# WINNIPEG COMMUNITY SPORT POLICY

**City of Winnipeg**
**General Council of Winnipeg Community Centres**
**Winnipeg Community Sport Alliance**
**Manitoba Physical Education Supervisors Association**
**Winnipeg Regional Health Authority**
**Sport Manitoba**

# WINNIPEG COMMUNITY SPORT POLICY

***"FROM A COMMON GOAL . . .THROUGH COMMUNITY CONSULTATION . . . TO THE DEVELOPMENT OF A SHARED POLICY"***

## INTRODUCTION

In reviewing the status of existing sport policy it was determined that the City of Winnipeg Sport Policy established in 1983 no longer reflected current sport and recreation methodologies and was not well positioned to take advantage of partnerships and connectivity that will be required to be effective in the coming decade and beyond. It was determined that a new Winnipeg community sport policy should be created to provide a basis for the planning, development and delivery of sport and recreation programs and activities that will result in Winnipeg being recognized as an active for life community.

Winnipeg's leaders in sport, recreation and physical activity must collaborate to establish a shared strategy for developing, promoting and delivering physical activities for all people in Winnipeg. The Winnipeg Community Sport Policy reflects this effort.

## POLICY DEVELOPMENT PROCESS

On October 16, 2009 the City of Winnipeg Community Services Department engaged a partnership of three sport organizations and three stakeholder organizations (hereafter referred to as 'The Partners') to join in an initiative to create a broad based community sport policy.

The sport organizations representing members whose mandate is to deliver sporting activities and developmental programs are:

- General Council of Winnipeg Community Centres (GCWCC)
- Winnipeg Community Sport Alliance (WCSA)
- Sport Manitoba

The stakeholder organizations having mandates that include supporting physical activity and the development of physical literacy in Winnipeg include:

- Winnipeg Regional Health Authority (WRHA)
- Manitoba Physical Education Supervisors Association (MPESA)
- The City of Winnipeg Community Services Department

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.

**Stage One**… (October 2009 to June 2010)
The signing of a letter of intent on June 14, 2010 formalizing the partnership and endorsement of a document entitled ***"A Framework to Develop a Winnipeg Community Sport Policy".*** This "framework" document established the following as a foundation for development of the policy:

**Guiding Principles:**

1. Partners and stakeholders will work collaboratively towards a common vision for sport in Winnipeg.
2. The knowledge and expertise of all partners and stakeholders will guide the future direction and development of sport in Winnipeg.
3. A shared knowledge and understanding of the various roles of Winnipeg's sport partners in the delivery of sport/active living.
4. A framework will be laid out to increase and complement the health and wellness of Winnipeg citizens by having more residents introduced to a quality sport for life experience.
5. A network will be built to enable the coordination of quality sport/active living programs and initiatives in Winnipeg.
6. Sport will be accessible, welcoming and socially inclusive for all citizens of all ages, all abilities and all socio-economic backgrounds.
7. Multi-sport participation for young athletes will be encouraged and promoted.
8. Continually build facility development and human resource capacity related to the needs of organizations within the delivery of sport/active living.

**Areas of Emphasis:**
The following concepts were used as focus points for engaging sport partners and stakeholders in development of the policy:

- Physical Literacy for All
- Active for Life
- Striving for Achievement and Excellence
- Quality Volunteers and Facilities
- Shared Leadership
- Coordinated Planning and Ongoing Interaction

**Canadian Sport for Life:**

Another fundamental building block of the Winnipeg Community Sport Policy is the Canadian Sports Centres' "Canadian Sport for Life" (CS4L) model. CS4L's underlying philosophy recognizes that sport's outcomes are connected with those of recreation, health and education and that physical activity is of primary importance for all levels of government. Canadian Sport for Life supports the development of physical literacy in all children leading to life-long physical activity. CS4L reframes sport as being inclusive. It encourages the progressive development of skills while de-emphasizing competitive sport programming for young children in a continuum from grass roots and recreational and for some through to developmental and high performance levels of participation.

**Stage Two**… (July 2010 to December 2010),
***"Progressing Toward A Winnipeg Community Sport Policy Stage 2 Engaging The Community"*** a wide ranging community consultation process which engaged the members, partner organizations and other constituents of the sport partners and stakeholders in twenty four facilitated meetings.

**Stage Three**… (January 2011 to present),
***"Winnipeg Community Sport Policy, From A Common Goal… Through Community Consultation… To The Development Of A Shared Policy"*** articulates the current and future sport interests of the citizens of Winnipeg as gained from community consultation, research/literature review, and best practices.

**Stage Four** (final stage upon endorsement of stage 3),
will see the Partners establish a Coordinating Committee that will be tasked with the development of policy action plans and implementation strategies.

## POLICY STATEMENTS AND PRIORITIES

***PEOPLE…***who are both the deliverers and the participants (beneficiaries) of a well organized and operated system.

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 PRIORITIES:
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. Professional staff and resource personnel play an important role in the sport and recreation system and will be encouraged and supported when appropriate.

***PARTNERSHIPS…***that will be enhanced and developed to ensure that participants and communities are recipients of the most effective programs and efficient systems possible.

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 PRIORITIES:
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.

2. Partnerships will be encouraged to maximize program opportunities, share capital and operating costs, and provide a diversity of sustainable sport and recreation options.

***PROGRAMS***…that provide opportunities for people to learn skills and take part in activities or competitions of their choice and stay active for life.

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 PRIORITIES:

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.
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.
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. 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.
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 coordinated programming, financial supports and transportation plans that are safe and reliable and encourage active transportation alternatives.

***PLACES***…that people come to that host the programs that provide opportunities for all Winnipeggers to lead a healthy and active lifestyle through participation in sport and recreation.

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 PRIORITIES:

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.
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.
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.

***PROMOTION***…to provide effective education which is critical to public understanding of the long term benefits of sport and recreation.

POLICY STATEMENT - **It is the responsibility of all partners and stakeholders to advocate for the critical role that sport and recreation plays in a healthy community and using the CS4L model as a reference, continually educate Winnipeggers on the societal benefits of sport and recreation participation.**

POLICY PRIORITIES:

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.
2. The Partners will develop education and training strategies for participants, parents, coachers, managers and programmers such as the True Sport movement and the Respect in Sport program.
3. Support and resources will be given to those who have difficulty accessing the local sport and recreation system.
4. The partners will promote the positive aspects of sport and recreation participation through a variety of mediums.

***PUBLIC & PRIVATE FUNDING***…of sport and recreation contributes to enhancing the quality of life of Winnipeggers as well as to bringing greater vibrancy to our neighbourhoods.

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 PRIORITIES:

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.
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.
3. Governments and private funders will be encouraged to consider the long term benefits of community sport and recreation when allocating funds.

## CONCLUSION

The *Winnipeg Community Sport Policy* lays out the framework for all the city's sport and recreation partners and stakeholders to join together to increase and complement the health and wellness of Winnipeg citizens by having more residents introduced to and enjoying a quality active for life experience.

**THE WINNIPEG COMMUNITY SPORT PARTNERS**

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