

THE CANADIAN SPORT POLICY

FEDERAL- PROVINCIAL/TERRITORIAL PRIORITIES FOR COLLABORATIVE ACTION 2007–2012



TABLE OF CONTENTS

<i>INTRODUCTION</i>	<i>2</i>
<i>PRIORITIES FOR 2007 TO 2012</i>	<i>4</i>
Process	<i>4</i>
<i>A – NEW PRIORITIES FOR 2007–2012</i>	<i>5</i>
<i>B – ONGOING PRIORITIES</i>	<i>6</i>
<i>C – HIGHLIGHTS OF PROGRESS TO DATE</i>	<i>8</i>
Enhanced Participation	<i>8</i>
Enhanced Excellence	<i>10</i>
Enhanced Capacity	<i>11</i>
Enhanced Interaction	<i>13</i>

INTRODUCTION

Since its adoption in 2002, the *Canadian Sport Policy* has represented the common vision and objectives of 14 governments in the development of sport throughout Canada. Aided by complementary action plans developed by governments, individually and collectively, the *Canadian Sport Policy* has increased dialogue and cooperation between governments and their respective sport communities thereby focusing attention on sport priorities in Canada.

Federal-Provincial/Territorial (F-P/T) Ministers responsible for sport, physical activity and recreation endorsed the *F-P/T Priorities for Collaborative Action 2002–2005* as a collective action plan, complementary to those of the federal, provincial and territorial governments and of the sport community. The plan consisted of 13 priorities and 22 separate actions aimed at advancing sport in Canada towards the four goals of the Policy: enhanced participation, enhanced excellence, enhanced capacity, and enhanced interaction.

The responsibility for coordinating the implementation of the collective action plan rests with the F-P/T Sport Committee, co-chaired by the Interprovincial Sport and Recreation Council and by Sport Canada. Work groups, comprised of government staff and sport community experts, and guided by the Sport Committee, were tasked with generating recommendations on how to implement the actions.

“The health and well-being of the nation and the medals won at major Games are simple by-products of an effective sport system.”

Canadian Sport for Life, 2005

In the four years since its adoption, the *Canadian Sport Policy* has provided strong direction for the development of sport throughout Canada. The federal government (Sport Canada) used the Policy as the basis for the new *Physical Activity and Sport Act*, and its new policies and programs have been developed in the context of the Policy.

The *F-P/T Priorities for Collaborative Action 2002–2005* committed F-P/T governments to an unprecedented level of collaboration that significantly strengthened the development of sport, at all levels, throughout Canada. The Policy has also served to increase dialogue between governments and their respective sport communities by establishing a clear direction for sport. Section C of this report provides an overview of the collaborative achievements to date.

Key advancements as a result of the *Canadian Sport Policy* and the *F-P/T Priorities for Collaborative Action 2002–2005* include: intergovernmental policy and program integration, increased funding levels for sport and physical activity, and the sport community’s adoption of the policy as a means of engaging with governments. The

collaborative process required to develop and implement the *Canadian Sport Policy* has made the sport sector one of the most successful in F-P/T cooperation.

Significant increases in federal and provincial/territorial budgets for sport and physical activity have resulted due in part to the *Canadian Sport Policy* and *F-P/T Priorities for Collaborative Action 2002–2005*. Between April 1, 2002 and March 31, 2005, governments collectively reported a 34% increase to base sport and physical activity budgets or approximately \$81,310,000.

In addition to these achievements, one of the potentially most significant advances in Canadian sport since the adoption of the *Canadian Sport Policy* has been the endorsement of the generic Long Term Athlete Development (LTAD) model, known as Canadian Sport for Life, by Federal-Provincial/Territorial Ministers. The LTAD model focuses on the general framework of athlete development with special reference to growth, maturation and development, trainability, and sport system alignment and integration. It acknowledges that physical education, school sports, competitive sports, and recreation activities are mutually interdependent.

