

Table 1

*SPDP Project(s), Target Group(s), Outcomes and Delivery Agency*

NSO	SPDP Project(s)	Target Group(s)	Outcome (2005-2006)	Delivery Agency
Volleyball Canada (VC)	<i>Volleyball house league</i>	9 – 12 years; Aboriginal people; youth at risk; economically disadvantaged; visible minorities	20,295 participants	Coaches in local gymnasiums and community clubs in 8 provinces
Swimming Canada (SNC)	<i>I CAN Swim</i>	All children (beginning as early as 3 months)	23,800 participants	Swimming educators at community pools in 8 provinces and 2 territories
Rowing Canada (RCA)	<i>Dynamic Opportunities for Youth Program</i>	13-18 years, specifically youth at risk	605 participants	Coaches and organizers in local rowing clubs in 17 communities
Hockey Canada (HC)	<i>Skills Camp, Esso Fun Days and Discovery Hockey Program</i>	Aboriginal people; youth at risk	6,169 participants	Camps in 10 provinces and 2 territories
Gymnastics Canada (GC)	<i>Grassroots Sports Aerobics, P.E. Curricula, National Gymnaestrada and AWAD</i>	13 – 18 years; disabled athletes	n/a	Teachers and coaches in 8 provinces

NSO	SPDP Project(s)	Target Group(s)	Outcome (2005-2006)	Delivery Agency
Canada Cycling Association (CCA)	<i>Sprockids</i> <i>National Introduction to Cycling</i>	9-12 years	n/a <sup>(a)</sup>	Seven training centres across Canada
Canada Tenpin Bowling Federation (CTF)	<i>Get Active</i>	17-25 years	21 participants in 2002-2003 <sup>(a)</sup>	Through local clubs in provinces
Badminton Canada (BC)	<i>Community Badminton</i>	Under represented groups, in particular Aboriginal youth	1,876 participants	Community sport development officers
Athletics Canada (ACA)	<i>Run, Jump and Throw</i>	8-12 years	23,882 participants	Teachers in 9 provinces
Alpine Canada (AC)	<i>Husky Snow Stars</i>	6 – 14 years and their parents	n/a	Ski clubs across 10 provinces and Yukon

*Note:* n/a = not available;

<sup>(a)</sup> This program was discontinued due to low participation numbers.

Table 2

*NSOs' General and Website Characteristics (October, 2007)*

NSO	Number of members	Number of clubs	Sport development staff	Website speed Percentiles <sup>(a)</sup>	Number of pages/viewer/day	Number of sites linked
Volleyball Canada (VC)	80,000	n/a	53	65%	4.6	200
Swimming Canada (SNC)	50,000	350	18	80%	1.9	134
Rowing Canada (RCA)	15,000	53	16	35%	5.2	77
Hockey Canada (HC)	543,363	n/a	83	47%	4.1	333
Gymnastics Canada (GC)	n/a	700	19	67%	2.5	204
Canada Cycling Association (CCA)	n/a	n/a	8	94%	5.6	136
Canada Tenpin Bowling Federation (CTF)	37,528	1,135	20	n/a	1.3	46
Badminton Canada (BC)	n/a	13	n/a	n/a	4.7	n/a
Athletics Canada (ACA)	200,000	n/a	34	61%	5.7	108
Alpine Canada (AC)	n/a	n/a	76	81%	3.1	34

*Note:* n/a = not available;

<sup>(a)</sup> Percentile indicates the percentage of website slower than the one under investigation

