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# Canadian Sport Policy Renewal

**PEI Consultations**

**6/1/2011**

## **Table of Contents**

OVERVIEW	PAGE 2
SESSION ONE - CHARLOTTETOWN	PAGE 3
SESSION TWO – O’LEARY	PAGE 15
SESSION THREE - MONTAGUE	PAGE 21
ADDITIONAL SUBMISSION – FIRST NATION	PAGE 27

## **Overview**

There were three in-person Canadian Sport Policy Renewal Consultations held on PEI during the month of June. Prior to the consultation the participants were encouraged to complete the e-questionnaire and were sent the background information and the questions being discussed at the consultation.

Each consultation was very similar in format, beginning with an overview of what the Canadian Sport Policy is; a brief description of what has already happened in the renewal process; and what the next steps entail. The consultations focused on the required questions only and, again, everyone was encouraged to complete the e-questionnaire, if they had not already done so.

There were about 180 people invited to the consultations with 30 participating (29 in-person and 1 via email). Each Consultation is broken down in the following pages. Also included, at the end, is the responses sent in from our First Nations representative who was unable to make it in-person but wanted to participate.

## Session One

*Charlottetown, PEI – Urban PEI – June 23, 2011*

*Participants: Recreation PEI President  
PSO Technical Director (x3)  
Researcher (x2)  
Sport PEI Staff (x3)  
PSO President (x4)  
Federation of PEI Municipalities Staff  
Sport Council Staff  
Dept. of Education Staff  
PSO Executive Director (x2)  
Nutritionist  
School Athletics Association Staff  
PSO Board Member (x2)*

*Note\*\*Participants worked in small groups at this session and as a result there may be duplication in the answers. \*\**

Q1:

What are the reasons for your organization's interest in promoting participation in sport?  
Prioritize the reasons.

A1:

Some are prioritized as there were different groups.

- Active healthy living
- Promote physical literacy
- Teach discipline
- Sport involvement addresses many societal issues – crime prevention, drug abuse, etc.
- Builds communities
- Builds relationships
- Bridge to assimilate into communities for newcomers
- Health and wellness
- Fun
- Skill development
- Personal growth
- Community and organizational development
- Inclusion
- Participation for all
- Competition
- Recreation
- Physical literacy
- It is what we are?
- It is what we are interested in
- Necessary for health
- Developing community
  - Side effect
  - Unplanned
  - Not evaluated

- Success builds pride
  - Believe in it
1. Reduce health costs
  2. Organizational growth
  3. Health and fitness
  4. Community
  5. High participation leads to higher performance
    - Fun
    - Identity
    - Setting foundation
1. Increase membership = more \$\$
  2. Help maintain infrastructure
  3. Enhance competition, talent ID
  4. Community wellness
  5. Creating a sense of community, fun for all

Q1.1:

What are the most important challenges/issues/opportunities affecting your organization's effort to promote and increase participation in sport?

A1.1:

Challenges:

- Facilities and equipment
- Coaching expertise
- Elite coaching
- Availability of officials
- Athlete retention after 19
- Keeping girls in sport
- Kids having to leave sport to work
- Financial restraints across the board
- Coaches having to fundraise is a deterrent
- Coaches should be compensated for coaching Canada Games level
- Major issues with hockey – if involved kids cannot do much else
- Kids involved in too many things or completely disengaged or no family support
- Silos – no integration
- Capacity of volunteers with little or no thanks
- No succession planning
- Recognition not forthcoming
- Level of professionalism of volunteers
- Level of administrative support
- Gap between competitive sport and recreation
- Reduced population
- Poverty \* access to programs
- Coaches training
  - No emphasis on sensitivity & bedside manner
  - This is missing from NCCP
- Financial – Lack of money for salaries and operations and programs

- Budget/Financial
- Human resources/Capital
- Marketing/Communication
- Facility
- Capacity/Sharing Athletes
- Pool population
- Share athletes between sports
- Facilities – lack of and shared
- Aging population
- Too competitive, not enough recreation opportunities
- Lack of opportunity to learn the sport

Opportunities:

- Hosting events (facilities, communities)
- Bi-Lateral funding
- Capitalizing on success
- Newcomers to Canada – big population but limited exposure to some sports

Q1.2:

What strategies have you identified to deal with the above challenges/issues/opportunities?

A1.2:

- Better public relations
- Equipment drives
- Targeted programming
- Reducing insurance rates in rec hockey to encourage registration
- Non-checking leagues
- Social media – in province/out of province
- Software – webinars, video conferences
- Increased connection to NGOs and other agencies
- Increased collaboration
- Compensating coaches
- Less fundraising responsibilities
- Funding for facilities in off season (Stratford Indoor Soccer Complex a good example)
- Apply team concept to individual sport – girls will come in groups
- Developing new curriculum that will teach FMS – ability to participate in many things
- Expose youth to many activities in hopes they will find something to keep them active
- Shared services (partnerships & expanded)
- Unique bilateral
- Capacity of resources
- Expand
- Shared equipment – ie loan bikes, speed skating
- Sponsorship and fundraising
- Marketing/Recruitment/Advertising
- New positions
- Prevention
- Identifying our field as an essential service
- Pooling resources and partnering with other organizations

Q2:

How do you define a quality sport experience?

