

# ***THE CANADIAN SPORT POLICY***

## ***FEDERAL- PROVINCIAL/TERRITORIAL PRIORITIES FOR COLLABORATIVE ACTION 2002-2005***



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# ***INTRODUCTION***

The world sees Canada as a sporting country, and the successes of generations of Canadian athletes are well documented. However, the commitment to provide opportunities from entry to excellence is stretching Canada's complex sport system to the limit. The positive results at the 2002 Olympic Winter Games generated pride and admiration, but other results in recent years at high profile international events have raised doubts about the effectiveness of that system. Also of concern is the ability to ensure that Canadian athletes are being equipped to keep pace with the rest of the world and meet current high performance expectations. The new *Canadian Sport Policy* will ensure that any downward trend is reversed and that Canadian successes in sport continue to grow.

The vision and goals of the *Canadian Sport Policy* will be achieved by the development and implementation of four models of action plans: a federal government action plan; individual action plans by specific provincial/territorial governments; a collaborative federal-provincial/territorial government action plan; and action plans undertaken by sport communities.

The *Federal-Provincial/Territorial Priorities for Collaborative Action 2002-2005* outlines priorities that the governments intend to implement in the three years from 2002 to 2005 and opens a new chapter in federal-provincial/territorial government cooperation in sport. Through the *Canadian Sport Policy*, increased efforts are being directed at achieving objectives developed collaboratively by governments and their sport communities.

Strengthening the present alignment of governmental responsibilities in sport and improving links between governments and their sport communities is a vital new step because current programs have not adequately tackled the gaps and weaknesses that exist at many levels of sport in Canada.

The current priorities are driven by the vision, the four goals, and the commitments contained in the *Canadian Sport Policy*. They will set the foundation on which a renewed and strengthened sport system can be built. The *Federal-Provincial/Territorial Priorities for Collaborative Action 2002-2005* will be up-dated and implemented on a three-year "rolling plan" basis.

# CHAPTER ONE: CONTEXT

The *Canadian Sport Policy* and the *Federal-Provincial/Territorial Priorities for Collaborative Action 2002-2005* are the products of an extensive development process. Launched by the federal Secretary of State (Amateur Sport) in 2000, the process featured consultation with key stakeholders at all levels of sport throughout Canada from January 2000 to March 2001. The outcomes were summarized in a federal discussion paper, *Towards a Canadian Sport Policy*, which was reviewed and generally supported at the National Summit on Sport held in Ottawa in April 2001.

The Conference of Federal-Provincial/Territorial Sport Ministers in April 2001 was a critical event in intergovernmental collaboration in sport. Ministers discussed the federal paper, announced their commitment to a unique development process, and set as a target the development of a *Canadian Sport Policy* by April 2002. Meeting in London in August 2001, the Ministers approved work done to date, and agreed that the Policy would guide changes and improvements in sport throughout the next decade. Priorities would be set for three-year periods.

The actions detailed here address priorities in sport at all levels which were identified during the consultations and will be addressed collaboratively by the F-P/T governments. The actions are designed to lay the foundation for future action plans to achieve the goals of the *Canadian Sport Policy*.

While the economic downturn that began in the autumn of 2001 is expected to restrain public expenditures for its duration, governments are pursuing their commitment to implementing the *Canadian Sport Policy*.

The *Canadian Sport Policy* development process reflects the participation and input of sport communities. Several actions are specifically designed to enhance the collaboration between sport communities and governments in the implementation of the policy and the design of future action plans.

It is in the shaping of the development of future action plans, that the *Canadian Sport Policy* will reach its full potential. It is for this reason that the current actions have been designed to have a catalytic effect, to lead to other initiatives that are consistent with, or further, the Policy and its goals.

All future action plans will be based on, and guided by, the vision for sport in Canada spelled out in the *Canadian Sport Policy*.

## ***The Vision of the Canadian Sport Policy is to have, by 2012:***

A dynamic and leading-edge sport environment that enables all Canadians to experience and enjoy involvement in sport to the extent of their abilities and interests and, for increasing numbers, to perform consistently and successfully at the highest competitive levels.

# CHAPTER TWO: IMPLEMENTATION

The *F-P/T Priorities for Collaborative Action* consist of various initiatives, each designed to encourage progress toward the vision and goals of the Canadian Sport Policy. They include

- initiatives that may call for the same actions by all governments towards a commonly-agreed target
- initiatives that may call for government-specific actions towards a commonly-agreed target
- initiatives that may call for actions by one or more provincial/territorial governments with the federal government, or between and amongst provincial/territorial governments to achieve a common target expressed in a bilateral agreement.

Facilitating the enhanced collaboration amongst the federal-provincial/territorial governments required a new environment of understanding. The following principles were adopted to create that environment. Providing the foundation for federal-provincial/territorial agreements, these principles enable every government to decide for itself the nature and extent of its involvement in a bilateral or multilateral sport initiative:

## ***Incremental Approach***

Emphasize incremental and constant progress.

## ***Federal-Provincial-Territorial Agreements***

Stipulate the desirability of specific federal-provincial/territorial agreements on Canadian Sport Policy initiatives that have applicability across Canada or within one or more provinces/territories.

