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Understanding The Financial Status of a Group of High Performance Athletes

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of the requirements for the degree of
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(Sport Management)

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Abstract

With the 2010 Vancouver Winter Olympic Games quickly approaching, there has been a heightened interest in the performance of Canadian athletes at international competitions (Duffy, 2007; Fidlin, 2005; Longley, 2006). Two significant documents outline Canada's goal to become the number one sporting nation at the 2010 Olympic Games, and improve Canada's performance at the 2008 Olympic Games: *Own the Podium* and *Road to Excellence* (Priestner Allinger & Allinger, 2004; Road to Excellence, 2006). These two documents represent heightened interest in the performance of our elite athletes, in conjunction with Canada's hosting status of the Vancouver 2010 Winter Olympic Games. The requirements to train and compete at the international level have become more demanding both in terms of financial resources and time commitment. The need to financially assist athletes with their training and competition costs has been an important topic of debate over the past decades (Beamish & Borowy, 1987; Gatehouse, 2004; Macintosh, 1996; Munro, 1970; Owens, 2004).

Two sources of funding for high performance athletes in Canada are the Athlete Assistance Program (AAP) provided by the Federal Government and the Canadian Olympic Excellence Fund provided by the Canadian Olympic Committee. The importance of these funds for athletes has been discussed in various forums (Ekos, 1992, 1997, 2005; Priestner Allinger & Allinger, 2004; Thibault & Babiak, 2005). However, alternative sources of funds for high performance athletes have never been the object of research. As such the purpose of this study was to describe a group of athlete applicants from the time period of November 2004 to April 2006, and to contextualize these applications within the development of the Charitable Fund for Athletes.

This study was conducted in cooperation with a Charitable Fund for Athletes¹ using a mixed methods approach to data collection. Secondary analysis of quantitative financial data, and personal statements from the athletes was analyzed in addition to an interview conducted with the Founder and Executive Director of the Charitable Fund for Athletes. This process allowed for triangulation and confirmability of the findings. Each method functioned to enhance the findings of the other, and create a deeper understanding of the financial status of high performance athletes and contextualize the development of the Charitable Fund for Athletes.

The analysis of the findings was divided into qualitative and quantitative sections. The qualitative documents were analyzed by the researcher using Atlas.ti. The emergent themes took an emic perspective coming from the athletes and the Founder and Executive Director uncovering common themes throughout the data. The qualitative data served to enhance the understanding of why charitable funding is needed. The quantitative data was analyzed using the Statistical Package for Social Sciences (SPSS), quantitative data was analyzed using descriptive statistics. The quantitative data served to identify the financial status of the high performance athletes and how monies were earned and spent.

The results of this study indicate that a large portion of this group of high performance athletes are living with zero net income or are incurring a deficit in order to compete at the international level and represent Canada at major competitions. The athlete applicants also identified aspects of their training that charitable funding would be used to enhance their training. These findings have contributed to the understanding of

¹ This is a pseudonym for the organization's name, the organization will be referred to as a Charitable Fund for Athletes throughout this paper.

the financial status of high performance athletes and have created direction for future research.

Dedication

I must dedicate this to the entire faculty in the Department of Sport Management. I have been fortunate to encounter a group of people who are dedicated to their work and the students that come into their classes. Thank you for all of your guidance, humour, and above all allowing me to make mistakes and learn. From my first undergraduate class to my thesis defence you have been there to challenge me and encourage my growth; this is dedicated to you.

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Chapter 1: Introduction

High performance sport has been an important feature of Canadian culture for several decades. Canadian athletes first competed in the modern day Olympic Games at the 1904 St. Louis Games of the III Olympiad (Canadian Olympic Committee, 2007a). The Canadian Olympic Association¹ was first recognized by the International Olympic Committee in 1907 (Canadian Olympic Committee, 2007b). Since Canada's first participation in the Olympic Games in 1904, Canada has participated at all Olympiads with the exception of the 1980 Moscow Games of the XXII Olympiad. Canada boycotted these Games (Canadian Olympic Committee, 2007a). High performance sport in Canada has continued to progress to the level where Canadian athletes are consistently competing internationally and at the most prestigious sport events in the world including World Championships, Para Pan American and Pan American Games, and Paralympic and Olympic Games. Canada currently has athletes representing the nation in 28 summer Olympic sports and 15 winter Olympic sports (International Olympic Committee, 2007a).

Sport in Canada has reached a level of significance for the federal government that it has been included as a unit in the Department of Canadian Heritage. Specifically Sport Canada reports to the International and Intergovernmental Affairs and Sport Sector within the Department of Canadian Heritage (Sport Canada, 2007a). Sport Canada also boasts its own Secretary of State presently held by the Honourable Helena Guergis (Canadian Heritage, 2007).

The goal of the Department of Canadian Heritage is to “promote Canadian content, foster cultural participation, active citizenship and participation in Canada's civic

¹ The Canadian Olympic Association was renamed the Canadian Olympic Committee (COC) in April 2002 (Canadian Olympic Committee, 2002).

life, and strengthen connections among Canadians” (Department of Canadian Heritage, 2008). High performance sport achievements have been used to achieve these directives. “Over the last 40 years at least there has been an increasing awareness among governments of the value of elite sporting success” (Green & Houlihan, 2005, p.1). The value of elite sport success has been recognized by Canadian government officials since the 1930’s. “Plaxton [a Liberal MP elected in 1935] stressed the national prestige that could be won or lost through international sport” (Kidd, 1996, p.238). Elite sport competition has long been recognized as a means to achieve non-sport related governmental goals, related to national unity and identity (Macintosh, 1996). As elite sport competitions have evolved, and the presence they achieve in the media [21,500 media at the Athens 2004 Games of the XXVIII Olympiad (International Olympic Committee, 2007b), has led the government to an “increased focus on international success, and the national unity this success was expected to create” (Bergsgard, Houlihan, Mangset, Nodland & Rommetvedt, 2007, p.99). Former Sport Minister Michael Chong commented following the 2006 Torino Winter Olympic Games “Canadians are proud of the success of all of our athletes in Torino...They are role models for all of us”(Canadian Heritage, 2006). Due to the achievement of non-sport related goals achieved (national pride and identity) through successful sport performances by Canadian athletes, the federal government should be investing in high performance sport.

Context – Canadian High Performance Sport

At the most two recent Olympiads (Athens 2004 Games of the XXVIII Olympiad and Torino 2006 Olympic Winter Games) 474 Canadian high performance athletes

competed against the world's top athletes (Canadian Olympic Committee, 2007a; Canadian Olympic Committee, 2007c). The Canadian Government through Sport Canada supports these Canadian athletes directly through AAP, and indirectly by financially supporting 61 different national sport organizations (Sport Canada, 2007e). The *1996 Status of the High Performance Athlete Survey* (Ekos, 1997) reported that at the time of the survey, there were 1,031 carded athletes.² Of those who responded to the survey, 49% of the athletes indicated that they believed that the Canadian sport system was not providing them with the necessary support for them to achieve their potential. This survey also identified the average amount of personal yearly income that athletes believed would be required to earn in order to forego the assistance of AAP was \$49,000. At the time of this survey, the average yearly income of the athletes was \$19,710 (Ekos, 1997). This survey was conducted as a follow-up to the 1992 Status of High Performance Athlete Survey. "The results of the Status of High Performance Athlete Survey II study are, in many ways, similar to that of the Status of High Performance Athlete Survey I ...the most significant area in need for improvement still remains financial support" (Sport Canada, 2003a).

The requirements for Canadian athletes to train and compete at the international level have become more demanding both in terms of financial resources and time commitment. The need to financially assist athletes has been an important topic of debate over the past decades (Beamish & Borowy, 1987; Ekos, 1992, 1997, 2005; Gatehouse, 2003; Macintosh 1996; Owens, 2004; Priestner Allinger & Allinger, 2004; Thibault & Babiak, 2005). The need for funding for high performance athletes in Canada has been

² Athletes who are approved for funding and are financially supported through the AAP are referred to as carded athletes. AAP support is referred to as carding (Athlete Assistance Program, 2005a). Each carding level receives a different amount of monetary support.

discussed for over 30 years. Funding for high performance athletes was first initiated in 1970 through John Munro's *Proposed Sports Policy for Canadians* (Munro, 1970). This first form of funding for athletes was provided by the federal government, and was directed to promising athletes (Munro, 1970). Once this funding was initiated, governmental support for high performance athletes became a mainstay in Canada. The level of support and goals associated with supporting high performance athletes may have varied through the decades, but support to athletes has consistently been provided.

High performance athlete funding has evolved through many different programs, with several different stakeholders in charge. These programs will be discussed in greater detail in Chapter 2. Presently, much of the athlete funding is controlled by the federal government within Sport Canada. Athletes also receive support from the Canadian Olympic Committee. A unique phenomenon is occurring with high performance sport in Canada, as Vancouver prepares to host the 2010 Olympic Winter Games. As these Games approach, there is a keen interest from leaders of corporate Canada to be involved. Several top Canadian businesses (i.e., Bell Canada, Hudson Bay Company, General Motors) have begun to support high performance athletes through financial contributions to programs such as 'Own the Podium' initiative. In addition to funding provided through the government, COC, and the corporate sector, not-for-profit agencies (i.e., Gold Medal Plates, Canadian Athletes Now Fund) have emerged with their focus being on fundraising for Canadian high performance athletes.

To develop top performing athletes, much emphasis has been placed on training systems (i.e., Game Plan '76, Best Ever '88, Own the Podium, Road to Excellence³) to

³ Game Plan '76 created an Athlete Classification System to identify top athletes, and provide them with access to special training and competition assistance (Macintosh & Whitson, 1980). Best Ever '88

contribute to successful performances, rather than on the financial support of the athletes. For athletes, “training programs, facilities and equipment have become more sophisticated, resulting in an increase in the time and economic demands of training and preparation” (Ekos, 1992, p. 2). While Sport Canada has commissioned much research in the area of high performance sport⁴, including traditional sources of funding, no research has explored charitable forms of athlete funding.

Funding for high performance athletes such as the Athlete Assistance Program (AAP) and the Canadian Olympic Excellence Fund have been discussed in various forums (Ekos, 1992, 1997; Priestner Allinger & Allinger, 2004; Thibault & Babiak, 2005). However, charitable sources of funds for high performance athletes have never been the object of research. As such the purpose of this study was to describe the group of athlete applicants from the time period of November 2004 to April 2006, and to contextualize these applications within the development of the Charitable Fund for Athletes. More specifically, the research will focus on the following research questions:

1. What is the financial profile (e.g., sport-related expenses and revenues and non sport-related expenses versus revenues) of Canadian high performance athletes?
2. What reasons do high performance athletes provide for needing charitable funding?
3. What were the reasons for the development of the Charitable Fund for Athletes?

introduced quadrennial planning to improve technical and administrative capacities with the goal to produce more top performing athletes (Macintosh, 1996). Own the Podium and Road to Excellence are technical initiatives that prescribe how Canada will improve its international performance (Priestner Allinger & Allinger, 2004; Road to Excellence, 2006).

⁴ Seven research papers were published between 1996 and 2005, and seven strategic documents between 1999 and 2005 (Sport Canada, 2007b, 2007c).

For the purpose of this research, high performance athletes will be defined as Canadian athletes both able-bodied and para-athletes training and competing at international sport events.

Context – Charitable Fund for Athletes

The Charitable Fund for Athletes is a not-for-profit agency that is devoted to raising funds for direct financial support of Canadian high performance athletes. The Charitable Fund for Athletes operates outside the traditional 'Canadian sport system', in that it has no ties to Sport Canada or the Canadian Olympic Committee. The Charitable Fund for Athletes was conceived in 1997, by a former athlete who was no longer able to compete. The first fundraising campaign run by the Charitable Fund for Athletes sought to support Canadian athletes who were training to compete at the 2000 Sydney Games of the XXVII Olympiad (Christie, 2004). This first fundraising effort supported 78 Canadian athletes who competed at the 2000 Sydney Games. The efforts of this fundraising organization continued for the athletes who were targeting the Salt Lake City 2002 Olympic Winter Games (Charitable Fund for Athletes, 2006).

The Charitable Fund for Athletes received charitable status from the federal government in 2003, and the fundraising program continued for the Athens 2004 Games of the XXVIII Olympiad. The fundraising campaign for the Athens 2004 Games funded 244 of the 267 Canadian athletes who competed at these Games (Charitable Fund for Athletes, 2006a; Lee, 2007a). Athletes could receive funding from one of three categories: individuals received \$4,000; pairs received \$6,000 and teams received \$10,000. Throughout the entire fundraising campaign leading up to the Athens 2004

Games, an excess of 400 athletes received funding⁵ (Brodie, 2005). Since its inception, the Charitable Fund for Athletes has raised over \$4 million (Lee, 2007a). In Table 1.1 an overview of the number of athletes supported and the funds distributed by the organization are presented.

The Charitable Fund for Athletes provides funding to high performance athletes through donations from individuals, corporations, stock donations and fundraising events. For each donation \$25 or greater the Charitable Fund for Athletes is able to issue a tax receipt to donors. The funds raised are used to directly support the athlete applicants. The athlete applicants are selected for funding by a selection committee, which is then approved by the Board of Directors. The selection committee is comprised of volunteers who are knowledgeable in the area of amateur sport, and one employee from the Charitable Fund for Athletes oversees the meeting in which the athlete selection occurs. The Selection Committee evaluates each of the applicants' financial need and their Canadian and World rank. Athletes are then placed on a waiting list. As funds are raised, athletes on the waiting list are provided with funding. Presently, the Charitable Fund for Athletes provides \$6,000 per athlete. The number of athletes funded is based upon the amount of money the Charitable Fund for Athletes is able to raise during each application session (Charitable Fund for Athletes, 2006b).

The Charitable Fund for Athletes consists of three full-time employees and one internship student. The Charitable Fund for Athletes also boasts a Board of Directors composed of four members in addition to the Founder and Executive Director. The Board of Directors consists of a former Olympic athlete, the parent of an Olympic athlete, a

⁵ These data include those athletes who did not qualify to compete at the 2004 Athens Olympic Games (Canadian Athletes Now Fund, 2006).

local lawyer, and the president of a large international corporation. Members of the Board of Directors assists in making business decisions including finances and marketing and they also provide final approval of the athletes' waiting list. In addition to the Board of Directors, the Charitable Fund for Athletes has an Advisory Board which consists of two members. The members of the Advisory Board come from the media sector and from a local advertising agency. The Advisory Board provides insight on major decisions, and support for fundraising events (Charitable Fund for Athletes, 2006a).

Table 1.1 – *Charitable Fund for Athletes Financial Support*

Year	Olympic Fundraising Campaign	Number of Athletes	Funding	Percentage of Olympic Team members who received support from the Charitable Fund for Athletes
1997 – 2000	2000 Sydney Games of the XXVII Olympiad	78	\$468,000	25.24% (78/309) (Canadian Olympic Committee, 2007a)
2000 – 2002	Salt Lake City 2002 Olympic Winter Games	57	\$285,000	36.31% (57/157) (Canadian Olympic Committee, 2007c)
2002 – 2004	Athens 2004 Games of the XXVIII Olympiad	244	\$1,390,000	91.39% (259/267) (Canadian Olympic Committee, 2007a)
2004 – 2006	Torino 2006 Olympic Winter Games	77	\$462,000	39.49% (77/207) (Canadian Olympic Committee, 2007c)
2006 - 2007	Beijing 2006 Games of the XXIX Olympiad	60	\$360,000	

Justification of the Study

The predicament of elite athletes in Canada has often been the object of many debates in popular press (cf. Brodie, 2005; CBC, 2006a; Christie, 2004; Deacon, 2006; Gatehouse, 2003; Kingston, 2005; Owens, 2004; Smith, 2004; Starkman, 2005), in government documents (Dubin, 1990; Task Force Report, 1992), and in the academic

literature (Macintosh, 1996; Macintosh, Bedeck, & Franks, 1987; Macintosh & Whitson, 1990; Thibault & Babiak, 2005).

This study was exploratory; it was intended to develop a deeper understanding of the financial status of Canadian high performance athletes. By focusing on a charitable fund and examining athletes' applications to receive these funds, the researcher was able to assess both quantitative and qualitative data. The researchers were not interested in offering generalizations, but rather outline information so that a richer understanding of the current economic status of high performance athletes could be provided. This topic is of importance as the Olympics quickly approach, and there is an increased interest in Canada's performance.

This study focused on increasing the research on the financial status of high performance athletes for three reasons:

1. To contribute to the sport management literature. Specifically in the area of sport policy and development. Charitable sources of funds for high performance athletes have not specifically been the object of research. Much of the previous research explored more traditional forms of athlete funding (i.e., AAP, COEF).
2. To develop an understanding of the financial status of high performance athletes in Canada. Previous studies have explored the financial profile of high performance athletes, however this study also provided the athletes' voices about their need for charitable funding.
3. To provide a unique context for examination. The Charitable Fund for Athletes is unique because 1) it is a charity raising funds for direct

financial support to Canadian athletes, and 2) it operates outside the traditional sport system.

In the following chapters, the research on athletes' needs for charitable funding is presented. The thesis will be divided into several chapters, starting with a review of relevant literature in chapter 2. In chapter 3, the research methods used for this study will be outlined and chapters 4 and 5 will feature the results and discussion and conclusions and recommendations respectively.

Chapter 2: Context of Canadian Athlete Funding

Public Support for High Performance Sport

Funding for Canadian athletes was first created through John Munro's 1970 *Proposed Sports Policy for Canadians* (Munro, 1970). This policy inaugurated the Grants-in-Aid program which was funded through Sport Canada and initially assured up to \$2,000/year for promising Canadian athletes (Munro, 1970). In the *Proposed Sports Policy*, Munro acknowledged that most athletes were pursuing their sport career while obtaining a post-secondary education. This may explain why, in the 1970s, funding to Canadian athletes was earmarked for athletes who were attending colleges or universities (Beamish & Borowy, 1987; Macintosh et al., 1987). The intent of this initial funding program "was to help athletes manage both athletics competition and the demands of school" (Beamish & Borowy, 1987, p. 4).

In 1971, the 'National Conference on Olympic '76 Development' was held. During this conference, concern was expressed over how Canadian athletes would perform at the 1976 Montréal Games of the XXI Olympiad. As a result of this concern, in 1972, Sport Canada developed its *Intensive Care '72* program. This program targeted athletes with the greatest potential to win medals at the 1972 Munich Games of the XX Olympiad which provided them with financial aid (Macintosh, 1996). This program is noteworthy for its direct link between performance and financial support (Beamish & Borowy, 1987). *Intensive Care '72* was financially supported by Sport Canada and provincial governments (Macintosh, 1996; Macintosh et al., 1987).

