

## TRUE SPORT STRATEGY MINUTES

***True Sport Strategy Steering Committee***  
350-955 Green Valley Cres., Ottawa, ON  
Dr. Pipe Board Room  
Thursday, September 18, 2008  
9:00 am – 4:00 pm (Eastern Time)

### Minutes

<b>Present:</b>	<b>Organizations:</b>
David McCrindle (Co-chair)	Sport Canada
Paul Melia (Co-chair)	Canadian Centre for Ethics in Sport
Karri Dawson	Canadian Centre for Ethics in Sport
Jeff Partrick	Skate Canada
David Weicker	Sports Officials Canada
Marvin Dobish	Alberta Sport, Recreation, Parks and Wildlife Foundation
Faye Finch	Sport Manitoba
Sylvie Turner	Government of Quebec
David Taveroff	Canadian Parks and Recreation Association
Michelle Dezell	Canadian Sport Centre Saskatchewan / Sask Sport Inc
Natasha Johnston	True Sport Secretariat
<b>Attending:</b>	
Joanne McRae	True Sport Secretariat
Victor Lachance	True Sport Foundation
Jennifer Keith	Canadian Centre for Ethics in Sport
Rosemary Pitfield	Canadian Centre for Ethics in Sport
<b>Regrets:</b>	
Jasmine Northcott	AthletesCAN
Gene Sutton	Canadian Olympic Committee
Gaëtan Robitaille	Coaching Association of Canada
Brian Rahill	Speed Skating Canada
Dean Kozak	Physical and Health Education Canada

### I. CALL TO ORDER

P. Melia called the meeting to order. He welcomed the Steering Committee members to the September 2008 meeting. He thanked N. Johnston and J. McRae for all their hard work in preparing the materials for this meeting.

## Approval of Agenda

P. Melia notified the Steering Committee of an addition to the agenda under section IV- Composition of Steering Committee and asked approval of the agenda. The agenda was then approved.

**Motion 03-08  
Carried**

## Approval of Previous Minutes

N. Johnston requested that for future approval of minutes, that the Steering Committee reviews the minutes which will be provided to them shortly after a Meeting and convey any additions, errors or omission to the Secretariat. This practice will enable the Secretariat to have the minutes translated and ready for final approval at the subsequent Steering Committee Meeting. In addition, this new way will ensure that action items are correctly transcribed and agreed upon collectively earlier on.

P. Melia asked for approval of the April 17<sup>th</sup>, 2008 minutes as circulated.

D. Weicker requested the following changes be recorded in the minutes.

Page 4 – Other TSS SC members

*Sport Officials Canada is in the process of establishing a data base for self-recording of incidents by officials as a way of tracking the nature and extent of issues occurring in sport.*

D. McCrindle provided the language and requested the following changes be recorded in the minutes.

Page 3 – Other Relevant Planning Inputs

*D. McCrindle provided an update on the Federal-Provincial/Territorial Sport Committee (FPTSC) and explained that they have a good understanding of the role of the Steering Committee and the purpose of the Strategy. However, the FPTSC acknowledged that governments are disengaged. Some time was spent looking at processes and how information gets relayed at this level. D. McCrindle stated that he would be preparing a report following this meeting to share with the FPTSC. The Steering Committee agreed that there is a need for the Secretariat to be more proactive with F-P/T governments and viewed the desire of the FPTSC to re-engage as a great opportunity.*

P. Melia requested that the Steering Committee approve the Secretariat's request and that the Minutes of the April 17, 2008 Meeting be accepted as amended.

**Motion 04-08  
Carried**

## **Questions and Answers Roundtable**

In advance of the meeting, members of the Steering Committee were asked to provide any updates of activities, outcomes and implications/issues for the True Sport Strategy. The information has been gathered and is presented in appendix A.

Members inquired about the status of the submission previously sent to the Ontario Trillium Grant Foundation (OTF). K. Dawson and V. Lachance provided a brief synopsis of the submission and outlined the approval stages. So far, the submission has met all OTF requirements and has reached the final approval stage. A final decision is anticipated by the end of October 2008.

D. Taveroff indicated that the Canadian Parks and Recreation Association (CPRA) will be undertaking a restructuring process following their next AGM in Quebec City in October 2008. The organization continues to strongly support the True Sport Movement and is committed to generating awareness within its membership. J. Partrick shared with the Steering Committee that Skate Canada will be participating in an upcoming Risk Management Workshop being coordinated by the True Sport Secretariat. It is expected by the NSO that the outcome of this workshop will assist Skate Canada in analysing pertinent policies in order to make necessary changes and updates.

## **II. True Sport Report**

P. Melia gave a Power Point presentation to the Steering Committee on the upcoming launch of the True Sport Report entitled “What Sport Can Do: The True Sport Report”. This report clearly demonstrates the benefits of community sport and how sport plays a vital role in all four pillars of healthy communities; social, economic, health and environmental. Communities, policy makers, sports people and business leaders will clearly see the tremendous potential that lies within their community sport system, and this report will provide them the proof they will need to garner support. Finally, this report will challenge communities, schools, sport organizations and teams across the country to join the True Sport Movement and stand up for Canadian values in sport.

