

# Canadian Sport Policy Renewal

## Report on BC Community Engagement

June 29<sup>th</sup> to July 15<sup>th</sup>, 2011

Submitted by:

Sport Branch

Ministry of Community, Sport and Cultural Development  
Province of British Columbia

July 21, 2011

**Introduction:**

The Canadian Sport Policy (CSP) was developed in 2002 by Sport Canada in collaboration with provincial and territorial governments after extensive consultations with the sport sector and other stakeholder groups.

The federal/provincial-territorial ministers responsible for sport have agreed to review of the Canadian Sport Policy, which expires in 2012, with a view to developing a renewed policy and an accompanying joint action plan. Public consultations, using a common set of questions, have been conducted by all jurisdictions.

In British Columbia, the Ministry of Community, Sport and Cultural Development partnered with the British Columbia Sport Alliance to coordinate and facilitate consultations within the BC sport sector across seven regions as well as with representatives of provincial sport organizations.

Dates and locations of the consultations were as follows:

<b>Event Host</b>	<b>Location</b>	<b>Date</b>
North Vancouver Parks & Recreation	North Vancouver	July 7, 2011
PacificSport Fraser Valley	Abbotsford	July 15, 2011
PacificSport Interior	Kamloops	June 23, 2011
PacificSport Northern BC	Prince George	July 14, 2011
PacificSport Okanagan	Kelowna	July 5, 2011
PacificSport Vancouver Island	Nanaimo	July 12, 2011
Pacific Institute for Sport Excellence	Victoria	June 29, 2011
Sport BC - PSO Meeting	Richmond	July 12, 2011

The following report is a summary of findings from each of the eight roundtable sessions.

# Kamloops

(Pacific Sport Interior)



## British Columbia Community Engagement Sessions

### Question #1 Worksheet

#### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

"Active & Healthy citizens at all levels of CS4L which promotes a better quality of life, builds a larger base of young athletes which leads to better athletes and minimizes health issues".

- Health promotion
- Health, wellness and physical activity
- Leadership development in communities
- Promotion of quality of life/Higher quality of life
- Community development (pride/spirit)
- Wider the base, builds better athlete (own the podium)
- Identification to produce successful athletes
- Broad based programming along the continuum of sport
- Minimize health issues
- In the business of sport
- Competition

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

- Education (elementary and high school) to have a real impact for the long term.
- Strong need to bring back specialized P.E. teachers in school
- Need for standardized curriculum for P.E in schools
- Needs to recognize that the delivery of sport happens at the local level
- Limited health connection
- Social media - can utilize to get more involved in sport
- Needs to encourage innovation financially to the local level
- Core funding for promotion
- Sustainability of the programs
- limited health connection

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

- Need to be focused from a health perspective
- Increased funding from health sector as data has proven activity reduces health issues
- More partnerships to help assist in finding the champions within the local sectors
- Stressing the importance that active kids continue being active throughout their entire life

- Needs to be a broadening of the spectrum that the schools influence
- Face to face meeting with school principals, coordinators
- Health and Education seem that we have to find the right champion however we need things to change at the much higher level (ministerial, etc.)



## British Columbia Community Engagement Sessions

### Question #2 Worksheet

2.0 How do you define a quality sport experience? (Prioritize if possible.)

- Fun and Positive
- Has individual wanting more, to come back as their experience has an intrinsic spark of enjoyment.
- Good coaching and instruction
- Competence based - skill acquisition
- Inclusive
- Goes beyond the sport itself - life skills

2.1 What barriers currently exist?

- Cost
- Lack of expertise
- Not enough professionals
- Accessibility
- Too competitive focused
- Less unstructured active play by children
- Safe sites for free play
- Lack of imaginative play (ex.unstructured active play)
- no baseball field doesn't mean can't play baseball)



## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

4.0 Should efforts be made to increase the participation of under-represented groups in sport? Yes

Why?

- Everyone deserves right to play
- Mentorship (importance culturally may not be present)
- Benefits are huge if done correctly

Why Not?

4.1 If yes, how should the targeted groups is identified?

- Find out what is “normal” in other cultures
- Research, surveys, statistics
- Girls in sport - highlight new activities , not just sport (zumba, dance, etc.)
- Open relationships that develop strong partnerships



## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

Why?

- so understanding of where funding is coming from and going to
- so more information about funding systems
- continue to monitor and evaluate the system is good
- funding could still be more in provinces for athletes
- a look at best practices in other countries (Australia, Germany, etc)
- we saw increase in funding can build better athletes with the Olympics and Paralympics, need to continue growth and not take a step back

Why not?

- 

6.1 What areas need special attention?

- Better definition of funding and roles including equitable athlete support from prov to prov
- Accessibility of programs (seemless system from prov to prov)



## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

#### 7.1 What is the current impact of CS4L implementation?

- Fairly comprehensive model everyone can fit into
- Allows local sport to find a model that they can fit into nationally
- Understanding that because CS4L everyone can be engaged at any age
- Nationwide

#### 7.2 What do you think will be the future impact of CS4L implementation?

- Individuals will be physically active for life
- If you develop the skills as a child, there is no fear later in life to use those skills and carry them on to other activities
- Developing strategies such as bringing back PE specialists into the schools and paid development coaches or participation instructors
- Provincial conferences not just in Ottawa
- Local sport Organizations and their delivery will be influenced as NSO's and PSO's have their plans outlined.

#### 7.3 What are the current barriers to successful implementation of the CS4L model?

- Needs to be greater exposure of the model
- Need to continue to fund model through local sport
- Culture of professional sports - should have a percentage of pro sport going to support amateur sport (they all got their start there).
- Disconnect between the delivery systems and the importance of municipal engagement is not discussed
- To ensure consistent delivery for CS4L. Not all "get" it when it comes to certain stages ex. Athletes competition to training ratios
- Hopefully not too many sport variations diverting from the model to remain consistent

## British Columbia Community Engagement Sessions

### Question #8 Worksheet

#### Backgrounder: Sport Development System

8.0 Following is a list of program and service areas that have been identified to assess Canada's sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
1	Coaches and instructors
	Officials - referees, umpires, judges, etc.
4	Facilities and equipment
2	School sport system
	Parasport development - inclusion/integration
	Training and pathways to employment
	Capitalizing on international events
5	Equity policies
3	Organizational capacity
	Research and innovation

8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

#1 - not satisfied that any are sufficient

#2 -

#3 -

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

#1 - disabled sport

#2 - coaching

#3 - school sport system

## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

- Human - need the people power and the right people
- Financial - need program dollars for delivery
- Need facilities
- Partnerships

10.1 What are some of the current limitations?

- Lack of funding resources
- Declining volunteers
- The sectors are not connected (no true linkage or overall mandate Lack of definition/vision of where sport is going in future
- What is the system of CS4L model for sport , and where is it going
- Lack of understanding that these initiatives are focused on overall health and wellness
- CS4L needs to be better at the non-athlete (European Club system) for entry in activity
- Limited salaried coaches/instructors

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

- Leverage \$ from foundation to match coaching dollars for a coach development fund
- Local sport / prov sport matches the grant for these “participation” coaches and everyone is a partner
- BC expanded role

## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

- As long as funding to HR (people power), could be possible
- Minimum level of capacity that could be increased with additional funding
- Program funding assistance even if it is based on a partnership model
- More secured longer term funding structures - not year to year.

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

- Not enough paid positions
- Declining volunteers
- Lack of benefits
- No pressure to give back to sport

11.2 What are possible solutions to these issues?

- Paid PE specialists back in all schools across Canada
- Paid participation coaches for active start/Fundamental stages for organized sport
- Consistent message for all sectors to be working together for the mutual benefit - one mandate for all sectors to buy into.

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

13.0 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?

- Common vision
- Needs to be a Continuum
- Pso → multisport clubs - technical expertise and insurance
- Locally is where the delivery happens - it can work because it seems easier at times to get people in a room and make local decisions. Get's bogged down at higher levels nationally, provincially and sometimes locally.

13.1 What are the challenges to improving these linkages

- Need to have everyone involved
- Has to happen locally, driven to happen locally
- People don't want to give up ownership
- Limited access from pso to school
- Everyone wants the Children in the school system - overwhelming



## British Columbia Community Engagement Sessions

### Question #14 Worksheet

Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada

14.0 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?

YES

NO

**BOTH**

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

- 

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

- XploreSportz, Girls Only, for First Nations,
- Paid coaches for participation (non-government funded, however, would be much stronger if funded in partnership with government)
- Financial resources for delivery needs to be filtered down to the local level like the expanded role for PacificSport Centres (outreach)

14.3 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?

- Power of partnerships
- Still much work needed (to create linkages within the sectors)
- Needs story bank of success in organizations
- Anyone with the vision and passion to build a healthier society is critical
- Finding the right opportunities
- Celebration of regular citizens engaged in sport and healthy living (ex. 100 year old curler in Kamloops)

14.4 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)?

