revenue. Appropriations to/(from) the fund have been as follows:

1997	\$250,000
2000	(50,000)
2001	100,000
2002	50,000
	<b>\$350,000</b>

No appropriation was approved or required during the fiscal period ended in 2012.

## 9. ETHICS IN SPORT RESERVE FUND

On March 26, 2002, the Centre's Board of Directors approved the creation of what would become the Ethics in Sport Reserve Fund. Appropriations to/(from) the fund have been as follows:

2002	\$250,000
2004	400,000
2004	(33,000)
2005	(20,000)
2007	(149,021)
2010	(9,528)
2011	(67,457)
2012	(23,422)
	<b>\$347,572</b>

During the year, the Board authorized an appropriation of up to \$100,000 to the Surplus to cover the operating deficit. The actual appropriation was \$23,422.

## 10. RELATED PARTY TRANSACTIONS

One member of the management of the Centre is a director of the True Sport Foundation, a registered charitable organization. The Centre has provided administrative support at a cost of \$191,929 to the Foundation. The Centre received administrative support at a cost of \$Nil from the Foundation. These transactions were measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties. Accounts receivable includes an amount owing from the True Sport Foundation of \$113,400, and accounts payable includes an amount owing to True Sport Foundation of \$22,500.

International Testing Inc. (I.T.I.) is a related party by virtue of it being a wholly-owned subsidiary of the Centre.

## 11. COMMITMENTS

- The Centre has entered into a contractual agreement with Institut national de la recherche scientifique (INRS Laboratory) for its services for a fee of \$1,320,000 per year, expiring March 31, 2014. In addition, the Centre is obligated to contribute up to \$95,000 annually for joint research projects and up to \$200,000 annually to the acquisition of analytical instrumentation and other equipment.
- The Centre has leased premises to May 31, 2017 for annual base rent plus operating costs and related taxes of approximately \$119,000 per year.

Annual base rent per year is due as follows:

2013	\$103,272
2014	\$103,272
2015	\$103,272
2016	\$103,272
2017	\$103,272

## 12. STATEMENT OF CASH FLOWS

This statement has not been prepared as all of the relevant information is apparent from the other financial statements.

*Independent  
Auditor's  
Report*



CANADIAN CENTRE  
FOR ETHICS IN SPORT



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**FOR** **ETHICS** **IN** **SPORT**

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