R. Pitfield presented to the Committee the communications and engagement strategy for the True Sport Report launch and explained what tools will be made available. She confirmed with the Steering Committee that the date for the launch is Thursday, November 6<sup>th</sup> at the National Press Theatre in the Charles Lynch Room. The Steering Committee was told that Paul Melia will be the key spokesperson for the True Sport Report and he will be presenting it throughout Canada at various conferences and will meet with politicians when feasible. Part of the Communication Plan is the re-organization and re-launch of the True Sport Portal, which is becoming more of a website. Part of this re-design includes the removal of the True Sport Secretariat and the True Sport Foundation from the True Sport Movement site. The Secretariat and the Foundation have their own distinct identities and will therefore have their own sites.

Members will have access to a wide range of materials and tools that can be tailored to meet their needs when meeting with their own constituencies and specific sectors. The Steering Committee Members shared their enthusiasm for the True Sport Report and expressed their thoughts and ideas on how they and their respective organization can help in making this True Sport Report famous. They viewed this report as an important tool pertaining to FPTSC re-engagement and connecting a variety of sectors together in order to achieve vibrant communities.

### III. True Sport Strategy Update

Update on Steering Committee Short Term Priorities 2008 / 2009

N. Johnston gave an update to the Steering Committee based on the approved short term priorities for 2008 / 2009.

#### *Deepen our understanding of how to best grow True Sport*

Along with the Canadian Centre for Ethics in Sport and the True Sport Foundation, the Secretariat was a key contributor to the development of a True Sport **Activation/Integration Plan for 2008-09**. The purpose of the plan was to assist all three leading groups identified above in focusing its resources and energies on growing the True Sport Movement in order to create more synergy and maximize the impact of efforts for the current year. While this plan included the objectives of intentionality and collaboration, it also allowed for the identification of key messages, which was previously identified need by members of the Steering Committee.

#### *Build commitment and engagement in True Sport*

The True Sport Secretariat conducted a number of **Risk Management Workshops** for national sport organizations (NSOs) to help them proactively manage risk. The two-day risk management workshops went beyond safety and liability management – it leveraged the values and principles of True Sport to cover areas such as governance, dispute resolution and business management.

NSOs found they could improve their organizational effectiveness by managing the obstacles that stand in the way of providing a safe environment and a quality sport experience for all participants. Seven NSOs (Speed Skating Canada, Swimming Canada, Athletics Canada, Canoe-Kayak Canada, Field Hockey Canada, Gymnastics Canada, Diving Canada) and one local club (Kanata soccer) participated in the pilot program. Based on this part of the update, F. Finch asked what the status of the Safe and Welcoming Environment work group was. It was noted that in the short term, this work group is on hold until the recommendations from the Risk Management Pilots are received.

A common risk that was identified by many NSOs during the risk management workshops was the current capacity in the daily operations of their member clubs. As a result, a group of NSOs, led by Swimming Canada, are now collaborating in the creation of the **True Sport Club Excellence** program, to strengthen the community clubs which

are the foundation of the Canadian sport system. The program will help sport clubs meet their members' needs more effectively, plan fiscally for the future, and address equity and ethical issues at the local level. A Steering and Oversight Committee was formed with responsibility for the development and implementation of the program (of which the True Sport Secretariat is an ex-officio non-voting representative).

While capitalizing on strategic opportunities during multi-sport games continues to be an identified priority, Natasha noted to the Steering Committee that this may be an area to consider re-assessing. Past experiences are proving that this may not be the best mechanism of introducing True Sport unless it is part of a holistic approach. For these reasons, the Secretariat recommended the need to be very strategic when these opportunities present themselves.

The True Sport Secretariat has also been a key partner in the development of **What Sport Can Do : True Sport Report**. This report, which demonstrates the full value of community sport, will be launched in Ottawa on November 6, 2008. Closely following will be a presentation at the Sport Leadership Conference in Calgary at which point the evidence that sport plays a vital role in all four pillars of healthy communities; social, economic, health and environmental will be highlighted. More information on this topic was discussed earlier on in the agenda.

### **Evaluation of the True Sport Strategy**

N. Johnston gave a brief history on the ten year plan of the evaluation and the need for a mid-term evaluation of the True Sport Strategy. As previously approved by the Steering Committee, N. Johnston erected a sub-committee in which members of this committee provided feedback on the Request for Proposal and reviewed all submissions received. N. Johnston assured the members that the issue of transparency was of utmost importance throughout this entire process. Cathexis Consulting Inc. was awarded the contract to do the evaluation. A development plan is underway in which Cathexis Consulting Inc. will evaluate the current delivery system, governance structure, lessons learned and barriers to ongoing and future success. They will evaluate the ongoing need for the True Sport Strategy and determine the purpose and priorities of a continued True Sport Strategy. At present Cathexis Consulting Inc has reviewed pertinent documents relating to the history of the Strategy. They will do an analysis of raw data for the 2002 and 2007 public opinion surveys and will conduct key informant interviews. On December 3<sup>rd</sup> and 4<sup>th</sup>, 2008, Cathexis Consulting Inc. will present the findings and engage key stakeholders in an Appreciative Inquiry (AI) Summit. This AI Summit will be constructed on four key elements: 1) Inquiring into strength and opportunities. 2) Imagining the best pathway to being a key driver of a True Sport Movement. 3) Innovating to adapt the activities, structure, systems and plans. 4) Inspiring action-oriented priority activities that will achieve the desired results. Recommendations were noted on key informant to contact as part of the interviews and stakeholders to invite to the Appreciative Inquiry Summit. It was agreed upon by the Committee that the group of individuals attending the Summit would not exceed 30 key stakeholders.