- Broader base
- Together is better
- Contributes to community support
- Need to focus on foundation
- Don't share success stories of programs
- Hopefully all have a buy in
- Investment in the development of "people"
- Eg. joint usage agreements, share facility usage
- Politicians can see a broader spectrum of their community if it has an overall solid foundation for healthy, active citizens contributing to the quality of life

#### Challenges

- Finding the right opportunity with non sport groups
- Breaking down the front door to move forward at higher levels
- continuity between agencies/sectors with unified foundation for sport and healthy living
- At a local level, it seems easier to make decisions agency to agency, however, provincially and nationally this seems to be much more difficult.

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

#### British Columbia Question

16.0 Facilities: Please identify the top 3 issues with facilities in your areas.

#1 - encourage support of municipality and politicians, policy needs to be adopted by municipal (FCM, UBCM) and be part of the process, that sport is important

#2 - cost, union issues, etc.

#3 - accessibility during peak times

16.1 Describe ways in which a Canadian Sport Policy can affect or impact facility development and facility use to benefit:

a) Sport Development

- If there is a motion that there is public access to local facilities as CSP should provide funding to encourage access
- Never been FCM policy that says recreation and sport is important
- Needs to become a foundational component to municipal and school
- Needs to be a community sized gym in every elementary school
- Grants for aging facilities for municipal (infrastructure)
- Foundational statement that says sport is important at all levels, participation to HP
- Upgrades/access to school gyms

b) High Performance Sport

- Needs to connect HP sport with broader level of sport
- CSP needs to make it common place that it needs to support a HP athlete
- Feds/prov/municipal partnerships (OTP and funding) Need a common place all together from a foundational statement/policy that says Sport is important at all levels.

# Victoria

(Pacific Institute for Sport Excellence)



## British Columbia Community Engagement Sessions

### Question #1 Worksheet

Discussion Papers - Participation, CFLRI Sport Participation Trends

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

Having more people engaged in sport leads to a healthier population.

Increases participation in various sports programs.

For the love of the game - sport is fun!

Binds members of a community thru sport despite backgrounds.

Reality for increasing high performance is to have more athletes enter your sport.

Providing many opportunities of various sports for people to try.

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

Coaching - the ability to pay quality coaches and access to quality coaches.

So many opportunities can limit growth in specific sports.

Often the sports clubs or rec centres are the first contact with sport participation. Since there there is no PE in schools, the first contact involves payment which creates a barrier for entry. (Pay to play system)

Build the facilities and programs to keep the talent in Canada.

When a sport's success is showcased on a world stage, there is a significant increase in children wanting to try that sport.

Facility/capacity is a challenge for some sports that do not have their 'own' facility.

At competitive level, media attention helps with growth of a sport. There is an opportunity to leverage media partners.

The multi-municipality mandates in Victoria leads to challenges around capacity and using facilities to their maximum.

Identification of what sport a child should pursue. Some guidance would be helpful around skillset and bodytype.

Opportunities: participation in a sport will improve with medals, wins, media attention.

Strategies should be in place to deal with media proactively.

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

Sport/talent identification through school system to guidance as to which sports might garner greater success.

Develop relationships and partnerships with the media and leverage media opportunities to celebrate successes

Promotion and advocacy of sport - the power of sport

Find synergies and cooperation in partnership between sport, recreation, education and health.

If scholarships are not abundant in a sport, look at other opportunities such as international exchanges. (offer rewards for achieving success in a sport)

When building new facilities, build the best to promote and allow for success.

A universal checklist to be mindful of when building new facilities.



## British Columbia Community Engagement Sessions

### Question #2 Worksheet

2.0 How do you define a quality sport experience? (Prioritize if possible.)

A well organized and professional association.

Up-to-date facility with capacity for growing numbers.

Quality coaches.

The fun social aspect of sport.

Pathway to progress - measurable and competitive orientation

Success in one's experience in a sport - playing to one's potential.

Quality officiating.

2.1 What barriers currently exist?

**Unqualified volunteers speaks to the quality of the coaching and facilities.**

**Parent coaching (unqualified).**

**Not enough up-to-date facilities.**

**Club Houses are not as common anymore, which provide a great social aspect to sport.**

**Litigious society and safety issues**

**Parents expectations/involvement is discouraging for coaches.**

**Officials facing abuse.**

**Ability to pay coaches for services. Coaches should be more valued at community level.**

**Find synergies in the system to maximize resources available to promote participation and growth of sport - eliminate the 'silo' approach.**



## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

4.0 Should efforts be made to increase the participation of under-represented groups in sport?

Why? Yes - for cultural integration.

Why Not?

4.2 If yes, how should the targeted groups is identified?

New Canadian Immigrants - look at sports relevant to their culture. As well, there is a need to identify other barriers such as language and religion and develop a strategy to overcome these barriers.

Low income groups.

People with disabilities. Improve visibility of disability sports.

Aboriginal

Women and girls - gender equity and peer pressure are steering choices for girls.

## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

Why? The key will be working collaboratively to support high performance sport. There has been no clear direction to do this and there is a great opportunity.

Why not?

6.1 What areas need special attention?

High quality coaching and facilities.

Investment at intro levels of sport to ensure quality experience at entry level. Our best people (officiating, coaching) should be at the beginning stages as well to inspire individuals to continue. (Resource Allocation)

Duplication and competition for funds: There are many overlapping non-profit organizations (duplication) that do the same thing which results in the cannibalization of available funding.

Regionalization of facility justification to ensure success. There should be an incentive for regions to work together. There is an opportunity for this to take place in Victoria.

## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

#### 7.1 What is the current impact of CS4L implementation?

There has been a change from a competitive to recreation/participation model. In some areas this has resulted in decreased interest and quality experience. (Interpretation and application of CS4L)

There has been an increased number of participation in some sports which has increased the need for more coaches.

An increase in different play/sport opportunities gives more athletes a chance to 'try' different sports.

CS4L is new to the Recreation sector and this sector is working to get physical literacy as part of the instructors' mentality. There is an expense to rec centres to put staff through training.

Some sports feel rushed in making decisions, such as eliminating certain types of traditional competition.

#### 7.2 What do you think will be the future impact of CS4L implementation?

Stronger consistency and understanding of different stages.

Partnership in applications:

Recreation will take over some of the contracts to ensure quality and delivery.

Recreation will ensure there are training opportunities to ensure Run/Jump/Throw themes are delivered throughout.

Facility sharing and justification.

Diversity training to ensure strength and conditioning and education are being built into the model which decreases the demand for sport specific space.

#### 7.3 What are the current barriers to successful implementation of the CS4L model?

**Buy in from educational sector.  
National/provincial strategy for implementation of physical literacy in school system.**

## British Columbia Community Engagement Sessions

### Question #8 Worksheet

#### Backgrounder: Sport Development System

- 8.0 Following is a list of program and service areas that have been identified to assess Canada's sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
1	Coaches and instructors
4	Officials - referees, umpires, judges, etc.
2	Facilities and equipment
3	School sport system
5	Parasport development - inclusion/integration
	Training and pathways to employment
	Capitalizing on international events
	Equity policies
	Organizational capacity
	Research and innovation

- 8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

#1 - Organizational capacity

#2 - Facilities

#3 - Research and Innovation

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

#1 - Coaches/instructors

#2 - Organizational capacity - too many volunteers

#3 - School's sport system

## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

Human, Financial, Equipment, Facilities

There are limited resources for competing users. There is a need to negotiate with current 'owners.'

Diversification in media coverage of sports (other than hockey)

Expertise in media, development, sponsorship

10.1 What are some of the current limitations?

Capacity issue - current users do not want to give up their resources to accommodate other users.

Various groups are competing for limited resources.

Lack of knowledge in communications/media.

Government organization on funding opportunities to ensure quality facilities to meet user needs.

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

Develop partnerships (sectoral, government, sport groups) to create synergies

## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

Incentives for parent coaches to continue past their children's involvement.

Building expertise: compensation is low for programming and recreation so it is not a career path.

11.2 What are possible solutions to these issues?

Financial resources to pay for expertise and build capacity. (pay for coaching, staff and certifications.)

## British Columbia Community Engagement Sessions

### Question #14 Worksheet

Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada

14.0 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?

YES

NO

BOTH

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

Individual sports represented do not intentionally promote sport participation for community building purposes. They are focused on trying to recruit for their own purposes of building a successful sport/team.

The recreational sector intentionally promotes participation in sport for community building purposes. People choose a location to live because of activity/cultural/lifestyle options. Recreation caters to this need.

All groups represented agreed that sport is important for community building.

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

Strengthens a sport's position.

Improved quality of sport programming.

Hosting opportunities allow for transfer between building a sport outcome as well as building community.

Engaging youth (and at risk youth) in healthy activity.

14.3 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?

All participants agreed with this statement. Refer to 14.2 for some of the responses.

14.5 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)?

**Building larger base of participants**

**Viewed as positive/constructive community partner possibly leading to greater community investment in sport activities and facilities.**

**Challenges are in awareness of sports' capacity to improve the community, both from the sports ability to interact and the non-sport community's openness to consider sport in this role.**

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

#### British Columbia Question

16.0 Facilities: Please identify the top 3 issues with facilities in your areas.

#1 - Cost of running facilities/Aging facilities

#2 - Competing users: Lack of multi-purpose facilities for both high performance and recreational use

#3 - Accessibility/Barrier free facilities

16.1 Describe ways in which a Canadian Sport Policy can affect or impact facility development and facility use to benefit:

a) Sport Development

Hosting opportunities will result in facility development.

