



TRUE SPORT STEERING COMMITTEE MEETING
June 25th, 2009



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

note: member updates are reported verbatim as submitted
noté : présentés textuellement tel que soumis

<u>ACTIVITIES</u> (From TSS RMAF)	<u>UPDATE</u> (What have we done/accomplished?)	<u>OUTCOME</u> (What difference did we make?)	<u>IMPLICATIONS / ISSUES FOR TRUE SPORT STRATEGY:</u> (What implications/issues, if any on TSS?)
DEEPEN UNDERSTANDING OF TRUE SPORT			
<p>A-1. Identify and investigate ethical considerations for key sport issues facing the sport community/dialogue/heads up letters</p>	<p>CCES - continues to be the go-to place for ethics-related questions from the domestic sport community</p> <p>During the Co-Chairs of the Strategy presentation to the FPTSC, it was identified by the FPTSC that their desire is that the Strategy be more issues-based focused.</p> <p>AthletesCAN AthletesCAN met with Toronto Sports Council / Sport 4 Ontario / City of Toronto Access & Diversity on opportunities to promote diversity in sport.</p> <p>CPC The Canadian Paralympic Committee (CPC), is investing in two distinct, yet interrelated initiatives to champion the move towards building a strong sport development system for athletes with a physical disability in Canada.</p> <ol style="list-style-type: none"> 1. The Provincial/Territorial Government Strategy 2. The National Paralympic Sport System Strategy (NPSSS). <p>-Recruited a record of 53 national and 22 international Canadian Paralympic</p>	<p>CCES – True Sport values and principles are increasingly being referenced and used as foundational benchmarks in responding to queries</p> <p>AthletesCAN All members from meeting plus AthletesCAN board submitted “What do we want to communicate about sport?” Association and personal awareness to go through process similar to that of “The Sport We Want”</p> <p>CPC In partnership with Sport Canada, the CPC is supporting Canada’s Paraspport community to initiate the development of a National Paralympic Sport System Strategy (NPSSS).</p>	<p>AthletesCAN This working group is doing cross over’s of TSM – potential of TSSC to draw in engaged individuals.</p> <p>CPC The intent is to develop a nation- and system-wide Strategy, consistent with the Canadian Sport for Life/Long-Term Athlete Development framework, to create a clearer, better integrated and supported athlete Paraspport pathway “from playground to podium”.</p> <p>Values of the Strategy include:</p> <ul style="list-style-type: none"> • Equity • Inclusion

	<p>“Advocates” and continued growth of advocacy program -Continued efforts to increase sport community recognition of Paralympic athletes</p> <p>SOC The preliminary parameters for a data collection database linked into the existing SOC website are currently being developed. Existing reporting systems are being reviewed. The 2009 SOC Conference will feature a panel on the topic of Violence in Sport. In addition, there will be a workshop specifically for the collection of input from both pro and amateur sports.</p>	<p>SOC We have increased the awareness of officials to the role they can play in controlling aggressive behaviour on the playing field. This has opened up the opportunity for discussion between the various levels of officials</p> <p>This is a topic that for many years has remained “in-house”. By providing a forum for officials to discuss the issue, it has brought many issues to light.</p>	<ul style="list-style-type: none"> • Accessibility • Diversity • Dignity • Respect <p>SOC We hope that officials from all sports will be more aware of not only their duties but rights as officials.</p>
<p>A-2. Further understanding of how to be a values driven sport organization/dialogue /research</p>	<p>CCES continues to work in the development of an ethical decision making framework for community sport organizations, a community coaching tool as well as a coach and player selection tool to assist True Sport members with “living” the principles.</p> <p>CCES continues to explore connections between the LTAD model and the True Sport principles.</p> <p>The Secretariat led the delivery of the first Management by Values workshop. This workshop was delivered with Athletics Canada.</p> <p>Gov. Alberta Roger Kramers, Director Sport Development Branch sits on the Alberta Cross Ministry for the Prevention of Bullying.</p> <p>Gov. Alberta Dina Bell-Laroche presented two sessions (Management by Values and Addressing Risk Within Your Organization) at the 2009 Alberta Sport</p>	<p>CCES and the LTAD expert group have produced a series of articles and matrices to tie the True Sport principles to the LTAD ages and stages.</p> <p>Gov. Alberta Created a greater awareness for the issue of Bullying Prevention in Sport. Provincial Sport organizations are now in a position to educate their member organizations about this concern.</p>	<p>CCPTSF Sask Sport Inc:</p>