## **FPTSC Engagement**

P. Melia provided a brief overview of the letter received from the FPTSC in July 2008, requesting recommendations from the True Sport Secretariat with regards to the issue of monitoring progress on eliminating violence in sport. The Secretariat noted recommendations from members on this particular issue and strategies to re-engage the FPTSC. A strategy will be formulated by the Secretariat and will be presented to the Steering Committee for approval. Once reviewed and accepted by Committee Members, a meeting will be requested with the FPTSC. Some of the current ideas include:

### ***Ideas pertaining to FPTSC re-engagement***

- Every province to appoint a provincial representative who would be responsible for the True Sport file. This same person could be responsible for the CADP file. These individuals would become our provincial key contacts around True Sport and the Secretariat could equip them with tools and be available to answer any inquiries they may have.
- Development of an ethics strategy at the P/T level. Every P/T would develop their own and this strategy would include looking at program and funding levers.
- At a P/T level – declare support for the Movement and reflect this on their websites.
- Update the London Declaration - FP/T to re-declare by 2010
- Review of policies, programs and funding project at the P/T level
- Dissemination of information through P/T's to P/TSO's
- Participation at provincially hosted meetings

### ***Ideas pertaining to the issue of violence in sport (specifically hockey)***

- Expanding Sport Officials of Canada's database that is currently being developed to allow for the self-recording of incidents by officials as a way of determining the nature and extent of the issue.
- Public campaign – “not the sport Canadians want”. Unified body that represents the public interest.
- *An idea that surfaced post Steering Committee meeting* - The creation of an “Incident Database”. This database could draw from the learnings around the creation and implementation of the Universal Code and would be a mechanism to allow for the monitoring of incidences.

The Steering Committee also discussed the notion of taking a public position on the issue of fighting in hockey as one of their recommendations. Although this idea was discussed, no consensus was attained by the members of the Steering Committee. Noted however was the fact that if a position was taken we need a better understanding of how to position the statement versus a blanket statement. We need to show how eliminating fighting in hockey can minimize the harm and be intelligent around how we frame the statement.

#### **IV. Other Business**

##### **Open Forum / Questions & Answers**

S. Turner notified the Committee that she will be away from her position from February until August of 2009. Due to the fact that she will only be missing one meeting it was agreed that a replacement was not necessary.

**Next Meeting – December 3<sup>rd</sup> and 4<sup>th</sup>, 2008 in Ottawa for the Appreciative Inquiry Session which is part of the Evaluation.**

##### **Composition of Steering Committee**

N. Johnston shared with the members a recommendation received from Dean Kozak of PHE Canada, to have a representative from the Canadian Paralympic Committee (CPC) participate as a member of the Steering Committee. The Steering Committee members agreed that a representative from CPC would add value to the composition of the Steering Committee. Therefore, the Secretariat will seek approval from the FPTSC to have the Steering Committee's Terms of Reference amended. In the interim the Secretariat will invite a member from the Canadian Paralympic Committee to attend the next Steering Committee meeting as a guest.

##### **Member Contact List Update**

Throughout the course of the day, a membership list was circulated and members provided their updates.

#### **V. Adjournment**

There being no further business, P. Melia adjourned the meeting.



**TRUE SPORT STEERING COMMITTEE MEETING  
SEPTEMBER 18, 2008**



Following is an update of activities, outcomes and implications/issues for the True Sport Strategy

*Note: member updates are reported verbatim as submitted*

<p><b><u>ACTIVITIES</u></b> (From TSS RMAF)</p>	<p><b><u>UPDATE</u></b> (What have we done/accomplished?)</p>	<p><b><u>OUTCOME</u></b> (What difference did we make?)</p>	<p><b><u>IMPLICATIONS / ISSUES FOR TRUE SPORT STRATEGY:</u></b> (What implications/issues, if any on TSS?)</p>
<p><b><u>DEEPEN UNDERSTANDING OF TRUE SPORT</u></b></p>			
<p>A-1. Identify and investigate ethical considerations for key sport issues facing the sport community/dialogue/heads up letters</p>	<p><b>CCES</b> - continues to be the go-to place for ethics-related questions from the domestic sport community</p> <p><b>CCES</b> – Findings of a research project that was conducted to help understand and explain the harmony of True Sport values and principles (e.g. how the value of fun can reside with the value of excellence) are currently being compiled.</p> <p><b>AthletesCAN</b> AthletesCAN has received project funding from Sport Canada to conduct research on transitioning and transitioned athletes.</p>	<p><b>CCES</b> – True Sport values and principles are increasingly being referenced and used as foundational benchmarks in responding to queries</p> <p><b>CCES</b> - Data and findings posted to the True Sport website are increasingly being cited by new and existing members of the True Sport Movement</p> <p><b>CCES</b> - The outcome of such efforts has been the development, sharing and usage of decision-making tools among various organizations and True Sport members</p> <p><b>AthletesCAN</b> Goal is to remove barriers that inhibit sport participation for transitioning / transitioned athletes.</p>	<p><b>AthletesCAN</b> This project’s findings and discussion paper will provide the sport community with tools and</p>

