

Report to Council



Date: April 10, 2017
File: 0000-00-00
To: City Manager
From: Sport & Event Services Manager
Subject: Canadian Sport for Life/Community Sport Plan

Recommendation:

THAT Council receives, for information, the report from the Sport & Event Services Manager dated April 10, 2017, regarding the Canadian Sport for Life Model and activities related to the development of a Community Sport Plan.

AND THAT staff continue to provide Council updates on the development of the Community Sport Plan as outlined in the report dated April 10, 2017.

Purpose:

To provide Council with an overview of the Canadian Sport for Life Model, a summary of the important issues that it addresses, an outline of the Canadian Sport for Life implementation plans within our community; and, review the activities related to the development of a Community Sport Plan.

Background:

According to Statistics Canada, National activity levels are at an all-time low. Children are spending more time participating in sedentary activities than ever before and only 12% of Canadian children and youth are meeting National Physical Activity guidelines. Overweight children are four times more likely to be overweight as adults since early years of physical activity predict future participation levels. Due to trends like these, the current generation of youth will be the first to have a lower life expectancy than their parents. Children who participate in regular physical activity experience long-term benefits including reduced risk of developing chronic disease; strong muscles and bones; enhanced brain function and academic performance; enhanced body image and self-esteem; greater opportunity for social connectivity and making friends.

Canadian Sport for Life (CS4L) is a national movement, supported by Sport Canada, to improve the quality of sport and physical activity in Canada. It links sport, education, recreation and health while aligning community, provincial and national programming. A successful CS4L community develops **Physical Literacy**, creates an environment for sport excellence through **Long-Term Athlete Development**, and provides opportunities for its citizens to be **Active for Life**.

- **Physical Literacy** is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. It is as important as the ability to read and write and needs to be developed at a young age and continue throughout life. Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person. Physical activity is a lot more fun when we are physically literate.
- **Long-Term Athlete Development (LTAD)** is a multi-stage, ability-based pathway guiding an individual's experience in sport and physical activity from infancy to adulthood. It uses a holistic approach that considers mental, cognitive and emotional development combined with physical development, ensuring each athlete develops as a complete person. The seven stages of LTAD are Active Start, FUNdamentals, Learn to Train, Train to Train, Train to Compete, Train to Win and Active for Life. When combined, the first three stages form the physical literacy base upon which the excellence stream (Train to Train, Train to Compete and Train to Win) and lifelong engagement in physical activity (Active for Life) are built.
- **Active for Life** is both a stage in LTAD and an outcome of CS4L. The Active for Life stage of LTAD is the final destination of all Canadians. In this stage, participants enjoy lifelong participation in a variety of competitive and recreational opportunities in sport and physical activity. Along with physical literacy and sport excellence, Active for Life is one of the key outcomes within CS4L in which Canadians remain active in sport and physical activity for life by developing physical literacy. In this stage, though no one is pursuing Olympic or World Championship achievements, some participants are still involved in high-performance competition while others are pursuing sport and physical activity for fitness and health, all for personal satisfaction.

The community is the place where everyone has their first experience with physical activity and sport. CS4L provides the framework to ensure these experiences are positive and sets the stage for a lifelong relationship with physical activity that extends beyond increased health and fitness and improved sport ability. It also includes enhanced community inclusivity, resilience and sustainability, and supports long-term community development.

Projects & Plans:

Over the past few years, the City has taken steps to becoming a CS4L community through: multi-sectoral collaboration (shared programs and innovative partnerships); enhanced leadership and engagement (CS4L policy and strategic initiatives); shared learning (continuous improvement through education and training); quality sport and recreational programs (inclusive, accessible and developmentally appropriate programming); physical literacy (fundamental movement skills for lifelong participation); and facility and organizational development (focused on planning, sustainability and governance). Staff have worked in partnership with community partners to develop a number of programs and initiatives that align with the CS4L vision, including:

- **Physical Literacy Project** – Designed to support fundamental movement skills (FMS) development in children and ensure they have the basic physical literacy required to participate in sport and physical activity throughout their lifetime. The first phase of the project focused on the recreation sector and began with an introduction of Physical Literacy programming and verbiage to the City's sport and recreation offerings. Trained in-house FMS leaders and mentors provided training and mentorship to all City program instructors. Programs and resources were developed to ensure age and stage appropriate activities. The second phase of the project targeted the education sector and focused on fundamental movement skill training and mentorship to School District 23's teachers and administration. Programs and resources were developed to ensure age and stage appropriate physical education class times. In 2017 (phase 3), the project focus is on the sport sector with a goal to direct sport organizations away from a traditional sport specific skill development model to a more age-appropriate fundamental movement skills approach.
- **Long-term Athlete Development Integration** – Children, youth and adults need to do the right things at the right time to develop in their sport or activity – whether they want to be hockey players, dancers, figure skaters or gymnasts. Long-Term Athlete Development describes the things athletes need to be doing at specific ages and stages to provide a clear path to success in sport, greater health, and higher achievement. Locally, the City strives to ensure the provision of inclusive, accessible and developmentally appropriate sport and active recreation opportunities across the lifespan, enabling all individuals to be active for life or to pursue excellence in sport. This is being accomplished through integration of CS4L principles into local sport programming, sport club training programs and competitions, and community education programs.