As the 1976 Montréal Olympic Games approached, there was a demand to deliver results with medals. In 1972, P.S. Ross and Partners, a Montréal consulting firm,

delivered a report to the Canadian Olympic Association (COA) entitled *Improving Canada's Olympic Performance*. Following this report, three new athlete funding initiatives were developed, *Game Plan '76*, *Lost Time Payments*, and *Olympic Training Support*. These three new funding programs supported by the Canadian Olympic Association, and Sport Canada funding for *Game Plan '76* all had one common focus, improving international performances of Canadian athletes. The first funding program *Game Plan '76*, which was a direct recommendation from the P.S. Ross report, was officially launched in May of 1972, and best illustrates the shift in performance expectations. *Game Plan '76* was funded through Sport Canada and the COA. *Game Plan '76* created an Athlete Classification System, which was designed to identify Canada's top athletes, and provide them with access to special training, competition assistance, in short providing them with the best opportunities to attain excellence (Macintosh & Whitson, 1980; Sport Canada, 2003b). This began a process that "eventually removed the concept of financial need from funding considerations" (Beamish & Borowy, 1987, p. 10), and initiated funding strictly based on performance. For the first time, the Athlete Classification System explicitly tied performance to funding, rather than financial need.

The second funding program, *Lost Time Payments* (LTP), "reimbursed athletes whose training commitment forced them to take leaves of absence from work without pay" (Beamish & Borowy, 1987, p. 13). *LTP* was funded by the COA, but before the COA would accept an application, the athlete's NSO, employer, and the Game Plan Technical Committee had to approve it. *LTP* was strictly funded through the COA, no financial support was provided by Sport Canada. Successful applicants received \$50 per

day or the applicant's daily wage (whichever amount was less) for up to a maximum of 75 days. The third funding program, *Olympic Training Support* targeted athletes preparing for Olympic Games who could demonstrate financial need. This program was also funded by the COA. Of equal importance to the funding initiatives was a statement made by the COA to athletes during this period. The statement was essentially a rationalization of the COA's level of support. As reported in a COA document, athletes were not required to train 'full-time' to achieve the desired performance results. Along with this statement, high performance sport was defined "as work that an athlete should engage in part-time on a split-shift schedule" (Beamish & Borowy, 1987, p. 15). Without defining terms such as 'full-time' or 'part-time', members of the COA implied how athletes should be preparing for competition. For a chronology of financial support to Canadian athletes from the federal government and the Canadian Olympic Committee please refer to Table 2.1.

In order to gain an appreciation of the motives behind the inception of *Game Plan '76*, *Lost Time Payments*, and *Olympic Training Support*, there were three significant circumstances that occurred in the mid 1970s that changed funding for high performance sport. The first circumstance which took place in 1974 was a change in the athletes' eligibility code for the Olympic Games. The IOC now allowed athletes to be compensated for lost income while training (Beamish & Borowy, 1987; Macintosh, 1996). The second circumstance consisted of the realization and acknowledgment that the nature of high performance sport had changed radically and that the demands for training had increased exponentially. The third circumstance was centred on the investment of money from all levels of government for the development of sport infrastructure

(Beamish & Borowy, 1987). The culmination of these circumstances led athletes to lobby the federal government for additional funds. "The athletes used the results of two mailed questionnaires, which indicated that Canadian athletes were training virtually full time while living well below the poverty line, to make their case" (Beamish & Borowy, 1987, p. 13).

In August of 1977, the then Minister of State for Fitness and Amateur Sport, Iona Campagnolo, announced that the federal government through Sport Canada, would take over the *Game Plan Athlete Assistance Program* following the COA's withdrawal from athlete funding a year earlier (Beamish & Borowy, 1987, p. 17). The COA withdrew from the athlete funding program as they did not have "the money or staff to run the program effectively" (Macintosh et al., 1987). This program was designed to provide assistance for athletes ranked in the Athlete Classification System. This program provided \$50 per month for working athletes, plus additional funding for student athletes (\$75/month and tuition fees), and a living allowance was provided for student-athletes living away from home (\$215/month). Meanwhile the COA would continue to fund "club athletes who were not supported by the student aid program" (Macintosh, 1996, p. 54).

By 1980, the "federal funding was consolidated exclusively under Sport Canada's Athlete Assistance Program" (Beamish & Borowy, 1987, p. 18), the *Grants-in-Aid* program, developed in the early 1970s was eliminated. The new *Athlete Assistance Program* (AAP) categorized athletes into one of two categories, those living at home and those who did not. Those living away from home received \$350 per month while those living at home received \$200 per month. Also at this point in time, Sport Canada introduced the idea of an Athlete/NSO agreement in the AAP Guide for that year. No

agreement was formally implemented but the athletes were being introduced to a formality that was to come (Beamish & Borowy, 1987; Macintosh, 1996).

In 1982, the AAP structure still focused on the 'need' dimension, but the introduction of a *High Performance Assistance Program* by Sport Canada directly tied levels of funding to performance. The *High Performance Assistance Program* was funding athletes in addition to AAP. The rationale behind the creation of this program was that "A and B card athletes experience significant financial demands associated with maintaining A and B card performance levels" (Beamish & Borowy, 1987, p. 19)⁶. The goal of the program was to alleviate some of the financial stress associated with being a top athlete. The *High Performance Assistance Program* was only sustained for two years, by October 1984 this funding program was eliminated.

The early 1980s also witnessed the introduction of quadrennial planning (i.e., four-year planning cycle) for NSOs that were part of the Olympic program. This program was tied to the *Best Ever* program which was focused on the 10 winter NSOs involved with the 1988 Calgary Olympic Winter Games to ensure 'best ever' performances. This initiative represented the first time the federal government committed funds to NSOs over more than a one year period (Macintosh, 1996, Macintosh et al., 1987). With this commitment from the federal government, several requirements had to be fulfilled by the NSOs including a "four-year plan to improve their technical and administrative capacities to better produce high-performance athletes" (Macintosh, 1996, p. 54). Quadrennial planning did not increase direct financial support to high performance athletes, however it did show the value placed on high performance sport from the federal government. For the first-time, a multi-year investment was made to enhance the results of the Canadian

⁶ A and B cards at the time were the highest levels of carding and financial support available.

team at the upcoming Olympic Games, and thus the expectation that athletes would perform their “best ever”. The initial focus of quadrennial planning and the funding tied to this program was introduced to winter sports preparing for the 1988 Calgary Winter Olympic Games, however, 1984 was the year of Canada’s most successful performance at a summer Olympic Games. Following the success experienced at the 1984 Los Angeles Games of the XXIII Olympiad, the federal government extended its *Best Ever* program to be inclusive of the summer NSOs and a commitment of \$38 million was dedicated to NSOs with the hopes of replicating the success of 1984, at the 1988 Seoul Games of the XXIV Olympiad (Macintosh, 1996). These actions taken by the federal government cemented the importance of high performance sport to the federal government.

By 1983, AAP had undergone further changes. For the first time, the AAP statement no longer outlined financial hardship as a requirement – a discussion that began in 1976 with the Athlete Classification System, but did not materialize until 1983 (Beamish & Borowy, 1987; Macintosh, 1996). Sport Canada made a very directive statement regarding their level of financial commitment to sport in Canada, “AAP is an assistance program – a supplement to other forms of income an athlete may have” (Beamish & Borowy, 1987, p. 20). During the same year, a more complex ranking of athletes was created (i.e., carding levels). In addition to the athletes’ ranking, Sport Canada introduced other criteria “such as the number of countries competing at the world level, the representation of Eastern bloc countries, the frequency of international events, and the qualification system and criteria to enter world-level events” (Beamish & Borowy, 1987, p. 20). During this period, Sport Canada further developed the idea of an

Athlete/NSO Agreement. Selected NSOs were asked to develop possible agreements that athletes would be required to sign in order to receive AAP. Agreements were not issued to athletes at this time, but NSOs were working in the background on their eventual introduction. The first generic contract made its appearance in some sports at the end of 1983, but was not a requirement at this time (Beamish & Borowy, 1987).

Throughout 1984, significant changes occurred within the AAP structure. First, we saw Sport Canada “formalize a performance reward system for AAP athletes” (Beamish & Borowy, 1987, p. 22) and provide an increase in funding. Once again, 1984 saw Sport Canada re-visit the concept of the Athlete/NSO Agreement; this time however, it was a requirement. A generic Athlete/NSO Agreement was produced for use. Athletes were now required to sign their Athlete/NSO Agreement if they wished to receive funding through AAP (Macintosh, 1996; MacMillan, 1991). Two new levels of carding were introduced in 1986-1987. Sport Canada introduced the C-1 and D cards based on recommendations from a review of AAP in 1984. Based on a labour perspective, Beamish and Borowy’s (1987) analysis of the carding system led them to consider athletes as employees of the state where athletes were subjected to an “employee ranking system with progression based upon entry qualifications and seniority [and the] C, B, and A cards represent a reward system based on productivity levels” (p. 25). This concept created a more formalized relationship between athletes and Sport Canada. Athletes were now clearly provided with ‘work’ expectations to be achieved in order to receive funding.

One of the major changes to the funds distributed through AAP came to fruition in 1995 with a 25% increase in the level of funding athletes received (Canadian Heritage, 1995). “This increase meant that top athletes would receive a monthly stipend of \$810 up

from \$650” (Thibault & Babiak, 2005, p. 111). This increase in funding was the first time funding had been increased since 1985 (Canadian Heritage, 1995). In 2000, the AAP system was once again revised. The eight different categories of athlete funding were now collapsed into two cards: senior and developmental (Sport Canada, 2002).

Following the 2004 Athens Games of the XXVIII Olympiad, the federal government announced another increase to AAP, senior carded athletes would now receive \$1,500/month up from \$1,100/month and developmental carded athletes would receive \$900/month up from \$500/month (Canadian Heritage, 2004a). During this period of change, not only did athletes receive an increase in financial assistance, the number of athletes receiving funds also increased from about 850 athletes in 1997-1998 to more than 1,400 athletes in 2003-2004 (Canadian Heritage 1998, 2004a).

Presently, AAP targets those athletes who are achieving or have the potential to place in the top 16 in the world at major international competitions (e.g., Olympic Games, Paralympic Games, Commonwealth Games, Pan Am Games, and World Championships) (Athlete Assistance Program, 2005b). Several stipulations are identified to determine eligibility for AAP. Athletes must be available to compete at major international competitions, attend preparatory training, and adhere to their Athlete/NSO Agreement (Athlete Assistance Program, 2005b). Sport Canada continues to provide incentives to those athletes obtaining a post secondary education with additional funding for athletes studying in publicly funded post-secondary institutions. Sport Canada has also established a program in which athletes can obtain deferred tuition support. “This AAP option provides tuition credits to carded athletes for each year they are carded and allows them to use these credits to complete up to an undergraduate university degree

when they have retired from sport or are no longer carded” (Athlete Assistance Program, 2005b).

In addition to the federal funding opportunity provided through AAP, some provinces have developed their own athlete funding programs. For example, the British Columbia Athlete Assistance Program provides “\$700,000 in financial support to about 1,500 British Columbia athletes (grants ranging from \$500 to \$3500/year) striving to represent British Columbia and Canada in athletic competition at Canada Games, Olympic/Paralympic, Pan Am and Commonwealth Games” (British Columbia Athlete Assistance Program, 2006). The focus of this program is to provide support to those athletes who are currently not receiving support from Sport Canada (British Columbia Athlete Assistance Program, 2006).

Another example of provincial athlete funding is the New Brunswick High Performance Athlete Assistance Program. The primary objective of the New Brunswick program is to “provide financial assistance towards training and competition expenses for athletes who have been selected or have the potential to become members of their senior national team” (New Brunswick High Performance Athlete Assistance Program, 2005). Athletes who applied for assistance from the New Brunswick High Performance Athlete Assistance Program in 2005 could receive between \$500 - \$2,500/year. The athlete’s carding level is taken into consideration, and the second instalment of the grant is not forwarded until the athlete has submitted a mid-term report to their respective Provincial Sport Organization (New Brunswick High Performance Athlete Assistance Program, 2005).

The Atlantic Provinces (Nova Scotia, Newfoundland & Labrador, and Prince Edward Island) have also created an amalgamated assistance program. The Atlantic Athlete Assistance Program (AAAP) is similar to that of British Columbia in that it targets athletes who are currently not receiving assistance from the federal program. However, to receive funding through the AAAP, athletes must be selected by a national team and/or must compete internationally (Atlantic Athlete Assistance Program, 2004). The AAAP is able to provide funding of up to \$2,000/year based on AAAP Tier Grid (sports are ranked based on their eligibility to compete at events), and on the level of competition in which the athlete is competing (Atlantic Athlete Assistance Program, 2004).

The Quest for Gold Lottery – Ontario Athlete Assistance Program (OAAP) is an initiative of the Ontario Lottery and Gaming Corporation. The lottery program “provide[s] direct financial assistance to individual junior level athletes from Ontario through an ‘Ontario Card’ designation” (Quest for Gold, 2006). An Ontario Card designation indicates that an athlete is of junior age and is nominated by their provincial sport organization (Quest for Gold, 2006). The Quest for Gold program is designed for those athletes who have “demonstrated commitment to high performance sport ... and those who have the best chance of making a national team in the next three years” (Quest for Gold, 2006). The first phase of Quest for Gold generated \$2.9 million with 70 per cent utilized for direct financial support to athletes, 20 per cent dedicated to enhanced coaching, and the remaining 10 per cent used for enhanced competitive experience (Ministry of Health Promotion, 2006).

Canadian Olympic Committee Support for High Performance Sport

Canadian athletes not only receive financial support from governments, other agencies are also involved in financially supporting high performance athletes. The Canadian Olympic Committee (COC) is one agency that provides financial assistance. The COC has been providing funding to athletes since 1973 in conjunction with Sport Canada through the Grants-in Aid program (Beamish & Borowy, 1987). The amount of money provided to athletes was not publicly released. The COC eventually withdrew from the Grant-in Aid program in 1976 when it was deemed it did not have the money or staff to run the program (Macintosh et al., 1987). The COC first initiated private funding for high performance athletes in the 1970s when they launched their Olympic Trust Foundation. The purpose of this fund was to formalize the COCs efforts in obtaining funding from the private sector (Macintosh et al., 1987). In 1997 the Olympic Trust Fund was renamed the Canadian Olympic Foundation (Canadian Olympic Committee, 1997). The Canadian Olympic Foundation “provides direct support to athletes, coaches, National Sport Federations⁷, and the Own The Podium 2010 and Road to Excellence initiatives (Swim BC, 2008).

‘*Own the Podium*’ is a \$110 million technical initiative that prescribes how Canada will become the number one sport nation in terms of number of medals won at the 2010 Olympic Winter Games in Vancouver (Priestner Allinger & Allinger, 2004). VANOC 2010 is committed to raising half of the money required (\$55 million) through corporate sponsors such as Bell, Hudson’s Bay Company (Hbc), Rona, GM Canada, Royal Bank Canada, and Petro-Canada (Petro-Canada, 2006). In addition to ‘*Own the Podium*’, in June 2006, the ‘*Road To Excellence*’ Business Plan was released. This plan

⁷ National sport federation (NSF) is another term used for national sport organization (NSO).

was developed through a collaborative effort of the 28 Olympic and Paralympic summer sports, the COC, the Canadian Paralympic Committee (CPC) and Sport Canada (Road to Excellence, 2006). ‘*Road to Excellence*’ emulates the goals and initiatives of ‘*Own the Podium*’, hoping to see Canada reach athletic success placing within the top 16 countries at the 2008 Beijing Games of the XXIX Olympiad and within the top 12 at the 2012 London Games of the XXX Olympiad (Road to Excellence, 2006).

Another funding program initiated by the COC is the High Performance Sport Program (HPSP), it was initiated in 2001 by the COC, as a sport review process. Between 2001 and 2004, “\$14,000,000 was allocated to all member sports (51) based on results at the most recent Olympic or Pan American Games. The amount of funding was based on performance results, with National Sport Federations (NSF) receiving greater support for the achievement of medals and top 4-8 finishes” (Canadian Olympic Committee, 2006).

“The Canadian Olympic Excellence Fund (COEF) was created in 2002 by the COC and launched in 2003 to support Canadian athletes, teams, sports and programs with the best potential for international success” (Canadian Olympic Excellence Fund, 2006). Athletes, coaches, teams, and programs are selected on the probability of producing a top eight finish at the Olympic and/or Pan American Games (Canadian Olympic Excellence Fund, 2006). The Excellence Fund has four targeted beneficiaries: high performance preparation (sport medicine initiatives and research that will enhance athletic performance), athlete assistance (direct financial assistance determined by performance and capacity for podium placement), coaching (aid in attracting/retaining coaches and mentoring program), and sport centres (support for Canada’s seven national training centres with the purchase of equipment) (Canadian Olympic Excellence Fund, 2006). The

COEF provided a combined contribution of \$8,662,000 towards 2003 and 2004 programs. The athletes, teams, sports, and programs selected to receive financial support are scrutinized through the Sport Review Process which “introduced the principle of performance accountability and return on investment, as a requirement for COC funding” (Canadian Olympic Excellence Fund, 2006).

The COC has provided financial support to high performance athletes, initially through the Grant-in-Aid program. The focus of COC funding has evolved from direct athlete funding, to more of a focus on funding for programs (i.e. Own The Podium, and Road to Excellence).

In the following table (Table 2.1), a chronology of financial support to Canadian athletes from the federal government and the Canadian Olympic Committee is presented.