	<p>and Recreation Leadership Summit; April 17, 2009.</p> <p>Gov. Alberta Marie-Claude Asselin from the Sport Dispute Resolution Centre presented a session on Dispute Prevention and Alternative Dispute Resolution at the 2009 Alberta Sport and Recreation Leadership Summit; April 18, 2009.</p> <p>Gov. Alberta Tracy Bradley from Swim Canada met with representatives of the Alberta Sport Development Centres on April 16, 2009 to introduce these representatives to the True Sport Club Excellence program.</p>	<p>Gov. Alberta To be determined.</p> <p>CCPTSF Sask Sport Inc:</p> <ul style="list-style-type: none"> - Declaration of Sask Sport Inc. as a True Sport Organization by the Board of Directors March 18, 2009 - KidSport program continues to operate and engage community in fundraising and support program opportunities. - Aboriginal coaches and officials program offered throughout the province to develop leadership capacity within the Aboriginal community. - CAAWS women in sport leadership workshops and Aboriginal women's leadership workshops offered in Saskatoon March 27/28, 2009. <p>CCPTSF Sport BC's Professional Development program cover topics consistent with True Sport's values, including:</p> <ul style="list-style-type: none"> • Risk Management • Conflict Resolution • Philanthropic Giving <ul style="list-style-type: none"> - Sport BC's annual PSO Summit brings together more than 45 Provincial Sport 	<ul style="list-style-type: none"> - Presentation to Sask Sport Inc. membership at the AGM June 13, 2008 by the True Sport Secretariat - Presentation on club excellence to the 9 Sport, Culture and Recreation Districts for the province of Saskatchewan June 12, 2009.
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		<p>Organizations to share “best practices” in such areas as school-based programming.</p> <p>Other programs and initiatives related to True Sport include:</p> <ul style="list-style-type: none"> • Sport BC Athlete of the Year Award event recognizes high performance athletes, athletes with disabilities, women in sport, coaches and builders. • Sport BC’s President’s Awards celebration recognizes the significant contributions of volunteers across the sport sector • Community events include: the Power of Sport Tours and the Community Sport Hero Awards. • Sport BC partners with ProMOTION Plus supporting the Bobbie Steen Recognition Awards. • Operation of KidSport™, the program developed to provide financial support to disadvantaged children to participate in organized sport. • Community based KidSport™ Chapters are being established (more than two dozen to date) across the province. • Sport BC has a third party contract to provide the governance design for “More Sports”. The “More Sports” program offers sport opportunities to disadvantaged youth in the Vancouver east side. 	
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		<ul style="list-style-type: none"> • Sport BC would be interested in hosting a national forum for all groups offering True Sport initiative programs to meet for collaboration, sharing and best practices. <p>North West Territories: no update at this time</p>	
<p>A-3. Further understanding of how to seed, feed and grow the TSM/dialogue/ research</p>	<p>CCES established a number of key True Sport contacts to gather insight and feedback on a variety of subjects. This information will help guide tool development and inform member service and support decisions.</p>	<p>CCES 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>CCPTSF: Sport Nova Scotia delivers a number of programs focused on delivering quality sport experience for children, youth and adults with a fair play message.</p> <p>After School Program</p> <ul style="list-style-type: none"> ◆ This program is delivered in designated elementary schools throughout Nova Scotia. The target group is boys and girls in grades 3-6 and the goal is to engage them in sport and physical activity, two hours as day, five days a week. Key deliverables of this program are the delivery of fun, safe, age and developmentally appropriate activities that are non-competitive, inclusive, gender balanced and community-based. The program partners with elementary schools and offers a community development piece in that it trains local high school students to become program leaders and deliver the program. Currently this program is delivered at eleven elementary and junior high school sites throughout Nova Scotia. A 	