LTAD is an inclusive model that encourages individuals to get involved in lifelong sport and physical activity. It does this by connecting and integrating physical education programs in the school system with elite sport programs and with recreational sport programs in the community. The implementation of LTAD will ensure that all children correctly learn the fundamental movement skills and that these skills are introduced during the optimal point in their growth and development.

The implementation of LTAD is fundamental to the realization of the Vision and Goals of the *Canadian Sport Policy*. LTAD is the framework from which several priorities and actions will be developed and monitored over the next several years.

Over the next five years federal-provincial/territorial governments will continue to work on ongoing activities. This document not only captures these ongoing actions in section B, but also identifies those key areas where federal-provincial/territorial governments will focus their efforts leading into 2012.

PRIORITIES FOR 2007 TO 2012

Process

Federal-provincial/territorial governments sought the input of the sport community in developing this next round of federal-provincial/territorial priorities for collaborative actions. The sport community was approached in the fall of 2005 and again in the spring of 2006. Input was received from provincial/territorial sport federations, national and provincial/territorial sport organizations, national advocacy groups, and individuals from across Canada. The following four themes clearly emerged from the input received:

- Implementation of the Long Term Athlete Development (LTAD) model was overwhelmingly identified by respondents;
- Community capacity was identified as a key priority, specifically as it relates to the need for increased technical expertise, effective governance structures, and leadership development for volunteers in the implementation of the LTAD model;
- Infrastructure continues to be a priority for all governments and sport organizations, including the need for increased access and availability to facilities; and
- Increasing sport participation rates also continues to be identified as a priority, including the development of a national social marketing campaign aimed at promoting the benefits of sport participation, and targeted funding for under-represented groups.

In addition to the feedback received, several other factors were taken into consideration in establishing the priorities for collaborative action to be undertaken by federal-provincial/territorial governments for the period of 2007–2012. These factors include the need to:

- Continue to advance activities established as part of the *F-P/T Priorities for Collaborative Action 2002–2005*;
- Focus on priority sport issues that will have the greatest impact on advancing the goals of the *Canadian Sport Policy*; and
- Pursue priorities that are within the federal-provincial/territorial governments' capacity to implement.

While it is important to continue advancing ongoing activities established as part of the *F-P/T Priorities for Collaborative Action 2002–2005*, federal-provincial/territorial governments will focus on the following priorities leading into 2012.

A – NEW PRIORITIES FOR 2007–2012

Federal-provincial/territorial governments have identified the following new priorities and associated actions as the focus for collaborative activities for the 2007–2012 period.

Priority	Action
Sport Community Capacity	<ol style="list-style-type: none"> 1. Develop and implement a long-term sport and recreation infrastructure strategy. 2. Increase the opportunities in coaching, officiating, and volunteer leadership for women, persons with a disability, Aboriginal Peoples and visible minorities.
Canadian Sport for Life (Long-Term Athlete Development Model)	<ol style="list-style-type: none"> 3. Review the alignment of Multi-Sport Games with LTAD principles. 4. Engage general public in awareness of Physical Literacy. 5. Coordinate F-P/T governments' implementation of LTAD model. 6. Promote linkage/integration with other sectors at the provincial, territorial and national levels.
Canada Games	<ol style="list-style-type: none"> 7. Review the alignment of the Canada Games with LTAD. 8. Examine the contribution of Canada Games to advancing LTAD principles for athletes with a disability. 9. Review the governance of the Canada Games and the resourcing of the Canada Games Council.
Performance Management Plan to Measure Progress of the <i>Canadian Sport Policy</i>	<ol style="list-style-type: none"> 10. Prepare an annual report card outlined in the <i>Canadian Sport Policy</i> Evaluation Framework, focusing on those actions that require the collaborative participation of the federal, provincial and territorial governments. 11. Conduct a Formative Evaluation for 2002–2006, focusing on those actions that require the collaborative participation of the federal, provincial and territorial governments. 12. Develop a monitoring plan for the various strategies and initiatives that have resulted from the <i>F-P/T Priorities for Collaborative Action 2002–2005</i>.