Inspiration from High Performance Sports will result in sport development opportunities.

b) High Performance Sport

Hosting a major games will result in sport infrastructure development.

# Prince George

(Pacific Sport North)

## British Columbia Community Engagement Sessions

### Question #1 Worksheet

#### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

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

#### Challenges

- a/ fragmented sport organization structure at the federal, provincial and local level
- b/ Access to information
- c/ Access to facilities (day time use is bear and evenings are overcommitted)

#### Issues

- a/ No Phys Ed specialists in the Schools
- b/ Minimal support for volunteer coaches (including professional development opportunities since it doesn't seem to be viewed as a 'profession')

#### Opportunities

- a/ A Local Sport Policy with a community vision and strategy could be helpful

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

- a/ More opportunities for coach mentorship at all levels of sport (starting in Active Start)
- b/ Accountability for maintenance of coaching skills
- c/ Find a way to use elementary schools directly after school (when not currently being used) and use facilities during the day (where there is minimal use)
- d/ Develop/Enhance a School Leadership program to supervise Afterschool unstructured activities

## **British Columbia Community Engagement Sessions**

### **Question #2 Worksheet**

2.0 How do you define a quality sport experience? (Prioritize if possible.)

Well organized program/event with appropriately trained coaches

The activity provides what is necessary to meet an addressed challenge (skill dev)

An activity that articulates expected outcomes

2.1 What barriers currently exist?

**Appropriate leadership (coaches and leaders)**

**Motivation of Sport Organizations**

**Lack of Vision and who is responsible for ACTION**

**Strategies:**

**A 'packaged community-based programming' kit (CS4L)**

**Lack of knowledge at community and individual level as to how to participate/ get involved in sport (for non-active people)**



## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

4.0 Should efforts be made to increase the participation of under-represented groups in sport?

Why? **MUST** reduce barriers and encourage healthy, active lifestyles

Why Not? Sometimes hard to make sure one targeted are isn't getting missed by focusing on a certain target group - where does the targeting stop?

4.3 If yes, how should the targeted groups is identified?

5

**6 Find/Identify Champions of the targeted groups at all levels of govnt (especially provincially and in municipalities)**

7

**8 Need better resources of where groups go/should go for information**



## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

Why? cross-sectors do not understand responsibilities and anything that is available is too in-depth for others to understand the language.

Needs to be simple and explain why HP sports are targeted (nonHP people don't see the reasoning for targeting and municipal staff don't have a mandate to support it so it creates a disconnect)

Why not?

6.1 What areas need special attention?

Improved engagement and listening to regional and community needs

## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

7.1 What is the current impact of CS4L implementation?

There is none at the community level - language is getting thrown around but with no true meaning or understanding

7.2 What do you think will be the future impact of CS4L implementation?

If CS4L mandate is brought into communities it could drive community programming (to have similar/identified standards) and could improve access to Physical Literacy if more citizens know its benefits and have resources/programs that foster the implementation

7.3 What are the current barriers to successful implementation of the CS4L model?

Information to communities on their responsibilities to the public (do they provide knowledge sessions for all community members, for LSO's, do they have to a 'Gold, Silver, Bronze' standard that the community can achieve or recognize associations for their implementation)

## British Columbia Community Engagement Sessions

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	Research and innovation

8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

#1 - None

#2 -

#3 -

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

#1 -

#2 -

#3 -

## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

#### Leadership Development

Support for coaches in the system - funding their training and/or incentives

Funding for Coach Development

Infrastructure & Facility deficits

Bringing the education sector to the table (use of their facilities, flexible schedules, PE specialists)

Equipment - sports need support to keep current equipment (Equipment replacement LT plan)

10.1 What are some of the current limitations?

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



## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

No

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

Competitiveness of recruiting to the northern communities (who don't have 'everything')

Not having post-secondary programs to keep northern citizens in the north for their training (they will more likely stay/give back in the north if they were given opportunity - proven through the BC Northern Medical Trust)

11.2 What are possible solutions to these issues?

Listening to the needs of the northern communities and providing resources that better support their needs (finances, human resources)

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

13.0 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?

Communication

Ovearching vison would improve connectedness

Build on current linkages

13.1 What are the challenges to improving these linkages?

Cost

Communication method

Knowledge

Current Inventory is needed

## British Columbia Community Engagement Sessions

### Question #14 Worksheet

Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada

14.0 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?

YES

NO

BOTH

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

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

14.3 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?

14.6 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)?



Community: \_\_\_\_\_

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

*Insufficient time to complete*

# Provincial Sport Organizations (Richmond)

## British Columbia Community Engagement Sessions

### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

1. Health - wellness for all Canadians
2. Pursuit of Excellence
3. Community Engagement and growth
4. Canadian Sport 4 Life- Inclusive of Everyone
5. Development for Physical Literacy

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

1. Capacity - HR, Financial, Organizational
2. Facilities- Lack thereof, access to facilities, cooperative use agreements, physical accessibility
3. Coaching- quantity and quality
4. Understanding the value and importance of physical activities in our society
5. Limited Interaction between sports organizations.
6. Low priority of sport in the education system overall, especially for persons with disabilities.

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

1. Event hosting i.e.; world championships→ builds facility partnerships, funding relationships, awareness, role models, relationship with education system.
2. More collective approaches to issues (via Sport BC, NSO's, MSO's)
3. Collective approach to working with other sectors (education and health)

#### 2.0 How do you define a quality sport experience (prioritize if possible)

1. Safe
2. Fun
3. Skill Acquisition
4. Quality instruction
5. Emotional- social needs are met
6. Meeting individual needs - especially those with disability
7. Equitable
8. A full continuum of opportunities along the LTAD/ CS4L
9. Value "active 4 life" on par with "excellence"

#### 2.1 What barriers currently exist?

1. Limited capacity to provide quality coaching or instruction
2. Financial barriers
3. Accessibility (physical)
4. Geography (smaller, regional centres under-served)
5. Limited programming (capacity)
6. Lack of a system to redirect participants to other sport opportunities if they do not “make a team” or qualify for the next level.
7. Lack of adequate interaction between organizations, sports and systems (especially sport/health/education)

#### 4.0 Should efforts be made to increase the participation of under-represented groups in sport?

- Yes
  - Because all Canadians have a right to access the benefits of sport & physical activity (charter of rights/ UNESCO) however the mainstream system is not currently meeting the needs of under-represented groups.
  - All Canadians will benefit from increased physical literacy
  - Sport is a powerful vehicle to create a more inclusive Canadian Society

#### 4.1 If yes, how should the targeted groups be identified?

In a number of different ways:

1. Self identified
2. Through funded organizations (Clubs/ PSO’s/ NSO’s)
3. Through the education system
4. Through the health care system
5. Through the social services section
  - ➔ Whatever the % of the demographic of the overall population is not the same as the % of the demographics’ participation in Sport.
    - i.e. 3% of persons with a disability participate in sport but are 14% of the population
  - ➔ The premise should be that “everyone is targeted” - meaning that no-one is left out/ left behind from the outset
6. Accessibility (physical)
7. Geography (smaller, regional centres under-served)
8. Limited programming (capacity)
9. Lack of a system to redirect participants to other sport opportunities if they do not “make a team” or qualify for the next level.
10. Lack of adequate interaction between organizations, sports and systems (i.e. sport/health/education)

**6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?**

Why?

- There is an issue with respect to targeted vs. non-targeted sports and there is a widening of the gap with respect to services and programs, available to athletes in those sports.

Why not?

- There is not a clear line dividing development & high performance and where an athlete crosses the line to National development programs (as an example). The continuum has a considerable amount of overlap (necessarily).

### 6.1 What areas need special attention?

- Support for athletes and coaches at a “pre-certified” stage who supports them to achieve success.
- High school to university transition - we lose good athletes here because they are pressured to give up sport for school.

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

### 7.1 What is the current impact of CS4L implementation?

- Driving positive change to participant development within the provincial sport system.
- Current challenge remaining - “buy-in” by all members and PSO’s.

### 7.2 What do you think will be the future impact of CS4L implementation?

- It will redefine and reshape programming.
- Increase implementation by sport supporting CS4L, will force remaining sports to implement some form of it.

### 7.3 What are the current barriers to successful implementation of the CS4L model?

- NSO development of CS4L implementation model / critical path.
- Effective tools of communications to educate PSO population on purpose of CS4L.

8.0 Following is a list of program and service areas that have been identified to assess Canada’s sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
2	Coaches and instructors
5	Officials - referees, umpires, judges, etc.
1	Facilities and equipment
4	School sport system
	Parasport development- inclusion/integration

	Training and pathways to employment
	Capitalizing on international events
	Equity policies
3	Organizational Capacity
	Research and innovation

**8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?**

1. Research and innovation
2. N/A
3. N/A

**8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or appropriate?**

1. Organizational capacity
2. Facilities and equipment
3. Training and pathways to employment

**10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)**

- Stable, long term sustainable funding
- Stable, consistent funding expectations
- Collective PSO voice
- Greater access and collaborations between stakeholders and all levels (e.g. education, health, sport etc).