	<p>A project application was submitted to Sport Canada for Phase 2 of the transitioning and transitioned athlete project however the deliverables associated with Phase 1 were delayed because of funding and year end issues. As a result, Phase 1 and its associated deliverables have been suspended and Phase 2 is on hold until funding for 2008-2009 is confirmed.</p> <p><b>SOC</b> There has been a lot of “ink” concerning violence in sport, in particular against officials. Sports Officials Canada (SOC) website will host a database that registered officials will be able to self-record incidents as a way to determined the extent of the issue. The database is in development at this moment. The database is in development at this moment.</p> <p><b>SOC</b> circulates information concerning violence against officials to all NSO Officials’ Chairs and will dedicate one full session at the next Conference (Toronto in September 2009) to this issue.</p>	<p><b>SOC</b> We are among a number who have been raising this issue of violence in sports and our voice is one that supports other voices. The major difference(s) will come when sporting events won’t occur because it will be considered unsafe for officials to participate.</p>	<p>education on this issue.</p> <p><b>SOC</b> Without officials there is no sport just activity. Athletes will not have the opportunity to perform at their best which will ultimately diminish their opportunities to make provincial, national and international teams without competent officials.</p>
<p>A-2. Further understanding of how to be a values driven sport organization/dialogue /research</p>	<p><b>CCES</b> has developed an ethical decision making framework for community sport organizations as well as a community coaching tool to assist True Sport members with “living” the principles in their communities.</p>		

	<p>The True Sport Secretariat and the CCES continue to explore connections between the LTAD model and the True Sport principles. There continues to be an interest by NSO's to incorporate "values" and "ethical literacy" into their respective LTAD models.</p> <p>CCPTSF Sask Sport Inc. meet with True Sport representatives</p> <p>Gov. Alberta Will have representatives from Respect in Sport make presentations to the Alberta Provincial Sport and Recreation Organizations on October 1-2, 2008. The Alberta Government has allocated funding support to the implementation of the Respect in Sport program for interested Provincial Sport and Recreation Associations.</p> <p>MELS Le MELS poursuit ses travaux d'élaboration d'ateliers sur l'éthique en loisir et sport. Ces ateliers comportent 4 thèmes : l'éthique en général, la prévention du dopage, de la violence, de l'abus et du harcèlement. Ils viseront d'abord les entraîneurs et les administrateurs. Ils devraient être disponibles en avril 2009.</p>	<p>Secretariat / CCES - Collaboration with the LTAD work group has resulted in the development of a Values Matrix, a series of articles as well as an invitation to the CCES to present at the annual LTAD conference in January 2009.</p> <p>CCPTSF Increased opportunity to streamline programs and resources by sharing best practices across sport system and simplify programs under a single umbrella True Sport</p> <p>Gov. Alberta To be determined following presentations and follow-up meetings with interested Provincial Sport and Recreation Organizations.</p> <p>MELS Ces ateliers visent à améliorer la conscience et la compétence éthique des clientèles ciblées.</p>	<p>MELS Ces ateliers font aussi référence au sport basé sur des valeurs et au mouvement Sport pur comme moyen de concrétiser son adhésion à ces valeurs.</p>
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	<p><b>MELS</b> MELS continues to develop workshops concerning ethics in sports. These workshops comprise 4 themes: ethics in general, prevention of doping, violence, and abuse and harassment. The workshops are primarily intended for coaches and administrators and should be available by April 2009.</p>	<p><b>MELS</b> The workshops are aimed at improving the ethical conscience and competence of the targeted groups.</p>	<p><b>MELS</b> The workshops also make reference to value-based sports and the True Sport Strategy as a means of strengthening these values.</p>
<p>A-3. Further understanding of how to seed, feed and grow the TSM/dialogue/ research</p>	<p><b>CCES</b> established a number of discussion groups to gather insight and feedback from member groups. This information will help guide tool development and inform member service and support decisions.</p>	<p><b>CCES</b> continues to utilize a Customer Relationship Management (CRM) system to leverage the information collected from the website (downloads, declarations, fund applications, orders) – this information allows us to better understand the needs of True Sport members.</p>	
<p>A-4. Further understanding of how True Sport propagates in communities/case studies</p>	<p><b>CCES</b> applied for a second OTF grant July 1, 2008 to expand the community animation project into other areas of the province. As part of the first grant twelve case studies were conducted in existing and newly engaged True Sport Communities; to gain insight into the reason/motivation behind communities becoming involved in True Sport; how communities become aware of True Sport, etc.</p>	<p>By better understanding the elements that may or may not be unique to True Sport Communities, the <b>Secretariat</b> will be better positioned to provide recommendations and best practices to other communities interested in joining the True Sport Movement. This will also facilitate the True Sport Strategy’s goal of engaging 2012 communities by 2012.</p>	
<p>A-5. Further understanding of how to engage youth and communities in True Sport</p>	<p><b>Secretariat</b> - Significant desire expressed by several schools across Canada to learn more about the Movement and how to integrate values-based sport in their programming. Several meetings occurred with schools, boards and provincial federations</p>	<p><b>Secretariat</b> - In an effort to capitalize on the growth and interest of the Movement in Schools, True Sport Secretariat will be developing a strategy to maximize its efforts in engaging schools across Canada</p>	

