



# Community Sport Plan

October 2017



# Community Sport Plan

## Work Completed To Date:

### ► Forming Steering Committee

- Jim Gabriel – Project Sponsor
- Shaunna Taylor – Sport Sector Representative
- Norman Hansen – Health Sector Representative
- Kevin Kaardal – Education Sector Representative
- Cory Krist – Recreation Sector Representative
- Rob Johnson – Post-Secondary Education Rep.
- Jennifer Horsnell – Tourism Sector Representative
- Don Backmeyer – Sport Facilities Representative
- Doug Nicholas – Project Lead

# Community Sport Plan

## ► Conducting System Review

- Review of City of Kelowna studies, reports, plans, including:
  - 10 yr. sport action plan
  - 2030 infrastructure plan
  - Community trends report
  - Conditions of use and allocation policy
  - Cultural plan
  - Healthy City strategy
  - Kelowna sport & recreation infrastructure plan
  - Linear parks master plan
  - Official community plan
  - OCP indicators report
  - Sports field needs assessment



# Community Sport Plan

- ▶ Conducting System Review (con't)
  - ▶ Comparative review of Municipal Sport policies, tourism strategies and facility/park plans, including:
    - ▶ Abbotsford, Chilliwack, Coquitlam, Edmonton, Kamloops, Lake Country, Langley, Maple Ridge, Nanaimo, New Westminster, Penticton, Port Coquitlam, Prince George, Richmond, Saanich, Salmon Arm, Surrey, Vancouver, Vernon, West Kelowna
  - ▶ Demographic Data
  - ▶ Health & Sport research, including:
    - ▶ BC health trends
    - ▶ ParticipAction report card
    - ▶ BC school districts PE plan
    - ▶ Okanagan health profile
    - ▶ Physical activity barriers
    - ▶ Sport participation statistics

# Community Sport Plan

- ▶ Engaging Community & Stakeholders
  - ▶ Local Sport Organization Input & Data Collection
  - ▶ Targeted Stakeholder Interviews
    - ▶ Sport Tourism & Events
    - ▶ Sports & Culture
    - ▶ Arena Advisory Group
    - ▶ Sportfields Advisory Group
    - ▶ Recreation & Partnerships
    - ▶ Aquatics Advisory Group
    - ▶ Post-Secondary School Education
    - ▶ Primary & Secondary School Education
    - ▶ Health
  - ▶ Community Town Hall

# Community Sport Plan

## Timeline:

 Council Check-in Points

- ▶ **Forming Project Steering Team** Spring 2017
- ▶ Conducting System Review and Community Engagement Process Spring/Summer 2017
- ▶ Analyzing the Information Early Fall 2017
- ▶ Developing the Plan Fall 2017
- ▶ Creating an Actionable Implementation Strategy Late Fall 2017
- ▶ Review and **Final Report** Winter 2017

# Community Sport Plan

## Initial Findings Report

- ▶ Summary of the information, data & statistics collected to date, focusing primarily on:
  - ▶ LTAD Framework
  - ▶ Kelowna's demographics & trends
  - ▶ Kelowna 10 year sport-action plan (2003)
  - ▶ Local Sport Organization input
  - ▶ Targeted Stakeholder Interviews
- ▶ Intended to assist with the assessment of appropriate strategic directions and implementation action items that will be articulated by the Plan

# Community Sport Plan

## Key Findings

### ► Demographics:

- Fastest growing CMA in British Columbia
- Population in all age groups will continue to rise over the next two or three decades (1.5% per annum)
- Only 6% of Kelowna population are considered as visible minorities, and this cultural makeup is expected to remain relatively stable
- Kelowna is becoming a destination for young professional and families
- Economically, Kelowna continues to show signs of promise as illustrated by the number of high tech companies choosing to relocate to the City
- Sport Tourism is a key contributor to Kelowna's economic health
- Kelowna is poised for continued growth in most areas that will influence the Sport Plan



# Community Sport Plan

## ► General Summary of LSO Input

### Sport System Capacity

- S&E Services supports over 75 sport organizations and more than 100 local sport tournaments, events and camps
- Maximum usage of sportsfields/facilities at Recreation Parks
- Growth is resulting in facility challenges and lack of capacity issues
- Looking to be clustered together in centralized hubs of sport
- Most important success factor is the “quality of their programs”
- Biggest challenge is “lack of facility time to accommodate their programs”
- Greatest opportunity is “organizational growth”
- Greatest priority is “quality programs & facilities”

# Community Sport Plan

## ► General Summary of LSO Input (con't)

### Levels of Participation

- Sport participation (athlete & coach) numbers are increasing at a rate that surpasses Kelowna's population growth
- If present ratio of participants to population remains consistent, the number of participants will grow based solely on population growth
- Most LSOs are planning to attract a larger number of participants from the existing population meaning even greater growth to the participation ratio.
- Participants are looking for easily-accessible ways of becoming and staying active.

# Community Sport Plan

## ► General Summary of LSO Input (con't)

### Organizational Strength and LTAD Implementation

- Desire to be more unified and strategic
- Limited CS<sub>4</sub>L & LTAD adoption
- Disconnect from Provincial Sport Organization (PSO)
- Seeking “home bases of operations” vs “kitchen table offices”.
- Lack financial and volunteer resources
- Need volunteer training & screening processes
- Looking for new ways of doing business

# Community Sport Plan

## ► Targeted Stakeholder Interviews

### What is Working Well

- Wide variety of sport opportunities for all ages at all levels
- Many supports and related services to assist sport organizations
- Relationships between City and LSO's are healthy
- Current space allocation system
- Stable or increasing participation.

# Community Sport Plan

## ► Targeted Stakeholder Interviews (con't)

### What Needs Improvement

- Governance issues and a singularity of focus
- Building organizational capacity
- Multi-sport participation and adoption of Sport for Life model
- Understanding and application of the LTAD & S4L models
- Volunteer recruitment, management & retention
- Role of the sports advisory committees (aquatics, arenas, sports fields)
- Greater access to School District gyms and fields
- Strengthened relationship with Provincial and Federal Governments

# Community Sport Plan

## ► Targeted Stakeholder Interviews (con't)

### What are the Barriers to Improvement

- The motivation and single-mindedness of the LSOs
- Facility challenges – capacity, aging infrastructure, design features
- Allocation challenges – capacity, event hosting, new sports
- Limited indoor court space
- Current agreement with SD 23
- Community use of Prospera Place – scheduling uncertainty
- Health sector has not liaised well with the Sport sector
- OK College Kelowna campus (6000 students) – limited facilities
- UBCO (9,000 students) – facility fully booked



# Community Sport Plan

## ► Proposed Focus Areas

- Increased participation in sport & physical activity for all ages
- Quality, inclusive programs and services at all stages of the CS4L continuum
- Strengthened interaction and collaboration between sport delivery agencies and allied partners
- Exceptional facilities for sport participation and performance initiatives
- Strategic approach to municipal investment and resource allocation to sport
- Sport tourism infrastructure that supports strategic bidding and hosting of events
- Balanced schedule of competitive, training and recreational uses in City facilities

# Community Sport Plan

## ► Comments & Discussion

**Vision: What will the sport environment in Kelowna look like 20 years from now?**

- Based on the “Initial Findings”, is there anything that you have heard from the community that we haven’t captured?
- Based on the “Proposed Focus Areas”, are there any current areas missing that you think should be considered as a key focus?



*Questions?*

For more information, visit [kelowna.ca](http://kelowna.ca).