**10.1 What are some of the current limitations?**

- Non-multiyear funding
- Changing criteria to receive funding
- Unstable global funding picture for sport
- Defined roles of PSO and NSO
- No stakeholder integration

**10.2 What can you do about them or have you done about them?**

- Diversity revenue sources to remove dependence on government funding.
- Better support for a collective voice for all PSOs.
- Increase stakeholder engagement.

**11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and again of the population?**

- No! Not even close

**11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?**

- Money/funding
- Training of potential prospects
- Relying on people already in sport stream vs. pulling from outside sector

**11.2 What are possible solutions to these issues?**

- Volunteer development & engagement
- Increased funding
- Better integration between post-secondary training and the needs of the sport sector

**12.0 What are the benefits of improving linkages between national sport organizations and their provincial /territorial counterparts?**

- National/ Provincial alignment
- Coordination of complementary policy development
- Coordinated performance programming development
- Improved NSO to PSO support (results in more unified development)

**12.1 What are the challenges to improving these linkages?**

- Communication (especially from national to provincial)
- Non-alignment of governance structures
- Funding variables (have & have not areas)
  - Affecting ability to develop at same pace
- Differences in Provincial reporting requirements /structure

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

- I. PSO's currently have strong links with municipal level sport clubs as clubs are PSO members
  - II. Schools:
    - Feeder system for physical literacy introductions
    - Facilities (depending on sport)
    - High performance athlete development (feeds PSO/NSO progression)
  - III. Recreation departments:
    - Facility access
    - Community outreach
    - Active for life programming
- } Event hosting development

### **13.1 What are the challenges to improving these linkages?**

- Access (to schools and recreation departments)
- Governance structure differences
- Fee structures
- Bureaucracy (bureaucratic culture not aligned with sport culture)
- Municipality encouragement of local club belonging to PSO is no non-existent

### **14.0 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?**

- BOTH

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

N/A

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

- Health promotion
- Community building
- Safety education
- Infrastructure improvements (i.e. lighted courts, etc)
- Crime prevention (pro-active)
- Conflict resolution education

### **14.3 Some see partnerships between sport organization and non-sport organization 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?**

- Yes. Especially to target specific populations such as aboriginal, youth-at-risk etc. To achieve non-sport objectives (health, etc) by using sport naturally leads to sport participation.
- Foundation linkages/partnership opportunities
- Corporate (social responsibility) opportunities.

### **14.4 What are the benefits and challenges for sport organizations in patterning 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)?**

- Challenges:
  - Sport is not on list of partners to consider due to non-charitable status and lack of philanthropic development.
  - Lack of communication of sport connection to outcomes of non-sport groups.
- Benefits:
  - Untapped markets for sports participation
  - Alternative funding
  - Leveraging resources
  - Higher visibility

**16.0 Facilities: Please identify the top 3 issues with facilities in your areas.**

- Age (aging facilities)
- Insufficient facilities (# available)
- Access (especially schools)

**16.1 Describe ways in which Canadian Sport Policy can affect or impact facility development and facility use to benefit:**

- a. Sport Development
  - Enforces /encourages provincial support for funding for facilities through agreed upon goals.
  - Alignment of goals for which facilities and facility use play into

# Nanaimo

(Pacific Sport Vancouver Island)

## British Columbia Community Engagement Sessions

### Question #1 Worksheet

#### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

Fun

Life skill development (incl. socialization, team work)

Fitness promotion, physical activity, individual health

Self esteem

Healthy community (incl. opportunities for community connection)

Growth/health of individual sports

Skill development

Increased retention

Pathway to education

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

Increasing costs (e.g. insurance)

Facility access (incl. lack of facilities and absence of more efficient use of current resources)

Competition with other sports for athletes and vol resources (coaches, officials, administrators)

Lack of qualified coaches

Early athlete specialization

Peer groups where coaches and administrators can connect to compare notes

Competing interests (computer/video games & other screen/sedentary activities)

Communication within sport organizations and among LSO's/PSO's

Lack of support for multi-sport athletes (relates to early specialization)

Lack of fun

Lack of affiliation (athletes who don't get engaged/buy in)

Lack of exposure/promotion of benefits of sport in general and individual sports in particular

Lack of qualified sport administrators

Poor school sport system (especially at elementary school level)

Deterioration of quality PE programs that results in children with lower levels of Physical Literacy

Increasing insurance rates and in some cases challenges to find an insurer

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

Increased Pro-D opportunities for coaches (e.g. BC School Sports initiating Teacher Coach Development program)

Many sports developing sport specific curriculum and approaching schools

NCCP training/certification support (e.g. volleyball fully funds training)

Expectation for annual coach certification upgrade (e.g. Lacrosse)

Attempts to develop facility allocation strategy with user groups and municipalities

Field development strategies developed

General public based education programs to communicate recreation benefits & opportunities

Strategies to implement CS4L (e.g. more emphasis on development vs winning at early LTAD stages)

Mentorship for officials

School based outreach by LSO's to overcome misconceptions

## British Columbia Community Engagement Sessions

### Question #2 Worksheet

2.0 How do you define a quality sport experience? (Prioritize if possible.)

Fun - entertaining  
Effective - measured skill improvement  
Inclusive environments  
High retention rates  
Achieves stated goals/objectives  
Opportunities for learning  
Accessible

2.1 What barriers currently exist?

Competition  
Quality coaches & officials  
Unknowledgeable parents, unsupportive  
Participation fees  
Poor systems (e.g. awareness of sport options available, promotion, marketing, recruitment, policies & procedures)  
Lack of education/training (coaches)  
Lack of coordination among sport bodies (LSO's & PSO's)

## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

4.0 Should efforts be made to increase the participation of under-represented groups in sport?

Why? Supports development of healthier communities

Supports Canadian concept of fairness, especially as it applies to sport

Every kid deserves a chance to play

Why Not?

4.1 If yes, how should the targeted groups be identified?

**NOTE: this question seemed awkward for our group and challenging to respond to.**

**With cultural sensitivity in mind**

**Through enhanced funding to achieve this goal. Sports indicated that they would like to become more accessible to marginalized groups, but don't necessarily have the resources to actively solicit these groups.**

**More efficient communication among sport groups and their partners (e.g. P&R)**

## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

Why? Respective roles are unclear at the community/regional level. Communication does not filter down to LSO's. Therefore, unless there direct communication through a PSO/NSO direct relationship (e.g. club coach who also coaches Provincial/National programs) clubs are not informed as to how they can implement programs such as their respective LTAD's. Successes or best practices in other clubs or jurisdictions are rarely shared.

Why not?

6.1 What areas need special attention?

Communication by NSO/PSO's to LSO's

Leadership at NSO/PSO levels to develop team environment among LSO's and their value as contributors to the HP pathway

## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

7.1 What is the current impact of CS4L implementation?

Increased activity seen at Active for Life stage (i.e. seniors participation in organized sports)  
Increased adaptation of games to the CS4L stages including changes to equipment to make it easier to use by younger players (e.g. softer balls for younger volleyball players, larger racquet heads for tennis)

while not yet pervasive, there is seen some instances of Increased emphasis on skill development vs winning

Similarly; not yet pervasive, some healthier expectations noted among parents

7.2 What do you think will be the future impact of CS4L implementation?

Higher participation rates

Higher retention rates

Enhanced levels of physical literacy especially in Active Start & FUNdamentals stages

7.3 What are the current barriers to successful implementation of the CS4L model?

**Old school coaches slow to embrace change where winning trumps development**

**Lack of awareness of CS4L, not just within sport, but throughout our culture/society**

**Not enough sharing/promotion of success stories**

## British Columbia Community Engagement Sessions

### Question #8 Worksheet

#### Backgrounder: Sport Development System

8.0 Following is a list of program and service areas that have been identified to assess Canada's sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
1	Coaches and instructors
5	Officials - referees, umpires, judges, etc.
4	Facilities and equipment
2	School sport system
	Parasport development - inclusion/integration
	Training and pathways to employment
	Capitalizing on international events
	Equity policies
3	Organizational capacity
	Research and innovation

8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

#1 - Equity policies

#2 - Research & innovation

#3 - Capitalizing on international events

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

#1 - School sport system

#2 - Facilities and equipment

#3 - Organizational capacity

## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

Trainers/mentors for grassroots coaches  
Partnership or other agreements to enhance facility access  
More flexible/affordable NCCP delivery  
Volunteer recruitment strategy that can be shared among LSO's

10.1 What are some of the current limitations?

School schedules and access  
Conflicting seasons of play (sports that formerly had defined 3-5 month seasons now overlapping each other)  
Competition for dwindling supply of athletes  
Great role models/leaders

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

Some collaboration among sport groups starting to emerge  
Support continued development of Sport schools/Academies to partner with the LSO's  
Support for development of a professional circuit would positively impact at the local/regional level (e.g. volleyball)

## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

Varies by region and by sport. Some LSO's stated that they have the infrastructure in place to meet future needs. Others stated that they are in a position where the retirement of one individual could mean the demise of a strong club program due to the reliance on that individual.