	<p><b>CCES</b> - Work is continuing with the Canadian Junior Hockey League that will increase the visibility of the True Sport brand in CJHL arenas, as well as result in the creation of a school based outreach program.</p>	<p><b>CCES</b> – CJHL athletes are incorporating True sport messaging into their local athlete role model appearances.</p>	
<p>A-6. Identify the high performance component of the TSM/dialogue/research</p>	<p>Dialogue with NSO's, and TSM's connection to high performance, has been taking place through the True Sport Environment initiative led by the <b>Secretariat</b></p> <p><b>SOC</b> recognized all of the officials who represented their sport bodies and Canada at the 2008 Olympic Games during our annual conference (Calgary 2008) and through focused correspondence.</p>	<p><b>Secretariat</b> - 8 NSO's, 1 MSO and 1 community-level sport club currently engaged in Risk Management Pilot studies. This approach is showing definite signs of meeting NSO needs. This pilot will end by December 31, 2008 at which time we will have the tools necessary to deliver Risk Management workshops.</p> <p><b>SOC</b> Some of the officials were surprised that we knew they had been selected but all were pleasantly surprised by the acknowledgement from us.</p>	<p><b>SOC</b> Increasing the number of officials at major international competitions speaks well to the training and development programs of the national sports officiating bodies.</p>
<p>A-7. Find out from Canadians whether there is reason to believe progress is being made in 7 priority areas of True Sport Strategy/RTB Research/Public Opinion Research</p>			
<p>A-8. Facilitate the development of the research protocol for measuring fair and ethical conduct/True Sport</p>	<p>The True Sport <b>Secretariat</b> developed a proposal with Brock University for funding to the Social Sciences and Humanities Research Council (SSHRC). The purpose of this proposal is to</p>	<p><b>Secretariat</b> - To identify a program of research questions and studies that will bridge the current gap that has been identified between Canadians' commitment to values, and the resulting values-based sport experience</p>	<p><b>Secretariat</b> - Determine the applicability &amp; usefulness of alternate research data to the TSS</p>

<p>Research Network/initiate dialogues/ letters of support/etc.</p>	<p>explore the issue of values management in the Canadian sport system. While there is widespread acceptance and adherence to common values in sport, there is little conformity and consistency in how these values are translated into decisions, actions, outcomes and experiences</p> <p><b>MELS</b> Le MELS a soutenu une étude qui a fait l'objet d'une thèse de thèse de doctorat à l'université Laval. Le titre de l'étude est : « LA PRÉVENTION ET LA GESTION DU HARCÈLEMENT ET DES ABUS SEXUELS DANS LES ORGANISATIONS SPORTIVES QUÉBÉCOISES » L'auteure, Mme S. Parent, décrit et analyse les mesures de prévention du harcèlement et des abus sexuels dans les organisations sportives québécoises ainsi que les perceptions des acteurs sportifs concernés par ces mesures (parents, athlètes, administrateurs et entraîneurs.</p> <p><b>MELS</b> MELS conducted a study which was the subject of a thesis at the Université Laval. The title of this study is: "PREVENTION AND MANAGEMENT OF HARASSMENT AND SEXUAL ABUSE IN SPORT ORGANIZATIONS IN QUEBEC." The author, S. Parent, describes and analyses prevention measures for harassment and sexual abuse in Quebec sport organizations, as well as the</p>	<p><b>MELS</b> Cette étude permet de mieux connaître l'état de la situation en matière de prévention et de gestion des cas d'abus et de harcèlement sexuel dans les organisations sportives. Les résultats ont permis notamment, de montrer que plusieurs facteurs nuisent à la mise en place de mesures et à la gestion de ce dossier dans les organisations sportives.</p> <p><b>MELS</b> This study has led to a better understanding of the situation with regards to prevention and management of abuse cases and sexual harassment in sport organizations. Results have demonstrated that multiple factors hamper the implementation of management measures in sport organizations.</p>	<p><b>Secretariat</b> - Consider inviting researchers to share findings from their studies with TS Steering Committee as well as posting onto TS Portal</p> <p><b>MELS</b> À la lumière de ces constats, un modèle de prévention et de gestion des cas sera proposé. Ce modèle permettra de guider et d'orienter les actions de prévention et de gestion du dossier du harcèlement et des abus sexuels de manière à assurer que les athlètes soient mieux protégés à l'égard de cette problématique.</p> <p><b>MELS</b> In light of these observations, a case prevention and management model will be put forward. This model will provide guidance and direction for actions to prevent and manage harassment and sexual abuse to ensure that athletes are better protected against these problems.</p>
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	perception of athletes and other people concerned by these measures (parents, athletes, administrators and coaches).		
<b>BUILD COMMITMENT AND ENGAGEMENT</b>			
B-1. Develop and promote the content & functionality of the True Sport Portal/information/enhancements	<p><b>CCES</b> - The Portal continues to be the go-to place for the True Sport Movement. We are currently working on a new design and site map that will see the website move away from being a “portal” of information. Truesport.ca will cater to prospective and existing TSM members.</p>	<p><b>CCES</b> - Declarations to the movement continue to rise; as of September 9, 2008 1341 declarations were reported.</p> <p>Total True Sport Portal “registrations” have increased 2103 registrations as at April 8, 2008 to 2291 at September 9, 2008.</p>	<p><b>CCES</b> This increase in “declarations” and “registrations” clearly indicates that the True Sport Movement remains in a growth phase.</p>
B-2. Identify and create opportunities to explore/discuss mutual outcomes with Bell Canada/dialogue	<p><b>CCES</b> The Bell Community Sport Fund was officially launched in January 2005; in the first three years, approximately 3350 applications were received and 396 grants totalling \$3 million have been distributed to enhance participation at the community level in a variety of team sports. Given the changes at Bell it is very unlikely that the program will be offered in 2008.</p> <p><b>CCES</b> - The Bell Employee Volunteer Fund program recognizes Bell employees and retirees that volunteer 50 hours or more with a community sport association. This program was renewed for 2008; \$500k is currently being distributed to local sport clubs.</p>	<p><b>CCES</b> 396 grants totalling \$3 million have been distributed to enhance participation at the community level in a variety of team sports.</p> <p><b>CCES</b> - To date True Sport has distributed just approximately \$2 million through this program.</p>	<p><b>CCES</b> – Additional donors need to be identified to support this program; in preparation for the possibility that the new structure at Bell may result in different corporate priorities.</p>
B-3. Promote True Sport to potential members of the TSM/ promotional material/ website	The <b>CCES</b> continues to work on the True Sport Champions project to addresses the understanding that True Sport is most effectively grown when local	<b>CCES</b> – To date 33 Canadians have signed on to be True Sport Champions.	

