

39TH CANADIAN SPORT AWARDS
PRIX SPORTIF CANADIEN

NOMINATION GUIDELINES

**TRUE
SPORT**

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Prepared by the True Sport Foundation
*in collaboration with the
Canadian Sport Awards Selection Advisory Committee*

39th Canadian Sport Awards Guidelines

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Preamble

These guidelines have been approved by the True Sport Foundation (TSF) with reference to the **39th Canadian Sport Awards Guidelines**. The guidelines outline all processes and criteria used to govern the nomination and selection of eligible candidates. The CSA Guidelines are available in both official languages at www.canadiansportawards.ca or www.prixsportifcanadien.ca

This document contains all of the guidelines and nomination procedures for the 39th Canadian Sport Awards. Please read this booklet carefully before submitting an Official Nomination Form(s). Please note that nominations must be fully completed. Incomplete forms will not be considered by the TSF and Selection Advisory Committee (SAC).

How to Recommend Changes to the Guidelines

The SAC meets each year after the Canadian Sport Awards to review the guidelines for possible changes to be implemented for the upcoming year. Please send your comments, concerns, and suggestions in writing by June 1, 2012 to the following address:

**True Sport Foundation
c/o Executive Director
350-955 Green Valley Crescent
Ottawa, ON
K2C 3V4**

All feedback will be forwarded directly to the SAC. Any recommendations received after this date will be reviewed for the following year.

All changes to the CSA Guidelines must be approved by the TSF Board.

39th Canadian Sport Awards

KEY TIMELINES

EVENT/ACTIVITY	DATE/DEADLINE
<p>Entry qualifying period:</p> <p>Nomination forms available on line: Junior Athlete of the Year, Leadership Awards, Corporate Excellence Award, Spirit of Sport of the Year</p> <p>Selection Advisory Committee (SAC) Eligibility Review Top 8 Results</p> <p>Nomination Entry Deadline</p> <p>Jury process:</p> <p>On line voting by jury to independent scrutineer:</p> <p>Announcement of all finalists:</p> <p>39th Canadian Sport Awards:</p> <p>Deadline for submission of petitions for changes to the following year's Canadian Sport Awards:</p>	<p>January 1, 2011 to November 30, 2011</p> <p>Monday, November 21, 2011</p> <p>Monday, December 5, 2011</p> <p>Monday, December 19, 2011</p> <p>By December 22 - January 2, 2012</p> <p>By January 2, 2012</p> <p>By January 9, 2012</p> <p>January 17, 2012</p> <p>June 1, 2012</p>

THE CANADIAN SPORT AWARDS PROCESS

Overview

The True Sport Foundation (TSF) is the charitable organization committed to ensuring that sport makes a positive contribution to Canadian society, our athletes, and the physical and moral development of Canada's youth. The TSF provides national coordination services, promotional materials, and programming ideas to a broad range of partners, including sport organizations, athletes, coaches, schools, and others involved in sport. In addition, the TSF manages the annual Canadian Sport Awards (CSA).

The CSA are in their 39th year of recognizing and showcasing excellence in Canadian sport. Established in 1972, the CSA have evolved over time to become the premier recognition event for national sporting excellence. The CSA brings together members of the sport community to honour the spirit, drive, and commitment of Canada's international level athletes, coaches, corporations, volunteers, and sport leaders.

Independent Review

The evolution of the CSA brings not only profile and public awareness, but also potential for public scrutiny. In 2001, the TSF reviewed its nomination and selection processes in light of the growing profile of the CSA to ensure that they met best practices. As part of the review, the TSF contracted KPMG LLP to conduct a review of the nomination and selection processes and criteria, identify strengths and weaknesses of these processes, and to provide recommendations. The review also included feedback from members of the sport community (athletes, media, high performance experts, and representatives of the Paralympic and aboriginal communities.) Each year, the TSF reviews the guidelines with its Selection Advisory Committee (SAC), an independent committee appointed by the TSF Board.

Process

Each fall, the True Sport Foundation sends out a ***Call for Nominations*** for the upcoming CSA. The call goes out to the broad sport community including National Sport Organizations, Canadian Sport Centers, the media, the federal, provincial and territorial governments, as well as the general public.