Certainly an issue among many LSO's

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

i) in the case of paid staff, the wage scale for sport is such that it cannot favourably compete with the private sector or public institutions like education, health etc. Therefore, high turnover is an ongoing issue.

ii) We rely too heavily on peoples' passion for a particular sport. These volunteers are often taken advantage of and eventually burn out, leaving the sport with an unpleasant experience.

11.2 What are possible solutions to these issues?

**Where staff & volunteers are treated respectfully and given opportunities to grow and learn (i.e. get training), they will generally be even more committed to an organization.**

**Paid coaches**

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

13.0 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?

Enhanced retention rates

Improved quality and quantity of HP athletes developed

Enhanced recruitment of athletes, coaches and volunteers

Increased participation rates of general public in physical activities

LSO's all on the same page

13.1 What are the challenges to improving these linkages?

**Elitism**

**Opportunities to network and share ideas among LSO's; with PSO's and stay informed about developments/strategies of NSO's**

**Current level of communication**

**Seeming unwillingness to collaborate at the LSO level. (feeling that LSO's lack the ability to be full participants in PSO initiatives)**

## British Columbia Community Engagement Sessions

### Question #14 Worksheet

**Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada**

14.0 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?

YES  NO  BOTH

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

Seen as a 'nice to do' vs 'need to do'. Also seen as more of the role of P&R. Sport reps stated that they would like to put more resources into pursuit of non sport outcomes, but find that they often find themselves focused on fundamental issues like sustaining their current participation rates and accessing adequate facilities.

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

14.3 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?

It is agreed that this has potential to leverage larger participation/audiences, however, none of the LSO's in attendance were in a position to explore this dimension of partnership.

14.4 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)?

The benefits not necessarily seen as outweighing the energy required to establish partnerships with non sport groups. However, it was agreed that a wider fan base and participation rates were potential outcomes.

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

#### British Columbia Question

16.0 Facilities: Please identify the top 3 issues with facilities in your areas.

#1 - Access

#2 - Allocation system

#3 - Quality and consistency of fields, gyms and other venues

16.1 Describe ways in which a Canadian Sport Policy can affect or impact facility development and facility use to benefit:

a) Sport Development

Define minimum standards for facility development that is easily accessible via website.

Identify allocation best practices

Bring pressure (incentives preferred) to bear for municipalities and school districts to install joint facility use agreements

b) High Performance Sport

Create/fund more high performance facilities (perhaps with joint investment by LSO's)

Great access to capital matching funds for HP

Enhance access to high performance equipment

Enhance access to sport med/science practitioners to be housed in such facilities

# Kelowna

(Pacific Sport Okanagan)



## British Columbia Community Engagement Sessions

### Question #1 Worksheet

#### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

- To provide healthy, fitness-enhanced learning and competitive opportunities for excellence;
  - Physical activity and sport participation enhances other cognitive learning abilities;
  - Getting kids involved at an early age will assist with their development later on;
- Community and economic development
- Health and wellness program delivery
- Passion for sport and a need to share it with as many people as possible
- Put athletes on the podium
- Promote campus life for post-secondary schools

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

- Money
  - Rising Expenses
  - Unsecure Core Funding
  - Registration Fees/Fee structures
  - Sustainability
- Human resources (ie. coaches, volunteers, administrators)
- Competition with other sports and sport organizations
- Facilities
  - Access
  - Time and availability
  - Cost
  - Capacity to host competitions
- Public perception of the amount of funding going towards targeted sports/athletes

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

- Advocacy and research – partnerships with post-secondary institutes
- Create more paid positions in the community sport sector to support volunteer development
- Establish new partnerships with other sectors (ie education, health) to support shared

sport participation initiatives and goal

- Access new/additional funding sources and partnerships (ie. corporate sponsorship, government grants) and be involved in municipal capital planning
- Review facility allocation policies



## British Columbia Community Engagement Sessions

### Question #2 Worksheet

2.0 How do you define a quality sport experience? (Prioritize if possible.)

- Athletes are involved in continued participation (they consistently want to join & play)
- Some form of achievement, success and/or excellence
- Positive social and psychological development
- Participants learn respect for all aspects of their sport
- Proper risk management is taken to ensure athletes' safety
- Appropriately trained referees
- Quality leadership and coaching
- Strong organizational structure
- Technical knowledge (correct information and appropriate age/stage development)
- Ease of accessibility
- A fun learning environment
- Great facilities
- Progressive training
- Incorporates sport readiness sessions (motivation, psychology, injury prevention, nutrition, etc)

2.1 What barriers currently exist?

- Human resources/manpower
- Poor coaching and/or officiating
- Facilities
- Lack of accessibility
- Worn out equipment
- Perception that a centralized model is best
- Parent negativity
- Poor Infrastructure
- Inadequate funding
- Pressure to specialize early
- Inaccurate information regarding sports programs

## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

#### 4.0 Should efforts be made to increase the participation of under-represented groups in sport?

- First need to define under-represented groups... age, gender, ethnicity, sports?
- In terms of under-represented/non-traditional sports (ie. fencing, cricket) ... it's difficult to decide how far to extend your programming
- Is it a group you should be worried about or how many people are participating? It's a philosophical question... should you provide minimal support to more groups/sports or more support to less groups/sports?
- Just because you can focus on all of the groups and all of the sports, doesn't mean you should. We need to clearly decide what it is that we're truly after: if it's greater participation #'s, placing a greater emphasis on more main-stream sports would serve more people than trying to include everyone.
- If you look throughout different regions, each have different sports that seem to succeed better and are embraced by the community.

#### Why?

- Because it seems like the right thing to do

#### Why Not?

- Don't have the regional/organizational capacity
- Uses a lot of resources for a few numbers
- Lack of facilities
- Sport system is "watered down"

#### 8.1 If yes, how should the targeted groups is identified?

- It depends how we define the targeted group. For instance, a targeted group could be "genders and ages depending on the sport (and within sports – e.g. male volleyball players or female hockey players)
- If it's more than that, perhaps targeted groups should be pre-identified so it wouldn't be the responsibility of individual sports to identify the groups and handpick them for programs (research groups could conduct studies and provide the findings to the sport community to act on)
- We could look at some of the European models with regards to participation and decide how and where to focus our efforts. Should we be identifying certain sports/groups that are part of our culture/regional identity?

- In Canada, new immigrants tend to bring their “sport passion” with them. We have a hard time engaging them into our traditional sports versus the sports they know & love. Should we be looking at a more culturally diverse funding of sport?



## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

- Yes

Why?

- There is a basic misunderstanding on how & why sports/athletes are targeted/funded
- In addition to the Federal and Provincial governments, Municipalities need to buy-in to the high performance mandate and be prepared to provide the services & funding required to the targeted sports and athletes to support that mandate
- There seems to be a lack of information sharing, related to “high performance”, between the government, sport organizations and the general public
- Defined roles could potentially help with the aforementioned challenges

Why not?

- Sport performance leads to sport participation which in turn leads back to sport performance (and so on). They’re interdependent so you cannot take funding away from sport participation to support sport performance and you cannot take funding away from sport performance to support sport participation. If one area suffers, the other will also

6.1 What areas need special attention?

- Incentives for Municipalities to buy-in to the sport performance mandate
- A clear, defensible position on why we spend what we spend on high performance sports/athletes and why it is important
- A communication strategy that provides key messaging to communities regarding the sport performance mandate
- A transparent approach to multi-year sport funding allocations
- A better balance between funding winter and summer Olympic sports
- Carding program (AAP) criteria needs to be reviewed

## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

#### 7.1 What is the current impact of CS4L implementation?

- Good progression document (model) but not really understood or implemented well at the LSO level (similar to the new NCCP program)
- Not promoted or implemented at Post-Secondary level
- Excellent educational resource that has been accepted but not fully adopted
- Top end (NSO/PSO) gets it but the local implementation is weak
- Still in transition... it's happening but needs improvement
- Still in "awareness" stage... very slow implementation

#### 7.2 What do you think will be the future impact of CS4L implementation?

- Hopefully, a fully integrated sport sector that supports holistic athlete development from grassroots to performance to sport for life
- Greater focus on "elite" rather than "participation"
- Greater connection of sectors (ie. Sport, Health, Education, etc)
- LSO's will never fully implement

#### 7.3 What are the current barriers to successful implementation of the CS4L model?

- Facility allocation policies (based on Municipal priorities)
- Facility availability
- Youth are becoming less active/adults are becoming more active
- Inconsistent messaging (ie. NCCP vs CS4L)
- LSO buy-in and capacity
- Lack of an implementation plan
- Not in the education curriculum
- Only a small group of people truly care about it
- Too many sport bodies (levels of bureaucracy)
- Good vertical integration... poor horizontal integration

## British Columbia Community Engagement Sessions

### Question #8 Worksheet

#### Backgrounder: Sport Development System

8.0 Following is a list of program and service areas that have been identified to assess Canada's sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
2	Coaches and instructors
5	Officials - referees, umpires, judges, etc.
1	Facilities and equipment
3	School sport system
	Parasport development - inclusion/integration
	Training and pathways to employment
	Capitalizing on international events
	Equity policies
4	Organizational capacity
	Research and innovation