## ***Bilateral Discussions and Agreements***

Hold bilateral policy discussions and implement agreements that lead to innovation in sport service programming and delivery, which each government may pursue according to interest or capacity.

## ***Information Sharing***

Ensure that intergovernmental projects are supported by information sharing through existing mechanisms.

These principles are essential to the implementation of the Canadian Sport Policy and *F-P/T Priorities for Collaborative Action 2002-2005*.

Chapters Three to Six contain the actions for 2002-2005. The ministers agreed that the actions for this period should be strategic and focussed, and should enable significant improvement in sport. These actions are fundamental because they form the basis for subsequent actions and are expected to prompt complementary actions by individuals, governments, and the sport community.

This document will be up-dated annually, on a three-year “rolling plan” basis, to accommodate newly identified priorities and/or subsequent actions for already established priorities.

# CHAPTER THREE: ENHANCED PARTICIPATION

## *It is a Goal of the Canadian Sport Policy that by 2012...*

A significantly higher proportion of Canadians from all segments of society are involved in quality sport activities at all levels and in all forms of participation.

For the period 2002-2005, the priorities for collaborative action by federal-provincial/territorial governments to promote Enhanced Participation are expressed below. These priorities recognize that the goal of Enhanced Participation in sport, as defined in the *Canadian Sport Policy*, is essentially a provincial/territorial area of responsibility:

### **PRIORITY ONE**

#### ***Increase Participation in Sport***

##### **Action 1**

Develop collaborative strategies to increase the public's understanding of and participation in sport for all.

- Compile existing information on sport participation and barriers at all levels in order to develop baseline data for sport participation of both general population and target groups (December 2002).
- Establish targets, indicators, and federal-provincial/territorial collaborative actions to increase participation in sport (March 31, 2003).

##### **Action 2**

Participate with the Canadian Association for the Advancement of Women and Sport and Physical Activity and provincial/territorial counterparts, where possible, in the

development and implementation of a Canadian Strategy on Women and Girls in Sport and Physical Activity (2002-2004).

##### **Action 3**

Undertake initiatives to increase the opportunities in coaching, officiating, and volunteer leadership for women, persons with a disability, Aboriginal peoples, and visible minorities.

- Compile existing information on coaching and barriers in order to develop baseline data for each target group (2002-2003).
- Establish targets, indicators, and federal-provincial/territorial actions to increase coaching opportunities for each target group (2003-2004).

### **PRIORITY TWO**

#### ***Increase Sport and Physical Activity in Schools***

In recognition that education is an exclusive jurisdiction of provincial and territorial governments:

##### **Action 1**

Provincial and territorial governments to promote sport and physical activity on a jurisdiction-by-jurisdiction basis and explore options for action. (February 2003).

# CHAPTER FOUR: ENHANCED EXCELLENCE

## *It is a Goal of the Canadian Sport Policy that by 2012...*

The pool of talented athletes has expanded and Canadian athletes and teams are systematically achieving world-class results at the highest levels of international competition through fair and ethical means.

For the period 2002-2005, the priorities for collaborative action to be undertaken by federal-provincial/territorial governments, in keeping with their level of responsibility, to promote Enhanced Excellence are:

### ***PRIORITY ONE*** ***Enhance Athlete and Sport System Performance***

#### **Action 1**

Establish targets to evaluate athlete performance and the effectiveness of Canada's sport system and develop a process for measuring progress towards achieving these targets (February 2003).

These targets will provide guidance on factors including

- identification and nurturing of talented athletes and teams
- training and competitive opportunities for the next generation of high performance athletes
- employment and working conditions of qualified coaches working full-time with high performance athletes
- offering essential services, in English and French, to national team athletes and coaches, and to national/international-level officials.

#### **Action 2**

In conjunction with key stakeholders, develop federal-provincial/territorial initiatives to enhance the role of applied sport science, competitions and other key elements in athlete development, throughout Canada (February 2003).

#### **Action 3**

Evaluate and confirm, as required, the role of National Sport Centres in contributing to the goals of the *Canadian Sport Policy* on a jurisdiction-by-jurisdiction basis (February 2003).

# CHAPTER FIVE: ENHANCED CAPACITY

## *It is a Goal of the Canadian Sport Policy that by 2012...*

The essential components of an ethically based, athlete/participant-centred development system are in place and are continually modernized and strengthened as required.

For the period 2002-2005, the priorities for collaborative action to be undertaken by federal-provincial/territorial governments, in keeping with their level of responsibility, to promote Enhanced Capacity are:

### ***PRIORITY ONE Implement CBET Program***

Expedite the implementation of the CBET (Competency Based Education and Training) program for coaches, in English and French.

#### **Action 1**

Develop a comprehensive implementation plan, in collaboration with key stakeholders, for CBET that identifies roles and responsibilities for all partners (February 2003).

### ***PRIORITY TWO Develop a Sport Event Hosting Strategy***

Develop and implement a long-term event hosting strategy that includes an assessment of the feasibility of a framework to co-ordinate and facilitate hosting major national and international events.

