**JOINT PROJECT PROPOSAL BY THE**
**WINNIPEG COMMUNITY SPORT ALLIANCE (WCSA)**
**TO THE CITY OF WINNIPEG**

## PROPOSAL SUMMARY

**Winnipeg Community Sport Alliance**
The Winnipeg Community Sport Alliance (hereinafter called the Alliance) encourages and facilitates communication, collaboration and partnerships between sports as well as with key stakeholder organizations in recreation, education and health.

**Vision:** *A unified and coordinated voice that serves to strengthen sport within the community.*

**Mission:** *To maximize the opportunity for community participation in sport through enhanced communication and planning resulting in the efficient and effective use of all available resources.*

The City of Winnipeg Community Services Department recognizes the vital role that Community Sport Alliances/Councils play in the implementation of long range sport development plans and policies. In the context of the recently adopted Winnipeg Community Sport Policy the Alliance is recognized as "the voice of amateur sport in Winnipeg".

The Alliance's Board of Directors is comprised of representatives from:
Hockey Winnipeg,
Winnipeg Minor Basketball Association,
Softball Manitoba,
Winnipeg Minor Baseball Association,
Athletics Manitoba,
Special Olympics, Winnipeg Region,
Winnipeg Minor Soccer Association.

In addition, the Alliance has appointed representation from:
Sport Manitoba Winnipeg Region,
KidSport Winnipeg,
Youth Agency Alliance,
Manitoba Games,
City of Winnipeg Community Services Department.

The Alliance has previously been sustained by an annual grant from Sport Manitoba through funding made available by multi-year Canada-Manitoba Sport Development (Bilateral) Programs. Core "capacity building" funding is no longer available within the terms of the revised Bilateral Program.

This proposal requests joint financial support for the Alliance from the City of Winnipeg and Sport Manitoba to not only achieve each organization's individual goals, but to also support the Alliance to continue to develop common goals and a collective will for the development of sport and physical activity within Winnipeg across all seven stages of the Canadian Sport for Life model.

The Alliance provides an avenue for cooperation and collaboration between the various sports and local stakeholders where common needs are addressed. Through joint planning and

information sharing more strategic programming and efficient use of limited resources can be attained.

Consistent with the harmonized approach to policy and strategy development, a foundational building block of the Alliance is their reference to the Canadian Sport for Life (CS4L) movement. 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.

**Winnipeg Community Sport Policy (WCSP)**
The WCSP, adopted by Winnipeg City Council in November 2012, is the guiding document for the delivery of sport in Winnipeg. The Alliance actively participated in the development of the policy and is one of the six partners implementing the policy.

The Alliance's role with respect to implementation of the WCSP includes:

- representation on the Coordinating Committee;
- chairing the Soccer Strategic Working Group;
- participating in the planning of the first Winnipeg Sport Forum;
- communicating with Winnipeg based sport groups and advocating on their behalf;

Initiatives that the Alliance has undertaken to date and can play a vital future role in relation to the policy implementation include:

- preparing a community sport inventory that will be incorporated into the City's Neighborhoods of Winnipeg (NOW) web application;
- introducing sport groups and community centres to the benefits of automated registration and team management software;
- initiating dialogue between sports with common issues (e.g. field sports; aquatic sports; gymnasium sports; arena sports);
- representing the interests of sports that are outside the scope of other policy partners (GCWCC; Education; C of W Community Services);
- providing educational and technical resources to sport groups such as:
    - Respect In Sport For Parents programs;
    - Conflict and dispute resolution resources;
    - Guidelines for preventing and dealing with harassment and discrimination.

The Alliance remains committed to the principles of the Winnipeg Community Sport Policy and will support its implementation in conjunction with the City and other partner organizations.

**Complimentary Initiatives**
In addition to Alliance's direct link to the Winnipeg Community Sport Policy there are other areas where the Alliance can complement and contribute to City programs and policies.

1. LiveSAFE
   The LiveSAFE initiative identifies five guiding principles:
    - Prevention
    - Leadership and Coordination
    - Interconnectedness and Partnerships
    - Sustainability
    - Accountability

   Sport has a natural connection to each of these. Through the Alliance sport network and the coordinated mobilization of resources there could be a tremendous contribution to this

innovative crime prevention strategy.

2. Plan Winnipeg 2020 Vision
    - Policy 1B Creating Healthy Neighbourhoods – the Alliance through its network of sport organizations can work with local groups and associations to plan and implement sport opportunities such as skill development clinics and multi-sport "come and try" events.
    - Policy 4 Public Safety, Health and Education – this policy statement speaks to many of the benefits that sport provides. Youth active in sport are less likely to become involved in gang activity, generally are more successful in the education system, are more likely to make healthy food choices and have better overall health. The Canadian Sport for Life (CS4L) model advocates building healthy communities by taking an "active for life" approach to health, fitness, recreation and sport.

**The Partnership**
The Alliance is proposing a partnership between the City of Winnipeg and Sport Manitoba. Each partner would provide funding to the Alliance over a three fiscal year period. The current fiscal year ending March 31, 2014 requires only a small gift in kind contribution from the City. At the end of the three year term an assessment would be done and if the partners agree that there is value in the investment a new or extended agreement will be negotiated.

