June 12, 2012

Winnipeg Community Sport Policy (WCSP) Action Plan

Overview of Action Plan

Action	Description	Timeline	Responsibility	Resources/Budget Requirement	Current Status
1.1 Draft Winnipeg Community Sport Policy	1.1.1 Taking into consideration results of Phase 1 (A Framework to Develop a Winnipeg Community Sport Policy) and Phase 2 (The Community Consultation and Engagement Process), prepare and table with the City of Winnipeg Phase 3 (Winnipeg Community Sport Policy and support document).	October 2011	Lead: • WCSP Coordinating Committee	Partners in kind contributions	Completed
1.2 Terms of Reference for the Coordinating Committee	1.2.1 Prepare Terms of Reference for the committee that will oversee the implementation of the WCSP.	April 2012	Lead: • WCSP Coordinating Committee	Partners in kind contributions	Completed
1.3 Terms of Reference for Working Groups	1.3.1 Prepare generic Terms of Reference for groups that will be formed to address Policy areas and priorities.	May 2012	Lead: • WCSP Coordinating Committee	Partners in kind contributions	Completed

Action	Description	Timeline	Responsibility	Resources/Budget Requirement	Current Status
1.4 Establishment of Working Groups to address the Policy Priority areas	1.4.1 Establish Working Groups that will address identified Policy areas and/or priorities. Working Groups will be composed of representatives with a vested interest in the outcomes/actions of the Policy area/Priority.	Start June 2012 Ongoing in accordance with Policy implementation	Lead: • WCSP Coordinating Committee	Partners in kind contributions	Pending City Council approval
1.5 Host Community Forums	1.5.1 Plan Community Forms to inform and solicit feedback from stakeholder groups and the community at large on the implementation of the WCSP strategic plan.	First Forum within 6 months of adoption of the WCSP by Winnipeg City Council. Subsequent Forums will be held at strategic milestone points.	Lead: • WCSP Coordinating Committee	Partners in kind contributions	Pending
1.6 Establishment of an implementation review and evaluation process	1.6.1 Prepare a review/evaluation process to ensure that the WCSP is meeting stakeholder expectations and that action plans are being implemented within established timeframes.	Starting December 2012	Lead: • WCSP Coordinating Committee	Partners in kind contributions	Pending
1.7 Comprehensive Policy review	1.7.1 Conduct a review of the WCSP and update, revise, add and/or delete policies and priorities to ensure that the overall Policy meets current needs and trends of sport in Winnipeg.	First review in 3 years (December 2015). Subsequent reviews every 5 years (2020; 2025 . . .)	Lead: • City of Winnipeg Community Services Department Primary Support: • WCSP Coordinating Committee	Partners in kind contributions	Pending

People

Policy Statement:
Sport and recreation organizations will be encouraged to invest in the development of effective leadership through a strategic balance of volunteer and paid staff recruitment, placement, training, recognition and succession planning.

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
2.1 Volunteers are critical to the long term viability of the sport and recreation system. The partners will collaborate in developing a volunteer management strategy that can be used by all stakeholders	2.1.1 Develop a volunteer management strategy that promotes volunteer opportunities and recognizes volunteers as the deliverers of organized sport and provides them with: • Coordinated multi-sport programming • Education and training • Recognition/Rewards	Ongoing	Lead: • Sport Manitoba • GCWCC Primary Support: • WCSA • MPESA	Partners in kind contributions	
2.2 Professional staff and resource personnel play an important role in the sport and recreation system and will be encouraged and supported when appropriate.	2.2.1 Strategically support professional staff by: • Providing leadership • Bridging knowledge gaps and between organizations • Providing education and training • Recruiting and supporting volunteers • Working with post-secondary institutions	Starting September 2012	Lead: • City of Winnipeg Community Services Department Primary Support: • GCWCC • Sport Manitoba	Partners will review in house capacity	

Partnerships

Policy Statement:

Sport stakeholder organizations will be encouraged to work cooperatively in establishing a shared vision and common goals to ensure that participants in sport and recreation are provided with the most effective system possible.