A2:

- Learning
- Accomplishment
- Confidence
- Belonging
- Appropriate coaching/leading
- “Person” centred needs and goals
- Expectations of people around activity – parents, coaches, spectators, community, grandparents
- Fun
- Quality programs
- Good coaching
- Enjoyment
- Good facilities and equipment
- Opportunity to learn skills
- Opportunity to compete
- Respectful competition
- Code of ethics
- Safe environment
- Availability of the sport year round if desired
- Access to training for all levels
- Equal opportunity for all levels
- “Reasonable” competition
- Fun
- Safe
- Sense of accomplishment
- Inclusive
- A good coach
- Organizational support (PSO)
- Friendship Development
- Development of life skills
- Personal growth/overall growth
- Mental/Spiritual health
- Enjoyment
- Improvement of skill and fitness
- Social/Community
- Recognition
- Exciting
- Identity – personal and group (belonging to a group or team)
- Challenging
- Lead by quality coach/organization
- Fair play
- Equal competition
- Safe environment
- Good facilities

- Trained officials
- Trained coaches
- Good sportsmanship
- Good work-out
- Skill acquisition
- Community support/enthusiastic and respectful fans
- Inclusive –All involved, fair play
- A caring coach

Q2.1:

What barriers currently exist?

A2.1:

- Facilities
- Creating environment that allows each person to reach their goals
- Small ‘pools’ of participants in the various goals objectives
- Working with volunteers
- Money
- Competitive structure at all levels
  - Need different levels for competition to accommodate skill level
- Facility and funding
- Families not being able to afford
- Culture/Religion – weekend tournament – athlete not allowed to participate on Sundays
- Finding good coaches/volunteers
- Lack of clinics for coaches/official to improve their skills
- Poverty
- Addictions
- Youth Justice
- Lack of proper funding
- Family demographics
  - One parent
  - Latch key kids
  - Health not a priority
  - Environment
- Access to facilities
- Access to programs
- Small communities/rural areas
- Volunteer decline
- More and better qualified coaches
- Limited population
- Baby boomers aging/aging population = less participation
- Upgrades to current facilities
- Inadequate phys ed programs in schools
- Sedentary society
- Technology – iphones, video games
- Inability to play
- Lack of leadership
- Inadequate quality of resources



- Human resources/capital
- Financial
- Negative parental involvement
- Lack of participation in current sport – age gaps – limited population
- Lack of education/knowledge – crazy parents – untrained coaches – poorly developed officials
- Different priorities of those involved
- Access to facilities (shared ice time or poor field times, for example)
- Small population is a challenge for team sports – hard to maintain equal competition
- Lack of leadership

Q3:

Following is a list of program and service areas that have been identified to access Canada's sport delivery system.

- 1.1.1 Coaches and instructors
- 1.1.2 Officials – referees, umpires, judges, etc.
- 1.1.3 Facilities and equipment
- 1.1.4 School sport system
- 1.1.5 Para sport development – inclusion/integration
- 1.1.6 Training and pathways to employment
- 1.1.7 Capitalizing on international events
- 1.1.8 Equity policies
- 1.1.9 Organizational capacity
- 1.1.10 Research and innovation

A3:

Comments:

- Sufficient and appropriate / insufficient and inappropriate cannot be answered in the same way for each question. It was brought up that something can be insufficient without being inappropriate. This was also asked, does inappropriate mean that it shouldn't be there on the list?
- There was discussion about the "school sport system" and there was also confusion on this component and what it was referring to.
- It was brought up that there were some schools that have the facility to support a program but don't have the funding to bring in the coaches, referees, etc.
- There have been changes at the elementary level to provide "fun competitions" and this seems to keep children engaged in sport without spending a lot of money.
- Many schools cannot support school sports because of the ratio of kids vs. teachers. This goes back to having the facility but not the resources.
- Some more discussion around school sports suggested that partnerships should be created to allow people to come in to teach phys ed programs.
- Having after school programs at the schools would make it easier for kids to participate.
- Many agreed that all of the programming is insufficient in all areas.

Note\*\*The following were not prioritized but each participant indicated which ones are sufficient and which ones are insufficient. \*\*

Q3.1:

Identify the top five components (in order of priority) in which programming is currently sufficient and/or appropriate.

Coaches and instructors	III - 4
Officials – referees, umpires, judges, etc.	IIII - 6
Facilities and equipment	IIIIIII - 9
School sport system	III - 4
Para sport development – inclusion/integration	IIIIIII - 9
Training and pathways to employment	II - 2
Capitalizing on international events	IIIIIIIIIIIIII - 17
Equity policies	IIIIIII - 10
Organizational capacity	IIIIII - 8
Research and innovation	IIII - 6

Q3.2:

Identify the top five components (in order of priority) in which programming is currently insufficient and/or inappropriate.