The proposed breakdown of funding is:

2013/14 (period ending March 31, 2014):
City of Winnipeg - $4000 gift in kind (office space; technology)
Sport Manitoba - $25,700 (confirmed)

April 1, 2014 to March 31, 2015
City of Winnipeg - $5000 GIK and $25,000 grant
Sport Manitoba – up to $60,000

April 1, 2015 to March 31, 2016
City of Winnipeg - $5000 GIK and $25,000 grant
Sport Manitoba – up to $60,000

There are 32 recognized sport councils/alliances in Canada. Funding varies widely but in most cases the municipality is the sole or primary funder. By way of comparison, the cities of Calgary and Edmonton provide their sport councils with annual operating grants that sustain a full time staff compliment and program resources. These councils are well established and have a long and successful history. Attached is a letter from the Chair of the Edmonton Sports Council that speaks to the value of the Council's long standing relationship with the City of Edmonton.

In the Winnipeg context the role of the Alliance can be viewed similar to that of the General Council of Winnipeg Community Centres that represents the collective efforts of community centres or the Winnipeg Arts Council that represents the arts and culture community.

The Winnipeg Community Sport Alliance is in its infancy. The goal at this stage is to secure funds to engage an experienced and qualified Manager with a strong sport and community development background. The support of the City of Winnipeg is critical to the ongoing work of the Alliance and to securing funds from other sources.

20 September 2013

Mr. Clive Wightman
Director, Community Services Department
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To whom it may concern,

Sport is a complex entity. This is especially true at the community level. Dozens of sports and hundreds of sport organizations vie for facilities, funding, coaches, administrators and athletes with only their single sport or single organization in mind. As a result of a poorly aligned sport landscape, sport is often characterized by poor communication and limited collaboration. This is true within a particular sport, across different sports, and to the stakeholders, including all three levels of government.

Establishing effective communication and alignment is a function that a community sport council or alliance can bring to a community. Other valuable contributions include capacity-building of the local sport community, building a shared vision and common goals for sport within a community, connecting new participants to the sport of their choice, and being a respected voice that advocates on behalf of the entire sport community, not just individual sports.

The challenge is in the funding of a community sport council or alliance. This challenge exists because sport is primarily participant-funded, with few operational grant opportunities, and community sport is not charitable in Canada. Furthermore, membership-based funding is unrealistic as a community sport council or alliance will serve all sport organizations, including the citizens of its community, without the purchase of a membership. Thus, local government support is essential for the continued stable operation of a community sport council or alliance.

The Edmonton Sport Council (ESC) has been most fortunate to benefit from the City of Edmonton's support since 1997, which was prior to incorporation. This support has included, but is not restricted to:
1. Assigning a senior Community Services Department liaison to work with the Board of Directors and the Executive Director.
2. Ensuring that the ESC is a stakeholder in major City of Edmonton consultations, which impact the sport community.
3. Inviting the ESC to participate on the City of Edmonton facility users committees (arenas, sport fields, gymnasiums, and aquatic), the Salute to Excellence Committee (awards program), and City (sport) grant adjudication committees.
4. Supplying facilities at no cost for ESC workshops and meetings.
5. Ensuring that the City of Edmonton information line (311) was aware of the ESC's services.
6. Providing consultation to the ESC as to how to increase its profile.
7. Creating awareness of the ESC and hyperlinks on the City's website to the ESC's website.
8. Providing discount rink board and other advertising opportunities for the ESC.
9. Providing office space in a City facility (operational expense reimbursement only).
10. Providing an annual operating grant ($206,600 in 2012).

This support is formalized through a Service Agreement which requires that the ESC:

1. Promote quality sport participation for all Edmontonians.
2. Provide Edmontonians with information on best sport practices, contacts to the sport of their choice, issues and initiatives affecting sport in Edmonton, facilities, and other pertinent participation information.
3. Support Edmonton sport organizations by providing them with and/or linking them with best practices in sport, emerging trends and issues, organizational resources, promotional opportunities, sources of funding, and potential facilities.
4. Increase the profile, recognition and awareness of sport as a vital component of a healthy Edmonton community and economy.
5. Advocate on behalf of the Edmonton sport community on those matters that may have a significant impact on sport.
6. Participate in projects and activities through local, regional, provincial, and national initiatives and partnerships with all orders of government, non-profit and private organizations, educational institutions, and other organizations that advance sport in Edmonton.
7. Provide advice, consultation and recommendations to the City of Edmonton regarding sport issues and matters.
8. Support and promote sport programs and activities in Edmonton that educate and benefit the public.
9. Communicate the above to various stakeholders through a variety of mediums such as a comprehensive web site, newsletters, and direct workshops and presentations.

The City of Edmonton's financial support has resulted in the ability of the ESC to hire qualified and professional staff to advance the work of the Edmonton sport community. The high calibre staff in turn attracts quality directors whose energies are ignited with realistic expectations of their time.

As examples of the benefits of such an environment, I draw your attention to the new resource "Becoming a Canadian Sport for Life Community 2.0" which was written by Gary Shelton (the ESC's Executive Director) and me. This guide draws upon our collective knowledge and is intended to assist every community in becoming a Canadian Sport for Life Community. This guide came about as a result of the work of the ESC in Edmonton in bringing together all the major agencies (including the City of Edmonton's Community Services department) which service children and youth to address the issue of physical literacy. At this time the mandate of the partnership has expanded to include representatives of surrounding municipalities and has grown to include individuals of all ages. This initiative is now being mirrored in Calgary and Lethbridge, and the Alberta Recreation and Parks Association has created a provincial initiative to support, engage and connect similar efforts across all of Alberta's communities.

In conclusion, the Edmonton Sport Council is respected across Alberta and Canada as a sport council, which makes a difference. I strongly encourage the City of Winnipeg to support the Winnipeg Community Sport Alliance's proposal for support so that it might make a similar difference.

Respectfully yours,

Vicki Harber, PhD
Chairperson
Board of Directors