

**Canadian Sport Policy Renewal  
Consultations 2011  
Discussion paper on participation**

*Framing participation policy objectives and outcomes*

**Background**

As a guiding policy document, the Canadian Sport Policy will articulate desired objectives and outcomes for sport participation and delivery in Canada. To inform the development of the policy, it is important to address two distinct but related sets of questions. The first relates to the individual sport participant: What do we know about individuals and their participation in sport? The second relates to organizations and sport delivery: What do we know about which, how and why organizations and jurisdictions fund/deliver and/or benefit from sport provision? While both sets of questions address motivation, opportunities and barriers, they need to be articulated separately in the policy process, distinguishing individual sport outcomes from organizational ones.

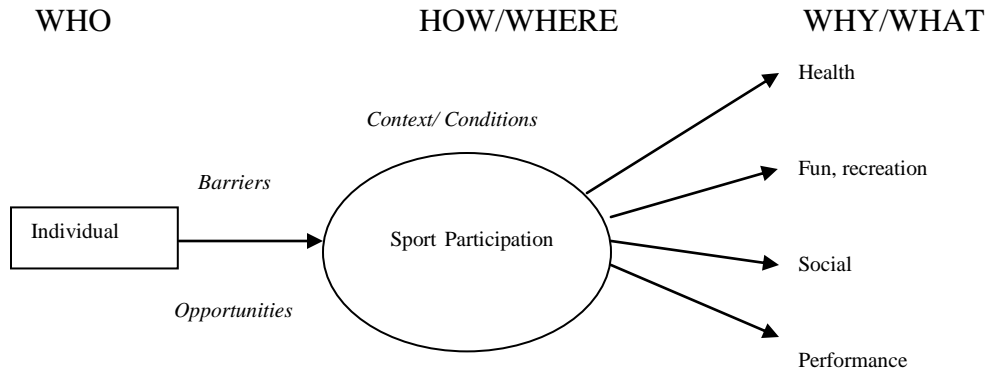
**Individual objectives and outcomes**

Considerable data has been collected about *individuals* and diverse populations (from, for example, the Canadian Fitness and Lifestyle Research Institute and Statistics Canada). We know, for example, who does and does not participate: more men participate than women and more boys participate than girls; more young people participate than older people; those with higher household income and education participate more than their counterparts; those born in Canada participate more than immigrants; and those with children in the home participate more than those without.

We know why some people participate and why some do not. Those who do participate in sport most often cite fun, recreation and relaxation as their primary reasons for participating, and cite lack of time and other obligations as their primary reasons for decreasing or stopping their participation. We have some understanding that some individuals never engage in sport in Canada as a function of systemic and structural barriers (both within and outside of the sport context) and lack of opportunities that meet their needs.

We are also learning more about how individuals participate and the conditions that produce benefits. We know sport participation is most beneficial when it is inclusive, sustainable, relevant to individuals in their communities, culturally appropriate and accessible to all.

Below is a visual representation of the information most commonly collected on individuals and their participation in sport. We know, generally, who the participants are, the contexts in which they participate and why they participate. Furthermore, we are learning about the impacts and benefits of participation for the individual and the conditions that lead to those impacts and benefits.

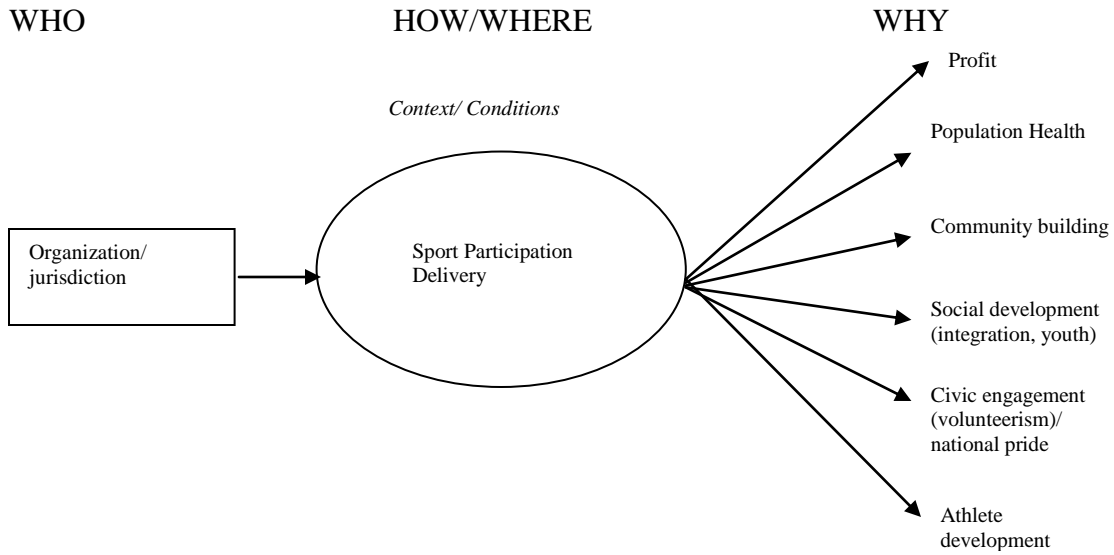


### **Organizational and jurisdictional objectives and outcomes**

While we currently collect considerable data on the individual and his/her participation in sport, we know significantly less about organizations and jurisdictions and their role in creating opportunities for sport participation. We know that sport is delivered through the public, the non-profit voluntary and the for-profit commercial sector, but we lack accurate information on who is – or could be – providing what and for whom. In order to develop a strong sport policy, we need to collect information on:

- a. Which organizations and jurisdictions do or could fund/deliver/benefit from sport?
- b. Why do or could organizations and jurisdictions fund and/or deliver sport?
- c. How do or could organizations and jurisdictions fund/deliver/benefit from sport delivery?

With this information, we can create a visual representation, like the one below, outlining existing and potential Federal/Provincial-Territorial and community stakeholders, existing and potential delivery models and contexts and the intended outcomes of that delivery. These data will help in the development of shared policy directions that resonate with all organizations and jurisdictions involved.



To “map” the policy space for the development of a new Canadian Sport Policy, we need to understand both individuals (demand) and organizations (supply), recognizing that motivations, opportunities and barriers, while often overlapping, are different. This understanding will not only help develop a strong logic model for the Policy, but will help frame “sport” and “sport plus” (whereby sport is adapted or enhanced in order to achieve developmental objectives) as co-existing, complementary objectives rather than opposing, mutually exclusive perspectives. The consultation questions focused on sport participation are meant to fill the gap in current knowledge about organizational and jurisdictional objectives and outcomes.