Coaches and instructors	IIIIIIIIIIII - 14
Officials – referees, umpires, judges, etc.	IIIIIII - 9
Facilities and equipment	IIIIIII - 10
School sport system	IIIIIIIIIIII - 14
Para sport development – inclusion/integration	IIIIIII - 10
Training and pathways to employment	IIIIIIIIIIIIII - 17
Capitalizing on international events	I - 1
Equity policies	IIII - 6
Organizational capacity	IIIIIIIIIIII - 12
Research and innovation	IIIIIII - 10

Q4:

What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport program and services?

A4:

- Time capacity of volunteers
- Human
  - Coaches
  - Officials
  - Access to sport
    - Psychologists
    - Trainers
    - Sport professionals
  - Volunteers
  - Administrators
- Quality post-secondary program that produces quality trained professional for our field
  - Requirements to take business courses
- Operate PSOs as businesses
- Financial
  - Money for

- Trained professionals in the field
  - Equipment
  - Operational costs
  - Promotional/Marketing
  - Programs
  - Training
  - Paid coaches
- Equipment
  - Access to race bikes/tri bikes – big ticket, mandatory equipment too expensive for individual athlete – road bike retails \$3-4000 – kayaks, docks, etc.
- Facilities
  - Access should be free or low cost (ie. The walking track at Credit Union Place in Summerside)
  - Access to school facilities
    - Gym
    - Home economics facility
    - Music rooms
    - Classrooms
    - Sport fields
    - AV equipment
    - Sports equipment
  - Regionalize facilities in smaller areas – such as arenas to service multiple communities (ie. APM Centre in Cornwall)
- More volunteers
- More trained volunteers
- More money
- More ‘Specialists’ – nutritionist, psychologist, etc.)
- Off season facilities
- Volunteers
- Funding
- Lack of paid staff - coaches, administrators, etc.

Q4.1:

What are some of the current limitations?

A4.1:

- Willingness to pay a coach
- Volunteer based – hard to encourage and maintain volunteers
- Money
- Human Expertise
- Equipment
- Facilities
- Coordination and planning
- Overall shared vision
- Partnership
- Disconnect federal vs provincial jurisdiction
- Knowledge translation
- Volunteer investment
- Population, centralization/distribution, size
- Finances to employ specialists, pay coaches

- Sharing good volunteers, dealing with volunteer burn out
- After-school time conflicts with regular work schedule (hard to get volunteers 3:30-5pm)
- Elite coaching/clinics
- Fees – can be a deterrent and sports cannot survive
- Recruiting volunteers
- Absence of Municipal government for many areas of PEI
- Areas that have Municipal governments cannot afford to service large areas
- Lack of ‘quality’ facilities
- Travel costs

Q4.2:

What can you do about them or what have you done about them?

A4.2:

- Communicate the importance of quality coaching to government and community
- Fundraise and create partnerships (share resources)
- Paid positions/funding
- Larger community involvement
- Targeted direction
- Translation
- Linking targeted direction to funding
- Pay coaches
- More recognition of volunteers
- Fundraising
- Approach governments (all levels) for quality programming and facilities

Q5:

What are the benefits of improving linkages between provincial/territorial sport organizations and (i) municipal-level sport clubs, (ii) schools and (iii) recreation departments/organizations?

A5:

- Create better quality programs
- General increase in opportunity
- Shared resources
- Access to facilities
- Sharing of resources (human, equipment, cost)
- Fewer conflicts with scheduling
- Less overlap of programs
- More co-operation (sharing athletes)
- Pooling resources to prevent duplication and service larger populations and areas – More with Less
- Enhanced programming
- Merging sport, recreation and health to provide people with and overall health/sporting experience
- Access to Health budget – much larger pot of money
- The more the better
- An integrated model with clearly defined roles and support network
- Better use of resources
- Share costs

- Maximize use of facilities
- Avoid gaps in programming
- Avoid overlap in programming
- Share expertise
- Clinics for coaching or training, etc. that service all sectors
- Introduce community and PSO opportunities to students
- PSO visits or athlete visits to schools provide role models

\*It was noted that there should be a clarification made as to what is meant by schools – schools sport or school’s physical education.

Q5.1:

What are the challenges to improving these linkages?

A5.1:

- Bias – Own agenda
- Outsider facilitator – third party
- Burnout – heavy workload to people involved
- Red tape (insurance, different policies)
- Lack of will
- Organizations are territorial
- Organizations fighting against each other for limited financial resources/other resources
- Channels of communication are closed
- Definition of sport / recreation
- Government – Silos/Political decision making/Direction vs. Policy decision making/Direction
- Defined by the person at the head of the table – locally, provincially, nationally
- Lack of resources for municipalities
- Data pool of resources that people can draw upon
- Location of school – kids can’t walk to and from after-school activities
- Human resources/time
- Cooperation among groups – who’s following the LTAD model?
- Competition schedules/Calendars competing with academics

Q6:

Do you promote sport participation intentionally for community-building purposes (where community-building is defined as pursuit of non-sport outcomes such as youth development, health promotion, gender equity, social inclusion, and conflict resolution) or is your orientation primarily for sport objectives?