#### **Action 1**

Create a working group, including stakeholder representation, to assess the feasibility of a governmental hosting strategy (February 2003).

#### **Action 2**

Consult, through provincial and territorial governments, municipalities and universities, and other key stakeholders, to maximize the substantial economic benefits associated with sport tourism (February 2003).

### ***PRIORITY THREE Improve Sport and Recreation Facilities***

#### **Action 1**

Identify innovative funding sources, notably an infrastructure program, targeted at sport and recreation facilities and best practices for the development of those facilities (February 2003).

### ***PRIORITY FOUR Implement the "Canadian Strategy on Ethical Conduct in Sport"***

#### **Action 1**

Initiate implementation, in collaboration with the Canadian Centre for Ethics in Sport, of the Canadian Strategy on Ethical Conduct in Sport (December 2002).



## ***CHAPTER FIVE: ENHANCED CAPACITY (continued)***

### ***PRIORITY FIVE***

#### ***Foster the Diversification of the Resource Base of Sport Organizations at all Levels***

##### **Action 1**

Conduct a comparative analysis of international funding models for sport and report on conclusions (January 2004).

### ***PRIORITY SIX***

#### ***Aboriginal Sport Development***

##### **Action 1**

Develop a multi-party funding agreement to establish a formal support mechanism for the hosting of the North American Indigenous Games (NAIG) when hosted in Canada (February 2003).

##### **Action 2**

Conduct a biennial survey of federal-provincial/territorial government initiatives to promote Aboriginal sport development in coaching development, the establishment and functioning of an Aboriginal sport organization (or equivalent) in each jurisdiction, and NAIG team preparation (March 2002).

# CHAPTER SIX: ENHANCED INTERACTION

## *It is a Goal of the Canadian Sport Policy that by 2012...*

The components of the sport system are more connected and coordinated as a result of the committed collaboration and communication amongst the stakeholders.

For the period 2002-2005, the priorities for collaborative action to be undertaken by federal-provincial/territorial governments, in keeping with their level of responsibility, to promote Enhanced Interaction are:

### ***PRIORITY ONE Increase Awareness of Sport Within Governments***

#### **Action 1**

Present compelling evidence of the benefits of regular participation in sport to targeted government departments (such as health, justice, education and social services) to advance collaborative work and to facilitate program partnerships (January 2004).

### ***PRIORITY TWO Regular Communication with the Sport Community***

#### **Action 1**

Engage in joint planning with respective sport communities on matters affecting sport in Canada, including processes related to the Canadian Sport Policy and the development of action plans (July 2002).

### ***PRIORITY THREE Enhance Collaboration Between Sport Organizations***

#### **Action 1**

Assess the feasibility of collaboration on funding and accountability frameworks for sport organizations between the federal and provincial/territorial governments (February 2003).

#### **Action 2**

Assess the feasibility of aligning National Sport Organization and Provincial/ Territorial Sport Organization funding to encourage collaboration (2002-2005).

#### **Action 3**

Collaborate on initiatives to encourage National Sport Organizations and Provincial/Territorial Sport Organizations to increase participation in their sports with a specific focus on women, children and youth, people with a disability, and visible minorities (December 2004).

### ***PRIORITY FOUR Negotiate Bilateral Government Agreements to Advance the Canadian Sport Policy***

#### **Action 1**

Initiate bilateral agreements between governments, as required, to assist in achieving the goals of the *Canadian Sport Policy* (2002-2005).

#### **Action 2**

Report on the bilateral agreements and their results (2003-2005).

# CONCLUSION

The *F-P/T Priorities for Collaborative Action 2002-2005* contains initiatives that governments are committed to pursuing over the next three years as the first steps towards implementing the *Canadian Sport Policy*. This document will be updated every year, on a three-year “rolling plan” basis, to accommodate new priorities and/or actions for the next year.

For the period 2002-2005, governments will undertake specific actions and invite their respective sport communities to collaborate to

- increase the public’s understanding of and participation in sport
- increase the participation of women, persons with a disability, Aboriginal peoples, and visible minorities
- increase sport and physical activity in schools
- establish targets for athlete and sport system performance
- implement the CBET program
- develop a sport event hosting strategy
- improve sport and recreation facilities
- implement the “Canadian Strategy on Ethical Conduct in Sport”
- foster the diversification of the resource base of sport organizations
- enhance Aboriginal sport development
- increase the awareness of sport within government
- communicate with the sport community
- enhance collaboration between sport organizations.

Beyond these specific actions, the governments believe that this document represents a significant commitment by governments to work collaboratively and with their sport partners towards improving sport throughout Canada.

At the heart of this collaboration is the view that programs must be seen from the perspective of the athlete/participant. This perspective fosters the athlete-centred, coach-led approach to sport that has been shared by governments and the sport community since the Ministers formally adopted the principle in the *Planning Framework for Sport*, and which is increasingly reflected in policy and program decisions.

The governments’ commitment to these priorities of the *Canadian Sport Policy* will pave the way for greater participation in sport at all levels and for stronger performances at the highest levels of international competition.



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