

Tourism and Sport: Follow-up Questions to 2023-24 Public Accounts

1	<p>My question is whether or not the department can table for this committee all of the documentation related to the hire of Ms. Rosin.</p> <ul style="list-style-type: none"> ○ We will have to check with the Public Service Commission with respect to what is publicly available with respect to privacy rules related to competitions. <p>Response: Competition records are not shared publicly. All candidates were assessed in regards to the qualifications outlined in the job ad. Ms. Rosin was the successful candidate on the competition.</p>
2	<p>Of that \$10.60 for every dollar invested, how much comes back to the government of Alberta in terms of tax revenue? Does Travel Alberta know?</p> <ul style="list-style-type: none"> ○ We have robust metrics on this, and we're happy to provide them to the committee. <ul style="list-style-type: none"> ▪ Yeah, if you could provide that in writing then as a follow-up, I'd appreciate it. <p>Response: The \$10 million airline investment partnership program supported 300,000 seats. This yielded \$106 million in tourism revenues for the province, which generated \$86 million in provincial GDP, supported more than 1,100 jobs, and contributed \$6 million in federal taxes, \$5 million in provincial taxes, and \$2 million in municipal taxes.</p>
3	<p>On page 13 the ministry discusses that the Podium Alberta program invested a total of \$700,000 to assist 232 athletes compete on the world stage in 38 sports.</p> <p>My first question is:</p> <ul style="list-style-type: none"> • Does the department have a breakdown of male, female athletes or under 18, over 18, any sort of metrics like that? • Do you have any metrics on under 18, over 18? • Can you tell me how many of the 232 high-performance athletes are actually eligible to 51 participate in, like, Paralympic type sport? <ul style="list-style-type: none"> ○ We'll get that data as well. I believe we do have on the website the Podium Alberta recipients and which ones are designated as Paralympians or para athletes. <p>Response:</p> <ul style="list-style-type: none"> • Total number of podium athletes: 232 athletes in 38 sports (see attached publicly available list of athletes). • Total number of male and female podium athletes: 114 male athletes and 118 female athletes. • Total number of podium athletes over 18 and total number of podium athletes under 18: 18 athletes aged under 18, and 214 athletes aged 18 and older. • Total number of podium para athletes and total number of podium able bodied athletes: 37 athletes with a disability, and 195 able-bodied athletes.
4	<p>What is the total podium finishes by year for the last few? You know, if you don't have that, what is the expected return of this particular fiscal year's report, again, understanding that being on top of the podium isn't the only goal?</p> <ul style="list-style-type: none"> ○ We'll undertake to find those numbers <p>Response: 20 Olympians and 8 Paralympians competing in Paris 2024 were assisted by Podium Alberta in the year leading up to the Games. Podium athletes earned 3 Olympic medals - 2 Silver and 1 Bronze and 4 Paralympic Bronze medals.</p>