		<p>Girl's Only Program is being delivered in partnership with the Public Health Agency of Canada and Health Promotion & Protection focusing on upper elementary and junior high aged females. Discussions with the Department of Education to create external course credits are ongoing. The approval of this will allow for tremendous program expansion throughout Nova Scotia.</p>	
A-4. Further understanding of how TS propagates in communities/case studies	<p>With funding from OTF, CCES has hired two community animators to go "deep" within select communities in Ontario. Additional work will be done 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 CCES will be better positioned to provide recommendations and best practices to other communities interested in joining the True Sport Movement.</p> <p>CCPTSF: PEI: Sport PEI and the Coaches Association of PEI are teaming up to bring the Community Sport Development seminar to the PEI Sport Community. FALL 2009</p>	
A-5. Further understanding of how to engage youth and communities in TS	<p>CCES A number of meetings were held with schools, boards and provincial federations across the country. School engagement kits have been developed and a number of curriculum based tools are currently being reviewed.</p> <p>CCES – In collaboration with the University of Ottawa GeeGees football program a school outreach program to promote True Sport has been developed and piloted.</p> <p>CCES presented a True Sport workshop at the national ACTIVATE youth leadership conference</p> <p>PHE Canada Added True Sport principles</p>	<p>CCES -Has developed a strategy to maximize its efforts in engaging schools across Canada, a significant increase in the number of declarations by schools has been noted.</p> <p>CCES – UofO GeeGees football athletes are incorporating True Sport messaging into their local athlete role model appearances. The CIS is exploring the possibility of duplicating this program throughout all its member Universities.</p> <p>CCES- Over 65% of the youth in attendance committed to becoming True Sport Champions.</p> <p>PHE Canada Unknown at this time.</p>	

to three Fundamental Movement Skills handbooks (a handbook for generalists and physical education teachers, and others tasked with teaching motor skill development to children).

1. Fundamental Movement Skills – Active Start – FUNdamentals
2. Fundamental Movement Skills I-A – Children with a Physical Disability
3. Fundamental Movement Skills II- Learn to Train



The Sport Alliance of Ontario delivers a number of programs focused on children and youth but everything we undertake has a True Sport underlying theme.

1. Programs and Services

Ontario Sport Awards

- The event this year was held on March 26 at the Westin Bristol Place Hotel
- We are increasing the number of invitees to over 400.
- Nominations for awards are based on many of the True Sport ideals

KidSport Ontario

- The Trillium grant of \$265,000 has also been received to establish a viable KidSport Chapter in Toronto
- KidSport leadership has been changed.
- The SAO made a proposal to the MHP for funding for KidSport in the future. It is felt that KidSport fits perfectly with the goals of Active 2010 and we are awaiting a formal response.