	<p>champions promote True Sport from within their respective communities.</p> <p><b>CCES</b> - As part of the truesport.ca redesign, a new online store will provide movement members with access to a host of free and for fee True Sport tools and materials.</p> <p>The True Sport <b>Secretariat</b> and <b>CCES</b> met with a number of Channel Partners and community organizations, in Western Canada in May 2008. Significant growth has occurred in a number of communities aligned with the True Sport movement.</p> <p><b>Gov. Alberta</b> Hosted representatives from T/S in Alberta on April 29<sup>th</sup> in Edmonton and April 30<sup>th</sup> in Calgary to promote and educate stakeholders on the T/S Movement</p> <p><b>Gov. Alberta</b> Have secured Dina Bell-Laroche to present two sessions (Addressing Risk Within Your Organization – A Management Values Approach and True Sport Club Excellence Model Update) at the 2009 Alberta Sport and Recreation Leadership Summit.</p> <p><b>Gov. Alberta</b> Have secured Marie-Claude Asselin from the Sport Dispute</p>	<p><b>CCES</b> - Visibility of the True Sport brand is increasing.</p> <p><b>Secretariat</b> and <b>CCES</b> – An increase in a number of communities aligned with the True Sport movement has occurred.</p> <p><b>Gov. Alberta</b> Copies of the Evaluation from the Workshop will be available during the Steering Committee meeting should you wish to review the results.</p> <p><b>Gov. Alberta</b> To be determined following the Leadership Summit</p> <p><b>Gov. Alberta</b> To be determined following the Leadership Summit</p>	<p><b>Gov. Alberta</b> To be determined through Evaluation of T/S Strategy</p>
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	<p>Resolution Centre to present a session on Dispute Resolution and Alternative Dispute Resolution at the 2009 Alberta Sport and Recreation Leadership Summit.</p> <p><b>MELS</b> À ce jour, 118 organismes et 7 individus ont adhéré à l’Avis sur l’éthique en loisir et en sport (<i>Le Loisir et le Sport en valeur!</i>). Le MELS remet à chaque adhérent une affichette qui illustre et officialise cette adhésion.</p> <p><b>MELS</b> As of today, 118 organizations and 7 individuals have joined <i>L’Avis sur l’éthique en loisir et en sport!</i> (Leisure activities and sport as values!). MELS gives a card to each member to illustrate and formalize their membership.</p> <p><b>MELS</b> Le MELS publiera en septembre 2008 un 4<sup>e</sup> bulletin d’information sur l’éthique afin de communiquer au milieu les dernières nouvelles concernant les initiatives du milieu et des gouvernements.</p> <p><b>MELS</b> In September 2008, MELS will publish a fourth information bulletin about ethics to communicate the latest news regarding new initiatives in the sports world and the government.</p>	<p><b>MELS</b> L’adhésion à l’Avis est une affirmation de l’engagement à promouvoir les valeurs qui rendent le loisir et le sport sain et sécuritaire.</p> <p><b>MELS</b> Membership to “L’Avis” is a confirmation of the will to promote the values that make leisure activities and sports healthy and safe.</p> <p><b>MELS</b> Prévu dans les suites du forum sur « Le loisir et le Sport en valeur! », tenu à Montréal en mars 2006. Permet de garder le contact avec les participants du forum et met en valeur les initiatives des organismes.</p> <p><b>MELS</b> A follow-up to the March 2006 forum on “Leisure Activities and Sports as Values” in Montreal is planned, which will help forum participants stay in touch and will highlight initiatives from various organizations.</p>	<p><b>MELS</b> L’Avis présente aussi cet engagement comme contribution à la poursuite des objectifs de Sport pur.</p> <p><b>MELS</b> “L’Avis” also presents membership as a commitment to pursuing the True Sport Strategy.</p> <p><b>MELS</b> L’invitation à s’engager dans la promotion de l’éthique, lancée au forum, a été présentée aussi comme une façon de contribuer aux objectifs de Sport pur.</p> <p><b>MELS</b> The invitation extended at the forum to participate in ethics promotion was also presented as a means of contributing to the True Sport Strategy.</p>
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	<p><b>SOC</b> promotes the TSM to the NSO Officiating Chairs through e-mails and face to face discussions.</p>	<p><b>SOC</b> expects that some officiating groups have joined the TSM through our recommendations and urging.</p>	<p><b>SOC</b> The number of groups joining the TSM is valuable for all concerned.</p>
<p>B-4. Build the capacity (skills, knowledge, abilities) of communities to engage in, and to support True Sport in its growth to meet 2012 X 2012 challenge/ tool kits/ Bell initiative(BCSF, BVF,TSCA) /dialogue/support</p>	<p>The <b>CCES</b> is preparing to launch a compelling report that community sport practitioners, advocates and supporters can use to support the notion that community sport is a key public asset that, with intentional effort, can generate even greater benefits across a broad spectrum of public goods.</p> <p>The True sport Report will be launched November 6, 2008, a communication plan to support this work continues to be developed.</p> <p><b>CCES</b> - The True Sport Community Award (TSCA) and the Bell Community Sport Fund (BCSF) will not be offered in 2008.</p> <p><b>CCPTSF</b> Sask Sport Inc – developed a community sport planning workbook to engage Aboriginal Children and youth in positive sporting activities</p> <p><b>MELS</b> Par son programme de soutien à la promotion de l'éthique en loisir et en sport 2007-2008, le MELS a accordé des subventions à 17 organismes pour la réalisation de projets liés aux comportements éthiques et ce, pour un total de 70 000\$.</p>	<p><b>CCPTSF</b> Communities engaged in developing their own programs</p> <p><b>MELS</b> 17 organismes de plus en loisir et de sport ont pris une initiative au regard de l'éthique en 2007-2008.</p>	<p><b>CCPTSF</b> Demand for program exceed current funding sources is there potential to expand through TSS partners</p> <p><b>MELS</b> Pour avoir droit au soutien, les organismes doivent adhérer à l'<i>Avis sur l'éthique en loisir et en sport</i> dans lequel on fait référence au mouvement Sport pur. Les organismes qui réalisent ces projets</p>