Any person that meets the current CSA eligibility criteria may be entered for consideration. Eligible entries are for athletic performances, corporate commitment, leadership, stories, or contributions that have taken place between January 1, 2011 and November 30, 2011.

For all Athlete Performance awards (excluding Junior Athlete of the Year), the SAC will rank the top 3-5 (where necessary) finalists in each category based on Sport Canada's TOP 8 results. Therefore, no call for nominations for the Athlete Performance Awards will be sought.

Nomination forms will be posted for the Corporate Excellence Award, Leadership Awards (Athlete Leadership, Volunteer Achievement and Leadership in Sport), Junior Athlete of the Year and the Spirit of Sport Story of the Year. Upon receipt of on line nominations the TSF reviews each nomination to ensure eligibility requirements are met and identifies any concerns, inconsistencies or missing information. The selected nominations are then forwarded to the jury for its review, deliberations, and

independent voting (see Judging Process on page 13). The jury is made up of informed individuals from across Canada. They agree to sit for a one year-term. Once the jury has submitted its votes, the CSA scrutineers tabulate the ballots and the finalists are publicly announced. The winners will be announced on the 17th of January 2012.

The True Sport Foundation provides one trophy (Triumph Award) per category. Additional trophies may be purchased at cost for other recipients.

ELIGIBILITY

Who Can Enter

For the Athletic Performance Award categories, each nominee must be:

- i) A Canadian citizen or landed immigrant;
- ii) A member of a senior or junior Canadian national team competing in an Olympic, Paralympic, World Championship (may also be defined as World Cup – not to be confused with world cup circuit) event or an event deemed to be of equivalent status. (Sports that don't have a world championship or Olympics/ Paralympics in the specified year may substitute an equivalent event for the purposes of evaluating, scoring, and ranking competitive results, as determined by the SAC);
- iii) A current athlete in good standing with respect to Canada's Policy on Doping in Sport;
- iv) An athlete who supports and demonstrates True Sport values as measured by a respect for the game, a love of sport, respect for others, and a commitment to fair and ethical sport;

Please note: SAC will rank the top 3-5 nominees (where applicable) in each Athlete Performance Award (excluding Junior Athlete of the Year) based on the TOP 8 results issued by Sport Canada. Therefore, nominations for these awards will not require a submission by a nominator. It is those 3-5 nominees that will be put forward to the jury members.

Please note: Professional athletes are eligible as long as the performance takes place at an International Olympic Committee, International Paralympic Committee, or International Federation sanctioned event.

Please note: Only TOP 8 results at the above-mentioned events will be eligible for consideration for individual, teams or partners performances.

Please note: It is very important that the athlete attends the awards should they become a finalist. The TSF will work with the athlete to ensure their schedule is respected. The TSF would encourage all athletes to show their support of these Awards by attending the presentation.

For the Leadership Award categories, nominees must:

- i) Meet the specific criteria as set forward in the award definitions;
- ii) Support and demonstrate True Sport values as measured by a respect for the game, a love of sport, respect for others, and a commitment to fair and ethical sport.

For the Corporate Excellence Award, corporations must:

- i) Be a Canadian corporation or a Canadian subsidiary of an international corporation;
- ii) Have supported, enabled or facilitated the pursuit of sporting excellence by fair and ethical means by an individual athlete, team, or program;
- iii) Actively promote True Sport values as measured by excellence, fair play, commitment, and the pursuit of ethical sport;
- iv) **Please note:** product endorsements will not be included for assessment.

Qualifying Period

Eligible entries are for performances or contributions that take place between January 1, 2011 to November 30, 2011. Exceptions include information relevant to those categories that honour Lifetime Achievement Awards.

Who can nominate

Anyone can nominate an individual, team, partner, sport leader or corporation for the CSA.

How to Enter

The **Official Nomination Forms** can be found on the CSA website. The official forms pertain to the Junior Athlete of the Year, Leadership Awards (Athlete Leadership, Volunteer Achievement, Leadership in Sport), Corporate Excellence Award and to the Spirit of Sport Story of the Year Award.

Please note: Only nominations that are complete will be accepted. The nominating person will be notified by email or by phone of their incomplete nominations and will be allowed to re-submit completed nominations until the specified deadline (December 19, 2011). All nominations must strictly abide by the nomination requirements. The TSF reserves the right to edit/remove information that exceeds the **maximum word limit of 500** (as in the testimonials sections) or the number of supporting documentation (not to exceed 3 documents, 2 pages each).