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
3.1 Sport programming partners and stakeholders will be encouraged to collaborate in assessing current program gaps and overlaps in order to maximize multi-sport choice options for children and youth and create skill development paths that allow participants and athletes to grow at their desired pace and stage of development.	3.1.1 Creating new and strengthening existing partnerships to: • Review current inventory of programs • Determine the current gaps and overlaps within existing programs being offered by the Partners • Provide a Forum for program providers to dialogue, collaborate and identify cooperative solutions	Ongoing	Lead: • City of Winnipeg Community Services Department Primary Support: • Sport Manitoba • GCWCC • MPESA • WRHA • WCSA Supported by: • MB Education	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
3.2 Partnerships will be encouraged to maximize program opportunities, share capital and operating costs, and provide a diversity of sustainable sport and recreation options.	3.2.1 Develop a strategy to: • Share information about new/upcoming programs and projects • Bring together community leaders to identify capital and operating sharing opportunities	Initiated	Lead: • City of Winnipeg Community Services Department Primary Support: • Sport Manitoba • GCWCC • MPESA • WRHA • WCSA	Partners in kind contributions	

Programs

Policy Statement:

The partners will actively encourage a diversity of sport and recreation programs in Winnipeg that engage the widest possible spectrum of the population with the goal of advancing physical literacy and the development of sport skills to promote the principles of physical activity for life.

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
4.1 A diversity of program opportunities will be offered that will provide a menu of choice and will range from unstructured fun focused to structured skill development and engagement in competitive opportunities.	4.1.1 • Develop an inventory of what programs and funding opportunities currently exist (Cross reference partnerships 1.1) • Develop marketing/promotion strategy to educate Winnipeggers as to what is available (Cross reference promotion) • Coordinate and facilitate training opportunities for instructors to deliver physical literacy and skill development programs • Develop a coordinated registration system for programs	Initiate/Ongoing	Lead: • City of Winnipeg Community Services Department • GCWCC Primary Support: • Sport Manitoba • WCSA • MPESA • WRHA	Through resources from existing partners (inventory/appendix of resources)	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
4.2 Recreation and sport organizations will be encouraged to collaborate in offering a variety of programs at such times and places that provide opportunity for participants to stay active throughout the year, learn new skills or try different sports and activities.	4.2.1 Engage sport providers to develop collaborative strategies to: • Restructure individual sport programs to be consistent with CS4L (Canadian Sport for Life) model (Reference 1.3) • Develop new multi-sport programs and opportunities • Promote the value of multi-sport experiences • Align programming with mandated K-12 Physical Education/Health Education Curriculum • Develop program standards and evaluation methods	Ongoing	Lead: • Sport Manitoba • City of Winnipeg Community Services Department Primary Support: • WCSA • GCWCC • WRHA • MPESA Supported by: • MB Education	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
4.3 In accordance with the Canadian Sport for Life model local and provincial sport organizations, sport and recreation facility owners and programming agencies will be encouraged to adopt and follow CS4L's 7 stages of enhancing participation and long term athlete development.	4.3.1 Create a process to ensure that all programs developed by the partners will reflect CS4L's 7 stages: • Provide opportunities to educate the facility owners and local sport agencies about the CS4L • Encourage that program funding be consistent with CS4L model • Future sport programming inventories will be evaluated based on the CS4L model	Ongoing	Lead: • Sport Manitoba Primary Support: • WCSA • GCWCC • City of Winnipeg Community Services Department • WRHA	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
4.4 A focus will be placed on program opportunities for older adults, persons with disabilities and those with health related limitations that recognize the need to provide for diversity and adaptation.	4.4.1 Develop a strategy in collaboration with program providers, older adults, and persons with disabilities to: • Modify and/or develop new programs to serve people of all abilities • Encourage facilities to have extended hours including day time to accommodate users • Identify barrier free design features to be included in all new and modified facilities (Cross reference places) 4.4.2 Collaboratively with the Places Committee Priority 3	Starting 2013	Lead: • WRHA Primary Support: • City of Winnipeg Community Services Department • GCWCC		
4.5 No program participant should be denied the opportunity to take part in an activity due to the lack of financial resources or lack of transportation. The partners will engage stakeholders in the development of	4.5.1 Engage stakeholders in the development of a strategy to: • Explore with Winnipeg Transit transportation options for disadvantaged program participants	Ongoing	Lead: • City of Winnipeg Community Services Department	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
coordinated programming, financial supports and transportation plans that are safe and reliable and encourage active transportation alternatives.	• Identify all existing subsidy programs to simplify, streamline and coordinate application procedures X-ref FUNDING 1.2		Primary Support: • WRHA • Sport Manitoba • GCWCC		