B – ONGOING PRIORITIES

In setting priorities for the 2007–2012 period, federal-provincial/territorial governments recognize that the following actions established as part of the *F-P/T Priorities for Collaborative Action 2002–2005*, and as directed by Ministers, will require additional attention over the 2007–2012 period at the Ministers’, Deputy Ministers’ or Officials’ level.

Originating from the FPT Priorities for Collaborative Action 2002–2005:

Goal	Priority*	Action
Enhanced Participation	Increase Participation in Sport	1. Establish baseline data and set targets for Aboriginal sport participation.
Enhanced Capacity	Implement the “Canadian Strategy on Ethical Conduct in Sport”	2. Continue to advance the goals of the True Sport Strategy (Canadian Strategy for Ethical Conduct in Sport) to reduce and prevent unethical behaviours in sport; increase ethical conduct in sport; and create and sustain a supportive environment within Canadian sport for ethical conduct.
Enhanced Interaction	Communication with the Sport Community	3. Strengthen the existing mechanisms to further engage the sport community in the development of F-P/T policies and programs.
	Enhance Collaboration between Sport Organizations	4. Develop common definitions for data comparison purposes.

*As defined in the *F-P/T Priorities for Collaborative Action 2002–2005*

As Directed by Ministers:

Issue	Action
Combative Sports	1. F-P/T Ministers directed officials, in February 1999, to work with the Department of Justice officials to amend Section 83 of the Criminal Code of Canada in order to permit jurisdictions to regulate specific combative sports as desired.
2010 Opportunities	2. Examine opportunities presented by the 2010 Winter Games to determine how the sport sector can make the event truly “Canada’s Games” for the benefit of all, now and post-2010.
Aboriginal Sport	<ol style="list-style-type: none">3. Federal and provincial/territorial governments consider the development of a policy for their respective jurisdictions for the participation of Aboriginal Peoples in sport, physical activity and recreation; or, where related policies exist, to consider strengthening their commitment to this objective.4. Increase Aboriginal sport capacity through support of national and provincial/territorial governing bodies, respectively, responsible for Aboriginal sport, physical activity or recreation.5. Investigate, with stakeholders, specific strategies and actions that will lead to increased opportunities for Aboriginal youth in urban, rural and remote communities to realize the health benefits associated with increased physical activity.6. Federal-provincial/territorial governments and the Aboriginal Sport Circle, as the domestic franchise holder for the North American Indigenous Games (NAIG), address issues of transportation and team preparation related to the NAIG. Such issues will be considered in the context of the NAIG’s contribution to overall Aboriginal sport development and long-term athlete development principles as they apply to Aboriginal athletes.7. Federal-provincial/territorial governments, in consultation with the Canada Games Council and the Aboriginal Sport Circle, review the Canada Games program to consider equity and access for meaningful inclusion of Aboriginal Peoples, in the context of long-term athlete development principles as they apply to Aboriginal athletes.*

*“Meaningful inclusion” of Aboriginal Peoples in the Canada Games program is defined by policy and action that support the involvement of Aboriginal Peoples in the composition of teams, the design, implementation and evaluation of program, and the respectful manner in which the Canada Games is hosted. (Definition as accepted by Ministers at their 2006 Conference)

C – HIGHLIGHTS OF PROGRESS TO DATE

The following section provides an overview of the progress to date in successfully advancing the Vision and Goals of the *Canadian Sport Policy* using the *F-P/T Priorities for Collaborative Action 2002–2005* as the framework for development. Progress in terms of joint F-P/T initiatives is reported on actions identified in this framework.

It is important to note that this overview does not include the initiatives undertaken by individual governments in an effort to advance the four goals of the *Canadian Sport Policy*.