8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

#1 - Equity policies

#2 - Research & innovation

#3 - Parasport development - inclusion/integration

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

#1 - Facilities and equipment

#2 - Coaches and instructors

#3 - School sport system

## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

#### Participation

- Coaches
- Administrators
- Officials
- Facilities
- Volunteers
- Training

#### Performance

- Paid Coaches!!!
- Assistance with training/travel expenses for HP athletes
- Facility access
- Ongoing, sustainable funding to support HP coaches, training, programs, etc
- Access to additional sport performance services (ie, mental coaching, nutrition, etc)

10.1 What are some of the current limitations?

- Devolution of the volunteer
- Lack of coaching expertise
- Training expenses
- Retention rate of sport leaders (due to the voluntary nature)
- Unsecure, unstable funding (ie. Gaming)
- Facility access
- No incentives for school districts and municipalities to create mutually beneficial agreements
- Effective sport leadership at school level
- Constant parent pressures
- Unions (Municipalities/School Districts) - Bound by collective agreements on staffing/maintenance issues regarding facilities

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

- Increase program fees to support more paid positions & training opportunities
- Create better relationships with School Districts
- Develop a better education and training program through the school districts and post secondary institutions
- Seek greater funding support through private sponsorship

- Develop volunteer incentive programs and create short-term volunteer positions
- Look towards a centralized booking program for each municipality
- Review successful sport agreement models (i.e. Quebec)

## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

- Locally, If our sector (Sport) stays largely volunteer, we do not/will not have the human resource capacity to meet the demands of the next decade
- Varies from sport to sport but it seems that the “day of the volunteer” has passed
- Key factor seems to be “pay”
- Administrators, coaches will need to be paid
- “Human resource capacity” will be a non-issue if we don’t have “facility capacity”

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

- Tough to find new volunteers (it’s usually the same people doing the same things)
- Time (not many people want to volunteer long-term). A one time event is OK but anything that requires a greater commitment is more difficult
- Very parent-driven. Parents volunteer for as long as their kids are involved.
- In some cases, training is often too time consuming and/or onerous for people to get involved
- In the regions, it’s extremely difficult to develop high performance coaches as interest, pay and training expenses all play a major factor

11.2 What are possible solutions to these issues?

- Good development process
- Greater value and recognition for sport related positions (ie. Coaching)
- Stable funding for salaried positions in sport
- More paid positions (administrators/coaches/educators)
- Tie between intrinsic value and pay
- Greater linkages and training across sports provided locally
- Greater support from PSO to LSO
- More concise training that provides the basic info required

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

13.0 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?

- Solid system with integrated sport model (top to bottom)
- Clear path with clarity of roles & goals
- Consistency between provinces
- Elimination of break-away groups
- Shared education and facility usage
- Best practices implemented
- Maximized human resources

13.1 What are the challenges to improving these linkages?

- Communication
- Overloading key people
- Different priorities
- Resources
- Turf protection
- Time
- Clearly identifying the value to the organizations
- Too many stakeholders
- Who does what?
- Bureaucracy (too many layers)
- NSO/PSO/LSO link

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

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- Who does what?
- Bureaucracy (too many layers)
- NSO/PSO/LSO link



## British Columbia Community Engagement Sessions

### Question #14 Worksheet

**Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada**

14.0 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?

YES

NO

BOTH

- By promoting community building, you are feeding excellence and the performance groups later on because you're building a larger participant base (trickle up effect).
- If you promote the values of sport than the support for sport will become greater as well. Through community building, you build an appreciation for sport and its benefits... investments and support will follow later down the road
- High performance sports are not going to draw in funding for infrastructure development - It needs to be driven by community development and municipal investment
- Sports helps build "community"
- From a post secondary school perspective, it depends on the level of sport – if you're looking at house league or intramurals you want friends, dormitory floors, etc. to compete... but varsity teams are focused on competing/winning.

14.3 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?

- Yes... for example, both health and education are two sectors that sport could partner with to leverage resources and access new audiences to increase sport participation

14.7 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)?

#### Benefits

- Greater resources (ie Wendy's Dreamlift Day)
- More exposure to your sport

- Leadership development (ie hockey teams going into senior's homes to visit and read)
- Athlete opportunities
- Opportunities to make sport into something more than what it is.
- Economic development
- Working together in the community

#### Challenges

- Turf-war (who owns & takes credit for it)
- Responsibility (who makes the decisions)
- Funding (who contributes what)
- Recognition
- Communication
- Sponsorship programs
- Creating mutually beneficial partnerships

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

#### British Columbia Question

16.0 Facilities: Please identify the top 3 issues with facilities in your areas.

#1 - Not enough facilities for current demand/ Lack of access to school facilities

#2 - Private facility operators with different priorities

#3 - Aging/out-of-date facilities or inappropriate facilities

16.1 Describe ways in which a Canadian Sport Policy can affect or impact facility development and facility use to benefit:

a) Sport Development

- Sport is the way to reduce health care costs & social cost of people who don't care about their health. A better experience for all ages will decrease the cost of health care.
- A matching Funds Program for sport facility development (Infrastructure) by Municipalities
- Capital upgrade funds for aging facilities

b) High Performance Sport

- This is a natural off-shoot of mass participation. Some will want to develop their potential to a higher level. But with more (& better) facilities, more will participate
- Subsidized access for performance athletes to high quality training facilities

# North Vancouver

(North Vancouver Parks and Recreation)



## British Columbia Community Engagement Sessions Question #1 Worksheet

### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

- healthy living, health benefits
- community involvement, pride, community spirit, social inclusion, civic responsibility
- developing physical literacy, physical competency
- personal character and life lessons
- competitive excellence
- positive quality of life, improved lifestyle
- enjoyment
- development of community structures - sport clubs

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

#### Challenges / Issues

- Funding support
- Infrastructure deficit, suitable / adequate facilities
- Lack of awareness of activities / exposure to activities
- Resources - volunteers, capacity issues

#### Opportunities

- Experiencing the world through sport
- Working together with others in the system
- Increasing participation
- Offering scholarships
- Exposure through tournaments

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

- Ensure access for more to help lower the cost per person
- Coaching certification. Better educated coaches should = better experience
- Community sport council to share and learn. Massed pressure for municipal issues
- Work with municipalities to ensure that healthy living is a priority
- Improved advocacy, political pressure
- Direct funding below national levels
- Creative utilization of facilities
- Partner with other community organizations
- Partner with media
- Multi-sport clubs
- Professional development for volunteers, officials
- Corporate sponsorship, partnerships
- Creative fundraising



## British Columbia Community Engagement Sessions

### Question #2 Worksheet

2.0 How do you define a quality sport experience? (Prioritize if possible.)

- fun, positive experience, participants are fully engaged
- opportunities for everyone who wants to participate
- safe, supportive environment
- coaches and officials are respected
- building skills with proper progression and opportunities
- quality instruction and coaching
- balanced competition
- memorable, life-impacting positive experience

2.1 What barriers currently exist?

- Suitable, adequate facilities
- Funding / financial model to support opportunities for everyone
- Lack of priority in some municipalities
- Need better coach and official development programs to ensure quality experience
- Club / organizational capacity to organize the programs needed to offer quality experiences for everyone
- Volunteer training / ability / knowledge
- Decrease / changes in volunteer commitment / time / priorities
- Emphasis on high performance in some sports limits focus on other levels of opportunity and competition
- Reporting / risk management requirements and expectations in volunteer-led organizations



## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

4.0 Should efforts be made to increase the participation of under-represented groups in sport?

Why?

- community building, consistent with building healthy communities
- creates more community cohesion
- healthy living opportunities for all citizens
- extra efforts provides more opportunities for those who may not have them by virtue of their personal or family situation
- great tool for community inclusion and personal sense of belonging
- reduction in health issues and eventually - health costs
- multi-sport opportunities - learn wider variety of skills - more opportunities to be Active for Life

Why Not?

None of the groups thought “No”, just need to pay attention to challenges below:

- challenges on already existing resources (facilities, human, financial)
- programming is already in place, need to take the opportunity to be involved
- trick in targeting resources to under-represented groups without taking away from opportunities for other current or potential participants

8.2 If yes, how should the targeted groups is identified?

- use data available through census, participation rates, community profile and planning info
- use social determinants of health
- should be policy driven



## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

Why?

- need to define AND communicate
- need a better working relationship (also for NSOs / PSOs)
- need to consider funding and support for whole system, as lower levels feed into HP
- should also help with non-government support

Why not?

6.1 What areas need special attention?

- wisely balance HP funding with developmental level funding and concentration  
what are the rules? How is funding determin

## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

7.1 What is the current impact of CS4L implementation?

- provincial bodies ahead of the school system
- difficult to measure. Is increased participation due to CSL implementation?
- Has impacted community planning for sport in NV, but has it trickled down to family awareness level.
- Comment that BC Soccer has not bought into CSL.