		<p>Games Unit Ethics and True Sport Ideals form the basis for our Games program deliverer at all levels of the system:</p> <p>2009 Ontario ParaSport Summer Championships – Woodstock</p> <ul style="list-style-type: none"> • It was announced at the 2008 Games that Woodstock was the successful bid for the 2009 Games • Monthly meetings have begun and will continue into 2009 • Facilities have been secured for all sports. • Work has begun on updating facilities and increasing accessibility • The majority of the Games Organizing Committee has been formed and key volunteers are being secured • A press conference to promote the games is expected to take place June <p>2010 Ontario ParaSport Winter Games – Kingston</p> <ul style="list-style-type: none"> • Kingston was the winning bid and was notified in early January 2009. A press conference and formal announcement is expected to take place in January, 2009. • Equity and accessibility are important elements of the Parasport movement <p>2010 Ontario Winter Games – Muskoka Region</p> <ul style="list-style-type: none"> • After a formal bid process Muskoka Region was selected as the Host Community for the 2010 Ontario Winter Games. The Region includes Huntsville, Gravenhurst, Bracebridge, Muskoka Lakes, Lake of 	
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		<p>Bays and 5 events will be held in the City of Sudbury</p> <ul style="list-style-type: none"> The Games Organizing Committee has been established and is meeting on a monthly basis. <p>The Games will take place March 4-7, 2010</p> <p>2010 Ontario Summer Games – Sudbury</p> <ul style="list-style-type: none"> The Games will take place August 10 – 13, 2010 The GOC continues to meet on a regular basis <p>2010 Ontario Senior Summer Games – Actifest – Oshawa</p> <ul style="list-style-type: none"> Oshawa was selected as the site for the 2010 Games.. <p>2009 Ontario Senior Winter Games – Winterfest – Brockville</p> <ul style="list-style-type: none"> Games were held in Brockville from Feb 11-13, 2009 820 participants have registered. The Games were a very big success and Brockville was extremely pleased with the event. <p>2011 Ontario Senior Winter Games – Winterfest – TBD</p> <ul style="list-style-type: none"> Two Letters of Intent received – Haliburton County & Arnprior/Renfrew Have had discussions regarding hosting & the bid process with both communities Bid Deadline was – January 30, 2009 <p>Team Ontario</p> <ul style="list-style-type: none"> New initiative for the 2009 Games is going to have PSO's contracts with SAO on the selection process of athletes, etc. These have all now been signed by all participating PSO's. 	
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		<ul style="list-style-type: none"> • This is an important development and institutionalizes athlete rights and responsibilities for the Ontario Team. • Incorporating new Ontario Govn't logo into Team Ontario Logo. • Sport Technical Packages prepared for distribution • Team Ontario has traditionally support True Sport with Banners and promotion of the movement at the pep rally for the team and other team events. • Full Team Ontario Training Camp to be held at U of T in June over 500 athletes attending. <p>Team Ontario Development Grant Program</p> <ul style="list-style-type: none"> • MHP has approved the extension of the Program for the 2011 Canada Winter Games sports. <p>Quest for Gold</p> <ul style="list-style-type: none"> • The additional Host Quest for Gold money of \$200,000 to each of Muskoka and Sudbury for the 2010 Games has been transferred. <p>ParaSport Games Review</p> <ul style="list-style-type: none"> • An implementation plan is in the process of being developed and is expected to be completed at the end of February. • The Final report for the ParaSport review has been submitted to the Ministry. • The Sutcliffe Group was selected through an RFP process to facilitate the Paralympic Review. • All Review Committee members have been secured • Three workgroup meetings have taken place and the Sutcliffe Group has conducted interviews of key stakeholders within the ParaSport Community. • Final report from the Sutcliffe Group to 	
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	<p>AthletesCAN AthletesCAN participated by invitation to the TRUE SPORT Launch with the Bridlewood Community Association in Kanata (a True Sport Community) - secured Paralympian</p>	<p>be forwarded and finalized prior to January 1st, 2009</p> <p>3. <u>Partnerships and Collaboration</u></p> <ul style="list-style-type: none"> • Growth and Diversification of Revenue was a priority. • A major sport conference encompassing OSAP, KidSport, Community Sport Councils, Seniors Games Association and PSO's has been postponed to the Spring of 2010. • Planning is progressing well <p>4. <u>Research and Innovation</u></p> <ul style="list-style-type: none"> • Research in concert with True Sport should be discussed <p>5. <u>Communications</u></p> <ol style="list-style-type: none"> 1. the development and implementation of a social marketing strategy 2. the development and implementation of a communications strategy 3. to work with PRO and the PSOC to develop a Benefits Catalogue for sport and recreation. The intent is to develop positioning statements that can be used to support key issues that evolve 4. to ensure awareness of programs and services, that are developed by all sectors that will enhance the growth and development of sport, are distributed to all key partners <p>AthletesCAN Engaged and potentially Influenced 250 children and 20 volunteer parents.</p>	
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	(guest speaker) plus 4 staff members assisted organizers – discussed value (stationed at Respect to Others) & handed out True Sport stickers.		
A-6. Identify the high performance component of the TSM/dialogue/research	<p>CPC Canada's team of 143 athletes earning a total of 50 medals (including 9 gold) at the 2008 Beijing Paralympic Summer Games</p> <p>Enhance Paralympic Team preparation support</p> <p>Enhanced Paralympic Team Friends and Family Program</p> <p>Increased Own the Podium and Road to Excellence programs</p> <p>SOC SOC will host a workshop at the 2009 Conference on the topic of Treatment of Officials at Major Games. As we have done the past, Canadian Officials attending the 2010 Winter Games will be recognized by SOC.</p>	<p>CPC Enhanced support for Paralympic Team and Paralympic Team Friends and Family</p> <p>Increased Paralympic sport funding to a record \$7.5 m</p> <p>SOC Bases on previous "out-reaches", we have established a good relationship with officials. This has resulted in a much better response from them when information is requested.</p>	<p>CPC Increased awareness, support and recognition of the Paralympic Movement in Canada</p> <p>SOC Better officials, and a more unified Canadian voice on officiating topics.</p>
A-7. Find out from Canadians whether there is reason to believe progress is being made in 7 priority areas of TS Strategy/RTB Research/Public Opinion Research			
A-8. Facilitate the development of the research protocol for measuring fair and ethical conduct/TS Research Network/initiate dialogues/ letters of support/etc.	<p>CPC The Canadian Paralympic Committee (CPC), is investing in two distinct, yet interrelated initiatives to champion the move towards building a strong sport development system for athletes with a physical disability in Canada.</p> <ol style="list-style-type: none"> 1. The Provincial/Territorial Government Strategy 2. The National Paralympic Sport System Strategy (NPSSS). 	<p>CPC CPC formally requested that the Interprovincial Sport and Recreation Council (ISRC) and federal officials place sport policy and funding to support persons with a physical disability on the intergovernmental agenda and give consideration to possible collective action by governments</p>	<p>CPC Equitable sport funding and policy for persons with a disability</p>
Build Commitment and Engagement			
B-1. Develop and promote the content & functionality of the TS	<p>CCES - The web site continues to be the go-to place for the True Sport Movement. Phase 1 of the new design is</p>	<p>CCES - Declarations to the movement continue to rise; as of June 18, 2009 – 1691 declarations were completed.</p>	<p>CCES This increase in "declarations" clearly indicates that the True Sport Movement</p>