	<p><b>MELS</b> Through its support program to promote ethics in leisure activities and sports, MELS awarded a total of \$70,000 in grants to 17 organizations in 2007-2008 to carry out projects related to ethical behaviour.</p> <p><b>MELS</b> Le MELS a reconduit son programme de soutien financier (total : 70 000\$) pour la promotion de l'éthique 2008-2009. La date limite pour les demandes de soutien est le 30 septembre 2009.</p> <p><b>MELS</b> MELS has renewed its financial support program (total \$70,000) for the promotion of sports ethics 2008-2009. The deadline for financial support requests is September 2009.</p>	<p><b>MELS</b> Seventeen additional leisure and sports organizations undertook initiatives concerning ethics in sports.</p> <p><b>MELS</b> D'autres organismes pourront agir en matière promotion ou de gestion des cas d'éthiques.</p> <p><b>MELS</b> Other organizations will be able to move forward with ethical promotion and management.</p>	<p>contribuent aussi à la stratégie Sport pur.</p> <p><b>MELS</b> In order to benefit from this support, organizations must become members of <i>l'Avis sur l'éthique en loisir et en sport</i>. Organizations that carry out such projects are also contributing to the True Sport Strategy.</p> <p><b>MELS</b> Le mouvement Sport pur se fait connaître à travers le programme de soutien et <i>l'Avis sur l'éthique en loisir et en sport</i>.</p> <p><b>MELS</b> The True Sport Strategy is publicized through the financial support program and <i>l'Avis sur l'éthique en loisir et en sport</i>.</p>
<p>B-5. Identify and explore opportunities to get athletes involved in the TSM/info/ dialogue</p>	<p><b>CCES</b> -A number of athletes provided testimonials for the True Sport video. This video which is in production will serve as an introductory piece for the True Sport Movement and contains supplementary footage of the True Sport principles.</p> <p><b>CCES</b> sat on the organizing committee for a Player Development Conference</p>	<p><b>CCES</b> -Over a half dozen high profile Canadian athletes provided testimonials for the English and French videos.</p> <p><b>CCES</b> - True Sport messaging was provided to all participants and the conference made extensive</p>	

	<p>(held in Ottawa in May 2008) to ensure a deliberate connection to the True Sport Movement.</p> <p><b>CCES</b> is currently developing a work plan to engage high profile Canadian athletes in the True Sport movement.</p> <p><b>CCES</b> attended the North American Indigenous Games in BC and shared True Sport messaging and ethics based interactive e-learning modules with over 5500 athletes.</p>	<p>use of the True Sport brand.</p> <p><b>CCES</b> was able to introduce the integration of native and true sport values as a means to addressing social issues.</p>	<p><b>CCES</b> the e-learning modules needs minor refinement but there is significant appetite for this type of information in schools and in community.</p>
<p>B-6. Strengthen existing partnerships and relationships with True Sport Steering Committee members and other early leaders, including VANOC 2010/dialogue/leadership development/ support initiatives</p>	<p><b>Secretariat</b> - Meetings and various dialogues continue with Steering Committee members to explore possible contributions to TSM</p> <p><b>Secretariat</b> and <b>CCES</b> - Hosted two half day workshops for PSOs and others in the province of Alberta in May 2008 in response to an invitation and coordination by the Province of Alberta.</p>		
<p>B-7. Work with VANOC 2010 &amp; BC Legacies Now to determine how to use the True Sport brand to promote values-based Games/dialogue/ support</p>			
<p>B-8. Explore opportunities to engage the media in advancing the TSM/ dialogue/media initiatives</p>	<p><b>Secretariat</b> / <b>CCES</b> - True Sport Strategy Communication Plan Task Group to be convened</p>	<p><b>Secretariat</b> / <b>CCES</b> - Work has commenced by the <b>CCES</b> with our brand developer around the development of key messages for the Movement</p>	<p><b>Secretariat</b> / <b>CCES</b> - Our members have told us that language is important and the development of key messages</p>

