

Action Items

GOAL 1: Increase participation in sport & physical activity for all ages.

ACTIONS:

- 1.1 Improve community awareness of sport participation options through avenues such as a shared online tool that offers marketing, networking, scheduling and registration capabilities
- 1.2 Develop a physical literacy action plan that is adaptable to multi-sectoral (Sport, Recreation, Education) delivery methods
- 1.3 Develop and manage an LSO reporting tool to track and monitor local physical activity and sport participation
- 1.4 Create physical activity initiatives/programs that encourage multi-sport participation and support ongoing relationships with LSOs
- 1.5 Establish a system to identify, monitor and remove barriers to sport participation and work with LSOs to improve athlete retention

GOAL 2: Create quality, inclusive programs and services that are available at all stages of the CS4L continuum.

ACTIONS:

- 2.1 Be a “champion” Canadian Sport for Life Community that develops physical literacy, creates an environment for sport excellence and provides opportunities for citizens to be active for life
- 2.2 Incorporate CS4L principles into the City’s Allocation Policy as a condition of use, to ensure that LSOs have adopted a developmentally appropriate, multi-sport approach to sport development
- 2.3 Regularly review and align facility allocation processes and fee structures across sectors (Municipal, Education, Other) and provide a more coordinated approach that ensures fair and equitable access to facilities and supports, balances competitive, training and recreational uses, and maximizes facility utilization
- 2.4 Educate the community on CS4L principles and encourage multi-sport programming that focuses on holistic sport development and appropriate specialization
- 2.5 Investigate LSO best practices and provide training related to CS4L programs and coach/mentor leadership to support program development & delivery

GOAL 3: Strengthen interaction and collaboration between sport delivery agencies and allied partners.

ACTIONS:

- 3.1 Promote multi-sectoral collaboration on sport-related initiatives that will strengthen relationships between LSOs and aligned sport partners
- 3.2 Organize an annual Sport Summit to promote shared initiatives, encourage relationship building and explore new opportunities for collaboration
- 3.3 Strengthen the relationships between LSOs through a variety of shared training, networking and sport development initiatives
- 3.4 Explore partnership opportunities with facility owners/operators and develop reciprocal/shared use agreements that include increased access to all public and private sport facilities and fields
- 3.5 Develop “complementary-sport” partnerships between LSOs that focus on collaboration, coordination and promotion of multi-sport opportunities from early years to adults

GOAL 4: Improve organizational capacity and sustainability of Local Sport Organizations.

ACTIONS:

- 4.1 Develop a centrally-located “sport hub” to facilitate LSO operations, meeting access, resource sharing and administrative support
- 4.2 Implement a Board Governance training program that includes board development, fundraising, marketing, scheduling, strategic planning, financial management, succession planning and fiduciary oversight
- 4.3 Provide access to regional demographic information (population statistics, health trends, sport participation data, etc) to ensure that LSO program design and delivery is influenced by the most current and relevant data
- 4.4 Develop a Sport Volunteer Strategy to assist LSOs with their volunteer management challenges including recruitment, retention and recognition
- 4.5 Develop a planned and progressive collaborative approach for strategic investment in local sport initiatives

GOAL 5: Provide exceptional facilities for sport participation and performance initiatives.

ACTIONS:

- 5.1 Review and update sport facility needs and infrastructure plans on a 5-year cycle, and utilize the refreshed data to inform the City's capital plans related to sport and recreation facility development and revitalization.
- 5.2 Utilize the City's Partnership Framework to explore joint funding opportunities for new or redeveloped facilities employing a partnership approach that is consistent with the characteristics of the project
- 5.3 Establish a Facility Maintenance Program to ensure sport facilities are operated and maintained at a high standard that meet all regulatory requirements, support the needs of the community and contribute to quality sport experiences.
- 5.4 Review and establish appropriate facility reserves for renewal or replacement of existing sport facilities
- 5.5 Adopt a strategic, collaborative approach to capital investment and resource allocation for existing sport facility renewal and new sport facility development

GOAL 6: Be recognized as the premier sport event destination in Western Canada.

ACTIONS:

- 6.1 Develop and promote a Sport Event Hosting Strategy focused on creating increased exposure for Kelowna and achieving lasting legacies in the areas of sport development and community building
- 6.2 Build partnerships between public and private sectors to maximize the benefits of hosting events and contribute to community development
- 6.3 Create an efficient permitting process with financial, planning and hosting resources that support successful events and LSO capacity building
- 6.4 Build an event hosting volunteer program that assists with the recruitment, training and utilization of volunteers for sporting events
- 6.5 Develop a methodology and reporting tool for the measurement of economic impact for current and potential events