Table 2.1 - *Chronology of Financial Support to Canadian Athletes from Federal Government and Canadian Olympic Committee Sources*

Year	Source	Program	Amount
1971-72	Sport Canada [#]	Grants-in-Aid	Between \$500 - \$2,000/year
1972	Sport Canada	Intensive Care 72	Extra support for potential medal winners at 1972 Olympic Games, amount unknown
1972-75	Sport Canada/ Canadian Olympic Association	Game Plan '76	Amounts not released to public.
1975-76	Sport Canada	Grants-in-Aid	Increase support to top athletes, up to \$2,600/year
1975-76	Canadian Olympic Association	Lost Time Payments	\$50/day or the applicant's wage (whichever is less) up to a maximum of 75 days, maximum recuperation (\$3,750)
1975-76	Canadian Olympic Association	Direct Aid/Olympic Training Support	On average athletes received \$200/month
1977	Sport Canada	Game Plan Athlete Assistance Program	\$50/month for working athletes, or \$75/month, tuition fees, and a living allowance of \$215/month for student athletes living away from home
1977	Sport Canada	Grants-in-Aid	For athletes not receiving support under 'Game Plan' they can receive up to \$1,800/year
1978	Sport Canada	Game Plan	Athlete Assistance Program first introduced, stipend amounts unknown
1980	Sport Canada	Athlete Assistance Program (AAP)	\$350/month for athletes living away from home, or \$200/month for athletes

		(consolidation of all federal funding)	living at home. *student athletes received tuition
1982	Sport Canada	High Performance Assistance Program	A Card athletes \$1,200/year B Card athletes \$900/year *in addition to AAP
1982	Sport Canada	Athlete Assistance Program	Working student at home \$220/month Working student away from home \$385/month Employed \$75/month *student athletes received tuition
1983	Sport Canada	Best Ever	Funds committed to winter NSOs
1984 (April)	Sport Canada	Athlete Assistance Program	A Card High Performance \$500/month B Card High Performance \$475/month *student athletes received tuition
1984 (October)	Sport Canada	Athlete Assistance Program	A Card over 18 \$650/month under 18 \$500/month B Card over 18 \$550/month under 18 \$400/month C Card over 18 \$450/month under 18 \$300/month *student athletes received tuition
1984	Sport Canada	Best Ever	Program extended to summer NSOs and a federal commitment of \$38 million to NSOs
1986	Sport Canada	Athlete Assistance Program	Addition of two new carding levels C-1 and D A Card \$650/month B Card \$550/month C Card \$450/month C-1 Card \$350/month D Card \$300/month *student athletes received tuition
1995	Sport Canada	Athlete Assistance Program	25% increase in the level of athlete funding, top athletes now received \$810/month up from \$650/month A Card \$810/month B Card \$680/month C Card \$560/month C-1 Card \$430/month D Card \$375/month
1995	Sport Canada	Athlete Assistance Program	Deferred tuition support, provides tuition credits for each year an athlete is carded, they can use these credits to complete an undergraduate degree following retirement
2000	Sport Canada	Athlete Assistance Program	Eight different cards are collapsed into two; Senior (\$1,100/month) and, Development (\$500/month)

2001	Canadian Olympic Association	High Performance Sport Program	Between 2001 and 2004, \$14 million was distributed to member NSOs based on results at most recent Olympic Games or Pan American Games
2002	Canadian Olympic Committee	Canadian Olympic Excellence Fund	Provided a contribution of \$8,662,000 towards 2003 and 2004 programs
2004	Sport Canada	Athlete Assistance Program	Increase in AAP, Senior Card \$1,500/month Development Card \$900/month

#Sport Canada is a unit of the federal government

Recent Corporate Support for High Performance Sport

In addition to the funding provided by the COC and federal and provincial governments, the corporate sector also invests in athletes, and in sport organizations. The Royal Bank (RBC) was the first Olympic corporate sponsor, supporting the Canadian Olympic team since 1947 (Royal Bank, 2005). Corporate support for high performance sport has recently increased – an increase attributed to the 2010 Vancouver Olympic Winter Games (Keast, 2005). Leaders of corporate Canada have directly (i.e., Olympic sponsorship and/or high performance athletes sponsorship) or indirectly (i.e., NSO sponsorship) associated their corporation with high performance sport and the Olympic Games. This type of sponsorship helps to differentiate one company from another (Lazarus, 2005). These corporate dollars for the most part are filtered through NSOs, training programs (i.e., Own the Podium, and Road to Excellence), COC, and some athletes are able to receive direct corporate sponsorship. Examples of such corporate investment began in October 2004 when Bell Canada with a \$200 million bid became the national telecommunications sponsor for the 2010 Vancouver Olympic Winter Games. Following Bell Canada in February of 2005 RBC Financial won the banking service rights with \$110 million, and in March Hudson's Bay Company (Hbc) became the official clothing and luggage supplier for \$100 million (Lazarus, 2005). These companies

are examples of Tier 1 sponsors for the 2010 Vancouver Winter Olympics. Tier 1 sponsorship of the 2010 Vancouver Olympic Winter Games, and Paralympic Games is an eight year commitment that requires corporations to provide financial support to NSOs through Beijing, Vancouver, and the London 2012 Games of the XXX Olympiad (SourceCAN, 2006). These examples of corporate sponsorship are not directly funding high performance athletes, but rather are being directed to NSOs who are then responsible for how the monies are spent.

One of the most recent corporations to become a Tier 1 sponsor of the 2010 Vancouver Olympic Winter Games is Rona. Rona has become the official home improvement partner. With a \$68 million investment Rona hopes “to boost brand recognition, especially in Western Canada” (Sanderson, 2005, p. 20). Included within the \$68 million is a \$7 million investment in “youth sport initiatives” (Sanderson, 2005, p. 20). As part of the \$7 million commitment to sport initiatives, Rona has allocated \$4 million (of the \$7 million) to an in-house program they developed called ‘Growing with our Athletes’ (Rona, 2006). For this program, athletes were selected by the COC, and the Canadian Paralympic Committee (CPC) in conjunction with national sport organizations. As part of the selection criteria, athletes must be considered strong prospects for representing Canada at the Beijing 2008 Olympic Games or the 2010 Vancouver Olympic Winter Games. Athletes selected to this program will receive at minimum \$40,000 over the next five years. In total, Rona has selected 100 athletes from across the nation to be a part of their ‘Growing with Our Athletes’ program (Rona, 2006).

Another Tier 1 sponsor for the 2010 Vancouver Olympic Winter Games is General Motors Canada (GM). GM will be providing \$52 million in-kind for vehicle

services and marketing support for the Vancouver Organizing Committee (VANOC) 2010. In addition to the in-kind sponsorship, GM will also be contributing \$14 million. Part of the \$14 million will be invested in the sport initiative program 'Own the Podium' (General Motors, 2005).

Hudson's Bay Company (Hbc) also became a Tier 1 sponsor of the 2010 Vancouver Olympic Winter Games in 2005 (Hudson's Bay Company, 2005). With an investment of \$100 million, Hbc gained exclusive rights to merchandise and equipment for the 2010 Olympic Games, have outfitted the 2006 Canadian Olympic team, and will also outfit the Canadian team for the 2008, 2010, and 2012 Olympic Games (Hudson's Bay Company, 2005). Along with this lucrative agreement, Hbc is also "committed to providing support to both winter and summer sport athletes" – although specific support initiatives have not been identified (Hudson's Bay Company, 2005). Hbc has taken the initiative to develop 'Hbc Run for Canada' where Canadians are encouraged to participate in a marathon-like event to raise funds for Canadian athletes (Hudson's Bay Company, 2006). The annual 'Run for Canada' has been held in cities across Canada (Hudson's Bay Company, 2006), and a portion of the monies raised is being contributed to the 'Own The Podium' program, however there are no stipulations as to how the additional funds will be distributed to benefit athletes.

With such large sums of corporate funds being invested, there is still one question to be answered: how much of this money will the athletes receive? VANOC's senior vice-president of revenue and marketing, David Cobb, explained "a portion of the Hbc funding will go towards the *Own the Podium* program" (Keast, 2005). The same applies to all other corporate sponsors of the 2010 Vancouver Olympic Winter Games. The

details of the contributions have yet to be determined. Cobb also noted that any surplus at the end of the 2010 Olympic Winter Games “will go to the athletes” (Keast, 2005).

Important to note is that all monies destined for athletes are being contributed to programs, and not to athletes directly.

When exploring these recent corporate sponsorship deals in Canadian amateur⁸ sport, we must underscore the importance of hosting an Olympic Games as a catalyst for increased athlete funding, and increased funding to amateur sport. When considering past practices in the Canadian context, increased financial investment in athletes when Montréal hosted the 1976 Games of the XXI Olympiad (*Game Plan '76*), and when Calgary hosted the 1988 Calgary Olympic Winter Games (*Best Ever '88*) were clearly evident (Beamish & Borowy, 1987; Macintosh, 1996). When Canada is host to Olympic Games, corporate Canada responds with financial support to the event, to athletes, and/or to sport organizations.

In addition to their involvement in the Olympic Games, corporations have been involved with national sport organizations. For example Home Sense and Skate Canada recently reached a four-year agreement in August 2006. Home Sense will have title sponsor rights to a Skate Canada International event, and is the national sponsor of the grassroots program STARSkate (Home Sense, 2006). Since 2001, Haywood Securities has been sponsor of the Canadian National Cross Country Team, and, in 2004, became a sponsor of cross country skier Beckie Scott. In return, Haywood Securities receives title rights to the Haywood NorAm Canada Cup race series (Cross Country Canada, 2002).

⁸ The author recognizes that many high performance athletes receive funding, and that the concept of ‘true’ amateurism no longer exists. However, for the purposes of this study, high performance athletes will be defined as those training to compete at the next Olympic/ Paralympic Games. These high performance athletes are considered amateur since they are not professional athletes.

Swimming Canada has secured corporate support from Speedo, Bell, and Omega for their programs (Swimming Canada, 2006). These are just a few examples of corporations' involvement in amateur sport.

Not-For-Profit Support of High Performance Sport

In addition to traditional funding sources (e.g., AAP, COEF), alternative sources of funding for high performance athletes have emerged in the form of not-for-profit agencies. The program, Gold Medal Plates, was founded in 2003 by Stephen Leckie with the "goal to raise substantial funds for Canada's elite athletes" (Gold Medal Plates, 2005). Gold Medal Plates consists of a culinary competition held in seven major cities in Canada, the goal of the evening is to crown gold, silver, and bronze titles to the competing culinary teams. Athletes from each city attend the evening to assist with serving, and two Olympic or Paralympic gold medal winning athletes share their stories with guests. The results of this initiative in 2004 and 2005 was a total of \$950,000 raised in support of Canadian athletes. The funds raised are equally distributed between the 'Own The Podium', and 'Road to Excellence' programs (Gold Medal Plates, 2005).

Another not-for-profit agency created in 1997 to raise funds for Canadian high performance athletes is the Canadian Athletes Now Fund (CAN Fund). CAN Fund was founded in 1997 by a former event planner turned athlete advocate (Deacon, 2006). This fund, renamed in 2006,⁹ has raised millions of dollars in direct support for Canadian athletes. CAN Fund seeks donations from individuals and corporations through various fundraising events. Monies donated are given directly to athletes who have applied to CAN Fund for assistance (Canadian Athletes Now Fund, 2006).

⁹ The See You In Canadian Athletes Now Fund changed its name to Canadian Athletes Now Fund (CAN Fund) following COC's use of their Public Authority to register the former name. The COC cited this was a means of brand management (CBC, 2006b).

The purpose of the Canadian Athletes Now Fund is to provide direct financial assistance to aid Canada's athletes as they prepare for international competitions. Money raised is directly given to athletes (rather than to programs) to help support their nutrition, training, coaching and travel expenses (Christie, 2004). The driving philosophy behind this Fund is to "underwrite the expenses of as many Canadian athletes as possible, as support is needed years before the medals can be obtained" (Canadian Athletes Now Fund, 2006).

Recently, there has been several news worthy events surrounding high performance sport funding within the Canadian context. The *Road to Excellence* Business Plan outlined the need for a cash infusion of \$58 million to meet program goals (Jackson, 2006). In March of 2007, when the new federal budget was announced, the *Road to Excellence* program was expecting to receive \$30.5 million from the federal government, instead the program did not receive *any* funding (Duffy, 2007). In contrast to this decision not to fund *Road to Excellence*, Eugene Melnyk owner of the National Hockey League's Ottawa Senators donated \$1 million to the not-for-profit organization CAN Fund. The goal of Melnyk's donation was to rally "all Canadians to join him in raising funds for the country's top athletes, so they can be more competitive when they represent Canada on the world stage" (Patrons of Sport, 2007).

There has been much discussion surrounding the funding of Canadian high performance athletes in both the media (Christie, 2004; Deacon, 2006; Duffy, 2007) and academic journals (Beamish & Borowy, 1987; Macintosh, 1996; Macintosh et al., 1987; MacMillan, 1991). However, these sources have not addressed charitable forms of athlete funding as a result of recent government reduction from high performance sport. In the

next section the political context of charitable forms of athlete funding is discussed. In particular the shift to a neoliberal ideology is discussed in light of the need for increased financial resources to achieve high performance goals and the failure of government sources to provide the necessary means to achieve outlined expectations.

The Political Context of Charitable Funding for Athletes

A neoliberal ideology has been used in Canada under the national leadership of Brian Mulroney in the 1980s, and practiced more recently by former provincial leaders Ralph Klein (Alberta), Mike Harris (Ontario), and former Prime Minister Jean Chrétien (Albo, 2002; Panitch & Swartz, 2003), this ideology has had a significant influence on the direction of social and economic policy. “It is a cold hard fact of contemporary politics that regimes of different political stripes have all endorsed capitalist globalization and implemented policies of deregulation, privatization, and social austerity. We get neoliberalism even when we elect social democratic governments” (Albo, 2002, p. 47). Panitch and Swartz (2003) define neoliberalism “in terms of free capital flows, and the ascendancy of financial capital, and the spread of commodification into every aspect of social life” (p. 183). Albo (2002) and Levy (2004) further highlight the focus on market direction and downsizing government when they state “Neoliberalism’s ‘golden rules’ has the objective of expanding the sphere of the capitalist market globally” (Albo, 2002, p. 47) and “... freeing the rich from the burden of contributing to the state and its social functions is the way to prosperity” (Levy, 2004, p. 5).

The common thread amongst governments utilizing neoliberalism is the reduction of government support from traditional social programs (i.e., after school programs, funding to not-for-profit organizations) presuming that the void created will be filled by

the private sector (commercial and/or not-for-profit). The logic of neoliberal governments is to reflect the marketplace, and as a result the private sector is being engaged in the provision of public services. (Albo, 2002; McGuigan, 2005; Panitch & Swartz, 2003).

“The state is allying itself with a range of other groups and forces, has sought to set-up ... chains of enrolment ‘responsibilization’ and ‘empowerment’ to sectors and agencies distant from the centre” (Barry, Osborne, & Rose, 1996, p. 11). Simply, a neoliberal government measures success based on economic gains achieved.

As a result of the recent neoliberal trend in Canadian government, the private sector (including both commercial and not-for-profit) has been forced to satisfy the existing gap that has resulted because of the decline in government assistance. “The number of charities has been steadily climbing, posting an average annual increase of around 1,100 institutions over the past decade” (Alexander, 2006). The Canadian government has consistently been making cuts to public services. Recently, the Canadian Government cut \$1 billion from program spending, in all 66 programs were cut or trimmed (CBC, 2006c).

“Both Paul Martin’s and John Hamm’s objectives all along have been more about redesigning and reducing the role of government than about being fiscally responsible. The problem for Hamm and Martin is that most Canadians don’t share this objective. Polls have repeatedly shown that while Canadians want their government to be fiscally responsible, they don’t share Hamm’s and Martin’s enthusiasm for cuts to social programs and public services” (Jacobs, 2004).

Government funding cuts have not been exempt in high performance sport. “In general, fewer resources have been available for the development of high-performance

athletes. Moreover, public funding cuts throughout the 1990's have created gaps in the athlete development system" (Sport Canada, 2004). Concerns about the gaps created were expressed following the very successful 1996 Atlanta Games of the XXVI Olympiad. "Some officials expressed concerns that decreased sports funding could make it hard for Canada to repeat such a strong performance in the future" (Nemeth, Deacon, & Chidley, 1996). In the time period leading up to the 1996 Atlanta Games, the federal government "slashed spending" (Duffy, 2007), Sport Canada provided 20% less funding, and funding for 22 of 55 national sport organizations was eliminated (Duffy, 2007; Nemeth et al., 1996). At the time, the Executive Director of the Ontario Track and Field Association commented that "people won't see the impact until the next generation of athletes" (Nemeth et al., 1996).

The results of funding cutbacks were highly publicized in the media following the 2004 Athens Games of the XXVIII Olympiad. Canada placed 19th overall in the medal count, and won two less medals than at the previous Olympiad (Duffy, 2007). The media presented athletes as "getting by on Kraft Dinner" (Sport Weekly, 2004) and the athletic performances were summarized as the "poor performances at Athens" (Sport Weekly, 2004).

Recognizing the neoliberal ideology that underpins public policy decisions at this time will provide a political context for exploring recent government reduction to high performance sport and how the Charitable Fund for Athletes is being used to fill the void. Specifically, this study examines the development of the Charitable Fund for Athletes and its role in funding high performance athletes, in the context of other funding

programs undertaken by governments, the COC, sport organizations, and corporations, which may not be enough to sustain the needs of high performance athletes.

The neoliberal approach recently utilized by government electors will be useful in enhancing an understanding of how the financial status of the high performance athletes has come to fruition. In spite of the government's reduction in funding for high performance sport, the government continues to benefit from the success of Canadian high performance athletes. During the time frame of this study (November 2004 – April 2006) Sport Canada made 66 news releases promoting their involvement in sport (Sport Canada, 2007f). The current format for high performance sport sees high performance athletes not being provided with the necessary funding to live and train, and the government still reaping rewards from athletic successes. The main concern that comes from the present situation is that if the government wishes to utilize sporting successes to achieve platform objectives, how can they not support high performance athletes? Removal of the government from high performance sport seems inappropriate if the government still wishes to use to sport to achieve platform objectives.

As a result of this neoliberal approach adopted by the Canadian government, there has been a consistent increase in the number of charities created to address social needs (Alexander, 2006). This phenomenon is also includes charities to assist high performance athletes. The recent creation of the Gold Medal Plates program, and the Canadian Athletes Now Fund, are results of the outcomes associated with amendments to funding policies. Presently, these two charities are attempting to fill the void that has been created as a result of the reduction of government support.

Although previously outlined in Chapter 2 there has been a recent increase in corporate support for high performance sport, it not clear whether this support will continue to fill the funding void, or if this phenomenon is strictly related to hosting the Olympic Games. The status of funding for athletes following the expiration of the Olympic sponsorship contracts is very unclear. If corporations do not continue to fill the void, who will? Through this ideology the government is heavily reliant upon the corporate sector.

Chapter 3: Research Design

The purpose of this study is exploratory guided with intent to contribute to knowledge, and enhance an understanding of the focus (Rossman & Rallis, 2003). “Research findings often serve to *enlighten* the user (Rossman & Rallis, 2003, p. 20). According to Rossman and Rallis (2003) knowledge is accumulated contributing to a “gradual reorientation of the user’s thoughts and actions (p. 20). This study will provide additional knowledge on the development of thoughts and actions of its readers. The following chapter describes the research methods and procedures that were used for collecting and analyzing data in this archival study of the funding applications of the Charitable Fund for Athletes.

Methods and Research Process

The research process began with the selection of archives for analysis. Archives “constitute a particularly rich source of information about many organizations and programs” (Patton, 2002). Patton (2002) suggests that when analyzing archives it is ideal to gain access to all “routine records” (p.293). In this particular study, the researcher was able to negotiate access to private documents (athlete applicants) that outlined the financial information (income and expenses) of the athlete applicants, and the personal statements the athletes submitted. Archives are considered a valuable data source for what can be learned directly from the analysis, and the stimulus they can provide for future research (Patton, 2002). Since the purpose of this study was to describe this group of athletes, and contextualize the development of the Charitable Fund for Athletes, a mixed methods archival analysis was selected. The researcher was provided with access to both secondary quantitative and qualitative data, and primary interview data that

allowed the researcher to satisfy the purpose of the research. Part of the purpose of this study was to contextualize the development of the Charitable Fund for Athletes. As a result, a primary interview was conducted with the Founder and Executive Director to develop an understanding of how and why this fund came to fruition.

The focus of this mixed method archival analysis is to describe the group of athletes, and contextualize the development of the Charitable Fund for Athletes. The data was initially gathered from the not-for-profit organization Charitable Fund for Athletes. The application process used by the Charitable Fund for Athletes was selected because of the unique data it had to offer, and the access that was being granted to the researcher. Never before has this unique data pool been utilized for the purpose of research. The mission of the Charitable Fund for Athletes is to raise funds for Canadian high performance athletes. The data gathered from this organization was from the time period of November 2004 – April 2006. Secondary data collection involved both quantitative and qualitative data provided by the athletes. In addition to these data, primary qualitative data were gathered through an interview with the Founder and Executive Director of the Charitable Fund for Athletes. As suggested by Patton (2002) multiple sources of data were used as a single data source can never provide a comprehensive perspective on the topic of interest.