The nominating person must submit a duly signed and completed **Official Nomination Form**, in accordance with the following specifications, to the TSF by completing the on line form or printing it off and sending the form via email, mail or fax.

- i) Nominations must be on the Official Nomination Form, or copy thereof.
- ii) At the end of the online nomination form, the nominator must click a box and type in his or her name and the date, in lieu of a signature. This indicates that the nominator accepts responsibility for the accuracy of all information on the form, and that he or she has obtained consent for the nomination from the nominee.
- iii) In the Leadership categories, the nominating person must notify the appropriate sport organization of the nominee in order to encourage timely media and public relations activities.
- iv) Entries must include a list of current home addresses and phone numbers of the nominating person and the nominee. (This is crucial if finalists are to be properly notified in time to receive their certificates, awards ceremony tickets, travel arrangements, if applicable)
- v) Nominations must be accompanied by all relevant competition information, testimonials, biography, a current colour photograph of the nominee in a high resolution jpeg format and no more than three relevant supporting documents that may include media articles, letters of support, personal impact statements, and community impact statements as outlined in the Official Nomination Form.
- vi) In the event that an athlete, team, leader, or corporation is being nominated for more than one Award, separate nomination forms with the relevant supporting documents must be submitted.

- vii) All nominations must be sent by the specified deadline to:

True Sport Foundation
c/o Selection Advisory Committee
350-955 Green Valley Crescent
Ottawa, ON K2C 3V4
info@canadiansportawards.ca

Conditions of Entry

- i) The nominating person warrants that the information presented in the Official Nomination Form is a true and fair record of the individual, partners, team or corporation's accomplishments.
- ii) If necessary, the nominating person can provide proof of any information requested by the SAC to verify ranking, depth of field, awards, testimonials, or other relevant information (to be submitted on request of the TSF).
- iii) The nominating person and the nominee grant the TSF the rights to use any of the provided materials for promotional, media, and broadcast purposes as related to its mandate.
- iv) The nominating person warrants that all individuals/corporations have been notified of their nomination.
- v) The nominating person warrants that the completed Official Nomination Form is accompanied by all required documentation as outlined in (**How to enter**). In any case in which the SAC determines that the information required to be provided is inaccurate or incomplete, and that the individual/corporation is therefore incorrectly entered, the TSF reserves the right to declare the nomination submission to the CSA ineligible or may want to add or correct the information when possible.
- vi) A person deemed to be ineligible by the SAC has the right to appeal the decision to the TSF Board of Directors. The TSF Board, at its sole discretion, may consult the Sport Dispute Resolution Centre of Canada before rendering their decision. The nominee and the person nominating acknowledge that the TSF's Board decision is final.
- vii) The nominating person acknowledges and agrees that the SAC may recommend to the TSF Board of Directors that no awards be given in any category in which the nominees entered do not meet TSF eligibility standards or in the event that not enough entries are submitted.
- viii) The signatures on the Official Nomination Form of the person nominating and the nominee signify understanding and acceptance of the CSA Guidelines.

AWARD CATEGORIES

It is the nominating person's responsibility to accurately select the categories entered. The TSF, in consultation with the nominating person, may alter these selections.

Athletic Performance Awards

These awards are intended to recognize and celebrate outstanding athletic performances in 2011.

SAC will rank the top 3-5 finalists (when applicable) based on the TOP 8 results published by Sport Canada. An athlete, partners or team may be considered for one of the following five athletic performance awards categories. Please note the following:

- There are no restrictions on the number of entries SAC may enter.
- An athlete, partners, or team can be nominated even if they have won in previous years.
- An athlete may be entered in more than one category if the athlete competes in more than one event (e.g. sprinter can be nominated for Male Athlete of the Year for individual performance and for partners if competing in the relay).
- Athletes who compete as a team are not eligible for individual Athlete of the Year awards unless the individual has also performed in an individual event.

1001. Male Athlete of the Year

Named in honour of Norton H. Crow, one of Canada's most prominent sport executives, this award is presented to the outstanding male athlete of the year. Norton H. Crow was instrumental in consolidating the Amateur Athletic Union in Canada, assisted in the development of amateur baseball and hockey, and was involved in the Olympic movement.