A6:

Comments:

- Often a by-product, not often intentional
- Very few boards would say YES to any of these intentional or strategic
- If we are only doing it for sport objectives then we are not preparing them for life. Too much focus on elite athletes
- Sport is the perfect domain for teaching these things
- Correlation between sport participation and academic achievement
- Create more awareness of the benefits of sport that people might not be thinking about

- Teaching life skills makes sense at younger ages than teaching sport specific skills
- Go!PEI is a good example of this – good model
- The sport objectives are primary – if we do those well the non-sport objectives will be a natural spin-off/result

Q6.1:

If not, why not? What conditions, if any, would you need to exist for your organization to pursue non-sport outcomes?

A6.1:

- Often involved as motherhood statements
- Increased focus at grassroots level on these values
- Change the face of sport
- Funding for programs and staff

Q6.2:

If yes, please share the positive outcomes from your efforts.

A6.2:

- Kidsport
- Jumpstart
- Bike donation program
- Newcomers events
- Go!PEI Program making program accessible
- Women's only programs
- Bike to work day
- Bike month
- Workplace wellness programs
- Seniors programs
- Para sport – wheelchair tennis; visually impaired tandem bike rides

Q6.3:

Some see partnerships between sport organizations and non-sport organizations as a means to pursue non-sport objectives while simultaneously leveraging greater resources and accessing new audiences to increase sport participation. Is this your experience or could you see merit in such a notion?

A6.3:

- More integration
- Yes, there is merit
- This is our experience

Q6.4:

What are the benefits and challenges for sport organizations in partnering with non-sport groups who have a focus on community-building objectives (where community-building is defined as outcomes related to youth development, health promotion, gender equity, social inclusion, and conflict resolution)?

A6.4:

Benefits:

- Broader vision
- Increased resources
- Increased community presence
- Corporate partnerships – Timbit hockey
- Newcomers
- PETRA/Anti-smoking, Tobacco Free Sport
- Healthy Rink Initiatives
- Community partnership – community/school/church

Challenges:

- Need to desire a common outcome
- Staffing/volunteer resources

## Session Two

*O'Leary, PEI – Rural PEI – June 27, 2011*

*Participants: PSO Past President  
Sport Club Director/Sport Volunteer  
Sport Council Chair/Local Sport Association President  
Sport Council Employee/Elite Athlete*

Q1: What are the reasons for your organization's interest in promoting participation in sport? Prioritize the reasons.

A1: (These are not prioritized)

- To provide sporting opportunities in an area
- To provide children options – variety of choices as well as a variety of costs
- To provide athletes an opportunity to excel in the their sport
- To provide the community an opportunity to socialize and create bonds.
- To support those running clubs/programs
- To get kids active
- For the love of sport
- To ensure the well-being of our youth
- To provide opportunities in sport for youth
- To develop new sport opportunities in our area

Q1.1: What are the most important challenges/issues/opportunities affecting your organization's effort to promote and increase participation in sport?

A1.1:

- Leadership not having the leadership needed to increase numbers.
- Losing participants instead of increasing – especially girls, the number of girls participating in sport is decreasing.
- The idea of competition and the focus on always being competitive prohibits some from joining.
- Cost of registration. Cost of running a program. Cost impacts everything.
- Parents who are not interested in recreational sport make it challenging to provide a variety of programs.
- The small population limit the number of registrations and force players with different objectives to have to participate together.
- Too often we see athletes having to make choices too early. Instead of playing a variety of sports throughout the year we are seeing children as young as 9-10 (sometimes younger) being forced to choose one sport to focus on or not allowed to participate in one program because they are playing a high level in another program.
- Coaches – not enough quality coaches to keep up with the demand.
- Lack of clubs in certain areas.

Q1.2: What strategies have you identified to deal with the above challenges/issues/opportunities?



A1.2:

- After-school hockey – easy, affordable, within your own community, with skills training)
- Creative scheduling – Working together with school sport and community sports, for example, to create a schedule that would allow the same participants to play both.

Q2:

How do you define a quality sport experience?

A2:

- Organized
- Fun
- Fair
- Ethical
- Quality officials (trained)
- Learning opportunity
- Opportunity to develop skills
- Enjoyable
- Participating in sport for a life time
- Good coaching
- When skill is equal to the level being played
- Happy spectators
- Appropriate season length
- Safe

Q2.1:

What barriers currently exist?