The Charitable Fund for Athletes receives applications from high performance athletes across Canada. Some applicants are carded by the federal AAP or by their province's athlete assistance program while other athletes are not. These athletes originate from a variety of sports: summer and winter, individual and team, and able-bodied and paralympic. This large pool of applicants provides an information-rich data

bank to analyze the financial status of high performance athletes, and their reasons for needing charitable funds. Restricting this archival analysis to one particular organization was a result of lack of similar data from other organizations. The Charitable Fund for Athletes is the only organization of its kind that gathers in-depth data regarding the athletes' revenues, expenses, and how charitable funding would be used. As a result of this, no other organizations could be included. This organization was created in 1997 and initially benefited athletes within the geographic proximity of the fund's head office. As the fund evolved into a registered charitable organization on a national scale, the number and variety of athletes applying to this fund increased. Data gathered from the Charitable Fund for Athletes through its application process, resulted in detailed revenue and expense information, in addition to a written rationale explaining why athletes need the funds. This unique data source has provided the researcher with a rich context for analysis of the financial status of high performance athletes.

Multiple Methods

Serving to create a rich understanding of the data provided in the application process for the Charitable Fund for Athletes, multiple sources of data were used, collected and analysed. As part of the objective of this study was to develop a greater understanding of the financial profile of high performance athletes, and contextualize the development, the focus remained on the participants' views, hence the research presented here is predominately qualitative (Creswell, 1998). The quantitative results provided statistical analysis of the financial status of high performance athletes. It served to outline the revenues, expenses, and net incomes of the athlete applicants.

“Triangulation strengthens a study by combining methods” (Patton, 2002, p. 247).

Data triangulation was achieved by collecting and analyzing secondary qualitative and quantitative data, and primary qualitative data. Creswell (1998) urges that research use “multiple methods of information” (p. 62). The use of multiple method data collection and analysis is reflective of the need for a rich portrayal of the participants’ experience.

This mixed method archival analysis of qualitative and quantitative, and primary and secondary data to establish confirmability and dependability within the findings (Tashakkori & Teddlie, 1998). The qualitative methods utilized in this study render thick-rich understanding of the focus of the study. Meanwhile, the quantitative aspect of this study provides further evidence of athletes’ financial profile and needs for charitable funding. Both methods serve to answer the research questions with the highest level of confirmability.

Multiple Method Sequential Data Collection

The process for multiple method collection and analysis was a slightly modified sequential quantitative – qualitative (Tashakkori & Teddlie, 1998). In traditional sequential mixed method designs, the quantitative data collection is followed by the quantitative data analysis; then followed by the collection and analysis respectively of the qualitative data (Tashakkori & Teddlie, 1998). The slight modification of this particular study is that the researcher had access to both the quantitative and the athlete applicants’ qualitative data on the same application. Following the analysis of these data, interview data was collected, analysis was conducted in a sequential manner. The purpose of the sequential explanatory process was to use quantitative results to assist in the explanation and interpretation of the qualitative findings (Creswell, 2003).

This process began with the collection of secondary quantitative and qualitative data as provided by the Charitable Fund for Athletes. Quantitative data included a breakdown of income, and expenses, athletes' provincial hometown, and athletes' sport. This first step provided the researcher with basic demographic information of the athlete applicants. Once the analysis of the quantitative data was completed, the sequential explanatory process continued with the analysis of the qualitative data provided by the Charitable Fund for Athletes. Qualitative data provided explanations as to why charitable funding was needed. Following the analysis of these qualitative data, an interview with the Founder and Executive Director of the Charitable Fund for Athletes was conducted to gain a deeper understanding of how the need for such an organization came to fruition.

Secondary Analysis

The purpose of secondary analysis "is the reanalysis of previously collected survey or other data that were originally gathered by others" (Neuman, 2003, p. 321-322). Secondary data is often survey data collected from individuals that focus "on their personal experiences as the individual unit of analysis" (Sales, Lichtenwalter, & Fevola, 2006, p. 547). The data often collected focus on descriptive statistics "that may provide information on the prevalence and types of social problems" (Sales et al., 2006, p. 548) in existence. The secondary data collected for this particular research were previously collected by the Charitable Fund for Athletes to determine the need for charitable funding.

Secondary data are rich data sources that often allow analysis of large sample groups that are beyond the capacity of a single researcher. The use of secondary data is inexpensive. It allows for comparisons, often facilitates replication, and allows additional

questioning not conducted by the original researchers (Neuman, 2003, Sales et al., 2006). Although there are many benefits to the use of secondary data, researchers must also be aware of the shortfalls associated with those sources as they often seek a high response rate and as a means to do so, oversimplify complex questions. Data that may be of interest to the researcher are missing and/or questions simply not answered compromise the results of secondary analysis. Furthermore, the reanalysis of data may not provide the researcher with the knowledge of how data were collected. The researcher is dealing with unstandardized data therefore, comparing data from different sources may be very complicated or impossible. Secondary data are sometimes inappropriate for the research question (Neuman, 2003, Sales et al., 2006). By being aware of the shortfalls of secondary data, the researcher can avoid as many as possible and still take advantage of a rich data source.

The secondary data used in this research provided an opportunity to use a rich pre-existing data pool that had never been used for research purposes. The secondary data pool included both quantitative and qualitative data. The quantitative data pool provided an opportunity to better understand the financial profile of athletes while the qualitative data complemented these quantitative findings. The data allowed insight from the emic perspective, the athletes' themselves. The findings from the secondary data were enhanced by interview data to increase the rigor of the research as will be discussed in later chapters.

Quantitative Data

Data Collection

Quantitative data analysis took place at the beginning of the data collection cycle. The process began with the approval from the Brock University Research Ethics Board, and gaining cooperation and data access from the Charitable Fund for Athletes, the legal owner of the data. This process was determined to be complete once the data analysis of all athlete applicants was completed. Quantitative data were used to gain an understanding of the financial profile of the athlete applicants.

Quantitative data were provided to the researcher with all personal identifiers of the applicants removed prior to the commencement of analysis. Each application was coded with a number. Athlete applicants who did not satisfy the sample boundaries, on a National Team or training to compete at an upcoming Olympiad (as identified by the Charitable Fund for Athletes) were removed prior to the researcher obtaining the data. The researcher was provided with quantitative data that outlined the athletes' income, expenses, net revenue, provincial hometown, sport, and gender.

Athlete Applicants

The applicants consisted of 398 athletes who were on a national team or training to represent Canada at the upcoming Olympiad (at the time of data collection, it included athletes training for the Torino 2006 Olympic Winter Games or for the 2008 Beijing Games of the XXIX Olympiad). These participation boundaries were determined by the application procedure of the Charitable Fund for Athletes. The athlete applicants selected were inclusive of the most recent application session for both summer and winter athletes.

Within their application, the athletes were requested to submit a detailed outline of where monies are earned and allocated, and a personal statement of why charitable funding was needed. This information was utilized to further explore the financial profile of high performance athletes within Canada. Due to the nature of this study where data were obtained from secondary sources, there was no opportunity for follow-up with the applicants who had not fully completed the application form.

Data Analysis

Once the quantitative data were received, it was imported into the Statistical Package for Social Sciences (SPSS). The analysis of descriptive statistics was used to determine the mean, standard deviation, mode, and frequency of the different responses. The descriptive statistics provided demographic information of the athlete applicants.

Qualitative Data

Athlete Applicants

The athlete applicants completed a quantitative portion and a qualitative portion. The total number of completed qualitative statements was 397 of 398, one applicant failed to submit a personal statement as to why charitable funding was needed.

Data Analysis

All applicants seeking financial assistance are required to submit a personal statement indicating to the Charitable Fund for Athletes and its selection committee why charitable funding is needed? What purpose will the funds serve? How these funds will impact their training?

Each of the athletes' personal statements was coded with a number that corresponded to their application and their quantitative data to protect their identity. Each

personal statement was transcribed in a MS Word document for analysis purposes. Once all of the personal statements had been transcribed, qualitative analysis commenced.

Analysis of personal statements was conducted using the computer program Atlas.ti – Qualitative Data Analysis Software. Atlas.ti – Qualitative Data Analysis Software was used to assist with the organization of coding and theme development. Analysis of personal statements began with open coding and the development of indigenous categories. As a means to develop indigenous categories, long passages were placed into categories based on similarity of content. As the purpose of the qualitative aspect of this study was to explore the circumstances that affect need for funding as identified by the participants, it was important to take an emic view in the analysis of the data. A second read through of the transcripts occurred this time using axial coding to combine or develop new categories and/or subcategories of those already expressed by the participants.

The transcripts were then analyzed using a process that began with the researcher identifying meaningful words, phrases, sentences, and paragraphs. Once quotations, words, and phrases were extracted from each personal statement, these codes were reviewed to identify which codes could logically be grouped together. Through the comparison of codes across all applicants, categories emerged and during the constant comparison, categories were combined, modified, or replaced. The goal was to combine the categories into overarching themes that represented the applicants' statements. The categories were defined and each category consisted of several codes. These categories were then grouped into six themes and the writing process of the analysis began.

Once the themes were developed, interpretation of the data commenced.

“Interpretation means attaching significance to what was found, making sense of findings, offering explanation, drawing conclusions, extrapolating lessons, making inferences, considering meanings, and otherwise imposing order” (Patton, 2002, p. 480).

Some guiding questions that I used when interpreting the data were: what story is the data telling? What is the main message being conveyed? In order to answer these guiding questions, thick description was utilized as a means to portray the stories of the participants and their personal experiences.

Interview Data

Following the collection and analysis of the secondary data (both quantitative and qualitative), an interview with the Founder and Executive Director of the Charitable Fund for Athletes was conducted. An interview with the Founder and Executive Director of the Charitable Fund for Athletes was selected based on his/her position. His/her position provided great insights as to how this particular charitable fund came to fruition, and how the need for one was determined.

The timing of the interview was chosen because it provided the researcher with the opportunity to gain insight from the data gathered from the athlete applicants. The results from the secondary data provided knowledge about the financial status of the applicants, and why charitable funding was needed. This information was taken into consideration when finalizing the interview guide.

Analysis of the secondary data was completed in advance of the interview for the purpose of uncovering any interesting results needing further clarification. The findings from the analysis of the athlete applicants' data were taken into consideration when

creating the interview guide to allow for further probing of topics of interest to the researcher. Interviews with other employees, members of the Board of Directors and Advisory Board were deemed unnecessary. From the researcher's interactions with the Charitable Fund for Athletes, it was clear that members of the Board of Directors and Advisory Board acted in support roles in the management of the charitable fund. The current Board of Directors and Advisory Board were formed in 2005, not a single member has been present since the inception of the charitable fund. As the interview sought to gain more insight as to the development of the fund, these individuals would not have been able to offer any information that could not be gained from the interview with the Founder and Executive Director.

Data Collection

The composition of the final interview guide did not take place until all of the secondary data (quantitative and qualitative) were analyzed. This allowed for further probing of topics as deemed necessary by the researcher. The interview lasted approximately one and a half hours and was scheduled at the convenience of the interviewee. The selection of the interview participant was purposeful; however participation was voluntary and accompanied by a consent form to be signed by the participant (see Appendix 1). The consent form provided the participant with a description of the interview process, the purpose of the interview, an outline of the study, and the timing required for the interview. The interview was audio-tape recorded for the purpose of data analysis.

The interview approach used was semi-structured. This approach gave the researcher the flexibility to further explore topics of interest that emerged during the

interview process, and provided the respondent with the opportunity to take the interview in different directions, that otherwise would not have been explored in a formal interview. However, a basic guide was used to ensure that the research questions were properly addressed during this data collection phase. The research questions were developed to gain a deeper understanding of how the charitable fund was created, and how it has been conceived to address the financial needs of high performance athletes.

The semi-structured interview afforded a basis for gaining a deeper understanding of how the Charitable Fund for Athletes came to fruition, experiences surrounding the fund, and the future goals for the charitable fund. The purpose of the interview guide (see Appendix 2) was to establish topics for the interviewer that were essential for discussion, at the same time allowing for qualitative conversation to simultaneously occur. Understanding how the charitable fund was established, and the future direction of the Founder and Executive Director were vital to the analysis process and the interview guide provided the basis to uncover this information.

The guide was developed based on interview questions that explored four topics: background information and history; factors that influenced the creation of the Charitable Fund for Athletes; experiences since the creation of the Charitable Fund for Athletes; and the future goals for the Charitable Fund for Athletes. The interview provided the researcher with rich description of the environment in which the fund was created, and how it has been received since its creation.

Interview Analysis

Once the interview was complete, a verbatim transcript was created from the audio-tape recorded session. The transcript was then e-mailed to the interviewee to allow

for a review of the interview, and ensure that he/she felt that the transcript reflected accurately her thoughts regarding the Charitable Fund for Athletes. As well the interviewee had an opportunity to add or delete passages. The transcribed interview was read through once, without any marking to become familiar with the data. The second read of the interview data involved open coding and the development of indigenous categories. The researcher identified meaningful words, phrases, sentences, and paragraphs. Once quotations, words, and phrases were identified, these codes were reviewed to see which codes could logically be grouped together. Similar to the personal statements of the applicants, long passages with similar content were placed into categories. A third read of the interview transcript occurred this time using axial coding to combine or develop new categories and/or subcategories to those already expressed by the participant. The categories were defined and each category consisted of several codes. The goal was to combine the categories into central themes that represented what emerged from the interview. Following this analysis of the interview data, the writing process of the analysis began. The analysis phase of the qualitative data represented the longest portion of the research process, as thorough, in-depth analysis was required to produce quality results.

Researcher's Role

The archival analysis approach required that the researcher gain the cooperation of the Charitable Fund for Athletes to conduct research. Gaining access to this charitable fund required developing a rapport with a gatekeeper. Developing a working relationship with the gatekeeper aided in the development of trust between the researcher and gatekeeper. The gatekeeper plays a vital role as he/she can determine the quality and

quantity of data to which the researcher has access (Rossman & Rallis, 2003). The gatekeeper essentially controls the opportunities afforded to the researcher. The researcher's personal involvement with the Charitable Fund for Athletes (i.e., a work internship) provided her with a relationship between staff, and gatekeeper. Access to the application process was gained through a personal connection with the Founder and Executive Director. This connection provided access to the athletes' applications, organizational documents, and the Founder and Executive Director. The reflexivity that occurred during data gathering and analysis outlined the researcher's critical self-reflection as a willingness to consider one's biases affect on what was to be analyzed. The access that was gained through the personal relationship between the researcher and the Founder and Executive Director, allowed for the data from the athletes' applications to be used for research purposes with the intent of giving this group of athletes a voice, that otherwise would have remained largely silent.

Trustworthiness

Rossman and Rallis (2003) identify two means in which qualitative research is evaluated. First, is it competently conducted? And secondly, is it ethically conducted? Rossman and Rallis (2003) also note that these two concepts are interrelated. One cannot conduct competent research satisfying acceptable standards and be unethical. Lincoln and Guba (1985) identify four key elements that enhance trustworthiness within qualitative-dominant research: credibility, transferability, dependability and confirmability. Credibility was achieved through prolonged and rigorous analysis of data, member check of interview data, triangulation, and reflexivity. As a means to develop credible findings, the data were read through several times allowing for the creation, combination, and

deletion of themes and categories, and familiarity with the data. Interview transcripts were read by both the researcher and participant to ensure accuracy of concept portrayal. Findings from all data sources (quantitative, personal statements, interview, and document analysis¹⁰) were compared and contrasted to identify a holistic portrayal of findings. The prolonged process also afforded reflexivity on the part of the researcher. Reflexivity asks the researcher to critically reflect upon their own experiences, knowledge, biases, and how these may affect how they see and hear the data (Patton, 2002). As a means to enhance the readers' interpretation of the findings, a personal biography has also been included to aid in the interpretation of the data (Appendix 3).

The second element Lincoln and Guba (1985) identify to secure trustworthiness is transferability. Thick rich descriptions of interview and personal statements were presented. The descriptions of findings were presented in an in-depth manner so as to allow for contextual understanding of the research and for future studies.

The third element identified by Lincoln and Guba (1985) is dependability. Dependability refers to consistency in responses. To ensure dependability, multiple methods of data collection were utilized to create a rich portrayal of the responses. Data collection included quantitative statistical data, qualitative personal statements and interview data, and document analysis. As a means to ensure dependability participants that did not match the general description of the applicants group remained within the study to ensure a holistic portrayal of all of the athlete applicants. Also, during quantitative analysis both free hand and the computer software Atlas.ti - Qualitative Data Analysis Software was used to ensure dependable analysis techniques.

¹⁰ Documents that were reviewed included AAP Policies and Procedures, Own the Podium, Road to Excellence, and the Charitable Fund for Athletes Athlete Applications

The final element that Lincoln and Guba (1985) identify to enhance trustworthiness is the creation of an audit trail to establish confirmability. All raw data (transcripts, quantitative data, and documents), data reduction notes (coding and theme creation), and process and reflection notes were kept throughout the process by the researcher.

The outlined methodology demonstrates how the uses of both statistical and descriptive data were used to gain a holistic view of the study. This methodology is in alignment with Creswell's (1998) recommendations as to how case studies should be conducted. The findings within this study provided a thick-rich description of the financial status of a group of high performance athletes, and their needs for charitable funding.

Reliability and Validity

Since this mixed methods archival analysis utilized both qualitative and quantitative data it is important to identify how quantitative data is evaluated. When reviewing quantitative data reliability and validity are key issues in all measurement (Neuman, 2003). "Both ideas are important in establishing the truthfulness, credibility, or believability of findings" (Neuman, 2003, p.178).

Reliability refers to the dependability or consistency of the results. "It means that the numerical results produced by an indicator do not vary because of characteristics of the measurement process or measurement instrument itself" (Neuman, 2003, p.179). Reliability can be measured using three different tests: 1) stability reliability; can be tested using the test-retest method, the measurement will remain the same in spite of the elapsed time, presuming all variables remain the same 2) representative reliability; the

measure provides accurate information amongst all subpopulations and 3) equivalence reliability; multiple measures of the same item (Neuman, 2003).

The statistic results were achieved using the computer software program SPSS. The statistics run through SPSS were basic statistics that could be repeated to ensure the same response was achieved. A reliability issue specific to secondary data is the issue of questionnaire design. The design of the athlete application is dependent strictly upon the information provided by the athlete him/herself. It can only be presumed by the researcher that if the same application were to be submitted to the athlete again and there had been no financial change to their status the same results would be yielded. This type of reliability is referred to as stability reliability (Neuman, 2003).

The term validity refers “to how well the conceptual and operational definitions mesh with each other” (Neuman, 2003, p.182). According to Neuman (2003) there are four different ways in which validity can be measured: 1) Face validity explores if the “indicator really measures the construct (Neuman, 2003, p. 183) 2) Content validity; addresses the concern of if the entire concept has been included in the measure 3) Criterion validity; verifies validity by comparing it with another measure of similar content, in which the researcher has confidence and 4) Construct validity; refers to multiple indicators producing a consistent result. As a means to enhance the validity of this study comparison between the information provided by the athlete applicants, and other research are made to enhance the validity of the results. Also, comparisons amongst the data results are made to enhance the validity of the findings.

