

PREAMBLE

- This presentation will support why and how sports makes a difference in society and is even more relevant and important in the Cree Nation
- The background into where the organization has come in the past 20 years, and where advancement is leading it for the future
- The key responsibilities necessary to tackle with stakeholders to firmly establish this sector of Cree life in a position for sustainability and continued growth and success
- The priority of positive impacts in the Cree Nation that a healthy and supported sports system will have on the current and future generations in Eeyou Istchee
- Next Steps

HISTORY

- EISRA established in 2001 letters patent approved by Corporations Canada Act as not-for-profit
- In 2011 EISRA consolidated all programs under one umbrella
- The goal of EISRA is to create a structure to meet all growth and demands of Sport development of intra-regional, regional, and provincial. This includes competition, coach & official's certification and participation outside our borders.
- Since established, EISRA consolidated their finances, improve communications, enhance website and social media functionality, and expand the program base significantly.
- EISRA is comprised of 10 board members consisting of 1 community representative and is supported by a team of 3 employees with intentions to hire more.
- EISRA is formally supported and recognized by CNG, Cree Communities and receives funding from Cree Nation Government, Board of Compensation, Ministry of Education (MEESR) and Sport Canada

RESPONSIBILITIES

- Design, develop and coordinate regional amateur sports programs for the Cree Nation in collaboration with specific Sports Federations.
- Increase participation of Cree's at the international, national, provincial and regional amateur sports competitions and events.
- Promote capacity building through training of coaches, officials and recreational practitioners in the Cree Nation through learning institutions, symposiums and Sport Canada.
- Foster linkages through communications to all stakeholders and related governments to maintain and receive funding opportunities.

STRUCTURE

- EISRA is governed by the Board of Directors and Executive committee that oversee staff in the delivery of its mandate.
- There are several branches of the operations including
 - Training, National & Provincial events,
 - Leagues, Regional Tournaments,
 - Elite Programs & Development and
 - administration.



TRAINING

- Coaching and officiating certification and development – with over 130 certifications attained
- Professional development for recreation practitioners- legal awareness, leadership, program & events planning, and advanced business- 42 people are on track to attain professional designation in recreation in 2 years
- High performance camps training and development
- Fitness certifications – 25 persons certified
- Long term athlete and social development (LTASD) for aboriginal people model through Sports Canada
- Aboriginal Coaching Modules – Coaching Association of Canada



NATIONAL AND PROVINCIAL EVENTS

- North American Indigenous Games (NAIG)
- National Aboriginal Hockey Championships
- Provincial Championships
 - Softball/fastball
 - Hockey
 - Broomball
 - And other sports opportunities in the future



JAMES BAY MINOR LEAGUES



- The continuation and evolution of leagues in federated sports in the Cree Nation including:
 - James Bay Minor Hockey League (JBMHL) established in 2003
 - James Bay Minor Broomball League (JBMBL) established in 2009
 - James Bay Minor Softball League (JBMSL) established in 2018
- Now, the 2 new leagues proposed in partnership with Cree School Board
 - James Bay Minor Basketball League (JBMBBL) established in 2022
 - James Bay Minor Volleyball League (JBMVL) established in 2022
- With increase in facilities in the Cree Nation, other sports will be added to the list. i.e. Aquatics

REGIONAL TOURNAMENTS, FESTIVALS & EVENTS

- Regional Native Events on an invitational basis for youth teams in the Cree Nation are.
 - Hockey
 - Broomball
 - Softball/fastball
 - Basketball
 - Volleyball
 - Cree Nation Summer games
 - Cree Nation Winter games
 - Others to come



ELITE PROGRAMS

- Currently, since the establishment of James Bay Minor Hockey League, EISRA has been operating the Cree Nation Bears.
 - U11 Bears (Atom) all-stars - cancelled due to covid
 - U13 Bears (Peewee) in Waswanipi
 - U15 Bears (Bantam) in Ouje-Bougoumou
 - U18 Bears (Midget) in Mistissini
 - All teams were suspended for 2 months due to covid
 - Peewee attended Quebec International tournament
- As sports get more established, there will be a need for similar elite programs in other sports to stimulate participation, competition and development i.e. basketball, volleyball etc..
- Basketball and Volleyball in partnership with CSB agreed on start in 2022
- Partnership with Adidas sporting goods company provided uniforms for the bears – partnership is for 3 years