A2.1:

- Parents – you cannot please parents, their objective is always to win.
- Limited number of people interested in helping leads to the inability to choose coaches, officials and volunteers. This means we do not always have the quality of people helping that we would like.
- Pressure that is put on coaches to produce winning teams limits the ability to focus on the skill development.
- Lack of facilities available – in rural areas where facilities are hard to find we usually have a school gym but gaining access to that gym is near impossible and to think that they sit empty 2 months of the year not allowed to be used is ridiculous. If you are able to rent a facility a lot of time the cost of the facility is almost out of reach or is put onto the participants.
- Costs – to train coaches, umpires, athletes – there is never enough money.
- Liability issues – it seems every time there is a new idea to deal with a problem liability issues come into play.
- Resources – there are not enough resources to run quality programs all the time.

Q3:

Following is a list of program and service areas that have been identified to access Canada's sport delivery system.

- 1.1.1 Coaches and instructors
- 1.1.2 Officials – referees, umpires, judges, etc.
- 1.1.3 Facilities and equipment

- 1.1.4 School sport system
- 1.1.5 Para sport development – inclusion/integration
- 1.1.6 Training and pathways to employment
- 1.1.7 Capitalizing on international events
- 1.1.8 Equity policies
- 1.1.9 Organizational capacity
- 1.1.10 Research and innovation

A3:

Comments:

It was noted that all could improve; we have not figure any out beyond improvement.

Note\*\* The following were not prioritized but each participant indicated which ones are sufficient and which ones are insufficient. \*\*

Q3.1:

Identify the top five components (in order of priority) in which programming is currently sufficient and/or appropriate.

Coaches and instructors	
Officials – referees, umpires, judges, etc.	I
Facilities and equipment	I
School sport system	I
Para sport development – inclusion/integration	I
Training and pathways to employment	II
Capitalizing on international events	III
Equity policies	II
Organizational capacity	I
Research and innovation	III

Q3.2:

Identify the top five components (in order of priority) in which programming is currently insufficient and/or inappropriate.

Coaches and instructors	IIII
Officials – referees, umpires, judges, etc.	III
Facilities and equipment	III
School sport system	III
Para sport development – inclusion/integration	III
Training and pathways to employment	I
Capitalizing on international events	
Equity policies	I
Organizational capacity	II
Research and innovation	

Q4:

What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport program and services?

A4:

- Facilities – particularly access to schools
- Coaches and volunteers
- Programming for all levels: recreation to elite
- Staff
- Sponsorship dollars

Q4.1:

What are some of the current limitations?

A4.1:

- Limited to no access to schools/facilities
- Technology – there are many people playing their ‘sport’ on a virtually instead at the rink or in a gym. By participating virtually they are in control; they are seeing results faster than if they had to learn the real skills; no one is pushing them except themselves.
- There is more of a desire by coaches and volunteers to work with the elite. They are more dedicated and want to succeed making it more rewarding to work with them.
- Funding guides us all along. Funding is based on numbers influencing our membership structure and fee system. If we could change these to what works best for our clubs and our members instead of what works best for our funders it would be easier.
- Sport vs. Recreation or Athlete vs. Participant. Instead of being able to be both you are one or the other. Instead of working together to ensure all basis are covered we are working independently and creating gaps.

Q4.2:

What can you do about them or what have you done about them?

A4.2:

What HAS been done:

- Sport Councils are making it a priority to advocate to access schools as facilities
- Creating alternative programming such as non-checking hockey

What COULD work:

- Have a system that allows recreational participants to compete at their own level
- Have community levels work with PSOs to collaborate and improve the sport
- Pay coaches.
- Think outside the box in regards to membership structure
- Having an executive director that doubles as a fundraiser

Q5:

What are the benefits of improving linkages between provincial/territorial sport organizations and (i) municipal-level sport clubs, (ii) schools and (iii) recreation departments/organizations?

A5:

- More interaction between the sport delivery silos (it was noted that the private sector should have been included)
- An understanding of roles of each group
- Less duplication of the services
- Ability to access expertise in all areas
- True participation numbers

- An understanding of where to go to meet certain needs
- An athlete focused delivery system

Q5.1: What are the challenges to improving these linkages?

- A5.1:
- Too busy.
  - Lack of communication
  - Turf or ownership issues – everyone is doing what they feel is the best they can so to turn around and have to give up some power or depend on someone else is difficult.
  - Not knowing where everyone would fit – Recreation Depts., youth groups, PSOs, Schools, etc.)
  - Not a great understanding of the benefits – to some they may be obvious but to others they may be hard to see
  - Funding access – currently groups look at what the funding grants are for and create a program that fits the funding, even if it does not truly fit their mandate. This has caused friction, at times, between groups and until the funding structure changes the problem will not go away.

Q6: Do you promote sport participation intentionally for community-building purposes (where community-building is defined as pursuit of non-sport outcomes such as youth development, health promotion, gender equity, social inclusion, and conflict resolution) or is your orientation primarily for sport objectives?

A6: One participant said Yes (Sport Council Employee) while the other three said No (PSO Past President, Sport Club Director/Sport Volunteer, Local Sport Association President).