In addition The Charitable Fund for Athletes, also took proactive steps to ensure a certain level of validity to the answers provided by the athletes. Information regarding

carding status was confirmed by the respective NSO. Also, the Charitable Fund for Athletes required the submission of a reference that has known the athlete for five years who could be contacted to confirm the data that was presented in the application. In terms of secondary data it is important to understand the purpose of why the data was gathered in the first place, and ensure that the secondary use of the data is in alignment with the initial purpose, otherwise the validity of the research is at stake. The initial purpose of athlete application was to determine the need for charitable funding. The statistical purpose of this research was to describe the financial status of the athlete applicants. It is because of this similarity in purpose that this research should be considered valid.

In reviewing the survey instrument (athlete application) the researcher followed the basics in designing good research questions as described by Neuman (2003). The researcher noted that the application was available in both official languages, and the application avoided jargon words, and asked direct to the point questions. The questions pertained to information within the athlete applicant's scope, as they were personal questions about their current earning and spending habits. The applicant questions were not leading, or inclusive of double negatives. Overall the aspects of the athlete application that were used for this study were quite clear. However, in exploring some of the demographic information, one question was worded quite ambiguously. The question pertaining to the athletes' hometown, the definition of hometown was not provided for the question, therefore answers provided were unclear as to if the athlete presently lived in the city identified, or if this is simply where they were born and raised.

Chapter 4: Results and Discussion

The previous chapter outlined the research methods used to collect and analyze both qualitative and quantitative data. The following chapter presents the results of these analyses and discusses what was uncovered. The data analysis process occurred in three stages: quantitative data analysis, qualitative data analysis, and one semi-structured interview. Each of these stages served the purpose of answering the following research questions as outlined in Chapter 1:

1. What is the financial profile (e.g., sport-related expenses and revenues and non sport-related expenses versus revenues) of Canadian high performance athletes?
2. What reasons do high performance athletes provide for needing charitable funding?
3. What were the reasons for the development of the Charitable Fund for Athletes?

In the following sections, the results are presented and discussed in the following order: (a) completed data, (b) reliability, (c) trustworthiness, (d) and results and discussion.

Completed Data

For the purposes of this study, secondary data were analyzed. Prior to this analysis however, it was necessary to uncover the extent to which there were missing data in the secondary sources used for this research. As expected, some of the data provided within the secondary data bank were missing. More specifically, for quantitative financial data, five cases were missing (1.26%, $n = 5$ out of 398). With respect to revenue

earned, one case was missing (0.25%, $n = 1$ of 398). Four cases were missing for data associated with expenses (1.01%, $n = 4$ of 398), and the missing data associated with net revenue consisted of one case (0.25%, $n = 1$ of 398). The missing qualitative data outlining personal statements by the athletes consisted of one case (0.25%, $n = 1$ of 398). Please see Table 4.1 for an overview of the missing data.

Table 4.1 – *Completed Data*

Data	Completed Data	n/N
Quantitative Data	98.74%	393 / 398
• Revenue	99.75%	397 / 398
• Expenses	98.99%	394 / 398
• Net Revenue	99.75%	397 / 398
Qualitative Data Answers to open-ended question	99.75%	397 / 398

In order to gain a perspective on the number of athletes in this study in comparison to the total number of high performance athletes in Canada, the researcher has uncovered the number of athletes who participated at the two most recent Olympic Games (2004 Athens Games of the XXVIII Olympiad, and Torino 2006 Winter Olympic Games), the number of participants from the Ekos (1992, 1997, 2005) studies *The Status of High Performance Athletes in Canada Final Report*. At the 2004 Athens Games, 266 able-bodied athletes competed (Canadian Heritage, 2004b), and at the Torino 2006 Winter Olympic Games, 195 able-bodied athletes represented the nation (CBC, 2006a). Therefore, a total number of able-bodied athletes to participate in the two most recent Olympic Games were 461. In comparison, the Ekos studies, *The Status of the High*

Performance Athlete in Canada Final Report (Ekos, 1992) 942 athletes (carded¹¹, developing, and retired) were contacted for participation in the survey. The response rate for this particular study was 67% or approximately 631 athletes. The Ekos (1997) research, *1996 Status of the High Performance Athlete Survey*, contacted 1,031 athletes for participation and had a response rate of 59% or 606 athletes. The Ekos (2005) study contacted 1,116 carded athletes, and received response from approximately 46% or 511 athletes. In comparison to these statistics, the number of applicants in this study represents an important number of Canadian high-performance athletes in summer and winter sports.

Trustworthiness of Primary Data

Although there are no formulas about how to do credible qualitative analysis, Patton (2002) identifies some key elements researchers should implement. Patton (2002) stresses that a qualitative researcher must return to the data repeatedly to ensure that the categories, themes, explanations, and interpretations make sense and truly reflects the phenomena being studied. As previously noted in Chapter 3, the credibility of the results was ensured through triangulation, member-check of interview data, and prolonged engagement with the data.

Thick rich descriptions were used during the interview and research method processes as a means to facilitate transferability. This provided a context for the study to be understood and applied in the future. The use of thick rich descriptions also aided in confirmability. All raw data (transcripts), data reduction notes (coding and theme creation), and process and reflection notes were kept throughout the process by the

¹¹ Carded refers to those athletes who receive financial support through the Federal Government's Athlete Assistance Program. Athletes are placed into different card categories that reflect different funding levels.

researcher to ensure confirmability. The final element of trustworthiness, dependability, was established through the use of multiple data sources (interview, secondary quantitative data, and secondary personal responses) in order to create a rich representation of responses.

Reliability and Validity of Secondary Data

Determining the reliability of the secondary data was done by comparing it within the data of the study to determine if the results were similar amongst and within the athlete applicants. In addition to this the secondary data was compared with other reputable research (Beamish & Borowy, 1987; Ekos, 1992, 1997, 2005) to ensure that the data was in alignment. It was not possible to establish stability reliability, as the opportunity to re-measure the data did not exist.

The validity of the secondary data was established by ensuring that the measures used matched the concept being studied. In addition to this comparisons, to external sources were made to enhance the validity. The use of both quantitative and qualitative secondary data, and primary interview data were compared to ensure that consistent results were yielded.

Results and Discussion

The main goal of the analysis process was to answer each of the research questions by creating a holistic picture of the responses that were received. The following subsections provide an explanation of the results according to the research questions.

Research Question 1: What is the financial profile (e.g., sport-related expenses and revenues and non sport-related expensed versus revenues) of Canadian high performance athletes?

The quantitative data provided by high performance athletes in the submission of their application to the Charitable Fund for Athletes were used to answer this research question. These data provided information in regards to expenses versus revenue, and provided basic demographic information regarding the applicants. Given the nature of the research question, the purpose of these data was to establish a comprehensive financial profile of high performance athletes in Canada. The results indicated the financial status of high performance athletes for the application period 2004 – 2006. First, the demographic profile of the athletes who applied for the charitable fund is introduced.

The total number of applicants was $N = 398$, with $n = 203$ female athletes, and $n = 195$ male athletes. The applicants also consisted of both able bodied athletes ($n = 378$), and paralympic athletes ($n = 20$). Table 4.2 depicts these data.

Table 4.2 - *Profile of Athlete Applicants*

Profile of Athlete Applicants	Number of Applicants
Female	203
Male	195
Able Bodied	378
Paralympic	020
Total Number of Applicants	398

The athletes were also asked to identify the sport in which they train. A total of 44 different sports were identified by the applicants. Table 4.3 depicts the different sports, and the number of applicants who self-identified training in that sport. The sport with the largest number of applicants was speed skating. Speed skating may have been the largest groups of applicants based simply on the size of the national teams. The 2007-2008 National Short Track Team consists of 22 athletes (Speed Skating Canada, 2008a), and the National Long Track Team consists of 23 athletes (Speed Skating Canada, 2008b).

This sport includes both long and short track ($n = 28$ applicants). The sports with the least number of applicants were basketball, disabled skiing, equestrian, field hockey, soccer, tennis, wheelchair tennis, triathlon, and wheelchair rugby (all with $n = 1$). The applicants were also asked to identify their 'hometown' province (not necessarily the location where they train or live), Table 4.4 shows the breakdown of athletes' 'home' province. The province with the largest representation was Ontario ($n = 115$), followed by Québec ($n = 87$), British Columbia ($n = 75$), and then Alberta ($n = 67$).

Table 4.3 - *Athlete Applicants' Sport Involvement*

Sport	Number of Applicants
Alpine Skiing	10
Archery	04
Athletics	27
Basketball	01
Beach Volleyball	05
Biathlon	03
Bobsleigh	09
Boccia	04
Boxing	02
Canoe/Kayak	17
Cross Country Skiing	09
Curling	16
Cycling	12
Disabled Skiing	01
Equestrian	01
Fencing	07
Field Hockey	01
Figure Skating	20
Freestyle Skiing	24
Gymnastics	20
Ice Hockey	23
Judo	03
Luge	05
Modern Pentathlon	02
Nordic Combined	02
Rowing	23
Sailing	24
Shooting	03

Skeleton	07
Ski Jumping	05
Snowboarding	11
Soccer	01
Softball	08
Speed Skating	28
Swimming	12
Synchronized Swimming	12
Taekwondo	03
Tennis	01
Triathlon	01
Water Polo	03
Wheelchair Basketball	05
Wheelchair Rugby	01
Wheelchair Tennis	01
Wrestling	07

Table 4.4 - *Provincial Home Base of Athlete Applicants*

Province	Number of Applicants
Alberta	67
British Columbia	75
Manitoba	09
New Brunswick	04
Nova Scotia	15
Ontario	115
Prince Edward Island	01
Québec	87
Saskatchewan	17
Yukon	01

The large number of applicants from a variety of sports, provinces, territories and representation of both female and male high performance athletes should be seen as being representative of high performance athletes in Canada. This group of athlete applicants is representative of high performance athletes in Canada, because of its diverse representation of sports, carded and non carded athletes, team and individual sports, and male and female athletes. In comparison to funding provided through Sport Canada,

Sport Canada provided monetary support to 54 different sport organizations in 2006 – 2007 (Sport Canada, 2007e), this study is inclusive of 44 different sports. While the Ekos (1992) study included 36 different sports, with athlete representation from across the country with the exception of Newfoundland, Prince Edward Island, and the Yukon Territory[#] (this information was not provided in the final reports of Ekos 1997 or 2005). This study includes athlete representation from across the nation with the exception of the North West Territories and Newfoundland. While this is a large number of applicants who represent a variety of sports, provinces, and gender, the researcher must also note that these athletes were included in the study because they submitted an application for charitable funding. Therefore, these applicants consider themselves in need of charitable funding. A number of high performance athletes have not applied to this Charitable Fund for Athletes. The researcher acknowledges this bias within the data.

In answering the first research question what is the financial profile of high performance athletes in Canada, the different income sources and sources of expenses were explored in order to provide a holistic picture of the high performance athletes' financial profile. The largest income source reported was money received from carding; the income source of carding is restricted to federal carding (AAP), provincial carding is included in the revenue source of 'other'. Of the applicants, 79.01% reported receiving Sport Canada's Athlete Assistance Program carding money. The average amount of carding received yearly by the applicants was \$14,004.96. It should also be noted, that not every sport that is represented by the applicants is a carded sport through Sport Canada (i.e., Modern Pentathlon). Also each National Sport Organization is only designated a certain amount of cards (Athlete Assistance Program, 2005a). The 20.99%,

[#] At the time of this study Nunavut was not an official territory.

who were not carded athletes, may not be receiving carding as a result of these circumstances. The second largest income source came from work, however only a small portion (34.17%) of the applicants reported earning revenue from working. The average amount of income earned through work was \$11,241.87. Table 4.5 outlines all of the income sources, and the average amount earned by those who reported it as an income source.

Table 4.5 - *Annual Income of Athlete Applicants*

Income Sources	Percentage of athletes receiving income from source	Average annual amount received by those athletes reporting income from source	Standard Deviation
Carding	79.01%	\$14,004.96 ¹	4,685.17
Bonuses ³	39.04%	\$05,096.28 ²	6,834.36
Work	34.17%	\$11,241.87	12,213.57
Sponsorship ⁴	31.91%	\$07,177.75 ²	7,859.00
School Scholarships	12.81%	\$05,967.52	8,408.50
Other ⁵	41.31%	\$04,769.57	4,660.59
Average Total Personal Income		\$26,184.15	16,215.93

¹The time period used for these applications included a change in funding levels to carded athletes. During this time period, top carded athletes received \$1,500/month, up from \$1,100/month (Canadian Heritage, 2004a).

²Please note that some athletes have included previous funding from this particular Charitable Fund for Athletes in their revenue calculation, under the headings of sponsorship or other.

³Bonuses included money earned through athletic performances (i.e., the first place finisher received \$2500).

⁴Sponsorship refers to monies earned through a contractual agreement with a company, to paid money for providing some form of service.

⁵Some sources of income included in the 'Other' category are grants, public speaking engagements, and provincial carding.

The average income reported by the applicants was \$26,184.15, with nearly 70% of the athletes reporting an average yearly income of less than \$30,000. Only 29.65% of the applicants reported earning a yearly income greater than that of \$30,000. In comparison to the Canadian population, these athletes are on average earning less

(Statistics Canada, 2007). The average income of a Canadian woman in 2005 was \$26,800, and for a man \$41,900 (Statistics Canada, 2007). Table 4.6 depicts the percentage of applicants who earned an income in the different ranges identified.

Since Canada does not have poverty line, but rather has a low income cut-off based on geographical information, number of persons in family, and percentage of income spent on shelter (Statistics Canada, 2006), there is no definitive answer to the number of high performance athlete applicants who are living below the poverty line. However, the above statistics do indicate that this group of high performance athletes is earning less than the average Canadian, and some may argue that they have additional expenses that are greater than the average Canadian, for example paying for extensive travel for competition and training and relocation costs for the purposes of training (Ekos, 1992, 2005).

Table 4.6 - *Percentage of Athlete Applicants' Income Level*

Income level	Percentage of athletes at income level
\$5,000 and less	06.09%
\$5,000.01 - \$10,000	05.84%
\$10,000.01 - \$15,000	08.88%
\$15,000.01 - \$20,000	16.50%
\$20,000.01 - \$25,000	15.00%
\$25,000.01 - \$30,000	15.83%
\$30,000.01 and above	29.65%

In addition to identifying different sources of revenue, the applicants also identified different sources of expenses. The largest expenditure was the cost of housing (i.e., \$7,296/year), however only 62.22% of the athletes who applied for the charitable fund cited housing as an expense. Nearly 40% of the applicants have devised a plan where they do not pay for housing (e.g., they live with parents, relatives, or friends).

Further exploration of this topic from the athletes' perspectives will be addressed in the qualitative results. The most frequently cited expenditure was transportation (73.62%). This category included costs associated with car, bus (i.e., local transit), gas, and car insurance as a means for transportation. This category of transportation did not include airline flights for competition or training camps. The most expensive sport related cost reported was coaching. On average, the athletes cited coaching as a yearly expense of \$4,853.20. The most common sport expenditure identified was the cost of equipment (67.68%). Table 4.7 identifies different sources of expenditures both sport related and non-sport related, and the percentage of the athletes who identified the source as an expense.

Table 4.7 – *Average Annual Expenses of Athlete Applicants*

Source of expenses	Percentage of athletes citing as an expense	Average amount spent by athletes citing as an expense	Standard deviation
Transportation	73.62%	\$4,641.99	4,015.86
Food/ Nutrition	71.36%	\$4,593.16	2,495.73
Equipment	67.68%	\$2,240.70	2,253.90
Utilities	64.48%	\$1,887.42	1,891.96
Housing	62.22%	\$7,296.00	7,309.63
Club/Team Fees	60.80%	\$1,261.14	1,856.24
Travel	60.55%	\$3,776.29	3,677.55
Accommodation	50.50%	\$2,179.40	2,152.85
Other non-sport related expenses ¹	46.48%	\$4,292.76	6,310.20
Other sport related expenses ²	38.94%	\$2,508.10	3,349.97
Coaching	35.68%	\$4,853.20	7,564.55
Total Average Expenses		\$30,064.35	14,777.37

* Many athletes noted that as a means to save money, they were living with their parents who were paying for their living and/or utilities and/or food/nutrition. Also, younger athletes did not list housing as an expense, and noted this because their parents were covering the costs.

¹ Examples of other non-sport related expenses include: cost of insurance, medical costs (i.e., dentist, prescriptions), personal expenses (i.e., hair cuts, toiletries, buying gifts for birthdays and Christmas)

² Examples of other sport related expenses include: personal training, workout attire (i.e., shoes and clothes), psychological training.

What is most revealing about these statistics is the net income identified by the applicants. More than half of the applicants (60.15%) have a balance of zero dollars or incur a deficit, after they have paid for their basic living expenses and sport expenses. The second highest net income bracket was \$0.01 - \$5,000 with 24.31% of the athletes in this bracket. What this means is that very few athlete applicants have money for any unforeseen expenditures that may occur, or have no chance to take part in additional opportunities that may arise without going into debt, or going further into debt. Table 4.8 depicts the percentage of athletes' net income level.

Table 4.8 – *Percentage of Athlete Applicants' Net Income Level*

Net income level	Percentage of athletes at net income level
\$0	60.31%
\$0.01 - \$5,000	24.47%
\$5,000.01 - \$10,000	07.43%
\$10,000.01 - \$15,000	02.42%
\$15,000.01 - \$20,000	01.91%
\$20,000.01	03.17%

From the overall financial profile of these athlete applicants, it is clear that they are earning less than the average Canadian women, and considerably less than the average Canadian male. Furthermore, most athletes (80%) are heavily dependent on carding monies as it is their highest source of income. Just slightly more than 60% of the applicants have no net income. In summation, most applicants are spending their entire revenue source if not more on their living expenses and their sport in order to compete at the high performance level. What is clearly revealed through this quantitative analysis is

that in spite of recent initiatives from Sport Canada and the COC, the needs of the athlete applicants do not appear to be met.

Research Question 2: What reasons do high performance athlete provide for needing charitable funding?

The second research question - what reasons do high performance athletes provide for requiring charitable funding, the purpose of this question was to take an emic perspective, and seek the answers from the participants themselves, rather than deducing possible answers. As a means to do this, qualitative answers were provided by the applicants answering the question: *express why you are seeking funding, and what the funds would be used for/how they would impact your training*. The athletes statements were generally one page single spaced in length. The athlete applicants indicated several reasons why charitable funding was required. Based on similarity of content, codes were grouped into categories. The qualitative data produced 18 different categories. The categories were then grouped under six themes. Table 4.9 depicts the theme name, the codes that were included under the theme, and the frequency of times the codes appeared in the data.