5	<p>Can you tell me where specifically the direction came from to change the definition of physical activity? Who were the ongoing conversations with, when you changed this tool?</p> <p>Response: 2021-22 was the first year the survey was completed online and 2023-24 was the first year as a standalone survey for Sport and Recreation. Definitions are perceived differently than when read versus heard on the telephone where the interviewer can add clarification. Changes were essential to help ensure results are accurate. The clarification was for the definitions around organized sport and active recreation to simplify examples and better classify activities. Data was analyzed from previous results and discussed by the survey team and program area. The definitions that appeared in the survey were as follows.</p> <p><u>Organized Sport Activities</u> Physical activities:</p> <ul style="list-style-type: none"> - are governed by a set of rules, - includes competitive elements that are tracked through scoring, time keeping or judged results, and - organized and scheduled as part of a league, club or organization. <p><u>Active Recreation Activities</u> Physical activities that are:</p> <ul style="list-style-type: none"> - done for the purpose of wellbeing or enjoyment; and - activities can be done at home or outside the home.
6	<p>I'm proud to say that within Travel Alberta we have the best econometric data group in the country right now, and they use about 16 or 17 data points from different national and international sources, including Stats Canada, which end up being part of our modelling.</p> <ul style="list-style-type: none"> o Following up, just out of pure curiosity, are you able to share those 16 or 17 data points that the department uses? <p>Response: Macroeconomic indicators at Alberta and Canada levels:</p> <ul style="list-style-type: none"> - Employment - GDP - Oil Prices - Population growth - Consumer price index <p>Tourism sector specific indicators:</p> <ul style="list-style-type: none"> - Tourism expenditure from different origin markets (Alberta, Rest of Canada, US, Overseas) - Visitation from different origin markets (Alberta, Rest of Canada, US, Overseas) - Trip purpose (Leisure, business, visiting friends/relatives, other) - Category of spend (Accommodation, Food & Beverage, Transportation, Recreation & Entertainment, Retail & Other) - Seasonal distribution of spend - Regional distribution of spend - Hotel sector indicators (ADR, Occupancy, RevPar) - Market access based on future scheduled air seat capacity - Tourism labour - Projected growth rate for tourism expenditures at the national level
7	<p>Where was the \$7.1 million invested? It was growth stream that it was labelled. Page 15: \$63.3 million in private investment followed a \$7.1 million GoA growth stream investment.</p>

	<ul style="list-style-type: none"> ○ That's the Travel Alberta tourism investment fund. I believe in the opening statement I stated the number of projects. They are throughout the province, predominantly in rural areas of the province. About \$1.2 million of that is to Indigenous operators, so on top of the investment that we're making through Indigenous Tourism Alberta at least \$1.2 million or up to \$1.5 million is part of those initial investments. <i>I could list several of them.</i> <ul style="list-style-type: none"> ▪ If you could table that for the committee, that would be great. <p>Response: Travel Alberta investments are publicly available on their website at: https://industry.travelalberta.com/about-us/financial-disclosures</p>
8	<p>The list of maintenance needs for world-class facilities to keep attracting those events that we talked about are considerable. I don't know that I saw in the report a list of those maintenance needs, and I'm wondering if that could be provided. I'll throw in there the Olympic Oval, which is kind of on its last legs.</p> <p>Response: Tourism and Sport does not have a list of maintenance needs of sport facilities.</p>
9	<p>I'm wondering if we can share the number of, the data of, visitors by country, the average spend of, like, Alberta versus Canada versus the United States 33 versus international.</p> <p>Response: Visitor trends data is published on Travel Alberta's website at: https://industry.travelalberta.com/research/tourism-indicators/visitation-trends</p>
10	<p>Performance metric 1(a) percentage of Albertans attending and participating in events and organized sport activities. My question is: why is "events" in the title, and how is it different from organized sport activities?</p> <p>Response: "Events" is in the title because the metric was included as a part of a combined metric in the 2023-26 Culture business plan. Events is not included in the 2024-27 Tourism and Sport business plan. The results recorded on page 16 of the Tourism and Sport Annual Report reflect participation in any organized sport activity, including events.</p>
11	<p>My second question is: why is the word "attending" in the title? Does this performance measure count people who went to an event? If yes, why is "attendance" grouped with "participation"?</p> <p>Response: "Attending" is in the title because the metric was included as a part of a combined metric in the 2023-26 Culture business plan. The results recorded on page 16 of the Tourism and Sport Annual Report reflect participation in organized sport activities, and do not include any individuals that only attended an event or organized sport activity, but did not participate.</p>