ADMINISTRATION

- Meets the demands of the organization, a solid administrative base is critical to ensuring governance, service agreements and sports federation mandates are respected.
 - EISRA administration
 - Payroll and financial responsibilities
 - Oversight of service agreements
 - Federations
 - Compliance with regulations and policies, coaching certifications, minimum standards, officiating development, hosting protocols.
 - Leagues
 - Coordination of calendars to support scheduling within the 9 communities, respectful of school calendars and cultural norms (Hunting periods)



DESIRED OUTCOMES

- The promotion of excellence
 - Cree youth are encouraged to excel in school and sports to the extent of their abilities
 - Discipline, Commitment, confidence, self-esteem
 - Leadership
- Enhanced education & skills development
 - Cree youth gain physical literacy and sport skills that allow them to participate, compete, and excel in sports, deriving personal pleasure and pride in their accomplishments, and skills that can be transferred to other fields of practice and lifetime habits.
- Improved health & wellness
 - Cree youth participate in sports activities in a manner that strengthens their personal & social development, provides enjoyment and relaxation, reduces stress, improves physical & mental health, physical fitness, and general wellbeing, and enables them to live a more productive life.
- Increased community pride, engagement and cohesion
 - Cree youth can feel proud of their heritage, united and connected to their communities and their Nation through participation in and hosting of sports activities, events and major events.

DESIRED OUTCOMES

- Capacity building & capacity development through training and development of,
 - Coaches and officials.
 - Recreation practitioners
 - Train the trainer program
 - Development of sustainable quality sports programs and experience in the pursuit of improved operations of departments
- Increased economic & social development and prosperity
 - Cree youth improve their standard of living and well-being through sports.
 - Communities will benefit from healthier citizens
 - The reduction of health issues such as diabetes, heart disease, obesity etc. reduces related social and financial costs.
 - The sports and recreation sectors benefits from legacies of hosting local, regional, or inter-regional events, while the local business community realizes economic benefits.

DESIRED OUTCOMES



- Greater success among our youth through sports includes an increase in graduate levels, healthier life choices, positive social development, resulting in successful citizens and our future leaders.

CREE NATION DEMOGRAPHICS

Cree Nation	Males	Females	Total	Population	%
Age group Up to 19	3870	3698	7568	20642	37%
Ages 20 to 34	2532	2413	4945	20642	24%

- The age group up to 34 represents 61% of the population in the Cree Nation
- Age group 20 to 34 are mostly the parents of 5 - 19 year old's
 - Still at prime to play senior sports

HEALTH & WELLBEING – DIABETES & OBESITY

Diabetes

- Cree Health Board Stats last 10 years as per 2017 report
- Adults over 20 are 26.7% diabetic,
 - Over 1 in 4 people have diabetes
- People under 20 have difficulty managing diabetes,
 - 1 in 3 - over 39.4% are able to manage glucose levels
 - 60% of diabetics are showing kidney damage (odotooksoo)

Obesity

- There has been an increase in obesity since covid changed our realities
- This has increased complications in the health and activity levels of youth





EISRA

STATEMENT OF EXPENDITURES FOR 12 MONTHS ENDING MARCH 31, 2022

Expenses	Year to Date
Salaries & Benefits	\$ 67,855.01
Travel & Accommodations	\$ 62,110.55
Contracted Services	\$ 100,490.00
Professional Fees	\$ 8,000.00
Communications/Website	\$ 7,598.22
Office Equipment/Supplies	\$ 2,803.23
Bank Charges	\$ 551.76
Cree Nation Bears	\$ 215,601.28
Provincial Hockey Championships	\$ -
Provincial Broomball Championships	\$ 2,800.00
First Nations Minor Hockey Festival	\$ 1,334.83
First Nations Minor Broomball Festival	\$ 54,653.21
Coaching & Officiating Advancement	\$ 47,623.44
Leagues	\$ -
Training	\$ 61,020.00
Promotional Goods	\$ 13,971.32
Administration	\$ 27,468.98
Advertising and Promotion	\$ -
Total Expenses	\$ 673,881.83

UNAUDITED FINANCIAL STATEMENT

EISRA Fiscal year
2021-2022

RECOMMENDATIONS

- EISRA needs consistency in funding to maintain a sustainable program operations.
- When funding is inconsistent, cuts are required and this often leads to cancellation of youth programs.
- The retention of quality employees to drive the programs also requires sustainable funding.
 - Employees who don't have a competitive employee package choose to leave for better opportunities
- The population in the Cree is heavily weighted towards youth, the opportunity the impact Eeyou Iscthee is now.