Table 4.9 - *Themes and Categories*

Theme	Categories (number of coded data)
Competition Expenses	1. Costs associated with attending competitions (106)
Debt	1. Paying back previous debt (7) 2. Paying back parents for loaned money (7)
Expenses related to being on a National Team	1. Relocation Costs (12) 2. Team Fees (5)
Medical Expenses	1. Medical Services (42) 2. Nutrition (28)
Personal Expenses	1. Living Costs (61) 2. Schooling (6) 3. Less Work (31)

	4.Lost Wages (5)
Training Expenses	1.Additional Training (27) 2.Coaching (43) 3.Facilities (11) 4.International Training (45) 5.Training Camps (33) 6.Training Costs (38) 7.Training Equipment (93)

*Definition/ Interpretation of categories can be found in Appendix 4

The first theme, *Competition Expenses*, encompasses the category with the most data which is the costs involved in attending competitions ($n^{12} = 106$). This category was defined as statements that indicate additional monies would be allocated towards all the costs associated with attending competitions (i.e., travel, accommodations, and the cost of bringing along a coach, and entry fees for the competition). This theme specifically reveals the need for charitable funding in order for athletes to achieve their sport performance objectives, train and compete in order to represent their country. The following quotations correspond to this theme.

P101¹³: Our association the Canadian [sport] Association was currently employing its third CEO and third High Performance Director in the last three years. It was also running a huge deficit. Our latest CEO decided to no longer run the association in debt and cut the entire athlete funding. This meant that no athletes were receiving any support from our association to help cover our competition costs. Every athlete was responsible to pay for their airline tickets, their accommodation and their food while competing on the World Cup for Canada. We found this out the week before the competition season began. It was a huge

¹² n represents the number of coded data within the category

¹³ Throughout transcription, 'P[#]' refers to the participant. The # is the code for each participant.

distraction and stress to raise money while competing and that stress mixed with an ankle injury left me with my worst world ranking on the World Cup, ninth.

P203: The money will be spent for travelling to other countries to attend important tournaments that I've been asked to participate in by my national federation.

P168: Along with having to fund my own travel expenses for competitions and training camps, I also need to cover those of my coach if I wish for his presence at these important events to prepare myself for the Games.

P046: I will have the opportunity to represent Canada at the FISU World Games in Turkey. It is actually for this trip that the Charitable Fund for Athletes would become useful for me. My year was very expensive, and I obviously do not have the time to work and the only income coming in is the money I receive from carding. The trip to Turkey will be the most expensive one this year, and I would really need your help to take part in the competition.

These statements are reflective of the personal financial sacrifices that high performance athletes are asked to assume in order to represent their country. Based on these statements one may wonder how many great athletes Canada has who simply do not have the financial means to compete and represent the country at international events? As a result of funding cuts, NSOs (Duffy, 2007; Nemeth et al., 1996) are no longer able to entirely fund their athletes for competitions and training camps, or to provide a full complement of support staff at these important events. These statements demonstrate that

in order to be a high performance athlete competing internationally, one must have a combination of significant financial resources and athletic skills to represent Canada.

As a result of the financial commitment required to be a high performance athlete in Canada, the athletes who applied for charitable funds also stated debt recovery as a reason for needing charitable funding. Athletes are planning to use these funds to cover their debts rather than to enhance their training or competition regime. The following quotations are representative of this point.

P336: Having made the national team this past year (as a non-carded athlete) I had to take a personal line of credit in order to meet my financial commitments. If awarded this funding, the priority would be for the money to go directly toward that debt repayment.

P344: I am seeking funding from this Charitable Fund for Athletes in order to help offset the nearly \$20,000 shortfall I have been incurring during each year I am training and competing. Even with my recent promotion to senior carding, I am still projecting a \$12,000 shortfall.

These athletes identified the use of loans and credit lines as a means to maintain their involvement in training and competition. In a similar vein, athletes also identified the significant financial aid that their parents provided in order for them to train and compete. Parents should also be noted as a non-formal group who are filling a void that has been created from limited and/or reduced support. Parents have consistently been relied upon to fill the funding void (Beamish & Borowy, 1987). Although parents act independently there is a significant number of them taking on this role, that I would argue that the

parents themselves are players within the system as a result of this neoliberal approach (Albo, 2002). Quotations outlining parental support were numerous. The following are representative of this support.

P191: Someday I hope to help pay off the mortgage my parents took out on their home to put me through skiing.

P093: The Charitable Fund for Athletes would greatly improve my financial situation and having this extra money would mean that I won't need to call my dad asking for money to pay for my living.

P172: I would use any charitable funding that I receive to help my parents with my training and living expenses as I continue to train with medalling at the Beijing Olympics as my ultimate goal.

The third theme that emerged from the data was *Expenses Related to being on a National Team*. This theme was inclusive of the categories: relocation costs and team fees. A group of athletes identified the need for relocation for training purposes while for others, relocation was necessary for the purpose of team centralization. What is also revealed in data from this theme is that although being selected to the national team and representing Canada are honourable, this honour comes at a cost for some athletes as they are required to pay team fees in order to train. In the following quotations, applicants outlined these points.

P070: ...a big chunk of the funds would be used to assist in my relocation during the Olympic year. Next summer the athletes chosen to compete for a spot on the 2006 Olympic Team will centralize.

P025: If awarded this Charitable Fund for Athletes it would enable me to move to Vancouver or Whistler where there are more support staff.

P112: I would use it [charitable funding] to cover some of my training expenses such as equipment and club fees.

P220: It [charitable funding] will help me pay for the membership at my [sport] club.

As previously noted, funding cuts to NSOs have resulted in their inability to provide some of the basic necessities for their National Team Athletes. As a result, NSOs are required to take up team fees from their National Team athletes in an attempt to make up for the financial shortfall. In addition to this, NSOs are requesting their athletes to centralize for team training and/or selection, and/or attend training camps and competitions, but these NSOs do not have the financial means to support the athletes in complying with these requests. Athletes may not feel comfortable turning down these requests from their respective NSOs. Athlete applicants felt compelled to accept their NSOs' requests to attend training camps and competitions. As the NSOs often act as the athletes' gateway to obtaining funding and being selected for competitions, do the athletes view these requests as suggestions or expectations?

The fourth theme to emerge from the data was *Medical Expenses*. This theme is comprised of codes related to the cost of medical services including massage therapy, physiotherapy, chiropractic care, and mental training (i.e., sport psychologist). In addition to these medical services, the category *nutrition* was also included in this theme. As revealed in the athletes' personal statements, many indicated that they were using the services of a nutritionist and that they were purchasing more expensive food as a means of fuel. Because this was beyond basic nutritional needs, it was included under the theme of *Medical Expenses*.

P159: Currently there is no coverage through [sport] or the [Canadian] Sport Centre to pay for massage or physio, so the final \$1,500 would go towards covering those costs.

P025: Our team travels without a physiotherapist or any medical staff and with some extra funding from the Charitable Fund for Athletes, I would be able to see the appropriate medical staff when I am away.

P384: It [the charitable funding] will go towards nutritional requirements, such as eating six healthy meals each day, which in a sport such as [sport] where a high bodyweight is crucial to success, I need to maintain muscle mass. Along with this, comes essential vitamins and nutrients to allow me to continue training at a high intensity while at the same time avoiding fatigue and sickness.

P366: In my role as an athlete, one of the most important and costly areas is nutrition. Healthy, nutritious foods and snacks are extremely vital to athletes who are required to sustain a high level of fitness that enables one to compete at the elite level.

P034: The extra services I could utilize with the funding include proper nutrition, regular sport health services such as massage and physiotherapy.

These statements illustrate the costs high performance athletes face on a daily basis. On a limited budget, these athletes often have to make choices between healthy food, or medical services to maintain their bodies. In addition to the costs associated with competition and maintaining a healthy lifestyle, high performance athletes still face the everyday living expenses: rent, utilities, and transportation. Some athletes are forced to use charitable funds for their basic living expenses, rather than for enhancing their training environment.

P294: I train at the [sport] Canada Training Centre in Alberta. Living in [the] community is a wonderful experience, but an expensive one. Housing costs are very high, and remain my biggest yearly expense.

P091: This bursary will help me pay for my monthly expenses like rent, groceries and utilities. Although I have made arrangements with a teammate to move in and help expenses, this bursary will allow me to not have to borrow money to help me get through the year.

P167: The support would help cover the costs of living and training that can be a burden. Toronto is the best place for me to be in terms of both off-ice and on-ice training. A reality of living in Toronto is the high cost of living in general. The funding would help cover the costs of proper nutrition, living arrangements, and the travel of everyday driving to gyms and rinks for both training and competition.

As illustrated by these statements additional funds are being used to assist in meeting the basic living expenses. A common issue that arose with these statements is that most often, training facilities are located in larger cities which in many cases entail higher living costs than those of smaller cities. As a result, athletes may not be living in a city that is ideal for their financial situation.

In addition to general living expenses, the theme of *Personal Expenses* included codes that were categorized under *schooling*, *less work*, and *lost wages*. In addition to paying for their basic living expenses, some athletes are also paying for the cost of schooling. Other athletes explained that the provision of charitable funds would allow them to work less, or make up for wages that were lost because of their heavy training and competition schedules.

P023: Any remaining funds would help contribute to each semester's costs of text books and other school supplies required for successfully sustaining my studies.

P115: Being conscious of my life after my sporting career, I am currently studying in osteopathy, and I am doing my last year of courses. I would use these finances to help cover my tuition fees.

P339: Lastly, I would use the remainder of this fund to reduce the workload for the final year towards Torino. This would include reducing work time and allocating better time towards training, resting, and recovery.

P044: I would use the funds for training, right now I'm trying to balance a 30 hours/week working schedule with 30 hours/week training schedule and I'm also trying to finish a diploma in school. My life is pretty stressful and I feel if I did not have to do so much I could put more energy in my training and have better chances.

As demonstrated by these statements, these athletes are extending themselves in all areas of their life: training, work, and school. As clearly noted by P044, there is a certain level of stress associated with training as a high performance athlete, in addition to the pressures of competitions.

The final theme that emerged from the athletes' responses was *Training Expenses*. This theme was inclusive of the following categories: additional training, coaching, facilities, international training, training camps, training costs, and training equipment. One of the most prevalent responses as to how additional funds would be spent and the most common expenditure (67.68%) was on the use of training equipment.

P294: With less overall money to buy the best equipment, I must make compromises in order to make ends meet. Compromises of this nature affect overall performance.

P211: One of the most frustrating things an athlete can face is being held back by something that is beyond your control. In my case it is equipment. Getting prepared for this season meant I would need to purchase a set of warm weather runners. The runners cost \$7,000.

P22: In [sport], the technology with paddles and boats is changing rapidly and it is hard to keep up, I purchased a new [sport equipment] last year, which cost \$3,300 because a new, better model was developed. Currently, my paddle has cracks in it and I am waiting for enough money to purchase a new one. A new paddle usually costs \$500.

These statements from the participants indicate that they are making sacrifices in their purchase of equipment in order to avoid going into debt or going further into debt. As a result, these athletes often do not own the most technologically advanced equipment or even equipment in proper working order. With these statements, it is not surprising that the purchase of new training equipment is the most cited expenditure of these athletes. As noted by many athletes, equipment has a direct impact on athletic performance.

P211: The purchase of a new [sport equipment] would help with those hundredths of seconds that could make the difference between a top six finish or podium finish at the Olympic Games in Torino.

P217: With equipment similar to that of World and Olympic Champions, it makes the reverie of attaining a medal at the Olympic Games seems like more of a reality.

P100: As debts are mounting and training and equipment expenses are required, I am faced with the fact that without outside help, such as this Charitable Fund for Athletes, I will not be able to continue even though I am one of the top [sport] racers in the world. As an older athlete, it is even more costly to put a career on hold while representing Canada.

P015: It is imperative for me to have the proper equipment in order to maintain a competitive field against the other athletes. In my sport, it is not only important to have a [piece of sport equipment] that is designed and custom built for me in order to attain my optimal performance but to equip it with the proper [pieces of equipment]. Due to the high cost of these items the bursary will provide me with the opportunity to maintain my race [sport equipment].

These statements are indicative that some of Canada's high performance athletes are disadvantaged in their training and competition environments. As a result of lack of finances Canadian athletes are training and competing with older, outdated, and perhaps inadequate equipment, yet those in charge of sport in Canada are still seeking strategies to break records at the upcoming Olympic Games and Olympic Winter Games (Priestner Allinger & Allinger, 2004; Road to Excellence, 2006). In reading two recent reports,

Own the Podium and *Road to Excellence*,¹⁴ there appears to be a dissonance in what is being portrayed as a goal, and the tools and funds that are being provided to achieve these goals.

Further explored within the theme *Training Costs* is the coaches' and coaching expenses. The athletes who identified coaching as an expense, noted the need for coaching for them to excel in competition. In addition to having the appropriate coaches to assist with their athletic development, this group of athletes also identified the need for training facilities that are both accessible and affordable. The statements below also demonstrate that certain regions within the country are not meeting the requirements of the athletes. As a result, athletes are either forced to relocate, or must train in conditions that are not ideal.

P123: Most importantly high quality coaching and training facilities are not always accessible or provided by our sport organization. In order to get the highest level of coaching I am required to hire a personal coach. An expense that is essential in allowing me to achieve the athletic potential I must in order to reach the pinnacle of my athletic career.

P198: Another way we are trying to get that little bit better than our opponents is to work with a technical coach. Hard to believe we've gotten this far without technical input, but the reality of living in the Atlantic Provinces is that quality [sport] coaches are hard to find here. To that end we're working with a two time

¹⁴ *Own the Podium* and *Road to Excellence* are two reports that were developed by multi-agencies (Canadian Olympic Committee, Canadian Paralympic Committee, Sport Canada, and the sport organizations represented at the Olympic Games) under the leadership of the Canadian Olympic Committee. Both reports address various strategies for Canada to achieve success at winter and summer Olympic Games.

World Champion level three coach. But he is in British Columbia and we are in Nova Scotia and the cost of bringing him down for training is very expensive. We have budgeted about \$15,000 to have him here for two training sessions, plus join us at three events.

PI65: I would use the funding to help cover the costs of my technical [sport] coach. I am personally responsible for paying his salary and expenses of \$50,000. His expenses extend to both the training season and the World Cup Tour. Due to the challenges of training during the summer months I am forced to train in Europe and Australia in my off-season. During both the World Cup Tour and training camps I am responsible for covering the expenses of my coach's airline tickets, accommodation, food, and ground transportation.

P347: Next year, my expenses may increase due to our inability to access our usual training facilities at the [sport] Centre, as the new upgrades and developments will be under full swing from May to the end of October. This is putting further pressure on preparing for the Olympics.

P146: Furthermore, Canadian [sport] athletes do not have the luxury of having an artificial slalom course in Canada. For this reason, I feel it is necessary to travel as much as possible this summer to take advantage of valuable competition opportunities in Europe. In addition, my local training facility in Ottawa has been temporarily closed since last summer by the City of Ottawa for a slope re-

stabilization project. As a result of the closure of my local training facility, I will be competing and training while on the road for most of the summer of 2005.

P063: I live in Calgary, Alberta and I compete in [sport]. In Calgary there is an outdoor [facility] for my sport, but no indoor facility. While there are pools and running tracks all over the city, there is no [facility] to facilitate winter training.

The final grouping of expense that were included under the theme *Training Expenses* were costs associated with international training, training camps, and general training costs.

P071: As an [athlete in my sport] one of the largest expenses, and the one thing we can always do with more of, is on snow training. I would want to use some of this fund for summer training or an extra fall training session, something the team has difficulty facilitating. As a blind [athlete in my sport] I [practice my sport] with a guide, so training camps can be twice as expensive. The funding from this bursary would allow me and my guide more time together on the snow, which would increase our chance for success in Torino.

P289: This year a lot of our funding was cut by [sport organization] and the Canadian Government, so I was not able to travel around the world to compete against the world's best, but with this support, hopefully in the fall next year I will be able to resume my training around the world.

P128: My problem is I don't have the support of my team or federation to race outside of North America and at the World Cups in Europe. This is what I need to do to become competitive and chase a medal at the Olympics. Without a chance to race against the best in the world regularly, it is very difficult to progress towards the Olympic race.

The cohesive element that is developed through all six themes of the qualitative statements is that athlete applicants do not have the financial means to fully support their training and competitive endeavours. These findings have spurred a number of discussion areas. These athlete applicants are reliant upon a charitable fund to help support these endeavours. The traditional sources of high performance athlete funding have not provided adequate means to allow for training and competing at the international level. The development of reliance on charitable funding can be associated with recent cuts from the government as previously outlined in Chapter 2. During the early 1990s as cuts were made to public programs including high performance sport (Sport Canada, 2004) the Charitable Fund for Athletes was launched. The relationship between cuts in funding to a public program and the creation of a new organization to fill the void are reflective of neoliberal policy. In this particular study, the Charitable Fund for Athletes has attempted to fill the void that was created as a result of funding cuts to high performance sport. The matter of discussion is what if no organization(s) stepped in to fill the void, what if they could not provide adequate services to satisfy the needs of the athletes, and whose responsibility is to fund high performance athletes?

Beamish and Borowy (1987) explored funding for high performance using a labour perspective, attempting to prove that if athletes are employees of the state, the

state should be responsible for an appropriate level of compensation. This research did not set out to prove that athletes were employees of the state, rather it explored financial information of athletes (i.e., revenue and expenses). Based upon their results, it is clearly evident that there was a lack of support from the corporate sector and that funding from the federal government was largely inadequate. The neoliberal ideology of the state's reduced support has failed to lead to increased support from corporate Canada for high performance sport. More knowledge in regards to funding for high performance athletes to members of corporate Canada could enhance their understanding of how they could be involved. For example, the athlete applicants involved in this study noted a large amount of their income went to paying for costs associated with international competition. To address this challenge, corporations could donate air miles to assist with this cost. In addition to in-kind donations, corporations could also donate stock, to potentially establish endowment funds.

One could argue that it is not the state's responsibility to solely fund high performance athletes. The cost of doing so is too great, and the sport system is too complex. The researcher proposes though that it is the state's responsibility to ensure that the basic requirements of high performance athletes are satisfied, if the government and sport stakeholders are outlining specific performance goals to be achieved (i.e., Own the Podium, and Road to Excellence) the necessary tools to achieve these goals need to be provided. Alternative means of supporting athletes could be established through the provision of training venues and assistance with housing. These would be significant infrastructures that are renewable (instead of a one-time investment), and could also be used by the general public to enhance their health and well-being.

With these results, some may question is Canada's support similar to that of other nations? The statements illustrated by this group of athlete applicants would be unheard of in other sport systems. For example, Australian athletes who are part of the Australian Institute of Sport (AIS) are provided with access to training facilities and specialist coaching at no cost. In addition to this, athletes competing at national and international events are provided with funds to assist with these costs. The AIS has also established residential training facilities in which the athletes live and train at a sport facility at no cost to the athlete (Stewart, Nicholson, Smith, & Westerbeek, 2004). In 2003 the AIS supported 27 sports and provided scholarships to 627 athletes (Stewart et al., 2004). The AIS scholarship program is in addition to each NSO's high performance program.