Portal/information/enhancements	now complete. Planning and implementation of Phase 2 is underway and marks the introduction of a number of interactive features including an online store and the technology to allow members to submit their own “True Sport Stories”.		remains in a growth phase.
B-2. Identify and create opportunities to explore/discuss mutual outcomes with Bell Canada/dialogue	<p>CCES Between 2005 – 2007 the Bell Community Sport Fund received approximately 3350 applications and distributed 396 grants totalling \$3 million to enhance participation at the community level in a variety of team sports. Due to changes at Bell, the program is no longer being offered.</p> <p>CCES - 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 2009; \$500k is currently being distributed to local sport clubs.</p>	<p>CCES 396 grants totalling \$3 million have been distributed to enhance participation at the community level in a variety of team sports.</p> <p>CCES - To date True Sport has distributed approximately \$2.5 million through this program.</p>	CCES – Additional donors need to be identified to support this program.
B-3. Promote TS to potential members of the TSM/promotional material/website	<p>The CCES continues to work on the True Sport Champions, enabling local champions to promote True Sport from within their respective communities.</p> <p>CCES - As part of the truesport.ca redesign, a new online store/resources section will provide movement members with access to a host of free and for fee True Sport tools and materials.</p> <p>CCES and Active Healthy Kids Canada hosted a workshop at the Canadian Academy of Sport Medicine (CASM) conference; to share the results of the Active Healthy Kids Report Card and the connection to True Sport. The interactive session also served as a pilot review for two print pieces that the CCES have developed in collaboration with sport medicine doctors and family physicians,</p>	<p>CCES – To date 76 Canadians have signed on to be True Sport Champions.</p> <p>CCES - Visibility of the True Sport brand is increasing.</p>	

	<p>general practitioners and pediatricians.</p> <p>SOC We have invited TS to attend our 2009 conference both as an exhibitor and presenter. (not yet confirmed) Being involved in the conference would allow TS access to a variety of promotional opportunities.</p> <p>SOC SOC will also host the Officials “lounge” at the upcoming Canada Games. This is a great opportunity to again demonstrate the relationship between officiating and the TSM. Over 500 major officials will be attendance.</p>	<p>SOC We hope to increase the exposure of the TS message to a new group of participants.</p>	<p>SOC The conference will reach over 60 different national, provincial and community sport groups. It would be a wonderful opportunity to reach some new audiences.</p> <p>SOC Every new exposure will result in a greater understanding of the role of officials and TS.</p>
<p>B-4. Build the capacity (skills, knowledge, abilities) of communities to engage in, and to support TS in its growth to meet 2012 X 2012 challenge/ tool kits/ Bell initiative(BCSF, BVF,TSCA) /dialogue/support</p>	<p>CCES What Sport Can Do: The True Sport Report, a compelling report that community sport practitioners, advocates and supporters can be used 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>CCES True Sport was presented to 3200 delegates from across the country at the Federation of Canadian Municipalities conference; during the opening plenary Paul Melia, Jared Read, Beckie Scott, and Mayor of Sherbrooke addressed the crowd with their personal and professional stories of True Sport.</p> <p>CCES presented True Sport to the Big Cities Mayors Caucus and resulted in a resolution by BCMC to join the Movement and encourage their respective cities to do the same</p>	<p>CCES - a total of 14 presentations to 600+ delegates have been made to date (launch, True Sport Steering Committee, CCES Board, ANADO conference, CAC Leadership Conference, Commonwealth Games Canada AGM, Canadian Sport For Life conference, Mississauga Healthy Cities Committee, Thrive! Youth Leadership Conference, Activate Leadership Conference and the Association of Yukon Communities annual conference, SaskSport and the Nova Scotia Spring Forum)</p> <p>Distribution</p> <p>Distributed more than 350 hard copies of the True Sport Report, and over 540 copies of the Executive Summary to interested groups and individuals across Canada.</p> <p>Web downloads – True Sport Report: English 254, French 31; Executive Summary: English 35, French 5; Media Kit: English 22; French 7.</p> <p>National, provincial & local newsletters and periodicals (e.g. CPRA, PEIFRA, NeORA, Edmonton Sport Council, 4-part series in Prospect Magazine,</p>	