7.2 What do you think will be the future impact of CS4L implementation?

- if implemented by all sports, will increase participation in wider range of sports
- allocation of facilities will be more equitable
- better representation for under-represented groups

7.3 What are the current barriers to successful implementation of the CS4L model?

- few qualified coaches in elementary schools
- old-fashioned thinking, reluctance to change
- lack of understanding / commitment at policy level
- win at all costs attitude in a barrier / pressure to succeed when measured by winning
- need to find a balance between sport for life and concentration of HP

## British Columbia Community Engagement Sessions

### Question #8 Worksheet

#### Backgrounder: Sport Development System

8.0 Following is a list of program and service areas that have been identified to assess Canada's sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
2	Coaches and instructors
5	Officials - referees, umpires, judges, etc.
1	Facilities and equipment
3	School sport system
	Parasport development - inclusion/integration
	Training and pathways to employment
	Capitalizing on international events
	Equity policies
4	Organizational capacity
	Research and innovation

8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

#1 - equity policies

#2 - capitalizing on international events

#3 - research and innovation

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

- #1 - facilities and equipment
- #2 - school sport system
- #3 - organizational capacity

## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

- facilities - financial support, human resource support, adequate for higher level competitions
- invest in development level coaching
- need higher volunteer commitment and ability

10.1 What are some of the current limitations?

- Facilities - support to maintain and ensure adequate access
- funding levels available down to community level
- political will
- over-programmed kids

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

- shared use of facilities
- creative programming
- opportunities to share and engage stakeholders (sport councils, workshops etc)
- public private partnerships
- better education of parents about the purpose and limitations of sport for children
- better involvement of and coordination with local government
- need communication and planning for regional facility development
- travel to other communities to use facilities



## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

(4 groups at this session)

- 2 said “yes”
- 2 said “no”

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

- over-work of too few volunteers. Burn-out is an issue
- Need a streamlined Criminal Records Check system. Takes too long and lose volunteers while the system is processing.
- Changing profile of volunteers. Different expectations and willingness to do the “traditional” Board and organizing type of work
- Abuse of officials in some sports an issue
- Retention of club volunteers a challenge
- Lack of long-term planning

11.2 What are possible solutions to these issues?

- strategize between multiple clubs
- community sport councils to help eliminate redundancy, better use of human resources
- tax credit for volunteering
- develop continuing connection with parents of children who have moved on in the system
- more volunteers
- more affordable insurance for volunteers
- better education / development opportunities for volunteers
- better long range planning

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

13.0 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?

- increased participation
- consistency of approach throughout communities, consistent development program
- better use of facilities / better facilities
- increased awareness in community
- improved coach development
- better utilization of resources
- improved potential for funding

13.1 What are the challenges to improving these linkages?

- self-interest of clubs / territorial attitude and philosophy
- little financial resources to work together
- lack of energy / commitment
- people always want to re-invent the wheel

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

#### British Columbia Question

16.0 Facilities: Please identify the top 3 issues with facilities in your areas.

#1 - lack of facilities space for the level of use

#2 - standard / size is not suitable for provincial, national or international level of events

#3 - community planning for locations and use

16.1 Describe ways in which a Canadian Sport Policy can affect or impact facility development and facility use to benefit:

a) Sport Development

- increased participation through better experiences. If part of community development strategy, can help with increased development. Can help drive policy development and multi-level government investment.
- Should be priority for education system
- Bring together multiple stakeholders at policy level. Sport & recreation, health and education.

b) High Performance Sport

- better facilities for better training opportunities
- investment accommodates opportunities for excellence
- higher exposure for facilities. Can also impact increased participation.



## British Columbia Community Engagement Sessions

### Question #14 Worksheet

Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada

14.0 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?

YES

NO

**BOTH**

- need to mentor new coaches to support the concept

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

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

- sport becomes a means to support social action and development of a broader outlook on life
- social cohesion - family and community
- healthy living - adds to life quality and expectancy
- engaged youth less likely to be involved in destructive behaviour
- leadership development
- inspires role models

14.3 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?

- the more partnerships, the more opportunity and potential for participation

14.8 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)?

**Benefits:**

- reaching minority groups for participation opportunities
- removing barriers for entry into sport
- increased funding opportunities
- efficiency of resources through potential partnerships
- develops positive image of sport

**Challenges:**

- lack of awareness of opportunities
- demands on already strained volunteers
- resource decisions to make it happen
- identification / selection of the right partners

# Abbotsford

(Pacific Sport Fraser Valley)



## British Columbia Community Engagement Sessions

### Question #1 Worksheet

#### Discussion Papers - Participation, CFLRI Sport Participation Trends

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

- Lifelong involvement in recreation and sport
- Power of sport for meaningful social, emotional and physical development
- Development of the 'whole' person
- Letting the children/youth just have FUN!
- Guiding children/youth to a sport choice that will build self-esteem and confidence
- Healthier lifestyle reduces long-term health care expenditures
- Overall community spirit and sense of ownership improves with proactive involvement
- For community and individual benefits:
  - Improved health; increased activity; less obesity; greater socialization
  - Community spirit - leading to community development
  - Happy, healthy sustainable residents

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

- Facility access and availability ranges from limited to severely limited - resulting in no access/availability for unstructured activities.
- Rising administration and operational costs of facilities creates higher user fees, keeping too many citizens from participating
- Competing with the internet and gaming video universe for children's limited leisure time is a mounting challenge.
- There is a need for strong commitment and partnerships with School Districts, Health Authorities and grant providers.
- In some communities, children/youth cannot participate as they lack the most basic equipment - running shoes.
- Funding support is needed for player development programs and advancement opportunities (ie travel to competitions, better equipment, sport medicine and sport science support)
- The reduction in the average adult's leisure time to engage in volunteer coaching officiating and other forms of support.
- New Canadians want an opportunity to showcase their sports in the community environment and require the usual support afforded to established sports.

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

- Introduction of casual use sports fields for unorganized games and practices (available on a 'first come, first served' basis; no permit required)
- Develop a Master Plan for Parks, Recreation & Culture
- Development of partnerships with health sector
- Work with local sport council to develop a sport plan
- Encourage higher level governmental support and buy-in to the concept of reducing health care costs through healthier living opportunities. There's a call to elevate the investment in children/youth through recreation and sport opportunities - no different from the philosophy behind supporting the 2010 Olympic Games to promote a healthier society.
- Lobbying for facility development and infrastructure improvements



## British Columbia Community Engagement Sessions

### Question #2 Worksheet

2.0 How do you define a quality sport experience? (Prioritize if possible.)

- 1) kids having FUN! (not as easily achieved by teens)
- 2) individual success (not tied to winning) leading to increased self-esteem
- 3) kids developing a passion and wanting to stay in a sport
- 4) a 'challenging' activity/experience
- 5) multi-streamed (recreation and high performance)
- 6) finding the passion in sport in general

2.1 What barriers currently exist?

- 1) lack of education of parents with respect to appropriate developmental stage for entry into organized sport and, later, competitive sport;
- 2) coaches with knowledge of CS4L working with children at entry levels (focus on fundamentals vs rules) - need more opportunities for instruction for "backyard coaches";
- 3) coaches with understanding of ethics, fair play, focus on fun - result in kids staying in the sport or at least staying active
- 4) coaches working with first-time participants (especially if young children) should be qualified, paid coaches - not some player's parent who has 'some experience' in the sport;
- 5) inequity of opportunity, facility choice, coaching within the sport clubs;
- 6) every player should be given opportunity to play (at younger levels and in school sport);



## British Columbia Community Engagement Sessions

### Question #4 Worksheet

#### Discussion Paper: Diversity

4.0 Should efforts be made to increase the participation of under-represented groups in sport?

Yes, but to what impact (in terms of cost) to existing sport leagues already struggling for facility time?

Why?

- 1) Historically, the sport development system has targeted some specific cohorts and we've learned that, to be a healthy society, we need to communicate and market to all groups.
- 2) Healthier lifestyle reduces health care costs in the long run.
- 3) Integration of new immigrants should be part of the overall plan.

Why Not?

8.3 If yes, how should the targeted groups is identified?

**Evaluating who is participating and identifying major cohorts that are not participating in broad categories of sport. Understand the demographics of your community and understand their particular needs for facilities, programs. le Kabaddi club**



## British Columbia Community Engagement Sessions

### Question #6 Worksheet

6.0 Sport Canada and many provincial governments have significantly increased their involvement and investment in high performance sport in recent years. In this context, is there a need for governments to better define the respective roles and responsibilities of the federal and provincial/ territorial governments with regard to high performance sport?

Why? Yes, so that funding is used wisely and fairly for the further growth of demographic and socio-economic differences of our country. Money should be allocated to make a difference rather than politics.

Why not?

6.1 What areas need special attention?

Sometimes there is more participation by minority groups than is recognized -for example, aboriginal soccer, Indo Canadian wrestling.

## British Columbia Community Engagement Sessions

### Question #7 Worksheet

The CS4L model has been widely adopted by many governments and sport organizations throughout Canada as a means of delivering developmentally appropriate quality sport experience to participants of all ages and at all levels of development.

#### 7.1 What is the current impact of CS4L implementation?

- Where it is already integrated into the sport programming, it is showing good progress. Once people understand the principles and the theories behind them, there is good adherence to those principles and a desire to inform others of their value.
- Unfortunately, awareness is still lacking at many levels in the sport system.
- It is beginning to be integrated into some municipal staff training.