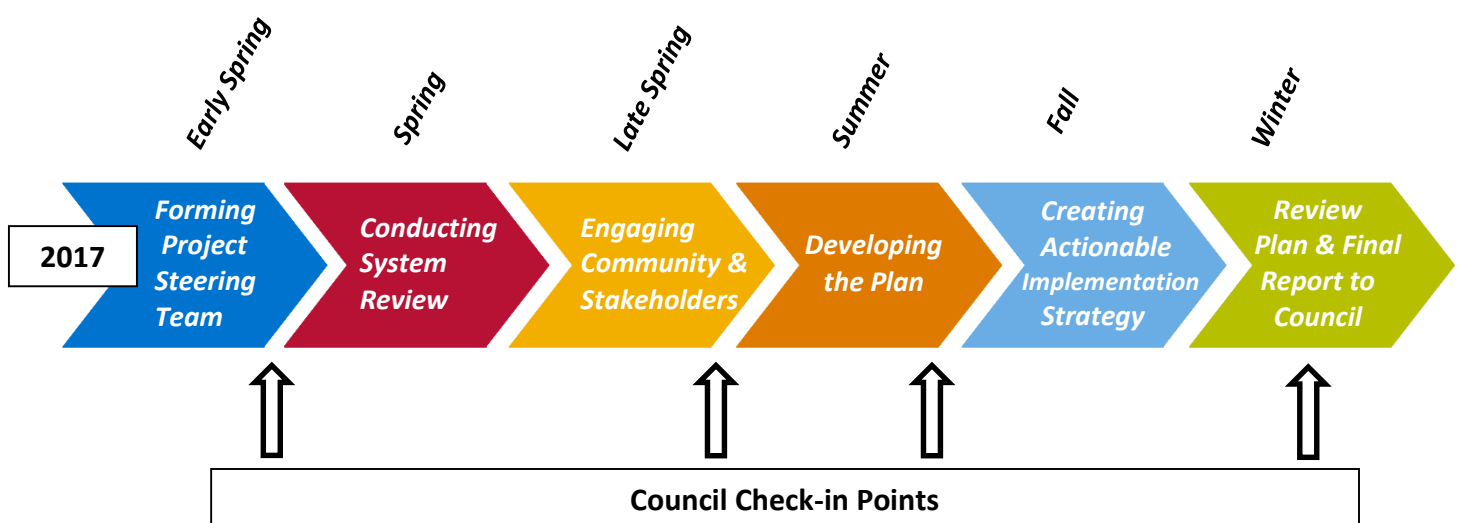
New in 2017, City staff, along with key local stakeholders, have begun work on the development of a **Community Sport Plan**. It is vital for communities to have a strong local sport system that supports

healthy and active lifestyles as well as community development. A Community Sport Plan will provide a framework for the local sport system to guide decision making and provide direction for strategic leadership. It will lead to increased collaboration, planning and execution of quality sport programs across sectors and at all stages of the Canadian Sport for Life continuum, and contribute to facility development plans and event procurement strategies, providing a more coordinated approach to sport development.

Key anticipated outcomes from the development of a Community Sport Plan include:

- Increased participation in sports and other forms of physical activity
- Enhanced sport experience as an athlete, coach, official, volunteer or spectator
- Strategic approach to resource allocation and civic investment in the sport system
- Leadership related to appropriate standards of operation, play and ethics
- Balanced schedule of competitive, training and recreational uses in City facilities
- Identified needs and priorities for sport facilities including required upgrades, renovations and additions to sport infrastructure
- Increased revenue opportunities generated through tourism, sports events and National/Provincial contributions

The intent in 2017 is to move forward with the development of a Community Sport Plan, aligned with the Healthy City Strategy, that will facilitate and promote Sport by providing vision, goals, policies and action priorities based on CS4L principles. Key activities and milestones in the development of the Plan include:



With Council's endorsement, staff will continue efforts in:

1. Becoming a recognized CS4L community, that has infused the spirit of the Canadian Sport for Life movement into its' community make-up; and,
2. Developing a Community Sport Plan that supports a strong local sport system, and contributes to an active, healthy and physically literate community.

Internal Circulation: Divisional Director, Active Living & Culture; Communications Supervisor

Financial/Budgetary Considerations: Budget for the development of the Community Sport Plan is \$50,000, funded through a \$25,000 grant (RBC Learn 2 Play) and \$25,000 (one-time) approved through the 2017 budget. Council also supported ongoing base budget to advance the CS4L programs and initiatives.

Communications Comments: The engagement process will primarily be composed through a contracted consultant involving local stakeholder sectors in four areas (health, recreation, education and sport). The consultant will further work with Communications for community engagement including open house and survey opportunities.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:

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Approved for inclusion by:

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Attachments: Powerpoint Presentation – CS4L-CSP

CC:

Carla Wheadon, Divisional Director, Corporate Strategic Services

Shaunna Taylor, Executive Director – PacificSport Okanagan