	<p>CCPTSF: Sport Nova Scotia</p> <ul style="list-style-type: none"> - After School Program delivers fun, safe, age and developmentally appropriate activities which are non-competitive, gender balanced and community based - Girls only program being developed for upper elementary/junior high aged females - Sport Nova Scotia offers a “You can make a difference” document on abuse and harassment on their website and provides the information to organizations to address these issues. - Milk Energy Sport Fair - brings opportunities to elementary and Junior high schools to try different sport activities - Youth leadership program – provides opportunities for youth to experience working in sport and recreation fields - Support 4 Sport – provides funding for participation development, athlete support, and coach employment. 	<p>Education Canada Magazine)</p>	
<p>B-5. Identify and explore opportunities to get athletes involved in the TSM/info/ dialogue</p>	<p>CCES will attend the 2009 Canada Summer Games in PEI to share True Sport and anti-doping messaging with over 5500 athletes.</p> <p>In partnership, Speed Skating Canada and the Secretariat have developed a True Sport Speed Skating Club Challenge. Part of the challenge is the “Adopt a True Sport Speed Athlete” which is founded on a framework that builds around the True Sport principles. SSC also facilitated the appearance of their Olympic athletes at FCM in support of True Sport.</p>		
<p>B-6. Strengthen existing partnerships and relationships with TS</p>	<p>Secretariat - Meetings and various dialogues continue with Steering Committee members to explore their</p>		

<p>Steering Committee members and other early leaders, including VANOC 2010/dialogue/leadership development/ support initiatives</p>	<p>contribution to fulfilling the objectives of the Strategy. CCES participated in a Sport for Development gathering hosted by the Sport Matters group to discuss how we can work within our own sector and with others to increase the intentional use of good sport to realize the public benefit in Canadian communities.</p> <p>Secretariat and the Canada Games Council have developed a MOU for the 2009 Canada Summer Games that recognizes officially declaring the Games True Sport Games.</p> <p>CPC Welcomed 2 new Members (Field Hockey Canada and Canadian Amateur Dance Sport Association), bringing CPC’s membership to a record 43 Members. - Working with the broader disability community to increase partnerships between our membership and the disability community.</p>	<p>CPC - Increased opportunities for persons with a disability to participate in para-field hockey and Wheelchair Dance.</p>	<p>CPC - Equitable opportunities for persons with a disability to participate in para-field hockey and Wheelchair Dance</p>
<p>B-7. Work with VANOC 2010 & BC Legacies Now to determine how to use the TS 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>Secretariat / CCES - True Sport Strategy Communication Plan Task Group to be convened</p> <p>SOC SOC is investigating the designation</p>	<p>Secretariat / CCES - Work has commenced by the CCES with our brand developer around the development of key messages for the Movement</p> <p>SOC The SOC message is that “officiating is an</p>	<p>Secretariat / CCES - Our members have told us that language is important and the development of key messages would be beneficial</p> <p>Secretariat / CCES - Members and potential members have also indicated that they are looking for guided direction</p> <p>SOC Officials will be better</p>