Australia and Canada possess many similar characteristics that allows one to compare the sporting results of the two countries. Both countries utilize decentralized federal governments. The federal government to some extent is required to negotiate with the different government levels for policy development (Houlihan, 1997). In regards to policy development, both Canada and Australia have adopted policies of elite sport development (Green & Oakley, 2001). The value placed on elite sport results is also similar for both countries. Both of the federal governments use the success of sport to meet non-sport related goals. "Sport is now a particularly malleable and high profile policy instrument for countries such as Australia and Canada (Green, 2005, p. 144). In addition to these similarities both countries are also members of the Commonwealth, and are challenged by the geographic size of their countries (Green, 2005). Much literature exists that compares the elite sport systems of Canada and Australia (Green, 2005; Green & Houlihan, 2005; Green & Oakley, 2001; Houlihan, 1997)

To continue the comparison between the Australian and Canadian sport systems, the Australian system has had a continued increase in funding over the past 30 years (Green, 2005; Green & Oakley, 2001; Stewart et al., 2004), whereas the Canadian system has ridden a roller coaster of different funding practices. Dramatic increases when hosting major international events, in contrast to the funding cuts of the 1990s (Beamish & Borowy, 1987; Macintosh, 1996; Nemeth et al., 1996; Sport Canada, 2004). The result of this inconsistent approach and most recent neoliberal approach has been unpredictable results at international events. Whereas Australia has consistently been improving on the international stage, Table 4.10 indicates the placing and medal count at the last four summer Olympic Games for both Canada and Australia.

Table 4.10 – *Summer and Winter Olympic Medal Comparison between Australia and Canada*

Medals By Country Placing	Australia		Canada	
	Number of Medals	Olympic Games	Number of Medals	Medals By Country Placing
10 th	27	1992 Barcelona Games of the XXV Olympiad	18	11 th (International Olympic Committee, 2007c)
No Rank	0	Albertville 1992 XVI Winter Olympic Games	7	9 th (International Olympic Committee, 2007d)
22 nd	1	Lillehammer 1994 XVII Olympic Winter Games	13	7 th (International Olympic Committee, 2007e)
7 th	41	1996 Atlanta Games of the XXVI Olympiad	22	21 st (International Olympic Committee, 2007f)

22 nd	1	Nagano 1998 XVIII Olympic Winter Games	15	4 th (International Olympic Committee, 2007g)
4 th	58	2000 Sydney Games of the XXVII Olympiad	14	24 th (International Olympic Committee, 2007h)
15 th	2	2002 Salt Lake City XIX Olympic Winter Games	17	4 th (International Olympic Committee, 2007i)
4 th	49	2004 Athens Games of the XXVIII Olympiad	12	21 st (International Olympic Committee, 2007b)
17 th	2	2006 Torino XX Olympic Winter Games	24	5 th (International Olympic Committee, 2007j)

If Canadians are serious about enhancing their performance at international sporting events as stated in the *Own the Podium*, and *Road to Excellence* documents, establishing an athlete support system and consistent funding such as the Australian model should be considered in addressing how to become a top sporting nation. This model has shown to be successful over time.

Research Question 3: What were the reasons for the development of the Charitable Fund for Athletes?

In addition to the personal statements submitted by the athletes, an interview was conducted with the Founder and Executive Director of the Charitable Fund for Athletes, to answer the third research question: What were the reasons for the development of the Charitable Fund for Athletes? The purpose of this interview was to develop an

understanding of the circumstances that inspired the Founder to create this fund, how the fund was received, the personal experiences of the Founder, and future goals/expectations of the fund.

The Founder and Executive Director of the Charitable Fund for Athletes was once a high calibre athlete him/herself, representing Canada on the Junior National team in his/her particular sport. Due to extenuating circumstances he/she was no longer able to compete as an athlete. As a career choice he/she began work in sports marketing for a major sporting goods retailer. In addition to his/her marketing responsibilities, he/she also acted as a sport agent for a handful of high performance Canadian athletes. Through this capacity, he/she succeeded in gaining corporate support for his/her clientele. It was during this time as a sport agent that he/she was able to meet with several high performance athletes and hear their stories, and the athletes learned what he/she was doing for a small group of athletes.

I1¹⁵: When I started working with all these athletes especially [athlete's name], she had won the silver medal [in an Olympic Games], she hardly had any sponsors, and we started working together, and we brought on Volkswagen, Coke, General Mills, we changed her Speedo contract, so we ended up having five significant sponsors, and it really paid off financially well for her.

Other athletes would approach the soon to be Founder and Executive Director of the Charitable Fund for Athletes seeking his/her assistance, to ease their own financial hardships. As much as this agent wanted to take on every athlete who approached

¹⁵ Throughout the transcription, I1 refers to interview conducted with the Founder and Executive Director of the Charitable Fund for Athletes

him/her, he/she also knew that not every athlete would contact him/her, and wanted to find a means in which to assist all athletes.

I1: There are athletes like the Marianne Limperts, and the Joanne Malars and the Donovans [Bailey] et cetera et cetera, amazing speakers, charismatic, but what if you're not? And what if you're in a sport that no one wants to care about? Like Daniel Igali has done a lot for wrestling but it's not the most sexy sport out there... So that's when the whole fund thing really started to develop I started thinking what if I created something that was for the masses.

The Founder and Executive Director proceeded to explain that he/she initially started the fund as a reimbursement program. Athletes would come to him/her and bring in their receipts, and he/she would write a cheque to reimburse them for their expenses.

I1: In the very beginning people would just bring me their receipts, so there was no money allocated. So if you came to my door, and you were a swimmer, and you had a \$1,000 worth of receipts I would just reimburse you \$1,000.

As more and more athletes learned of this service the demand increased. This is when he/she felt it was necessary to establish more formal procedures for distributing the funds. An application form was determined to be the best process for handling the demand of the athletes. When asked about the creation of the application, and how the required information for the application was decided upon, the Founder and Executive Director described it as very evolving and emergent in design.

I1: It was all my creation, I wasn't smart enough back then to copy it from someone else, which is what I would have done now. I just created my own, and every time we did an application we thought oh we should have asked them that,

or wouldn't it be great if we knew that. And so, the application just kept evolving, and evolving but not making it too complicated for the athletes.

Having gained an understanding of the strategic development of the fund (i.e., why it was created, how it first began, and how it evolved into an application process), I felt it necessary to gain a richer understanding of the circumstances the athletes were facing. I asked the Founder and Executive Director to describe from his/her personal experiences the stories that he/she had heard, and the impact of these on his/her work as a leader of the Charitable Fund for Athletes.

II: It's all common; it's the parents paying a lot of money to keep their kids in sport. Because of our climate, training camps are really costly. Most of the athletes have to pay for their own training camps. So all these athletes were having part-time jobs and you could always not only see this sense of frustration but also a sense of not that they've been defeated, but how am I going to get this all done? Every time I talk to an athlete there's that look of how am I going to get it all done? How can I manage everything?

The Founder and Executive Director went on to describe a conversation he/she just had earlier in the week with an athlete. The athlete was an Olympian and was describing to the Founder and Executive Director the difference in behaviour in the athlete village between Canada and another country at an Olympic Games. The Founder and Executive Director described the exchange as follows:

II: He said that the Canadian area is all friendly, and the other [nation] they would get up in the morning and get together as a team and they would chant win, win, win! And he [the athlete] said the Canadian area is more, happy to be here,

we're so lucky and, the other country is more focused on winning. And I agree with that, I think there is a lot of conversation from the Canadian athletes that's more of "I hope we do well, I hope we can make it, I hope"...I think this mental state comes from a lack of confidence. A state of mind comes from so many things, it is mental preparation, money, equipment, if you have everything at your disposal of course you are going to be more confident.

This example shadows the statements made by the athletes, involved in the study as they justified why charitable funding is needed. As noted earlier in this chapter, many of the athletes identified using charitable funding for coaching, equipment, training camps, facility costs, and basic living expenses. It appears as though so much effort has to be put into just being able to train, the confidence and energy required to perform at international competitions had been spent trying to find money to pay for their way to the competition.

When exploring the impact of charitable funding, there were several significant effects the Founder and Executive Director identified. Firstly he/she noted that several athletes had commented on how encouragement from outside their traditional support system (family, friends, and teammates) was an important confidence boost. Similarly, the fact that others believed in them enough to provide them with charitable funds, and to take the time to fundraise on their behalf provided them with additional motivation to train. In the following quotation, the Founder and Executive Director described the reaction of some of the athletes when he/she first began distributing funds.

11: When we first gave the money out to people the reaction was really - when you live on so little when you give someone \$5,000 or \$7,000, it was like they had just

won the lottery. And I really started to realize that this money is not only going to really good use, but it really does take some pressure off them. I've heard great stories, I've had a cyclist call me, he had just received his cheque, and he was going out for a long bike ride, and he said his tire blew and it started to pour rain, and he walked back home in his bike cleats, carrying his bike in the pouring rain knowing that everything was going to be OK now. He said it could have been the worst day, but he had received his cheque and knew he was going to be able to pay his bills and get by and so he didn't care what else the universe threw at him. I have had so many parents of athletes come up to me at the Games and tell me that without the funding they [the athlete] received from us they wouldn't be at the Games because it's that extra money that allows them to be there. It gives them [the parents] a financial break.

Having explored the creation of the Charitable Fund for Athletes, and some of the personal experiences of the Founder and Executive Director, we then addressed the future goals of the fund and Founder and Executive Director. With the opportunity to discuss what the Founder and Executive Director wanted to achieve with the fund, he/she only had one goal in mind, "To be able to distribute funds as soon as applicants are approved." The current process has applications coming in, while the organization undertakes fundraising in order to satisfy all of the requests for charitable funding that meet the funding criteria. This goal would provide the applicants with a more immediate response, and the opportunity to make training plans that match their most current financial needs. The Founder and Executive Director believes that this goal can be accomplished in the near future, and also predicted that "within the next year the amount of funding that we

[Charitable Fund for Athletes] provide to athletes will exceed what is provided through the Athlete Assistance Program.” As for the leadership of the Charitable Fund for Athletes, the Founder and Executive Director would like to one day “pass the fund onto someone else, once the fund is surrounded with the right people, I know that I will always be involved with the fund as a spokesperson, or on the board. It is just too close to me to just walk away from.”

As the discussion moved to the role of charitable funding in general for high performance athletes in Canada, the Founder and Executive Director was very quick to explain that he/she believed that there will always be a need for charitable funding for high performance athletes. He/she believed that corporate Canada needs to be more involved in the financial support of high performance athletes. He/she also expressed concern over the status of high performance athletes following the 2010 Vancouver Olympic Winter Games. The Founder and Executive Director made the prediction that:

I1: Athletes will be worse off following the Vancouver Games; companies are not getting involved to assist the athletes, but to benefit from their association with the [Olympic] rings. I believe that following the Games, support will be nonexistent, and athletes will be struggling more than they already are. Take a look at the summer athletes, they have not received any support, unless Alex Baumann [Road to Excellence] can make a miracle happen, I fear what may happen.

The concern expressed by the Founder and Executive Director following the 2010 Vancouver Olympic Winter Games, is validated through the historical events that followed Canada hosting the 1976 and 1988 Olympic Games. Prior to these Olympic

Games there was concern and implied need for Canadian athletes to be successful from the public, government, and media (Macintosh, 1996). As a means to ‘create’ success prior to both of these Olympic Games, the Canadian federal government and in some instances the Canadian Olympic Committee created new programs *Game Plan '76*, *Game Plan Athlete Assistance Program*, *Best Ever*, and an increase in AAP funding also occurred prior to the 1988 Calgary Olympic Winter Games (Beamish & Borowy, 1987; Macintosh, 1996; Macintosh et al., 1987). However, the long-term support following these Olympic Games has been non-existent. This lack of long-term support has resulted in inconsistent international results (Canadian Olympic Committee, 2007d). These inconsistent results have been evidenced at the Olympic Games; please see Table 4.11 for Canada’s results at the Olympics.

Table 4.11 – *Canada’s Results at the Olympic Games*

Year	1992	1994	1996	1998
Placement based on Medal Count	15 th	7 th	11 th	4 th
Medal Count	18 (International Olympic Committee, 2007c)	13 (International Olympic Committee, 2007f)	22 (International Olympic Committee, 2007d)	15 (International Olympic Committee, 2007g)
Year	2000	2002	2004	2006
Placement based on Medal Count	17 th	4 th	21 st	3 rd
Medal Count	14 (International Olympic Committee, 2007e)	17 (International Olympic Committee, 2007h)	12 (International Olympic Committee, 2007b)	24 (International Olympic Committee, 2007i)

This interview with the Founder and Executive Director provided a greater understanding of how and why this fund came to existence. The personal experiences of the Founder and Executive Director further clarified the need for charitable funding and how it has benefited high performance athletes. There were many similarities expressed in the personal statements of the athletes and the comments made by the Founder and Executive Director. Both the Founder and Executive Director and the athlete applicants identified similar needs for why charitable funding is needed. Both identified the cost of training camps, coaching, equipment, training costs, facility costs, basic living, and athletes dividing themselves between training and work as reasons for why charitable funding is needed. What is quite revealing is that the circumstances that inspired the Founder and Executive Director to begin this Charitable Fund for Athletes 10 years ago appear to be the same circumstances that athletes still face today.

Chapter 5: Summary, Conclusions, and Recommendations

The purpose of this research was to describe the financial status of high performance athletes and the need for charitable funding. This study sought to gain a deeper understanding of the financial status of high performance athletes, and contextualize the development of the Charitable Fund for Athletes. The following chapter will continue to build on the discussion that was initiated in the previous chapter. This chapter will (a) summarize the research, (b) present the major findings, (c) identify limitations and recommendations for future studies, (d) outline the contributions made, and (e) provide the researcher's reflections.

Summary of Research

Much research has been conducted in the area of high performance athlete funding through traditional sources of funding (Beamish & Borowy, 1987; Ekos, 1992, 1997, 2005; Macintosh, 1996; Macintosh et al., 1987, Macintosh & Whitson, 1980; Munro, 1970; Task Force Report, 1992); however charitable sources of funding for athletes have never been the topic of research. This research aimed to provide a deeper understanding of the status of high performance athletes, and how a charitable fund for athletes came to fruition through the analysis of documents, supplemented with a primary interview. This study used secondary data to establish the financial status of those athletes seeking charitable funding, and the need these athletes have for charitable funding in order to achieve their athletic potential and represent Canada at international competitions.

Major Findings

Throughout the entire research process, the use of multiple forms of data provided the highest quality depiction of the status of the athlete applicants, and provided a deeper

understanding as to the circumstances in which the athletes train. Each data collection stage utilized served to depict the realities of the athlete applicants. Combining different forms of data (secondary quantitative and qualitative, and primary qualitative) allowed for enhanced confirmability of the findings, as well as the breadth and depth of information collected to portray the athletes' realities.

The largest income sources reported by the athlete applicants were the carding money provided through Sport Canada's AAP; nearly 80% of the applicants received this funding. The average yearly amount of AAP funding received was \$14,004.96. Only 34.17% of the applicants supplemented their income by working part-time or full-time. The average yearly income earned by the athlete applicants was \$26,184.15; only 29.65% of the applicants reported an income greater than \$30,000. These findings are similar to those found in the Ekos 1992, 1997 and 2005 studies. Within the four years since the Ekos (2005) study was published, it appears many athletes remain dependent on AAP as their main source of income. Only a small percent (31.91%) of the applicants reported earning income through sponsorship. The average amount of income earned through sponsorship was \$7,177.75. It appears quite evident that there is a lack of support for high performance athletes from the corporate community.

The largest expenditure cited by the applicants was housing costs (\$7,296). What is also noteworthy is that nearly 40% of the applicants did not cite housing as an expenditure. These athletes have been able find an alternative means to cover this expense. The most expensive sport related expenditure was the cost of coaching (\$4,853.20). The second highest expenditure identified by the applicants was the cost of travel for competition and/or training purposes. These findings are congruent with the

written statements made by the athlete applicants. The most frequently occurring category throughout the analysis of the qualitative data was *competition expenses*. This category was inclusive of costs associated with travel to and from competition, accommodation while competing, bringing their coach to competition, and entry fees. The category of *coaching* was the third largest category. The athletes' largest sport related expenses were also the most common areas where athletes would like to focus additional funds. It appears from these findings that these are two areas for future focus of fund allocation, additional coaching for high performance athletes, and the supplement of competition expenses. The athlete applicants have identified these two areas of priority through the amount of income they currently invest in these areas, and the number of times these two areas were identified as sources where additional funds would be spent. What was also revealed in the athletes' personal statements was that the competition and training camps for which they required additional funding were not always optional. In many cases, the athletes were requested by their NSO to attend the competition and/or training camp, but there was no financial support provided by the sport organization.

The theme of *expenses related to being on a national team* was very enlightening as to the current status of high performance sport in Canada. From the athlete applicants, 60.80% were required to pay club and/or team fees to continue to train. Although the average cost was not very high (\$1,261.14), when working on a limited budget, it can become an important burden. The average cost of club and team fees represented 4.82 % of the average income. In addition to the costs associated with training, some athletes were required to re-locate for training and/or centralization purposes. Given the geographic size of Canada, this can be an important expense. Also, some athletes noted

that training centres are located in metropolitan areas that are traditionally associated with higher living costs.

Another need for the charitable funding identified by the athlete applicants consisted of sport equipment. The athlete applicants highlighted through their qualitative statements that technology is ever evolving and keeping up to date with the latest equipment is very difficult based on a limited budget. Some athletes also noted that international regulations reflected the latest technology and their outdated equipment was often not ideal for competition. Priestner Allinger and Allinger (2004) also identified inferior equipment as an area for improvement in the *Own the Podium* report, particularly in the Top Secret 2010¹⁶ component of this report. Despite this 2004 report, athletes continued to cite accessing and/or maintaining sport equipment as an important area of concern, where charitable funding could be invested.

What was most revealing of this research was that more than half of the athlete applicants (60.15%) reported a net income of zero or incurred a deficit. The second highest net income bracket was \$0.01 - \$5,000 with 24.47% of the applicants represented within this bracket. Within these two brackets 84.62% of the applicants have a net income of \$5,000 or less. These data indicate that of this group of high performance athletes, many are living in poverty in order to represent Canada in international competitions, and all of the athlete applicants explained that they do not have sufficient funding to satisfy their training and competition needs.

Throughout the analysis of the qualitative statements, several athletes identified that in some form either through their NSO or Sport Canada, they had experienced first

¹⁶ Top Secret 2010 is a program that runs independently of NSO's its purpose is to develop new training techniques and equipment, to provide Canadian athletes with an 'edge' (Priestner Allinger & Allinger, 2004).

hand the effects of cuts from governmental funding which affected either their ability to train and/or to compete. The results of these cuts have led them to direct precious time away from training in order to seek alternative funds either through part-time work, personal fundraising, or corporate sponsorship. The Charitable Fund for Athletes was, for all of these athletes, an important source of funding.

