Agenda - Executive Policy Committee - November 7, 2012

Report - Standing Policy Committee on Protection and Community Services - October 29, 2012

Item No. 1 Winnipeg Community Sport Policy – Updating the Current City of Winnipeg Sport Policy

STANDING COMMITTEE RECOMMENDATION:

On October 29, 2012, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the Winnipeg Public Service and submits the following to Council:

1. That the proposed Winnipeg Community Sport Policy be adopted.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda - Executive Policy Committee - November 7, 2012

Report - Standing Policy Committee on Protection and Community Services - October 29, 2012

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On October 29, 2012, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: **Winnipeg Community Sport Policy – Updating the Current City of Winnipeg Sport Policy**

Critical Path: Standing Policy Committee on Protection & Community Services/Executive Policy Committee/Council

AUTHORIZATION

Author	Department Head	CFO	CAO
Dan Prokopchuk	Clive Wightman		

RECOMMENDATIONS

1. That Council adopt the proposed Winnipeg Community Sport Policy.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

On October 16, 2009, a partnership of sport organizations agreed to work together on an initiative to create a broad-based Community Sport Policy. The Policy lays the framework for all the city's sport partners and stakeholders to join together to increase and complement the health and wellness of Winnipeg citizens by having more residents introduced to a quality "Sport for Life" experience.

The partners include representatives from Sport Manitoba, Winnipeg Community Sport Alliance (WCSA), General Council of Winnipeg Community Centres (GCWCC), Manitoba Physical Education Supervisor's Association (MPESA), Winnipeg Regional Health Authority (WRHA) and the City of Winnipeg Community Services Department.

The partners recognized that the current City of Winnipeg Sport Policy established in 1983 (Appendix 3), no longer reflects current sport and recreation methodologies. Further, the existing policy was not well positioned to take advantage of partnerships and connectivity that will be required to be effective in the coming decade and beyond; specifically, the sharing of resources, experiences and leadership required to breaking down the barriers to participation. This led to the conclusion that a new, updated Winnipeg Community Sport Policy be created to provide a basis for the planning, development delivery and evaluation of sport and recreation programs and activities.

Winnipeg's leaders in sport, recreation and physical activity worked collaboratively to establish a shared vision and strategy for developing, promoting and delivering physical activities for all people in Winnipeg. The new working relationship will result in the following:

- Increased programming options and opportunities for citizens of Winnipeg. This will be accomplished by reducing program duplication, coordinating funding proposals and utilizing existing resources more effectively in delivering a more comprehensive range of program opportunities for all ages and abilities.

- Effective use of financial resources available in the present sport system. The partners will improve coordination, accountability and more effectively leverage existing resources between partner organizations.

- A commitment to work together to ensure that current and new facilities planned are used to the fullest extent possible in order to provide greater accessibility to a wider community demographic.

All partners have endorsed the Winnipeg Community Sport Policy (Appendix 1) that is being brought forward for Council consideration and adoption.

IMPLICATIONS OF THE RECOMMENDATIONS

There are no financial implications associated with the recommendations in this report.

The new Winnipeg Community Sport Policy would replace the 1983 City of Winnipeg Sport Policy. The 1983 Policy only reflects the City's role in sport.

The Winnipeg Community Sport Policy re-defines the role of the City of Winnipeg in the delivery of sport along with each partner organization. The new Policy references the Canadian Sport for Life Model and identifies each Winnipeg Sport partner's role in the delivery of sport in life long physical activity. Using a community development approach, the Policy frames the partnership to increase and complement the health and wellness of citizens.

The new Winnipeg Community Sport Policy will enhance the City's partnership in the delivery of sport in Winnipeg. The six partners are committed to implementing the Policy with the inclusion of many community and sport specific organizations and citizens.

The new Policy will address six key components to the delivery of sport and active living programs in Winnipeg. The six components are people, partnerships, programs, places, promotion and public/private funding. The new Policy is also guided by the Canadian Sport for Life program model (Appendix 4).