Enhanced Participation

Priority	Action	Progress
Increase Participation in Sport	Develop collaborative strategies to increase the public's understanding of and participation in sport for all.	<ul style="list-style-type: none">■ The Canadian Fitness and Lifestyle Research Institute (CFLRI) Benchmark and Monitoring Program was designed and implemented as a basis for setting targets for increased participation among children and youth, girls and women, and Aboriginal children and youth.■ A report entitled, "Best Practices to Increase Sport Participation" was developed in partnership with Sports Information Resource Centre (SIRC) and circulated to all governments.■ Sport participation targets were acknowledged for girls (ages 6–9 years), tweens (ages 10–13 years) and teens (ages 14–17 years), and women (ages 25 +), recognizing that provincial and territorial jurisdictions will establish targets and implement action plans specific to their respective circumstances.

Enhanced Participation *(continued)*

Priority	Action	Progress
Increase Participation in Sport <i>(continued)</i>	Participate with the Canadian Association for the Advancement of Women and Sport and Physical Activity and provincial/territorial counterparts, where possible, in the development and implementation of a Canadian Strategy on Women and Girls in Sport and Physical Activity.	<ul style="list-style-type: none"> ■ ACTive: The Canadian Strategy for Girls and Women through Physical Activity and Sport was completed and approved by Ministers at their 2004 Conference.
	Undertake initiatives to increase the opportunities in coaching, officiating, and volunteer leadership for women, persons with a disability, Aboriginal Peoples, and visible minorities.	<ul style="list-style-type: none"> ■ A definition of meaningful inclusion for Aboriginal Peoples in the Canada Games was endorsed by Ministers at their 2006 Conference. ■ ACTive: The Canadian Strategy for Girls and Women through Physical Activity and Sport was completed and approved by Ministers at their 2004 Conference.
Increase Sport and Physical Activity in Schools	Provincial and territorial governments to promote sport and physical activity on a jurisdiction-by-jurisdiction basis and explore options for action.	<ul style="list-style-type: none"> ■ Action taken on a jurisdiction-by-jurisdiction basis.

Enhanced Excellence

Priority	Action	Progress
Enhance Athlete and Sport System Performance	Establish targets to evaluate athlete performance and the effectiveness of Canada's sport system and develop a process for measuring progress towards achieving these targets.	<ul style="list-style-type: none"> ■ A generic Long Term Athlete Development model was developed and endorsed by Ministers at their 2005 Conference to assist sport organizations with their planning and programming. ■ An implementation strategy for the Long Term Athlete Development model has been developed. ■ The Canadian Sport Review Panel was established to provide leadership advice and funding recommendations to national funding partners. ■ Ministers approved athlete performance targets for Canada at the 2010 Winter Olympic Games and Winter Paralympic Games: top nation in total medal count, and in the top three nations in gold medal count, respectively.
	In conjunction with key stakeholders, develop federal – provincial/territorial initiatives to enhance the role of applied sport science, competitions and other key elements in athlete development, throughout Canada.	<ul style="list-style-type: none"> ■ A generic Long Term Athlete Development model was developed and endorsed by Ministers at their 2005 Conference. The LTAD model describes the role of applied sport science, competitive structure and other key elements in athlete development.

Enhanced Capacity

Priority	Action	Progress
Implement Competency-Based Education and Training (CBET) Program	Develop a comprehensive implementation plan, in collaboration with key stakeholders, for CBET that identifies roles and responsibilities for all partners.	<ul style="list-style-type: none"> ■ The Coaching Association of Canada and the National Coaching Certification Council were transitioned to create a new organization for coaching education, that maintains the name Coaching Association of Canada. ■ Additional funding was provided to accelerate the implementation of the new National Coaching Certification Program (NCCP) according to principles recommended by a work group established by a former Secretary of State.
Develop a Sport Event Hosting Strategy	Create a working group, including stakeholder representation, to assess the feasibility of a governmental hosting strategy.	<ul style="list-style-type: none"> ■ The Strategic Framework for Hosting International Sport Events in Canada and plans for an International Sport Event Coordination Group were approved by Ministers at their 2004 Conference.
	Consult, through provincial and territorial governments, municipalities and universities, and other key stakeholders, to maximize the substantial economic benefits associated with sport tourism.	<ul style="list-style-type: none"> ■ The Canadian Sports Tourism Alliance has developed a Sport Tourism Economic Assessment Model (STEAM).
Improve Sport and Recreation Facilities	Identify innovative funding sources, notably an infrastructure program, targeted at sport and recreation facilities and best practices for the development of those facilities.	<ul style="list-style-type: none"> ■ A report entitled, “Innovative Sources of Funding for Development and Rehabilitation of Sport and Recreation Infrastructure” was completed. ■ A needs assessment on the provincial/territorial infrastructure deficit was conducted by most jurisdictions. ■ Provincial/territorial parameters for a national infrastructure program were developed.