Table 3

*Canadian NSOs' Web Adoption and Level of Functionality*

Stages of Functionality	Examples	NSO
Promotion		
Basic information	NSO name, physical address and contact details, services to various constituencies	All
Rich information	Annual report, email contact, information on NSO's activities	All
Provision		
Low interactivity	Basic services/programs list, hyperlinks to further information, online enquiry forms	Badminton,
Medium interactivity	Higher-level service/program lists (requires member registration), members support (e.g., FAQs, sitemaps), specific value-added features	Alpine, Bowling, Gymnastics, Volleyball
High interactivity	Chat room, polls, discussion forums, multimedia, newsletters and updates by email and mobile phones, fund-raising and advertising	Cycling, Athletics, Swimming, Rowing, Hockey
Processing		
	Secure online transactions, order status and tracking, interaction with members services (mainly limited to on-line shopping)	Cycling, Rowing, Swimming

Table 4

*NSOs' Websites Information-Gathering Activities and Service Provision for Members of the Sport Participation Network*

Criterion	Individual Participants	Clubs	Provincial Associations	Corporate Users
<b>Membership Support</b>				
Advice on fundraising	HC, GC, CCA	HC	n/a	HC, GC, CCA, AC
Downloadable forms	RCA, HC, GC, CCA, CTF, BC, ACA	CCA, CTF, BC	CTF	RCA, HC
On-line donations	GC, ACA	ACA	ACA	ACA
Keeping the books	n/a	n/a	n/a	n/a
Running the Club	n/a	n/a	n/a	n/a
Organising effective meetings	n/a	n/a	n/a	n/a
<b>Media Support</b>				
On-line press releases	VC, SNC, RCA, HC, GC, CCA, BC, ACA, AC	VC, SNC, RCA, HC, GC, BC, AC	RCA, GC, BC	VC, SNC, RCA, HC, GC, ACA, AC
Briefing materials	VC, SNC, HC, GC, CCA, BC, ACA, AC	VC, SNC, HC, GC, BC, AC	GC, AC	VC, SNC, RCA, HC, GC, AC
How to deal with the media	n/a	n/a	n/a	n/a
<b>Advocacy Support</b>				
On-line petitions	n/a	n/a	n/a	n/a
Links to Government and other sites	VC, RCA, HC, GC, BC, ACA, AC	VC, RCA, HC, BC, ACA, AC	VC, RCA, HC, GC, BC, ACA, AC	HC, BC, ACA, AC
<b>Volunteer Recruitment</b>				
Training courses/Manuals	CCA, ACA	n/a	n/a	n/a
Managing volunteers	ACA	n/a	n/a	n/a
<b>General Public Support</b>				
Information on sport participation	VC, SNC, RCA, HC, GC, CCA, CTF, BC, ACA	SNC, HC, CCA, BC	n/a	n/a
Information about SPDP	n/a	n/a	n/a	n/a
Participation fact sheets	n/a	n/a	n/a	n/a
Coaching courses	VC, RCA, HC, CCA, CTF, AC	HC	n/a	n/a

*Note:* n/a = information gathering/provision activities were not available on any of the NSOs' websites.

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*Canadian NSOs' Web Adoption and Level of Functionality*

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Processing		
	Secure online transactions, order status and tracking, interaction with members services (mainly limited to on-line shopping)	Cycling, Rowing, Swimming



Criterion	Volleyball	Swimming	Rowing	Hockey	Gymnastics	Cycling	Bowling	Badminton	Athletics	Alpine
Advocacy Support										
On-line petitions	n	n	n	n	n	n	n	n	n	n
Links to Government and other sites	I,C,A	n	I,C,A	I,C,A,B	I,A	n	n	I,C,A,B	I,C,A,B	I,C,A,B
Volunteer Recruitment										
Training courses/ Manuals	n	n	n	n	n	I	n	n	I	n
Managing volunteers	n	n	n	n	n	n	n	n	I	n
General Public Support										
Information on sport participation	I	I,C	I	I,C	I	I,C	I	I,C	I	n
Information about SPDP	n	n	n	n	n	n	n	n	n	n
Participation fact sheets	n	n	n	n	n	n	n	n	n	n
Coaching courses	I	n	I	I,C	n	I	I	n	n	I

*Note:* I = individual participants; C = clubs; A = provincial associations; B = corporate users; n = no/lack of information generation/provision activities.