



QUEST FOR GOLD - Ontario Athlete Assistance Program

Petro-Canada Sport Leadership Conference

November 13, 2009

Quest for Gold Program

Established in 2006 - Quest for Gold Program has a budget of \$10 million, distributed as follows:

- Approx. 64% of funding is provided directly to athletes through the Ontario Athlete Assistance Program (OAAP)
- Approx. 36% of the funding is provided for Enhanced Coaching and Enhanced Training & Competitive Opportunities

The OAAP is administered by the Sport & Recreation Branch, Ministry of Health Promotion

Program funding is generated from net proceeds of *Quest for Gold* Lottery game

Great Holiday Gift Ideas

Proceeds Support Amateur Athletes In Ontario.

QUEST FOR GOLD LOTTERY

Prisca Laporte-Soblay, Athlète/Athlète

TOP PRIZE **\$300,000** GROS LOT

LUCKY NUMBERS / NUMÉROS CHANCEUX

Loaded With \$20 Prizes

Riche en lots de 20\$

ACTIVE2010

LEASER 2010

OLG

GRATIE 2010

YOUR NUMBERS / VOS NUMÉROS

Les profits vont aux athlètes amateurs de l'Ontario.

See back for play instructions. Voir les instructions de jeu au verso.

ODDS 1 in 3

SUPPORT THE QUEST! Proceeds support amateur athletes in Ontario.

QUEST FOR GOLD LOTTERY

FOLD STRIP AT PERFORATION AND TEAR OFF COMPLETELY. Plier et détacher le long des perforations.

KENO

CROSSWORD

Skate FOR GOLD

FAST CASH

FREE INSTANT BINGO GRATUIT

TOP PRIZE / GROS LOT

\$500,000

PARTICIPEZ À LA QUÊTE!
Les profits vont aux athlètes amateurs de l'Ontario
PROBABILITÉS : 1 sur 3

ACTIVE2010

OAAP - Purpose and Objectives

Direct financial assistance is provided to eligible Ontario athletes to:

- Offset living, training and competition costs
- Where applicable, to provide post-secondary school tuition support

Program Objectives

- To help athletes continue their pursuit of athletic excellence at the highest levels of national and international competition;
- To encourage athletes to stay in Ontario to live and train;
- To compensate athletes for earnings lost while training during their summer school break;
- To enable athletes to successfully pursue excellence in sport while fulfilling their educational goals;
- To increase athletes' access to high performance coaching; and
- To enhance training and competitive opportunities available to athletes.

OAAP - Carding Designations/ Athlete Selection

Assistance is offered through two carding designations:

- Canada Card
 - Top-up for Ontario athletes carded by Sport Canada (max. 33%)
- Ontario Card
 - Targeted at junior aged athletes identified as potential next generation national team athletes;
 - Ontario Card athletes are nominated by their respective Provincial Sport / Multi-Sport Organization (PSO/MSO)

Card allocation to sport organizations is determined by how many athletes they can send to a Canada Games as per technical package - non Canada games sports are given allotment.

Eligibility

Sport Eligibility: - 51 sport organizations eligible

- Sport organization must have acceptable high performance program for athlete;
- Sport must be part of regular program of:
 - Olympics/ Paralympics;
 - Canada Games;
 - Ontario Games (fluctuates - Ministry discretion exercised).

Athlete Eligibility:

- Must be resident of Ontario (exceptions made)
- Must be member in good standing of PSO or NSO
- Must be formally committed to ongoing training/ competition
- For Canada Card - must be carded by Sport Canada

OAAP - Athlete Numbers / Funding Totals

Total athletes funded in 2008-2009 = 1,134

- Canada card athletes = 363
- Ontario card athletes = 771

Total carding value:

- Canada Cards

- Senior Cards = \$6,000 (max 33% top-up)
- Development Card = \$3,600 (max 33% top-up)

- Ontario Cards

- Full Card = \$7,106
- Half Card = \$3,553

Issues with Current Program

1. Athletes Funded

- Are we providing too much funding to athletes, in too many sports?
- Ontario Cards:
 - Are we funding the right athletes?
 - Are we providing too much funding to certain athletes?

2. Carding Allocations

- Current system is arbitrary and does not reward performance.

Issues with Current Program

3. NCAA

- NCAA rules prohibit athletes from accepting direct funding from provincial programs - Best athletes in some NCAA sports not accepting funding.

4. Program Alignment

- Is the OAAP aligned with athlete assistance funding trends at the national level?

5. Performance Measures

- OAAP performance measures/ outcomes/ indicators of success are weak