An Action Plan has been developed and is attached (Appendix 2). The Community Services Department has identified the following three priorities in the Action Plan:

1. 7.2 – Work with private and public funders to develop a collaborative funding strategy:
    - Identify best practices

- Ensure access to sport and recreational opportunities for families who have limited ability to pay registration and program fees
- Develop a more efficient subsidy distribution program

2. 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 program costing

3. 4.2.1 – Engage sport providers to develop collaborative strategies to:
   - Restructure individual sport programs to be consistent with the Canadian Sport for Life model
   - Develop new multi-sport programs and opportunities
   - Promote the value of multi-sport experience
   - Align programming with mandated K-12 Physical Education Curriculum
   - Develop program standards and evaluation methods

The Department will report back to Council in one year on the progress of the priorities identified.

HISTORY

In 2003, the Spence Neighbourhood Association did a study of recreation opportunities for children and youth within their neighbourhood. The results of the survey showed a stark lack of registration for organized sport programs. An analysis of this result revealed that children and youth in the Spence neighbourhood were not participating in sport because of economic limitations, lack of program opportunities, travel barriers, lack of equipment, facilities and local leaders (coaches and administrators).

After 2003, a number of pilot programs were attempted to address the lack of organized sport opportunities in the inner city including the City of Winnipeg, Sports in Inner City Neighbourhoods Program (SPIN). In reviewing these programs it became apparent how important partnerships were to the success of the programs. The sharing of resources, experiences and leadership assisted in breaking down barriers to participation. To increase sport participation, the existing sport delivery approach was reviewed and it is determined further dialogue and community engagement was needed.

On October 16, 2009; representatives from Sport Manitoba, Winnipeg Community Sport Alliance (WCSA), General Council of Winnipeg Community Centres (GCWCC), Manitoba Physical Education Supervisors Association (MPESA), Winnipeg Regional Health Authority (WRHA) and the City of Winnipeg Community Services Department agreed to a framework to begin a process to develop a Winnipeg Community Sport Policy.

This newly created partnership initiated the process of setting a future direction for the delivery of sport and recreation in Winnipeg. Following extensive deliberation and the review of local, provincial and national policies, plans and strategies; the partners agreed upon a four-stage policy development process on June 14, 2010. The four stages in the process included:

1. Agreeing to work as partners and endorsing the framework to develop the Policy. The framework articulated the principles and areas of emphasis for the development of the Policy.

2. Engaging the community in an extensive consultation process through twenty-four facilitated meetings.

3. Developing a shared Policy, articulating the sport interests of the citizens of Winnipeg as heard through consultations, research/literature review and best practices.

4. Next Steps:
    - The partners developed an Action Plan in June 2012 (Appendix 2);
    - Committees will be appointed to establish and implement action plans;
    - Planning of sport forums will occur to collaborate, celebrate and share information amongst recreation/wellness partners and sport stakeholders in Winnipeg;
    - A review and evaluation process will be established.

An extensive Community Engagement Process took place over a period of three months (mid-September to mid-December 2010). Twenty-four consultation sessions and meetings were held involving community organizations (health, recreation, older adults, active living, advocacy), sport organizations, district and neighbourhood sport organizations, school divisions (physical education) and community centres. Session attendees were actively engaged and provided the partners with a wealth of information on three key aspects of the Sport Policy preparation process:

1. Barriers that face residents entering the sport system or staying active in sport/recreation;
2. Successful initiatives that introduce people to sport and recreation and keep them active for life;
3. Priorities for a ‘Made in Winnipeg’ Community Sport Policy.

Further, a number of individuals and organizations requested and received separate presentations.

In September, 2011, the draft Policy document was shared at two open public forums. As well, the partners shared the draft document widely amongst their membership and associate organizations.

FINANCIAL IMPACT

Financial Impact Statement

Date: September 14, 2012

Project Name:

Winnipeg Community Sport Policy - Updating the Current CoW Sport Policy

First Year of Program 2012

	0	1	2	3	4
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: There are no financial implications associated with the recommendations in this report.

original signed by:

Cindy Fernandes, CMA
Manager, Finance & Administrative Services

CONSULTATION

In preparing this report there was consultation with:

SUBMITTED BY

Department: Community Services
Division: Community Development and Recreation Services
Prepared by: Dan Prokopchuk
Date: September 14, 2012
File No.

Appendix 1	Appendix 2	Appendix 3	Appendix 4
			
WCS Policy	WCSP Action Plan	CoW 1983 Sport Services Policy	Sport for Life Model