12	<p>On page 62 of the annual report I note mention of new ministry structures announced on June 6, 2023. In particular, certain responsibilities of the former Ministry of Culture and Ministry of Arts and Tourism were transferred to the Ministry of Tourism and Sport. Would the deputy minister please explain what responsibilities were transferred into the Ministry of Tourism and Sport? What was the process of incorporating these changes into the ministry, and how effectively is the ministry measuring the successful execution of these transferred responsibilities?</p> <p>Response:</p> <ul style="list-style-type: none"> • The Ministry of Tourism and Sport was established in June 2023 to champion tourism and sport initiatives across Alberta. • It was created with program transfers from the Ministry of Culture and Status of Women and from the Ministry of Forestry, Parks and Tourism. • Transfers from Culture and Status of Women mostly related to Sport and included: Sport, Physical Activity and Recreation Program, Major Cultural and Sport Events, which was later renamed Major Sport Events, Assistant Deputy Minister Office, and funding for Corporate Support. • Transfers from Forestry, Parks and Tourism were Tourism Policy and Planning, as well as Travel Alberta. • Tourism and Sport collaborated with Arts, Culture and Status of Women, and Forestry and Parks to transfer programs, staff and corporate knowledge to form our new ministry. • The business plans from the former ministries were reviewed to identify deliverables and performance measures related to the areas being transferred, that made up the plan for our new ministry. • Additional metrics (adult and youth recreation participation and tourism sector employment) were included in the report to strengthen the analysis of results. • When it comes to the annual report, all the information is presented as if the ministry had always existed and our financials are also presented in a restated manner to be able to provide comparable information related to prior years. • The ministry carried over all relevant performance measures from the prior ministries to continue assessing its performance against the objectives established. • Additional metrics were included in the Annual Report to strengthen the analysis of the results (Adult and Youth recreation participation and tourism).
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Podium Alberta Recipients • 2023

Podium Alberta is pleased to assist 232 athletes in 38 sports as they strive for Excellence in Sport

Alpine Skiing

Kiara Alexander
Tess Beasant ^
Hanna Chilson ^
Cassidy Gray
Trevor Philp
Erik Read
Jeffrey Read
Britt Richardson
Liam Wallace

Athletics

Aaron Ahl
Elizabeth Duff ^
Jasmyn McCulloch ^
Alister McQueen ^
Sarah Mickey ^
Malachi Murray
Thomas Normandeau ^
Amanda Rummery ^
Natalie Thirsk ^
Sage Watson

Badminton

Josephine Wu

Basketball

Patrick Anamali
Bubu Benjamin
Yvonne Ejim
Phillipina Kyei
Nnamdi Ogali
Katherine Plouffe
Michelle Plouffe

Wheelchair

Basketball

Chad Jassman ^
Arinn Young ^

Biathlon

Christian Gow
Reid Lovstrom
Emma Lunder
Adam Runnalls
Jenna Sherrington

Bobsleigh

Chris Ashley
Taylor Austin
Justin Kripps
Melissa Lotholz
Kenny M'Pindou
Bianca Ribí
Dawn Richardson Wilson
Ryan Sommer
Daniel Sunderland
Leah Walkeden
Eden Wilson

Canoe - Slalom

Trevor Boyd

Cross Country Skiing

Mark Arendz ^
Russell Kennedy
Alison Mackie
Xavier McKeever
Anna Parent
Tom Stephen
Derek Zaplotinsky ^

Curling

Brendan Bottcher
Rachel Germain
Marc Kennedy
Kevin Koe
Karrick Martin
John Morris
Jocelyn Peterman
Jessie Scheidegger
Val Sweeting
Bradley Thiessen
Geoff Walker
Laura Walker

Cycling

Ngaire Barraclough
Allison Beveridge
Evan Burtnik
Devaney Collier
Ryan Dodyk
Kara Douville ^
Kelsey Mitchell
Kate O'Brien ^
Sarah Orban
Sara Poidevan
Carla Shibley ^
Molly Simpson
Lowell Taylor ^