1002. Female Athlete of the Year

This award is presented annually to Canada's outstanding female athlete. The award honours the brilliant track athlete Velma Springstead whose spectacular career ended prematurely when she succumbed to pneumonia in 1926 at the age of 20. The Women's Amateur Athletic Federation of Canada founded this Award in her honour.

1003. Junior Athlete of the Year (combines male and female athletes)

This award is presented to Canada's outstanding junior athlete of the year. An athlete recognized by his/her National Sport Federation and/or International Federation as a junior athlete is eligible in this category. This also includes junior athletes competing in senior or open events – it is up to the nominating person to determine whether a junior athlete competing in a senior or open event should be nominated for the junior or senior category.

1004. Team of the Year (combines male and female teams)

This award is presented annually to Canada's outstanding junior or senior team in a sport, which can not be played by one (1) person. Teams eligible for nomination in this category include the following team sports: baseball, basketball, curling, field hockey, football, hockey, lacrosse, ringette, rugby, soccer, softball, synchronized swimming, team handball, volleyball, and water polo.

1005. Partners of the Year

The first Canadian artistic skating team to win an Olympic medal, Tracy Wilson and Rob McCall captured the bronze at the 1988 Calgary Olympic Winter Games. Inaugurated in 1995, the Wilson and McCall Trophy has evolved to recognize Canada's outstanding partnerships. Sports that include individual and team elements are considered eligible for this award and include the following type of events: pairs, crews, relays, doubles, triples, fours, eights and events where individuals compete together in a team event.

Leadership Awards

These (3) awards are meant to recognize and celebrate an individual's outstanding contribution to the betterment of sport. These Awards are presented to an individual only once in a lifetime. An individual may be entered in ONE of the following categories:

2001. Athlete Leadership Award

This lifetime achievement award is presented by the TSF and AthletesCAN to a retired national team athlete who has provided meaningful contributions to sport as a leader, advocate, change agent, or builder. This award is named in honour of Dr. Bruce Kidd who has made enormous contributions to Canada's sporting community as an athlete, advocate, author, historian, and academic. Inducted into the Canadian Sports Hall of Fame in 1968, Dr. Kidd also received the Volunteer of the Year Award in 1994 for his outstanding contributions to Canadian sport.

- Specific criteria:
- i) This award can be presented only **once** in a lifetime;
 - ii) This award must be presented to a retired national team athlete.

2002. Volunteer Achievement Award

This lifetime achievement award is presented to a volunteer who has made an overwhelming contribution to Canadian sport that is consistent with True Sport values in the areas of leadership, sport development, innovation, and growth. The award recognizes the significant contribution of Bryce Taylor who was a member of the Board of Directors of the Sports Federation of Canada and the Canadian Olympic Committee, and was a founding director and professor of Physical Education at York University.

- Specific criteria:
- i) The volunteer must demonstrate lifetime achievement with a minimum of 20 years of volunteer experience in sport, of which a minimum of 15 years was spent at the national/international level.
 - ii) This award can be presented only **once** in a lifetime.
 - iii) The volunteer must be acting in an unpaid capacity to be eligible for nomination in this category.

2003. Leadership in Sport Award

This lifetime achievement award recognizes the outstanding contribution of a sport leader or organization who exemplifies True Sport values as demonstrated by ground breaking organizational leadership, innovative practices, influential communications, cutting edge sport marketing or positioning of the sport sector.

- Specific criteria:
- i) Eligible individuals must represent a national organization working for the betterment of Canadian sport.
 - ii) Eligible organizations include those that operate at a national or provincial level and whose mandate includes the betterment of Canadian sport.
 - iii) This award can be presented only **once** in a lifetime and excludes volunteers.

Corporate Excellence Award

This award is meant to recognize and celebrate a corporation who provides outstanding support to Canadian sport. The corporation may choose between one of these three categories when submitting a nomination. The jury will rank the top 3 nominations from the collective categories listed below. Exclusions for all categories include any mention of product endorsements.

3001. National Team Support

A corporation that has demonstrated an understanding of a national team's needs and a willingness to develop a number of corporate initiatives that support the training, competition, and promotional activities of a national team program.