			<p>would be beneficial</p> <p><b>Secretariat / CCES</b> - Members and potential members have also indicated that they are looking for guided direction</p>
<p>B-9. Build the capacity of the Canadian sport community to promote/influence values-driven sport internationally/ dialogue/resources</p>	<p><b>CCES</b> continues to explore the connections which exist between LTAD and the True Sport values and principles. Resulting in articles and tools that will allow NSO's to incorporate "values" and "ethical literacy" into their respective LTAD models, etc.</p> <p><b>CCES</b> participation in various meetings/ dialogues/conferences with various international anti-doping organizations continues.</p> <p><b>CCES</b> The Canadian Policy on Prohibited Conduct is now completed and will be presented to Sport Canada in late September.</p> <p><b>MELS</b> À Québec, au Congrès mondial du Loisir (octobre 2008) le MELS est responsable de 2 ateliers: - La promotion des comportements éthiques en loisir et sport - L'intervention gouvernementale en matière de promotion de la sécurité en loisir et sport.</p>	<p><b>CCES</b> -True Sport has developed a principles matrix for both athletes and organizations and is currently piloting this matrix with the NSO community. In addition, final edits are underway on a series of articles on sport values that will tie the True Sport values and principles into one of the most fundamental development tools for Canadian Sport.</p> <p><b>CCES</b> True Sport messaging is presented as part of these meetings/ dialogues/conferences</p> <p><b>MELS</b> Fera connaître l'intervention du gouvernement québécois et des organismes sportifs en matière d'éthique et de sécurité, auprès d'un auditoire international.</p>	<p><b>MELS</b> Fera connaître Sport pur par la même occasion. M. Victor Lachance sera du panel sur l'éthique.</p>

	<p><b>MELS</b> MELS will be presenting two workshops at the World Convention for Sports in Quebec (October 2008):</p> <ul style="list-style-type: none"> <li>- Promoting ethical behaviour in leisure activities and sports</li> <li>- Government intervention in the promotion of safety in leisure activities and sports.</li> </ul>	<p><b>MELS</b> Will publicize the intervention of the Quebec government and various sports organisations in ethical and safety matters to an international audience.</p>	<p><b>MELS</b> Will publicize True Sport on the same occasion. Victor Lachance will be on the panel on ethics.</p>
<b>STRENGTHEN THE POLICY FRAMEWORK</b>			
<p>C-1. Further examine and advocate for inclusion of True Sport incentives in SFAF &amp; F/P/T funding criteria/discussion paper/ dialogue</p>	<p><b>SOC</b> continues to be involved in the TSM through participation in the Steering Committee and volunteering to be part of the Research and Evaluation committee.</p>		
<p>C-2. Integrate Safe, &amp; Welcoming Environment into TSM/ dialogue, environmental scan, Risk Management approach, True Sport Portal content</p>	<p><b>GCES</b> – The new truesport.ca will feature a host of new tools and resources including information of safe and welcoming environments.</p> <p><b>AthletesCAN</b> As a part of the Transitioning / Transitioned athlete project, work is being done to review the literature within the social and scientific fields of study to gain a better understanding of the issue, create a body of knowledge and develop educational tools.</p> <p><b>CCPTSF</b> Sask Sport Inc. though the RespectED partnership with Red Cross launch Hazing workshops to coaches and administrators</p> <ul style="list-style-type: none"> <li>- Sask Sport Inc. - expansion of</li> </ul>	<p><b>AthletesCAN</b> This project provides a tremendous opportunity to assess the current knowledge in the area, to explore any knowledge gaps and develop a positive framework to allow for transitioned / transitioning athletes to experience all the benefits of a values-driven sport experience.</p> <p><b>CCPTSF</b> Coaches and administrators have increased awareness of liability issues AND given positive alternatives and information</p> <ul style="list-style-type: none"> <li>- modest uptake of program due to voluntary nature, but increase in options of support for</li> </ul>	<p><b>AthletesCAN</b> This project's findings and discussion paper will provide the sport community with tools and education on this issue.</p>

	RespectED to include Respect In Sport as an educational tool in the prevention of abuse and harassment	education	
C-3. Monitor the effectiveness of the Canadian Anti-doping Program (CADP)/annual monitoring reports	The <b>CCES</b> is proud to continue to meet all international norms and standards for anti-doping. The CCES successfully completed the World Anti-Doping Code compliance exercise and is currently undergoing a consultative process with the Canadian Sport Community as part of the revisions to the CADP. The final draft will be available October 15, 2008 with implementation scheduled for January 1, 2009.		
C-4. Decide on need for Ombuds office/dialogue/ decision	The <b>CCES</b> is looking at the need and feasibility of developing a plan that provides dispute resolution services for sport at the community level by training staff in local sport/parks/recreation departments to deal with community disputes related to sport and recreation.		
<b>MANAGING AND SUPPORTING THE STRATEGY</b>			
D-1. Manage the TS Strategy and implementation of the Action Plan/dialogue/ briefings/reports	<p>The <b>CCES</b> continues to house the True Sport Secretariat and its related administration.</p> <p>The <b>Secretariat</b> continues to manage the True Sport Strategy and support the Steering Committee</p> <p>The <b>Secretariat</b> is leading the evaluation of the True Sport Strategy.</p>	The evaluation will evaluate the ongoing need for the True Sport Strategy and determine purpose and priorities of a continued True Sport Strategy	

<p>D-2. Nurture and renew existing sponsors and funding partners, and seek out new resources/ dialogue/proposals/funding submissions/ reports</p>	<p><b>CCES</b> -The True Sport Community Fund is a project related to True Sport and Social Development made possible by a \$2.5 million investment from the J.W. McConnell Family Foundation (2007-2010).</p>	<p><b>CCES</b> -Since the Fund's official launch in March 2007, 821 applications have been received with 68 organizations receiving grants totalling \$600,000 to date.</p>	
<p>D-3. Develop and implement a monitoring and evaluation strategy/RMAF/ studies/RTB and other public opinion surveys/ progress reports/ knowledge dissemination strategy</p>			