Some Comments:

- We are there to provide competition – it is at competitions that these things happen
- These are by-products of what we are providing not the intent
- The sport system is not set up focus on these
- We are not at a point that we are capable of focusing on these
- Excellence is perceived as far more important than community building

Q6.1: If not, why not? What conditions, if any, would you need to exist for your organization to pursue non-sport outcomes?

- A6.1:
- More volunteers
  - Alternative programs (you don't have to have just one way of playing your sport)
  - Expertise and guidance on how to implement this type of strategy
  - Promotional opportunities
  - A change in mind set by the sport, parents, participants, and public
  - The interest in changing the mind set – DO WE WANT TO CHANGE? CAN WE DO IT ALL? DO WE HAVE THE TIME/CAPACITY TO HAVE SEVERAL STREAMS?
  - Club coaches who are willing to coach all levels

Q6.2:

If yes, please share the positive outcomes from you efforts.

A6.2:

- Programming that interests people not currently active
- Participants that are now active but were not before
- Introduction of a sport into an area and to participants
- Introduction of activity to people who were inactive

Q6.3:

Some see partnerships between sport organizations and non-sport organizations as a means to pursue non-sport objectives while simultaneously leveraging greater resources and accessing new audiences to increase sport participation. Is this your experience or could you see merit in such a notion?

A6.3:

The participants had not seen this happen but could merit in it.

Q6.4:

What are the benefits and challenges for sport organizations in partnering with non-sport groups who have a focus on community-building objectives (where community-building is defined as outcomes related to youth development, health promotion, gender equity, social inclusion, and conflict resolution)?

A6.4:

Challenges:

- Human resources when run by volunteers
- Our ability to sell ourselves – we never do this well in sport
- Unsure of the benefit

Benefits:

- Increased number of participants
- Exposure for the sport and the non-sport group
- Financial support

## Session Three

*Montague – Rural PEI - June 29, 2011*

*Participants: Arena Board Member/Parent  
Arena Board Member/Parent  
PSO President/Club President*

Following the introduction the question was asked: *How come we don't know about the policy?* It was explained that although the policy does not necessarily filter down to the facility directors the spin off programs and initiatives do and they would be familiar with some of those. This was acknowledged but the comment was made that there *should* be more communication regarding the policy.

Q1:

What are the reasons for your organization's interest in promoting participation in sport?  
Prioritize the reasons.

A1:

(These are not prioritized)

- To get people active
- To encourage social interaction (for both parents and youth)
- To promote programs and events happening in the community
- To give people an opportunity to learn and/or excel in something
- To have full facilities - our facilities in a lot of cases are our communities and we want them both to be full.
- Because sport is fun for participants and we believe everyone should try sport

Q1.1:

What are the most important challenges/issues/opportunities affecting your organization's effort to promote and increase participation in sport?

A1.1:

Challenges/Issues:

- Money – participants cannot afford the registration
- Populations are decreasing in rural areas and therefore registration numbers are decreasing
- Participants are spoiled – they do not realize their registration dollars, a lot of times, do not even come close to covering the real costs of operating their sport and facility.
- Volunteers are tired – it is always the same ones doing everything and they are getting tired.
- PEI is a facility rich province and so, there are many facilities trying to recruit the same people.
- There seems to be a large variety of opportunities for people to choose from compared to years past and with since our population has not greatly increased each activity is trying to reach the same people.

Opportunities:

- Sponsorship opportunities help promote our sports and in some cases, make it more affordable.
- Funding support, through government grants as an example, help the facilities focus on promoting the sport and recruiting new members.

Q1.2:

What strategies have you identified to deal with the above challenges/issues/opportunities?

A1.2:

- Fundraisers to help keep registrations down. Some ideas: movie nights, golf tournaments, take-out suppers.
- Kidsport to help families cover the costs of registration.
- Share equipment within the community, ensuring the equipment gets passed around to those who need it.
- Planning – this is very important within the facility to look at the needs (upgrades, equipment, etc.) and plan to deal with them.
- Instilling the idea that facility is owned by the users and it takes every user to give back in order to keep it running well.
- Volunteers always help when dealing with issues and challenges but it still ends up being the same ones helping time after time.

Q2:

How do you define a quality sport experience?

A2:

- When the participant are happy.
- When no one is in tears when leaving the program/game.
- When it is a positive experience for participants.
- When participants are achieving success for themselves.
- When participants return.
- When everyone has a GOOD game.
- When there is social interaction.
- When competitors chat before a competition and will still chat afterwards.
- When the coaching is appropriate to the level being coached.
- When skill level is also the participation level.
- When etiquette is being taught and followed.
- When participants are receiving equal play time.
- When participants are being taught.

Q2.1:

What barriers currently exist?

A2.1:

This question was interpreted to mean what barriers currently exist *having* a quality sport experience?