- Specific criteria:
- i) Nominations must illustrate that the support received during the specified year enabled or facilitated the athletic pursuit of excellence by a national team.
 - ii) Corporations must support a national level Canadian team competing at an international level.

- iii) Nominations must indicate whether the support is new or part of an integrated package.

3002. Individual Athlete Support

A corporation that has shown a sincere interest in an athlete's development by providing both monetary and personal development support. This corporate commitment has enabled the athlete to set and achieve progressive goals by virtue of the corporation's commitment and support.

Specific criteria:

- i) Nominations must illustrate that the support received during the specified year enabled or facilitated the athletic pursuit of excellence by an individual athlete.
- ii) The support must be of a national level athlete competing at an international level.
- iii) Nominations must indicate whether the support is new or part of an integrated package.

3003. National Initiative Support

A corporation that has addressed its corporate marketing strategy through the support of a national sport initiative or program with extensions at the grass-roots level. This support includes the corporation's involvement and contribution to the program's design, implementation plan, ongoing operations, and growth.

Specific criteria:

- i) Nominations must illustrate that the support received during the specified year enabled or facilitated the promotion of excellence through a national program.
- ii) The support must be of a national level Canadian program with extensions at the grass-roots level.
- iv) Nominations must indicate whether the support is new or part of an integrated package.

Spirit of Sport Story of the Year Award

4001. Spirit of Sport Story of the Year

The Spirit of Sport Story of the Year recognizes and celebrates a Canadian hero who, in the pursuit of sporting excellence, has demonstrated values such as dedication, perseverance, sportsmanship, respect for others, and a true love of sport. This category showcases the magic that lives within sport to inspire, motivate, and capture the hearts and minds of all Canadians. The TSF recognizes a Canadian citizen who exemplifies these values in an inspirational and meaningful way.

Specific criteria:

- i) Nominations must include a description of the individual and the reason for the nomination.
- ii) Nominations should include any related support documents that may include articles or broadcast clips, letters of support, personal impact statements, and community impact statements.
- iii) The nomination should explain the rationale for nominating the individual for this award.

THE JUDGING PROCESS

How the jury is selected

- i) The SAC/TSF submits a list of eligible candidates from all regions of the country to the TSF Board of Directors each year.
- ii) Jury members cannot judge for two (2) consecutive years. Names are kept confidential to limit the risk of influencing the deliberations and voting procedures.
- iii) Jury members are required to sign a conflict of interest and confidentiality agreement.
- iv) Individuals or corporations nominated for an award are not eligible to sit on the jury.
- v) Jury members that may be affiliated with an individual or organization nominated for an award must declare this conflict and abstain from voting in the specified category.
- vi) The SAC/TSF reviews the approved TSF Board of Directors list and selects candidates for the jury.
- vii) The following principles must be adhered to when developing the jury composition: gender, language, geographic representation and ethnicity.
- viii) The jury is comprised of five to seven individuals from the following groups: athletes, coaches, sport media, sport marketing, consultants, corporations and the sport community at large.
- ix) The Executive Director, or a designate of the TSF, acts as ex officio member of the jury
- x) The jury may discuss the eligible candidates amongst themselves, however individual ballots are secret.
- xi) All jury deliberations are confidential. The TSF does not reveal the names of the jury, unless requested. The jurors may not reveal any details pertaining to the specifics of the selection process nor discuss the jury screenings outside the jury session.
- xii) Ballots are secret and will be sent directly from the individual juror's site to the ballot scrutineer to be tabulated.
- xiii) All results remain confidential until the envelopes are opened at the Canadian Sport Awards.