Places

Policy Statement:

The partners will collaborate in conducting a review of the extent to which sport and recreation facilities meet the current and future needs of participants and developing athletes by establishing a plan for facility access, improvement and new construction.

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status

5.1 A universal facility plan will be developed that will encourage improved facility maintenance and act as a guideline for funding of upgrades, additions and new construction.	5.1.1 In partnership with stakeholders develop strategies that include the:
	• Province of Manitoba
	  • Bill 9 Joint use of community and school facilities
	  • Public School Finance Board
	  • MB Community Places Program
		Ongoing	Lead:
			• City of Winnipeg Community Services Department
			• GCWCC
			
			Primary Support:
			• WCSA
			• MB Education
			• MPESA
				Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
	• GCWCC's Plan 2025 • City of Winnipeg RLALF and OurWinnipeg				
5.2 Facility owners, operators and users will be encouraged to seek innovative ways to add multi-dimensional aspects to current and future facilities and make them inviting and accessible to a wider demographic of the community.	5.2.1 In partnership with stakeholders develop strategies that include the community use of community and school facilities • OurWinnipeg • GCWCC's plan 2025 • City of Winnipeg's accessibility agreement • Joint facility use agreements • Facility developments and upgrades that will make facilities suitable for athlete development and attractive for casual community use	Ongoing	Lead: • MPESA • City of Winnipeg Community Services Department • GCWCC Primary Support: • WCSA • MB Education • WRHA	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
5.3 Sport and recreation facility owners and operators will be engaged and encouraged to work toward optimizing the use of existing facilities to meet identified community needs and employing a coordinated approach to new facility development.	5.3.1 In partnership with stakeholders develop strategies that include the coordination of: • Underutilization of facilities • Booking variances by jurisdiction • Historical policies which inhibit use • Single season facility use • Review facility inventories and access agreements • Develop strategies to improve access agreements	Start in 2013	Lead: • City of Winnipeg Community Services Department Primary Support: • GCWCC • MPESA • WCSA Supported by: • MB Education	Partners in kind contributions	

Promotion & Education

Policy Statement:
Develop a strategy to continually educate Winnipeggers on the societal benefits of sport and recreation participation.

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
6.1 An ongoing education strategy aimed primarily at parents and children will be developed to instill the benefits of healthy eating and regular physical activity.	6.1.1 Develop an educational strategy that includes: • Key messages i.e. K-12 Physical Education /Health Education Curriculum (physical literacy), CS4L,	Ongoing and initiating new strategies beginning in 2013	Lead: • WRHA Primary Support: • Sport Manitoba • WCSA	Partners in kind contributions	•

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status

	Winnipeg In Motion
	• Targeting parents with key messages about their own and their children's activity choices
	• Marketing and promotional tools i.e. Brochures, leisure guide, PSA's, websites, e-mail, TV, mail outs etc.
	• Identification of champions including:
	  • Media
	  • Political
	  • Community
	  • Sport
	  • Sport Celebrities
	  • Peer role models
	
	(Cont'd on pg. 13)
	6.1.2 Identification of media opportunities including:
	• Newspaper
	• Radio
	• Television
	
	6.1.3 Identification and development of Social Media Opportunities:
	• Facebook
	• YouTube
	• Twitter
			• MPESA
			• City of Winnipeg Community Services Department
			