- Poor coaches – although training is available it is not always a priority (or important at all) for a coach or it is not available at a time/place that is convenient to the coach or the coach is not a great coach but with lack of people stepping up to volunteer sometimes organizations have to use those who are willing.
- Negative fans – you cannot make everyone happy.
- There is not enough SPORT being taught, the emphasis is on how to win and not how to play.
- With the emphasis being on winning new participants and/or participants who are not as skilled are not always made to feel welcomed in sport by other participants and coaches. The

idea that everyone should have a place play is not a concept everyone sees as a priority. Other times it is just not a possibility as the registrations are low every body is needed even though they are not there for the same reason or at the same skill level they have to play together in order to have a team.

- Low registration numbers
- Everyone wants to WIN!
- The idea that you coach for one of two reasons 1) to produce professional athletes or 2) to allow everyone to have a good time. For some reason it is not thought that you can coach and have both outcomes at the same time. The comment was made ‘can you imagine if we separated students in school into those going to become a professional and those who will just go through school?’

Q3:

Following is a list of program and service areas that have been identified to access Canada’s sport delivery system.

- 1.1.1 Coaches and instructors
- 1.1.2 Officials – referees, umpires, judges, etc.
- 1.1.3 Facilities and equipment
- 1.1.4 School sport system
- 1.1.5 Para sport development – inclusion/integration
- 1.1.6 Training and pathways to employment
- 1.1.7 Capitalizing on international events
- 1.1.8 Equity policies
- 1.1.9 Organizational capacity
- 1.1.10 Research and innovation

A3:

Note\*\* The following were not prioritized but each participant indicated which ones are sufficient and which ones are insufficient. \*\*

Q3.1:

Identify the top five components (in order of priority) in which programming is currently sufficient and/or appropriate.

Coaches and instructors	I
Officials – referees, umpires, judges, etc.	I
Facilities and equipment	III
School sport system	
Para sport development – inclusion/integration	II
Training and pathways to employment	
Capitalizing on international events	III
Equity policies	III
Organizational capacity	III
Research and innovation	II



Q3.2:

Identify the top five components (in order of priority) in which programming is currently insufficient and/or inappropriate.

Coaches and instructors	II
Officials – referees, umpires, judges, etc.	II
Facilities and equipment	
School sport system	III
Para sport development – inclusion/integration	I
Training and pathways to employment	III
Capitalizing on international events	
Equity policies	
Organizational capacity	
Research and innovation	I

Q4:

What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport program and services?

A4:

- Financial resources – money influences everything else (equipment, facility, operations, etc.) and is needed to deliver programs and services as well as operate.
- Volunteers are needed as they are who all of our groups depend on.
- Community involvement – without the community buy-in and interest our organizations will not exist.

Q4.1:

What are some of the current limitations?

A4.1:

- Money goes to the National level instead of the Provincial level.
- Funding that is available to PSOs and Clubs/Facilities are project based and cannot help with the largest bills of all, the ones for the operations, to keep things going.
- Canada does not focus enough on our Professionals. When someone does well in sport from Canada we do not do enough to highlight their successes and acknowledge they are one of ours.
- The lack of involvement from the high schools. It was discussed that schools should be introducing students to the sports and then they should be playing within their communities instead of communities and schools competing for participants.

Q4.2:

What can you do about them or what have you done about them?

A4.2:

What HAS been done:

- One facility mentioned they had applied to three (3) levels of government for support for operational funding and received limited success (municipal – good; provincial – fair; federal – poor). The rest of the operational funding is put on the backs of the volunteers to raise as these are the things that burn out the volunteers.

What COULD be done:

- Make facilities public areas – open to all – like schools and hospitals – essentials services. This would entitle the facilities to more funding for operations from government.
- Create funding grants for facilities and sport organizations to operate instead of just funding projects.
- Have schools teach sports – not compete in them.

Q5:

What are the benefits of improving linkages between provincial/territorial sport organizations and (i) municipal-level sport clubs, (ii) schools and (iii) recreation departments/organizations?

A5:

- More opportunities for introduction to sport experiences.
- Established roles for each/all groups/levels involved.
- More involvement.
- Less programming duplication.
- Same (or at least similar) rules and policies.
- Increased communications.
- Level playing fields with everyone working together.
- Opportunities to have proper learning experiences for participants.
- Open doors between groups/levels to discuss where we are now and where we should be going with sport.
- A decrease in competition between the organizations because all would be talking (and listening) and so would be aware of what the other is doing.
- Funding opportunities could change to fit what is happening and groups/levels could work together to ensure each is doing their part – what makes sense in their mandate.

Q5.1:

What are the challenges to improving these linkages?

A5.1:

- FEAR – of losing what we currently have; of not having as much power; of success; of failure; of the unknown.
- Communication – there is not enough communication between these groups at this point in time to even bring this idea up...communication would first have to start.
- Caught up in our own circles – everyone is so busy trying to stay on top of what is already happening within their own sport/organization/facility that there is no time to do this.