#### 7.2 What do you think will be the future impact of CS4L implementation?

- A strong focus on fundamental skill development at an early age with delayed entry into organized sport and competitive sport until the appropriate developmental age is reached.
- Children having more success in sport, remaining in sport and/or remaining active throughout their lives - as compared to the cohorts that precede them.
- Sport organizations reshaping their programs to meet developmental age requirements rather than standard chronological age groups.
- Less specialization at younger ages .
- Children transitioning through the 'stages' based on developmental age instead of chronological age.
- Reduced injury when increases in training occur at the appropriate age of readiness.
- Broader demand for 'fundamental' skill education in a wide range of sport choices and recreational activities.
- School sport opportunities will be offered and there will be equity and accessibility to all who are interested in participating - not just the noticeably talented students.
- As skill development warrants and where interest is strong, talented youth will be informed of the opportunities to transition from school sport teams to local/regional/provincial teams where professional coaches guide them to perform at their maximal potential.
- More well-rounded individuals able to transition to other sports and activities - "physical literacy" stays with them for life.

#### 7.3 What are the current barriers to successful implementation of the CS4L model?

- Getting the message to the LSOs/parent populations;
- Resistance at the parent level
- Shift of attitude about 'professional' engagement - later is better.

## British Columbia Community Engagement Sessions

### Question #8 Worksheet

#### Backgrounder: Sport Development System

8.0 Following is a list of program and service areas that have been identified to assess Canada's sport development delivery system. (Note: a related question focused on high performance delivery system follows.) Please identify the top five components in order of importance (with 1 being the most important).

Ranking	Component
T1	Coaches and instructors
	Officials - referees, umpires, judges, etc.
T1	Facilities and equipment
	School sport system
	Parasport development - inclusion/integration
	Training and pathways to employment
T5	Capitalizing on international events
T5	Equity policies
4	Organizational capacity
	Research and innovation

8.1 Identify the top three components (in order of priority) in which programming is currently sufficient and/or appropriate?

Programming is considered NOT sufficient because outlying communities which are still experiencing continual growth are far behind established communities - both in terms of infrastructure to accommodate the programming and in terms of qualified staff to develop and manage the programs.

#1 -

#2 -

#3 -

8.2 Identify the top three components (in order of priority) in which programming is currently insufficient and/or inappropriate?

#1 - no/limited understanding of Canadian Sport for Life principles and therefore no integration into the program plans at schools, in communities and in local sport organizations;

#2 - schools - not enough time allotted to “physical literacy” - from the perspective of understanding, embracing, and integrating by the teachers and top administrative staff;

#3 - inappropriate (and insufficient) programming for the 0-10 cohort.



## British Columbia Community Engagement Sessions

### Question #10 Worksheet

#### Backgrounder: Sport Defined

10.0 What are the resources (e.g. human, financial, equipment, facilities) that your organization needs to fully achieve its potential in delivering sport programs and services? (Note that a more detailed question with regard to human resources follows.)

#### Municipal:

- More facilities:
  - lack of facilities and equipment (small city) vs. facilities are in high demand (larger city) - minimal room at non-traditional times;
  - demand is created by kids playing more often (rather than more kids playing);
  - More opportunities to offer 'unstructured' time at facilities/fields
- human resources - volunteers needed to run drop-in programs;;
- financial:
  - more and more political pressure on municipal staff to decrease subsidies given for sport access;
  - funding for training for session leaders (coaches, experts in the field)
- inequity sometimes exists among sport groups (field sports have low costs vs ice sports face high costs)

#### Sports:

- Human resources: There is a high need for paid administrative support for sport to be successful (amount of work needed to be done is not at a volunteer level any more).
- Facilities:
  - More facilities needed to provide more reasonable hours of access
  - Many facilities lack needed support infrastructure (washrooms, storage)
- Equipment: Many children don't have even the most basic equipment needs - such as a good pair of running shoes.

10.1 What are some of the current limitations?

(Explained above.)

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

- Collaboration with sport partners to identify strategies to overcome limitations.
- Better sharing of databases (re volunteers, program announcements)

## British Columbia Community Engagement Sessions

### Question #11 Worksheet

11.0 Does your organization have the human resource capacity (with regard to governance, professional development, recruitment of staff, retention, etc.) to meet the demands of the next decade; relating, for example, to the increasing diversity and aging of the population?

No.

11.1 What are the major issues with respect to the recruitment, training and retention of (i) staff and (ii) volunteers?

(i) Local sport organizations need administrative staff to improve effectiveness of operations, programming, funding opportunities, to support coaching staff, to manage volunteers; keeping coaches in the region - leaving for increased responsibility, better social environment (big city); attention to gender equity;

(ii) Volunteers being asked to do more - ranging from professional development training to writing grant applications; risk management issues (volunteers); fear of liability; officials recruitment - without the right leader, priority for recruiting/training officials is not high.

11.2 What are possible solutions to these issues?

(i) coaches - to recruit, need extra benefits (ie. college tuition paid, second earning opportunity); work with national organization to acquire financial support for professional development of coaches; staff recruitment (municipal/City) - challenging to keep people; municipal recreation positions are used as stepping stone in career - need reasonable chunk of time to attract them (as compared to 1/2/4-hour blocks); could provide special training to allow other opportunities in conjunction with their primary appointment

(ii) government/funders need to accept sports' needs to allocate funds to paid administrative staff (often not permitted by funders); Officials receive compensation (honourarium, refreshments, recognition);

## British Columbia Community Engagement Sessions

### Question #13 Worksheet

13.0 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?

Better use of facilities; broader audience to target for sport growth; managing joint use agreements to work for both parties (schools and municipalities), keeping in mind mutually-exclusive interests

13.1 What are the challenges to improving these linkages?

Finding the right 'champion' at each organization - school/SD/muni PRC;  
Having the same mindset re sport participation - Canadian Sport for Life principles;  
Human resources to work on establishing strong, effective linkages

## British Columbia Community Engagement Sessions

### Question #14 Worksheet

Backgrounder: Towards a More Comprehensive Vision General Background - Environmental Scan: Sport in Canada

14.0 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?

X      YES                      NO                      BOTH

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

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

- sport and recreation activities have been identified in one community's crime reduction strategy.
- sport activities are utilized on a seasonal and annual basis to promote neighbourhood, community and city development to further community spirit and economic development
- youth Sports Groups - formed by Aldergrove Business Association - pushing community awareness programs (street clean-up, dances);
- City of Langley: partnerships involving active lifestyle providing access to databases (new Canadians) - Karen Community (from Burma) needed help with development of their sport in the community - results included new sport development, involving general public with the new Canadians, opportunities for leadership, interaction within and without the new group;
- Surrey - diversity programs successful (combination of homework/activity)

14.3 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?

Yes. An example is the Plan A referendum in Abbotsford where the cultural/sport communities supported each other in getting the "Yes" vote to the polls and both winning when the referendum passed.

Partnering to help each other to leverage greater resources and achieve cross-pollination for participation.

14.9 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)?

Sport organizations recognize the benefits and opportunities but the ability to act on them is largely dependent on human resources in their volunteer pool. Challenges: finding the right groups to partner with where both get value for their investment (in time, services); can be concerns about 'stepping on someone's toes' in sport's efforts to introduce new ideas.

## British Columbia Community Engagement Sessions

### Question #16 Worksheet

#### British Columbia Question

16.0 Facilities: Please identify the top 3 issues with facilities in your areas.

#1 - Quantity of facilities:

Not enough physical facilities - pools, arenas, gymnasiums, sport fields; there is little or no opportunity to provide 'unstructured' play opportunities at facilities/fields due to the shortages; there are ongoing pressures on facilities/infrastructure for non-traditional sport (introduced by new Canadians, for example); the change in demographics of sport needs - fields originally built as dual-season sport (ie. soccer and baseball sharing) now, because of extended seasons, these same fields are required for singular sport.

#2 - Aging Infrastructure:

There is a large aging infrastructure - National uptake on the issue is needed; expectations of facilities has continued to increase;

#3 - Quality of facilities:

facilities not of same standards as they were previously; original funding of structures does not take increasing maintenance costs into account;

In some communities, citizens become complacent about the aging facilities and limited access because they fear increased taxes or are simply unaware how far behind other communities they really are - only the recreation planners and sport organizations understand the impact of these issues.

16.1 Describe ways in which a Canadian Sport Policy can affect or impact facility development and facility use to benefit:

a) Sport Development

The inclusion of a statement that supports the need for national grants to replace aging infrastructure and to increase the number of facilities available to citizens who want programs/sports for their children's activities and who themselves aim to maintain a healthy lifestyle.

Understand that the variety and volume of facilities/amenities for long-established larger cities (ie Vancouver) are much greater than for growing/smaller communities.

Recognize the benefit of ‘unstructured’ play at/on city/school-owned facilities/amenities and urge municipalities to make provision for such access.

b) High Performance Sport

Establish a policy on priorities for use of federal funding on requirements for high performance preparation: starting with facilities to encourage grass roots development of our future national/world champions, and extending to world-class training environments including performance testing labs and access to best-in-class sport science experts and coaches.