	of a “ National Officials Day”. Tying this into the TSM is a logical link.	essential service to Canadian sport”. Officials should be play a major role in delivering the TSM to Canadians.	treated and appreciated and Canadian sport will be played in the TS spirit.
B-9. Build the capacity of the Canadian sport community to promote/influence values-driven sport internationally/ dialogue/resources	<p>CCES participation in various meetings/ dialogues/conferences with various international anti-doping organizations continues.</p> <p>CCES The Canadian Policy on Prohibited Conduct is now complete.</p> <p>AthletesCAN On May 29, in conjunction with working group (CAAWS, CCES) released Working with Transitioning / Transitioned Athletes in Sport discussion paper, executive summary and two literature reviews</p>	<p>CCES True Sport messaging is presented as part of these meetings/ dialogues/conferences</p> <p>AthletesCAN AthletesCAN executed ongoing dialogue within national and international community regarding the implementation of a policy framework</p>	<p>AthletesCAN Potential for confusion within system (either recreational or elite) as well Canadian policy would not necessarily be respected outside of Canada</p>
Strengthen The Policy Framework			
C-1. Further examine and advocate for inclusion of TS incentives in SFAF & F/P/T funding criteria/discussion paper/ dialogue			
C-2. Integrate Safe, & Welcoming Environment into TSM/ dialogue, environmental scan, Risk Management approach, TS Portal content	<p>CCES –truesport.ca house a number of tools and resources including information of safe and welcoming environments.</p> <p>The Secretariat is currently developing a delivery model for the Risk Management Program</p> <p>CCPTSF: Sask Sport Inc.</p> <ul style="list-style-type: none"> - RespectED contract extended through to March 2012. - Respect In Sport offered for 09-10 year <p>AthletesCAN Reviewed and revised in house policies and bylaws ACAN – posted Positive Space in Sport logo and link on ACAN website</p>	<p>AthletesCAN Board of Directors more aware of broader perspective and responsibility of sport as well explicitly states ACAN believes in TSM – further discussion of staff and board members to become declared True Sport Champions</p>	

C-3. Monitor the effectiveness of the Canadian Anti-doping Program (CADP)/annual monitoring reports	<p>The CCES is proud to continue to meet all international norms and standards for anti-doping.</p> <p>AthletesCAN Developed CADP Task Team in order to ensure athletes rights are better recognized and protected as well to continue to work on behalf of athletes to see significant changes to the way the policy and program are implemented.</p>	<p>AthletesCAN CADP Task Team preparing and publishing Discussion Paper (distribution Sept/09) with target date of creating Position Paper by Jan 1/10</p>	<p>AthletesCAN Athletes may see system via different lens than CCES, while still promoting True Sport values.</p>
C-4. Decide on need for Ombuds office/dialogue/ decision	<p>The CCES continues to explore the feasibility of a community mediation program.</p>		
Managing and Supporting the Strategy			
D-1. Manage the TS Strategy and implementation of the Action Plan/dialogue/ briefings/reports	<p>The CCES continues to house the True Sport Secretariat and its related administration.</p> <p>The Secretariat continues to manage the True Sport Strategy and support the Steering Committee</p> <p>The Secretariat has now completed the administration of the True Sport Strategy Evaluation.</p>	<p>Secretariat Recommendations from the True Sport Strategy Evaluation and the feedback received from the FPTSC will help inform the development of a new Action Plan and Logic Model for the Strategy.</p>	
D-2. Nurture and renew existing sponsors and funding partners, and seek out new resources/	<p>CCES -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.</p>	<p>CCES -Since the Fund's official launch in March 2007, over 1600 applications have been received with 99 organizations receiving grants totalling \$895,000 to date. To date, the fund has impacted</p>	

<p>dialogue/proposals/funding submissions/ reports</p>	<p>McConnell Family Foundation (2007-2010).</p> <p>AthletesCAN Two current board members & founding chair participated in the Olympic Reform-A Ten Year Review on Athletes Rights Panel as well as thesis on Athlete Social Responsibility (ASR): A Grounded Theory Inquiry into the Social Consciousness of Elite Athletes ACAN – developed Social Responsibility Task Team with direction to develop Social Responsibility Strategic Plan</p>	<p>over \$34,000 children and youth and 5,000 volunteers across Canada.</p> <p>AthletesCAN Implicitly acknowledged values of TSM within academic, public, strategic partnerships, and general membership surroundings.</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>			