The recent trend of Canadian political leaders supporting a neoliberal ideology sees that our leaders are focusing on economic gains. The result of this ideology for high performance sport has been to develop dependence upon charitable sources to meet the funding needs of these athletes. Has this ideology been successful for high performance athletes? The recent results of the Athens 2004 Games of the XXVIII Olympiad would indicate that this ideology has failed our high performance athletes. Those within the sport community foreshadowed this occurrence, as noted earlier when former Executive Director of Ontario Track Field noted in 1996 when funding cuts to sport were occurring that the results of these cuts would not be felt until the future generation of athletes (Nemeth et al., 1996). Neoliberal ideology suggests that if the government withdraws itself from public services others groups will step in to fill the void (Albo, 2002). Although this has occurred with the recent development of not-for-profits specifically for high performance athletes, the results of this study indicate that they have not been able to completely fill the void, hence the financial status of these high performance athletes. Even the COC Director of Athletes and Community Relations has noted the struggle Canadian athletes are currently enduring “Talented athletes are constantly struggling to pay for the training, equipment and living expenses that are required to compete at the international level” (Swimming Canada, 2007).

The results of this neoliberal ideology adopted by the Canadian government is that high performance athletes are left with inconsistent funding. At budget time, athletes are left to wonder how much the Canadian government will provide, and how many athletes will be supported. Athletes are left searching for additional funds. It is more than likely that some of Canada's great athletes have considered leaving their high performance sport career simply because of a lack of funds to cover the cost of training and competing. While the government has a limited role in high performance athlete funding, there has been little to no outreach from corporate Canada to financially assist athletes. While corporations have been eager to join in support of hosting the 2010 Olympic Winter Games, few have stepped up to ensure that the athletes have the proper training and support to make it to the Olympic Games.

Limitations and Recommendations for Future Studies

Limitations

Following Lincoln and Guba's (1985) recommendations to enhance the trustworthiness of the study, the researcher has identified key limitations to the study that should be taken into consideration when placing this research into the present context of high performance sport. The main limitation of this research is its reliance on secondary data. All data involving the athletes' financial information, and reasons as to why charitable funding is needed, were obtained through a secondary data source. Limitations associated with this are: inability for follow-up with participants, no control of the survey tool or questions presented within the survey. Another limitation of this research was that it focused on data provided from a single organization. In addition, this organization's mandate was to assist athletes who required financial assistance. As such the researcher

acknowledges that this group of athletes may be more impoverished than other high performance athletes because they applied for financial aid. There are athletes who did not apply to this Charitable Fund for Athletes. Further exploration of these athletes would enhance the overall understanding of the financial status of high performance athletes in Canada.

Also to be noted that during the research process, changes to funding for Canadian high performance sport occurred. Many of these changes are associated with hosting the 2010 Vancouver Olympic Winter Games, but these changes are not reflected in this research since athletes' data included in this study involved applications completed between November 2004 and April 2006 before these changes were introduced.

Recommendations for Future Studies

This analysis of archival data provided a deeper understanding of the financial status of high performance athletes in Canada. This archival analysis is a snap-shot of a specific time in high performance athlete funding. Future research on this topic is necessary to explore the post-2010 Olympic Winter Games effects on Canadian high performance athletes. As noted in Chapter 2, there has been a heightened interest from corporate Canada because of the Olympic Games, this phenomenon also occurred prior to Canada hosting the 1976 and 1988 Olympic Games (Macintosh, 1996). Research following the 2010 Vancouver Olympic Winter Games will determine if this increased interest from corporate Canada is again a one-time phenomenon related to Canada hosting these Games or if this is a paradigm shift within the corporate culture of Canadian corporations.

In addition to the previous noted recommendation it would also be beneficial to discuss with athletes how the recent initiatives, *Own the Podium* and *Road to Excellence*, have affected their financial status and/or their training opportunities. Both of these programs have received significant media attention (Fidlin, 2005; Lee, 2007b; Longely, 2006), and have cited lofty goals for Canadian athletes to achieve. It is important to develop an understanding of how these programs either enhanced the financial status of high performance athletes, or provided more opportunities for better training and competition at no cost to the athletes.

Another recommendation for future research within this field would be to determine whether financial profiles of athletes and access to funding differ among various groups of athletes, for example, between male and female athletes; between athletes involved in summer sports and athletes involved in winter sports; between able-bodied athletes and paralympians; between athletes from team sports and athletes from individual sports; and between AAP carded athletes, provincially carded athletes, and non-carded athletes. These comparisons could enhance our understanding of the financial profile of high performance athletes and aid in determining differences in athletes' financial needs that may exist.

Future research on this topic should look to re-examine the work of Beamish and Borowy (1987). This research has made a significant contribution to the understanding of the financial profile of high performance athletes, however it is very dated. Future research also needs to explore the increasing role of charities in the neoliberal political context. In addition to these recommendations other types of research needs to be conducted for example; what is it like for high performance athletes (phenomenological);

what is the social and cultural context (ethnographic). Further to the previous noted recommendations for future research, a more critical exploration of the topic needs to occur. The idea that many of our top athletes are living on the margins while those in administrative roles are making significant amounts of money, seems backwards. The athletes are the persons for whom the administration should be taking care; this notion needs to be explored in future research.

Contributions

As outlined in Chapter 1: Introduction, this research sought to increase the body of research surrounding the topic of the financial status of high performance athletes. This research contributed to academia through the unique provision of the analysis of archival data that has not been the focus of previous research. This archival analysis will enhance sport management literature through its new findings. It is through the athletes' realities as portrayed through the qualitative data, and the statistical analysis of quantitative data that a rich understanding of the financial status of high performance athletes has been presented. The purpose of this research was not to develop theories, or provide answers as to what must be done, but rather exploratory; to provide the opportunity for enhanced understanding of athletes' financial realities, and why this fund came to fruition.

Further, this research has brought to light some alternative means in which athletes could be supported. While strict regulations are in place for sponsorship at competitions, there are no restrictions for sponsoring athlete training, an area identified by the athletes as one of their top expenses. In addition to looking for alternative means to support athletes, the Charitable Fund for Athletes could also look to add a member

from an NSO to their Board of Directors to enhance their visibility within their sporting community, and begin to establish a working together atmosphere.

Reflections

In order to gain a comprehensive understanding of the financial status of high performance athletes within Canada, secondary data from a Charitable Fund for Athletes was utilized for analysis purposes. During this study, the researcher came across two challenges that should be addressed, (a) researcher relationship with the Charitable Fund for Athletes, and (b) the use of secondary data for analysis.

The first challenge came as a result of the researcher's previous involvement as an intern with the Charitable Fund for Athletes. As noted in previous chapters, this relationship was an immense benefit in terms of gaining access to the secondary data. This relationship previously established a level of trust between the researcher and the Founder and Executive Director of the Charitable Fund for Athletes, in which the Founder and Executive Director provided the researcher with access to this rich data source. This data source had previously never been the focus of study. Although this relationship was incredibly advantageous to the researcher, it was not without its own challenges. The researcher had to establish a different rapport with the Founder and Executive Director while conducting the research. Prior to the commencement of the research, the researcher was privy to information that did not come out during the research process. To ensure continued trust with the Founder and Executive Director, this knowledge could not be included in this research, but hopefully will be able to be included in future research, when developing the context of funding for high performance athletes.

At times, during the research process, it was difficult to establish dedicated research time with the Charitable Fund for Athletes. When conducting research at the office of the Charitable Fund for Athletes, the researcher was often asked to participate in group discussions or provide assistance based on my previous internship in the office. Due to this previous role, it was sometimes difficult to establish boundaries. The result of these incidences is that the research process took longer than anticipated, but the researcher was also able to gain valuable insight as to the current context of high performance athlete funding, which was very valuable.

The second challenge the researcher faced was the use of secondary data. The researcher considered this data pool to be a rich, untapped source that could provide enlightenment on the status of high performance athlete funding. This particular data source as previously noted had never been used for the purpose of research. The secondary data provided the researcher with access to a large data pool, in terms of the number of applicants, and the amount of information that was already gathered. It would not have been feasible for the researcher to gather both this quality and quantity of data with limited time and research funds. As such the researcher was grateful to have been provided access to this data source. Although secondary data were an incredible resource, there were some negative aspects to this. The researcher did not have the opportunity to interact with the athletes who had applied for the charitable fund. Athletes' responses on the application were not always consistent and uniform. Some athletes provided insights as to how additional funds would be utilized, while other athletes identified specific situations. The researcher would have preferred to further probe some of the athletes as to

the circumstances in which they were training and competing to provide a more holistic understanding of their different realities.

Overall, the data collection and analysis phases went very well. Each collection method and data source served the purpose of the archival analysis to allow the researcher to provide insight as to the current financial status of high performance athletes, and why charitable funding is needed.

In order to portray the reality of high performance athletes in this archival analysis, a multiple method of data collection was implemented to create a holistic understanding. Throughout the research process there were many positive outcomes of using this methodology. First, each data collection method enhanced the findings of the other method. The qualitative statements provided confirmation of the quantitative data. Similarly the quantitative data confirmed the realities that were portrayed in the athletes' personal statements. Confidence in results was created through this ability to confirm the findings of one method to the other. The interview process also provided the researcher with the opportunity to further explore the environmental context that led to the creation of the Charitable Fund for Athletes. The context that was depicted in this process was also confirmed in the literature review in creating the historical context of high performance athlete funding. Secondly, the relationship the researcher had with the Founder and Executive Director was beneficial throughout the research process. Access and cooperation were strongly based on this pre-developed relationship. As such the researcher was granted full access to the data. The access to the athletes' personal statements was most valuable. The ability to provide athletes with a voice enhanced our

understanding of the research focus. These statements were a valuable data source, and without this relationship, may have remained unused.

A disappointing aspect of the research process was the researcher's inability to have contact with the athlete applicants. It was not possible to probe athletes to elaborate on the description of their realities. In the future, as the Charitable Fund for Athletes grows and develops offices across Canada, the opportunity to interact with the athletes may become a possibility that would enhance future research on this topic.

This archival analysis offered various methods that allowed the researcher to uncover findings on the financial status of high performance athletes, and why charitable funds are needed by high performance athletes, as provided by athlete applicants to the Charitable Fund for Athletes. With the recent initiatives that have emerged as a result of Canada's hosting the 2010 Vancouver Olympic Winter Games, the opportunities for athletes to train and compete at their optimal level will be vital in accomplishing the goal of being the number one nation at these Olympic Games (Priestner Allinger & Allinger, 2004). In order to achieve these goals, athletes need to have the opportunities to satisfy their training and competition needs, so as to have the ability for best ever performances. One clear outcome of this research is that each athlete is training, and pursuing the dream of representing their nation to the best of their abilities, but their capacity to reach their potential may be limited as a result of their financial status.

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*Appendix 1***Brock University, Department of Sport Management
Informed Consent Form – Participants**

Title of Study: Financial Needs of High Performance Athletes in Canada
Thesis Supervisor: Dr. Lucie Thibault, Department of Sport Management
Principal Researcher: Alanna Harman, M.A. Candidate, Sport Management
Interviewer: Alanna Harman
Name of Participant (please print): _____

- ☐ I understand that this study in which I have agreed to participate will involve my participation in an interview that will last for approximately one hour and a half. The purpose of this investigation is to explore the creation of the Canadian Athletes Now Fund, and the reasons behind its creation.
- ☐ I understand that following this interview, I may be contacted by the Principal Researcher to review the transcript with the possibility of meeting again for a second interview to expand or clarify items from the transcript or the first interview.
- ☐ I understand that I will be asked to share my experiences as the Founder and Executive Director of the Canadian Athletes Now Fund, and my personal philosophy and/or beliefs in regards to the current status of high performance athletes in Canada and their access to financial support. Those experiences that I choose to share are my sole discretion.
- ☐ I understand that there are no anticipated risks related to my participation in this study.
- ☐ I understand that the benefit of my participation in this research is to assist in further understanding the financial needs of high performance athletes in Canada.
- ☐ I understand that my participation in this study is voluntary and that I may withdraw at anytime for any reason without penalty
- ☐ I understand that I may ask questions of the researcher at any point during the research process.
- ☐ I understand that there is no obligation to answer any questions that I feel are invasive, offensive, or inappropriate.
- ☐ I understand there will no payment for my participation.
- ☐ I understand that all materials will be stored in a locked cabinet in the home of the Principal Researcher and will be kept one year after the initial printing of the research. After this point, all data materials will be destroyed and erased
- ☐ I understand that only the Principal Researcher and the Thesis Supervisor as named above will have access to the data.
- ☐ I understand that the results of this study will be used in a Master of Arts' thesis and potentially at future conferences, and/or publications. The results of the study will be provided to the participants.
- ☐ I understand that confidentiality of my participation will be maintained, and my name, title, and name of the organization will not appear in printed material. Canadian Athletes Now Fund will be referred to, in all research documents, as 'a charitable fund for athletes.'
- ☐ As indicated by my signature below, I acknowledge that I am participating freely and willingly and I am providing my consent.

Participant's Signature: _____ Date: _____

If you have any questions or concerns about your participation in this study, you may contact Alanna Harman at 905-826-7261 or via e-mail alanna.harman@brocku.ca, or thesis supervisor Dr. Lucie Thibault, at 905-688-5550 ext. 3112 or via e-mail lthibault@brocku.ca. For further questions regarding ethics clearance and your rights as a participant, please contact the Research Ethics Officer at reb@brocku.ca or 905-688-5550 ext. 3035.

Feedback about the use of the data collected will be available in September 2007, from Alanna Harman or Dr. Lucie Thibault in the Department of Sport Management at Brock University. A written explanation will be provided for you upon request. Please make your wishes known to the interviewer.

Thank you for your participation, please take one copy of this form with you for future reference.

I provide my consent to allow the information from my interview to be used for educational purposes.

Participant's Signature: _____

Date: _____

I have fully explained the procedure of this study to the above participant.

Researcher's Signature: _____

Date: _____

*Appendix 2***Interview Topic and Guiding Questions****1) Background Information and History**

- What is your background in high performance sport?
- What is your professional training?
- What type of previous employment have you been involved in?
- How many years has the Canadian Athletes Now Fund been running?

2) Factors that influenced your decision to create the Canadian Athletes Now Fund

- When did you first consider raising funds for Canadian athletes?
- Why did you think raising funds for Canadian athletes was necessary?
- How did you come to the realization that there was a need for such a fund?
- Describe the path you took to create the Canadian Athletes Now Fund.

3) Experiences since the creation of the Canadian Athletes Now Fund

- There are different organizations involved in financially supporting Canadian athletes (e.g., Sport Canada, the Canadian Olympic Committee, provincial governments, and corporations). Where does the Canadian Athletes Now Fund fit in with these other funding programs?
- What has been your reception by the different stakeholders (athletes, National Sport Organizations, Provincial Sport Organizations, Canadian Olympic Committee, government officials from Sport Canada, politicians, public)?
- What obstacles did you have to overcome?

4) The future of Canadian Athletes Now Fund

- What do you hope to achieve with the Fund? What is your ultimate goal?
- Do you think there will ever be a day when charitable funding for Canadian athletes will no longer be required? Why or why not?

Debriefing Statement

Statement to be made by researcher:

The predicament of high performance athletes in Canada has often been the subject of many debates in popular press. It is through this study that I hope to depict the current financial needs of high performance athletes, and in which areas of their training additional funds are targeting. As the public perception for the need to succeed in international competitions increases, and the backlash for 'failure' becomes more significant in the media – it is important to understand the current financial conditions in which Canadian athletes train and compete.

Opportunity to debrief about the interview process

The debriefing will enable the participant to indicate how he/she felt about the interview process and if there were specific questions that he/she was not comfortable with or did not understand. The purpose of this debriefing will be to enable the participant to express himself/herself and to work with the interviewer through issues pertaining to the interview (e.g., allowing the participant to clarify their position).

This will also allow the researcher to reassure the interviewee that his/her thoughts and opinions are justified, and that by sharing them, he/she will be helping others to understand a complete picture of the present financial situation of high performance athletes in Canada. Possible debriefing statements may include:

Do you have any thoughts or experiences that we have not addressed that you would like to share?

I can understand why you feel that way, other studies have indicated that ...

Contact Information for Additional Resources

The final report will be e-mailed within a two week period once the final printing has taken place. For other information the participant may ask direct questions of the principal investigator, Alanna Harman, at 905-826-7261 or alanna.harman@brocku.ca, thesis supervisor Dr. Lucie Thibault at 905-688-5550 ext. 3112, or Research Ethics Board 905-688-5550 ext. 3035.

Thank you,

Appendix 3

I have been involved in sports my entire life beginning with recreational and house league teams in a variety of sports. At the age of 12, I began competing in synchronized swimming at the National Level. At the age of 13, I competed at my first national competition, and again at the age of 14. Following the 1996 nationals I no longer competed in synchronized swimming due to injury. Following this I began competing in competitive swimming. Although my previous injury limited my ability, I was still able to train with my local club at the 'Junior National' level. During my time with this club there were several club members who competed at the Olympic trials, and one member from our club qualified to compete at the 2000 Sydney Olympics.

During this time, I became very interested in the Canadian sport system, and how the Canadian system functioned. Following high school I went on to attend Brock University and studied in the Department of Sport Management. During this time I learned much about the Canadian sporting system, and became even more interested specifically in the development of high performance sport in Canada. For my fourth year internship I interned with the Charitable Fund for Athletes. My time with this organization further enlightened me to the status of high performance athletes in Canada.

Following my swimming career I have coached both synchronized swimming and competitive swimming. I continue to be involved in synchronized swimming as a provincial level NCCP II coach.

These key experiences have formed my interest in the area of funding for high performance sport athletes in Canada.

Appendix 4

Code	Interpretation of codes
Additional Training	Text coded here reflects statements that additional funding would be used to increase training
Coaching	Text coded here reflects statements that additional funding would be used to pay for coaching costs and/or the opportunity to receive additional/ specialized coaching
Costs associated with attending competitions	Text coded here reflects statements that additional funding would be allocated towards all the costs associated with attending competitions (travel, accommodation, bringing coach along, entry fees)
Paying back previous debt	Text included in this code illustrate that additional funding would be used to help pay debt that athletes has previously incurred.
Facilities	Text coded here reflects statements that additional funding would be used to gain access to facilities OR cover the costs associated with access to facilities
International Training	Text coded here reflects statements that additional funding would be allocated to allow for increased international training
Less Work	Text coded here reflects statements that additional funding would allow athletes to work less and train/ recover more
Living Costs	Text coded here reflects statements that additional funding would be allocated towards 'typical' living costs (rent, food, hydro, phone)
Lost Wages	Text included in this code indicate that athletes would use additional funding to offset lost incomes from taking time off from work to attend sport related functions (training and/or competitions)
Medical Services	Text coded here reflects statements that athletes would use additional funding to pay for additional medical care (massage, physiotherapy, chiropractic care)
Nutrition	Text coded here indicates that additional funds would be allocated towards the purchase of food and/or food supplements
Paying back parents for loaned money	Text coded here reflects statements that athletes would use additional funding to pay back parents for their investments OR loans that they have
Relocation Costs	Text included in this code illustrates that additional funding would be utilized to assist with athletes' relocation costs for training purposes
Schooling	Text included in this code illustrates that additional funding would be utilized to assist with the payment of

	post secondary education
Team Fees	Text included in this code illustrates that athletes would use the additional funding to assist with the payment of required team fees
Training Camps	Text included in this code illustrates that additional funding would be used to pay for the cost of attending a training camp
Training Costs	Text included in this code illustrates that additional funding would be utilized to assist with general non-specified training costs
Training Equipment	Text coded here reflects statements that athletes would use additional funding to pay for new OR better training equipment