How the voting process works

- i. Nominations for the Junior Athlete of the Year Award, Leadership Awards, Corporate Excellence Award and the Spirit of Sport Story of the Year Award are received by the TSF and checked for completeness and eligibility.
- ii. The TSF Board of Directors or the current sitting jury reviews all nominations, votes and determines the winner for the Spirit of Sport Story of the Year.
- iii. The SAC determines all athletic performance awards (excluding Junior Athlete of the Year) based on the TOP 8 results published by Sport Canada and other relevant competitions and ranks their submissions based on the following principles:
 - Nominations have met CSA eligibility
 - To rank individuals according to single best result, taking into account the event for which the performance took place.
 - To assess other performance factors including but not limited to multiple medals, world records and depth of field.
- iv. The SAC's performance rankings are then forwarded to the independent scrutineer (KPMG_{LLP}). This forms 60% of the athletes' overall final ranking.
- v. The TSF will forward the names of the top three – five (3-5) candidates, in alphabetical order, to the jury. The SAC's ranking will not be revealed to the jury.
- vi. All other nominations pertaining to the Junior Athlete of the Year, Leadership Awards, Corporate Excellence Award, and Spirit of Sport Story of the Year are sent to the jury which ranks them 1-3 or 5, then sends to the scrutineer for final tabulation.
- vii. Jurors are asked to vote on line and rank in order their top three (3) candidates for each athletic performance category (where applicable) based on the TOP 8 results published by Sport Canada and the significance and impact of their athletic accomplishments. This forms 40% of the athletes' overall final ranking and will be directly forwarded to the awards scrutineer for final tabulation.
- viii. The jury votes are automatically forwarded to an independent scrutineer (KPMG_{LLP}).
- ix. KPMG_{LLP} tabulates the votes, along with the performance rankings submitted by the SAC.
- x. The top three candidates, if applicable, in each category are publicly announced as the finalists for the 39th Canadian Sport Awards in early January 2012.
- xi. In the exceptional circumstance that the nominations process has not resulted in three (3) or more nominations by two weeks prior to the deadline for nominations, the TSF reserves the right to contact the sport community directly to solicit nominations and request further support to ensure a well rounded roster of nominees.
- xii. In the case of less than three (3) entries, the TSF also reserves the right to implement the "Rule of Three". **See Definitions**
- xiii. The winners are announced at the Canadian Sport Awards on the 17th of January 2012.

How the votes are tabulated

- i. The ballot scrutineers receive votes directly from the jury. In the case of the Athletic Performance category, 60% of the final ranking will come directly from the SAC, while 40% will come from the jury.
- ii. The scrutineers assign points for each ranking to determine the winner and finalists for each category. (The person with the highest rank will receive 5 points; second place will receive 4 points, and so forth). These points will be applied after votes are tallied to convert total number of points per athlete. The person with the highest score will be selected as the winner and the two subsequent highest scores will be the finalists.
- iii. The scrutineers will forward the top three (3) candidates in each category to the TSF without revealing the winners.

Tied Nominations

The rule for tied nominations will be applied as follows: If there is a tie, the scrutineers will count the number of first place votes to determine the winner. If a tie continues, then the number of second place votes will be counted to determine the winner, and so forth.

DEFINITIONS

Ballot scrutineers: The accounting firm that tabulates the votes.

CSA: Canadian Sport Awards

Rule of Three: If less than three (3) entries are received, the TSF reserves the right, at its sole discretion, to utilize one or more of the following options:

- a) Extend the deadline to receive nominations, or
- b) Solicit nominations from the Sport community, or
- c) Identify suitable nominations to present to the respective selection jury (ies) in addition to any publicly submitted nominations, or
- d) Proceed with the selection process on the basis on nominations received, or
- e) Suspend deliberations within the respective category; suspend the award in question for the year and not select a winner, or
- f) Proceed in order with these single options or utilize any combination of the above options.

SAC: Selection Advisory Committee

TSF: True Sport Foundation

True Sport values: Examples may include, but are not limited to, dedication, love of sport, fairness, determination, respect for self, respect for others, respect for the game, integrity.

CANADIAN SPORT AWARDS SELECTION ADVISORY COMMITTEE (SAC)

Caroline Assalian – Chair
Sue Hyllands – Member
Don Marrin – Member
Walter Lyons – statistical support

CANADIAN SPORT AWARDS STEERING COMMITTEE

Peter Leyser, TSF Executive Director
Lisa Spina, Coordinator
Victor Lachance, TSF advisor
Robin Turnbull

TRUE SPORT FOUNDATION (TSF) BOARD OF DIRECTORS

Lori Johnstone
Marg McGregor
Paul Melia
Jasmine Northcott
Karen O’Neill

TRUE SPORT FOUNDATION STAFF

Peter Leyser: Executive Director
CSA Program Director: Robin Turnbull
Finance Manager: Gary Laverdure

CONTACT INFORMATION

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