Enhanced Capacity *(continued)*

Priority	Action	Progress
Implement the “Canadian Strategy on Ethical Conduct in Sport”	Initiate implementation, in collaboration with the Canadian Centre for Ethics in Sport, of the Canadian Strategy on Ethical Conduct in Sport.	<ul style="list-style-type: none"> ■ An Action Plan for the Canadian Strategy for Ethical Conduct in Sport was developed and endorsed by Ministers at their 2003 Conference. ■ F-P/T governments co-chair the True Sport Steering Committee.
Aboriginal Sport Development	Develop a multi-party funding agreement to establish a formal support mechanism for the hosting of the North American Indigenous Games (NAIG) when hosted in Canada.	<ul style="list-style-type: none"> ■ A multi-party Funding Agreement for the North American Indigenous Games was completed and endorsed by Ministers at their 2004 Conference.
	Conduct a biennial survey of federal – provincial/territorial government initiatives to promote Aboriginal sport development in coaching development, the establishment and functioning of an Aboriginal sport organization (or equivalent) in each jurisdiction, and NAIG team preparation.	<ul style="list-style-type: none"> ■ The biennial “F-P/T Aboriginal Sport and Recreation Initiatives” survey was conducted in 2002 and 2004. ■ F-P/T bilateral agreements specific to the development of P/T Aboriginal Sport Association capacity are in place, or in development, with most P/T governments.

Enhanced Interaction

Priority	Action	Progress
Increase Awareness of Sport Within Governments	Present compelling evidence of the benefits of regular participation in sport to targeted government departments (such as health, justice, education and social services) to advance collaborative work and to facilitate program partnerships.	<ul style="list-style-type: none"> ■ The Conference Board of Canada paper, “The Socio-Economic Benefits of Sport Participation in Canada” was presented to Ministers at their 2005 Conference and made available to the public. ■ The Conference Board of Canada paper, “Benefits of High Performance Sport” was presented to Deputy Ministers in 2006 and made available to the public.
Regular Communication with the Sport Community	Engage in joint planning with respective sport communities on matters affecting sport in Canada, including processes related to the <i>Canadian Sport Policy</i> and the development of action plans.	<ul style="list-style-type: none"> ■ Work groups were established with representation from the sport and physical activity communities to advance actions set out in the <i>F-P/T Priorities for Collaborative Action 2002–2005</i>. ■ The sport community was consulted in the development of the <i>F-P/T Priorities for Collaborative Action 2007–2012</i>.
Enhance Collaboration Between Sport Organizations	Collaborate on initiatives to encourage National Sport Organizations and Provincial/Territorial Sport Organizations to increase participation in their sports with specific focus on women, children and youth, people with a disability, and visible minorities.	<ul style="list-style-type: none"> ■ Bilateral agreements are in place with each province and territory with a focus on sport participation initiatives for children and youth, girls and women, people with a disability and Aboriginal Peoples.

Enhanced Interaction (continued)

Priority	Action	Progress
Negotiate Bilateral Government Agreements to Advance the <i>Canadian Sport Policy</i>	Initiate bilateral agreements between governments, as required, to assist in achieving the goals of the <i>Canadian Sport Policy</i> .	<ul style="list-style-type: none">■ Multi-year F-P/T bilateral agreements are in place with all 13 provincial/territorial governments.
	Report on the bilateral agreements and their results.	<ul style="list-style-type: none">■ A common reporting process has been established and reporting is being conducted annually.