Q6:

Do you promote sport participation intentionally for community-building purposes (where community-building is defined as pursuit of non-sport outcomes such as youth development, health promotion, gender equity, social inclusion, and conflict resolution) or is your orientation primarily for sport objectives?

A6:

All three participants said Yes.

Q6.1:

If not, why not? What conditions, if any, would you need to exist for your organization to pursue non-sport outcomes?

A6.1:

Not applicable.

Q6.2:

If yes, please share the positive outcomes from you efforts.

A6.2:

- Community pride
- Social responsibilities
- Social interaction

Q6.3:

Some see partnerships between sport organizations and non-sport organizations as a means to pursue non-sport objectives while simultaneously leveraging greater resources and accessing new audiences to increase sport participation. Is this your experience or could you see merit in such a notion?

A6.3:

All three participants saw merit in such a notion. Some partnerships they currently have include ones with community charities, service groups, and festivals.

Q6.4:

What are the benefits and challenges for sport organizations in partnering with non-sport groups who have a focus on community-building objectives (where community-building is defined as outcomes related to youth development, health promotion, gender equity, social inclusion, and conflict resolution)?

A6.4:

- There are always challenges/issues but they always get resolved.
- Fear of change is always a challenge but more often than not the change is the best thing that happens to those involved.
- As mentioned earlier, there are so many facilities and sporting opportunities there is a lot competition between them all for support. All have to protect themselves and lookout for themselves it is sometimes a challenge to just find organizations to partner with.

## **Additional Submission**

*Sent in via email – First Nation Organization – June 29, 2011*

*Participant: First Nation Multi-Sport Organization Employee*

### **Question set 1:**

What are the reasons for your organization's interest in promoting participation in sport? Prioritize reasons.

- Promoting grass roots involvement in sport
- Increasing opportunities for sport participation in local communities
- Improving health
- Activities for youth at risk

What are the most important challenges/issues/opportunities affecting your organizations efforts to promote and increase participation in sport?

- Challenges/issues – volunteer recruitment, facility space, geographic locations, community size,
- Opportunities – Partnering with PSO's has.... and is opening the doors to a number of other sporting opportunities that were not utilized in the past. By partnering with PSO's the efficacy of our programming for Aboriginal youth has greatly increased due to the expertise each PSO can offer.

What strategies have you identified to deal with the above challenges/issues/opportunities/

- Volunteer recruitment: we offer incentives for volunteers and also offer to pay for NCCP certifications and assist with travel if needed. We also have a volunteer reward program where names are entered into a draw for a prize to be determined.
- Facility space: we currently have a facility rental budget that allows us to offer more programming as we can travel to various locations
- Geographic Locations: Travel budget for transporting out of community

### **Question set 2:**

How do you define a quality sport experience?

- Led by trained individuals (NCCP perhaps)
- Full inclusion for grass roots sports
- Safe equipment and facilities
- Well organized
- Centered around enjoyment as opposed to excellence

What Barriers currently exist?

- Qualified volunteers and retention of currently certified volunteers
- Lack of facilities

### **Question set 3**

Identify the Top three components in which programming is currently sufficient and or appropriate?

1. Organizational capacity
2. Coaches and instructors
3. Facilities and equipment

Identify the Top three components in which programming is currently insufficient and or inappropriate?

NA

### **Question set 4**

What are the resources that your organization needs to fully achieve its potential in delivering sport program and services?

The following are being met:

- Human resources – Salaries, volunteer development
- Financial – Adequate funding
- Equipment and facility rentals are also being met through funding

What are some current limitations?

- Community commitment

What can you do about them or what have you done about them?

- Promoted the importance of our youth having access to positive role models and approached community leaders and motivated parents to get more involved and help the youth in the process.

### **Question set 5**

What are the benefits of improving linkages between provincial/territorial sport organizations?

1. Municipal-level sport clubs – access to expertise and experience, access to spot existing sport models
2. Schools – NA
3. Recreation departments/organizations – guidance on program start up, intellectual support in areas that the department or organization may not have. Example being we run a multi sport program and the coordinator cannot be expected to deliver and lead every sport.

## **Question set 6**

Do you promote participation intentionally for community building purposes or is your organization primarily for sport objectives?

Yes! Our efforts encompass both and it is our program's mandate to increase grass roots participation in all sports and by doing so, improving the health of participants, fostering positive peer interaction, addressing youth at risk, and eliminating racial barriers or stereotypes for Natives and Non Native alike. We have partnered with non native organizations and PSO's and the experience has been very useful n showing both parties that we can work together in a positive manner and this needs to continue.

What are the benefits and challenges for sport organizations in partnering with non-sport groups who focus on community building objectives (where community building is defined as outcomes related to youth development, health promo, gender equality, social inclusion, and conflict resolution)?

Benefits – If you can achieve a sport objective while meeting a non-sport objective, then there can be a cost share to alleviate financial burden on budgets

Challenges – Utilizing funding within the parameters laid out in agreement