			Supported by:
			• MB Education		

6.2 The Partners will develop	6.2.1 Develop and promote	Ongoing and initiate	Lead:	Partners in kind	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
education and training strategies for participants, parents, coaches, managers and programmers such as the True Sport movement and the Respect in Sport program.	education and training strategies that: encourage all sport program deliverers to adopt strategies that align CS4L and True Sport Movements: • Involve parents and participants • Provide information on CS4L with registration packages 6.2.2 Promote current programs: • Respect in School • Respect in Sport • High Five Program 6.2.3 Develop strategies for respect in sports for parents	new strategies beginning in 2014	• Sport Manitoba Primary Support: • WCSA • GCWCC • MPESA	contributions	
6.3 Support and resources will be given to those who have difficulty accessing the local sport and recreation system.	6.3.1 Develop a strategy that: • Identifies and integrates populations who are having difficulty accessing sport and recreation • Promotes current programs that assist those having difficulty accessing free and subsidized programs • Identifies current and new programs and opportunities that will attract non-participants	June 2012	Lead: • WRHA Primary Support: • Sport Manitoba • GCWCC • City of Winnipeg Community Services Department Supported by:	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
	• Coordinate registration fee subsidy programs to provide a seamless access system		• Winnipeg Poverty Reduction Council		

6.4 The partners will promote the positive aspects of sport and recreation participation through a variety of mediums.	6.4.1 Develop a promotional strategy that includes:
	• Key messages i.e. K-12 Physical Education /Health Education Curriculum (physical literacy), CS4L, Winnipeg In Motion
	• Marketing and promotional tools i.e. Brochures, leisure guide, PSA's, websites, e-mail, TV, mail outs etc.
	(Cont'd on pg. 15)
	• Identification of champions including:
	  • Media
	  • Political
	  • Community
	  • Sport
	  • Sport Celebrities
	  • Peer role models
	
	6.4.2 Identification of media opportunities including:
	• Newspaper
		September 2012 and ongoing	Lead:
			• WRHA
			
			Primary Support:
			• Sport Manitoba
			• WCSA
			• MPESA
			• City of Winnipeg Community Services Department
			
			Supported by:
			• MB Education		

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
	• Radio • Television 6.4.3 Identification and development of Social Media Opportunities: • Facebook • YouTube • Twitter				

Public and Private Funding

Policy Statement:

Funding for sport and recreation is a Priority and through collaboration innovative methods will be sought to strengthen and improve facilities, programs and opportunities for all Winnipeggers.

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
7.1 Sport and recreation organizations will be encouraged to be transparent in the overall cost of participation, keep fees and charges at a level that is generally considered appropriate and affordable to varying circumstances, and seek out subsidies that will assist low income participants.	7.1.1 In partnership with stakeholders develop strategies that: • Encourage all sport program deliverers to be transparent to other sport providers and general public in their costing • Create tools for sharing program costing	Initiate 2013	Lead: • WCSA • GCWCC Primary Support: • Sport Manitoba • City of Winnipeg Community Services Department	Partners in kind contributions	
7.2 No program participant should be denied the opportunity to take part in an activity due to their inability to pay registration fees or equipment costs. The partners will collaborate in identifying and communicating to stakeholder organizations the availability of subsidy initiatives targeting increased participation in sport and recreation.	7.1.2 Work with private and public funders to develop a collaborative funding strategy: • Identify best practices • To ensure access to sports and recreational opportunities for families who have limited ability to pay registration and program fees • Develop a more efficient equipment “subsidy/donation” – distribution program	Initiate Fall 2012	Lead • City of Winnipeg Community Services Department Primary Support: • WRHA • GCWCC • Sport Manitoba	Partners in kind contributions	

Policy Priority	Action	Timeline	Responsibility	Resources/Budget Requirement	Current Status
	(Cont'd on pg. 17) • To identify all existing subsidy programs with a view to simplifying, streamlining and possibly centralizing application procedures • Research current subsidy programming and collaborate with each other as to how best to raise funds for subsidy and distribute funds to those in need Cross reference Programs 1.2 & 1.5				
7.3 Governments and private funders will be encouraged to consider the long term benefits of community sport and recreation when allocating funds.	7.3.1 In partnership with funding stakeholders develop screening tools and criteria to assist funders in analyzing funding proposals 7.3.2 Develop a collaborative process for approaching potential funders for projects	Initiate in 2013	Lead: • City of Winnipeg Community Services Department • Sport Manitoba Primary Support: • GCWCC • WRHA	Partners in kind contributions	