Diving

Aimee Wilson

Fencing

Eleanor Harvey
Marissa Ponich
Madison Thurgood

Figure Skating

Kaiya Ruiter

Freestyle Skiing

Noah Bowman
Ethan Fernandes
Amy Fraser
Mark Hendrickson
Andrew Longino
Brendan MacKay
Dylan Marineau
Evan Marineau
Sascha Pedenko
Daniel Tanner

Goalball

Brieann Baldock ^
Aron Ghebreyjohannes ^
Meghan Mahon ^
Blair Nesbitt ^

Hockey

Rebecca Johnston
Emerance Maschmeyer
Meaghan Reid
Danielle Serdachny
Shannon Szabados

Sledge Hockey

Auren Halbert ^
Adam Kingsmill ^
Micah Kovacevich ^
Zachary Lavin ^
Tyson Rietveld ^

Judo

Evelyn Beaton

Luge

Kailey Allen
Brooke Apskrum
Jolie Brodylo
Abigayle Clark
Theo Downey
Trinity Ellis
Makena Hodgson
Carolyn Maxwell
Dylan Morse
Beattie Podulski
Bastian Van Wouw
Devin Wardrope
Maya Yuen
Cole Zajanski

Racquetball

Coby Iwaasa

Rowing

Curtis Ames
Shaye de Paiva
Nicole Hare
Kendra Hartley
Andrew Hubbard
Karen Lefsrud
Olivia McMurray
Karissa Riley
Jessica Sevic

Rugby

Thomas Isherwood
Temitope Ogunjimi
Matthew Oworu
Krissy Scurfield
Keyara Wardley
Larah Wright

Wheelchair Rugby

Zak Madell ^

Shooting

Lindsay Boddez
Trysten Curran
Lynda Kiejko

Skeleton

Jane Channell
Blake Enzie
Ryan Kuehn
Jaclyn Laberge
Mark Lynch
David Park
Troy Wilson

Ski Cross

Zachary Belczyk
Carson Cook
Reece Howden
Brady Leman
Kris Mahler
Abby McEwen
Callum McEwen
Antoinette Tansley
Kiersten Vincett

Ski Jumping

Mackenzie Boyd-Clowes
Natalie Eilers
Nicole Maurer
Matthew Soukup
Abigail Strate

Snowboard

Brooke D'Hondt
Liam Gill

Softball

Zoe Hicks
Morgan Rackell

Speed Skating

Ted-Jan Bloemen
Anna Bourgeois
Alison Desmarais
Laura Hall
Connor Howe
Tyson Langelaar
Brooklyn McDougall
Kaleb Muller
Maddison Pearman
Frank Roth

Swimming

Kamryn Cannings
Maxine Clark
Paul Dardis
Nicholas Duncan
Emma Finlin
Yuri Kisil
Rachel Nicol
Aiden Norman
Cole Pratt
Rebecca Smith
Ella Varga
Liam Weaver
Lorne Wigginton
Ingrid Wilm

Triathlon

Stefan Daniel ^
Emma Skaug ^

Volleyball

Blair Bann
Ryley Barnes
Jay Blankenau
Christopher Byam
Devin Corah
Jesse Elser
Pearson Eshenko
Adriel Goodman
Alexa Gray
Mason Greves
Hilary Howe
Kacey Jost
Matthew Neaves
Quinn Pelland
Jacob Sargent
Nyadholi Thokbuom
Lucas Van Berkel
Jacob Van Geel
James Vincett
Brett Walsh

Sitting Volleyball

Mikael Bartholdy ^
Jason Beamon ^
Connor Compton ^
Austin Hinchey ^
Douglas Learoyd ^
Sarah Melenka ^
Jennifer Oakes ^
Heidi Peters ^

Water Polo

Kyra Christmas
Matthew Halajian
Rae Lekness
Kelly McKee
Kindred Paul

Water Ski

Ryan Dodd
Dorien Llewellyn

Wrestling

Danielle Lappage
Taylor McPherson
Katie Mulkay
Vianne Rouleau

^ denotes Paralympic Athletes/Guides