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Overview

- 2008-2009 Update on the True Sport Secretariat
- Evaluation of the True Sport Strategy
 - Presentation of Recommendations
- Recommendations on the issue of Violence in Sport
- Ideas pertaining to FPTSC Re-Engagement in Strategy

2008-2009 Update – True Sport Secretariat

- Activation/Integration Plan
 - I.D. of key messages for Steering Committee members
- Risk Management Project
 - 15 month pilot
 - 8 NSOs, 1 MSO and 1 Club
 - Outcomes:
 - Better understanding of the risks NSOs face
 - How risk analysis can assist with strategic planning
 - Collaboration level amongst NSOs
 - Conception of True Sport Club Excellence

2008-2009 Update – True Sport Secretariat

- Management By Values
 - Integration of values into strategies, policies and procedures
 - Proactive approach to Risk Management
- School Engagement
 - Appetite for True Sport in school environment
 - Creation of school-specific strategy

2008-2009 Update – True Sport Secretariat

- 2009 Canada Summer Games
 - Collaboration for PEI Games and beyond
- What Sport Can Do : True Sport Report
 - Evidence on the power of good sport
 - Good sport can make a great difference

2008-2009 Update – True Sport Secretariat

- Managing the Strategy and Supporting the Steering Committee
 - 4 meetings for Steering Committee during 08-09
 - Focus:
 - ◆ Setting priorities for 2008-2009
 - ◆ Sharing of contributions to the Strategy
 - ◆ Issue of violence in sport
 - ◆ Evaluation of True Sport Strategy (including AI)
 - ◆ FPTSC Re-Engagement

Evaluation of True Sport Strategy

Purpose

- To evaluate the ongoing need for the Strategy
 - Determine the purpose and priorities
- To determine successes achieved
 - Lessons learned & barriers
- To determine effectiveness of current structure, alternatives and evaluation considerations

Evaluation of True Sport Strategy

Overview

- RFP process
 - Cathexis Consulting Inc.
- Methodology
 - Document Review
 - 29 Interviews
 - ◆ P/T Sport Directors
 - ◆ Reps from F/P/T non-profit sport federations
 - ◆ FPTSC co-chairs
 - ◆ True Sport Steering Committee Co-chairs
 - ◆ Municipal Representatives
 - ◆ Channel Partners
 - ◆ Current and past members of Steering Committee

Evaluation of True Sport Strategy

Overview

- Methodology *continued*
 - Data Mining
 - ◆ 2007 Connecting Sport and Canadians
 - ◆ 2005 Reasons to Believe
 - ◆ 2002 Canadian Public Opinion Survey on Youth and Sport
 - Appreciative Inquiry Session
 - Two day session with Steering Committee and key stakeholders

Evaluation of True Sport Strategy

Gain Government Commitment

- Accept this recommendation
- Connects to desired FPTSC re-engagement
- Will work with FPTSC but also bilaterally with P/Ts
- Identified government lead would facilitate this by streamlining lines of communication

Recognize challenges:

- Reconciling program brands with True Sport brand
- Gov's have other priorities with respect to ethics

Evaluation of True Sport Strategy

Clarified Steering Committee Roles, Responsibilities and Deliverables

- Accept this recommendation
- Orientation of new members would facilitate this
- Need to recognize expectation for the contribution of Steering Committee members & organizations to Action Plan & True Sport Movement
- “Steering” Strategy/Action Plan not the True Sport Movement
- Review Terms of Reference
 - Protocol to making changes to ToR

Evaluation of True Sport Strategy

Development True Sport Action Plan

- Accept this recommendation (Action Plan for Strategy)
- Priority activities already identified-on hold pending evaluation
- For Steering Committee & Secretariat as contribution to the True Sport Movement
- Helpful to have governments & FPTSC expectations of the Strategy/Secretariat clearly expressed/defined
- Action plan will be tempered by existing human resources and budget resources – can also identify more ambitious plans that would require new resources
- Will require review of Strategy logic model

Evaluation of True Sport Strategy

Community Engagement Plan & Implementation

- Support in principal
- Tactic that can be used by Steering Committee members and their organizations and others within the Movement
- Secretariat has been successful in engaging communities but capacity limited
- Will require support/commitment by P/Ts governments and other organizations with links/interest to community level

Evaluation of True Sport Strategy Promotion Plan & Implementation

- Accept recommendation in principal
- Traditional national campaigns not feasible due to cost
- Can find other creative ways that are able to promote the True Sport message e.g. PSAs, viral advertising, speakers, take advantage of NSO/MSO websites, new media, etc.

Evaluation of True Sport Strategy

Stakeholder Communication Plan

- Accept in principal as a tactic
- Limited capacity will necessitate focus on key stakeholders (channel partners) that have greatest reach/sphere of influence/network
- Could increase responsibilities of Steering Committee members to engage their organizations to support the Strategy
- Focus on helping organizations to live the Movement

Evaluation of True Sport Strategy

The following recommendations were agreed upon in principal but were not addressed due to time restrictions:

- **Continue to Gather and Communicate Success Stories**
- **Re-Engagement of the Research Community**
- **Revenue Development Plan**
- **Develop a Monitoring and Evaluation Framework**

Monitoring of Violence in Sport

Reasons for Action

- Negative impact on children and youth
- Recruitment/retention of officials/coaches/players/volunteers
- Inconsistent with our values and ethics
- Leads to a decrease participation in sport
- Injury/death
- Undermines the capacity of sport to achieve public policy objective

Monitoring of Violence in Sport

Reasons for Action

- Negative role model also promotes acceptance of violence generally in society
- Minimizes gateway for other unacceptable behaviours (e.g. bullying, racism)
- Personal impact on all sport participants
- Provide better environment to increase adults/leaders behaviour – make it harder for them to behave badly

Monitoring of Violence in Sport

Recommendations

- Incident database – work with Sport Officials Canada
- Campaign against physical and verbal violence/abuse in sport carried out by all :
 - players, coaches, parents, spectators, officials
- P/T Ministers speak out publicly against violence in hockey which is our national sport and should reflect our national values

Monitoring of Violence in Sport

Recommendations

- Research on public opinion on violence in sport/hockey/ultimate fighting to show percentage of population for/against
- Address media coverage of violent incidents – desensitization, glamorization of violence
e.g. require use of disclaimers

Monitoring of Violence in Sport

Other Considerations

- Will require commitment from all P/Ts using the Quebec experience
- Also need commitment from the sports/leagues themselves
- Recognition of complexity of issues; different sports – different definition of violence
- Will take leadership and resources

Monitoring of Violence in Sport

Other Considerations

- Need immediate action but recognize that this will take time/persistence
- Can also use this exercise to promote positive examples/practices and not just negative messages
- ❖ *True Sport Steering Committee would be pleased to flesh these out further if desired*

FPTSC Re-engagement

- Every province to appoint a provincial representative responsible for the True Sport file.
 - Provincial key contacts that would be equipped with tools
 - Dissemination of information/tools through P/T's to P/TSO's
 - True Sport at provincially hosted meetings when appropriate
- Each of the F/PT governments develop an ethics strategy.
 - Include a review of policies, programs and funding projects at the different levels as well as program and funding levers.
- At a P/T level – declare support for the Movement and reflect this on their websites.

FPTSC Re-engagement

- Update the London Declaration - F/PT to re-declare by 2010
- Intentional use of bilateral agreements to support ethics in sport
- Infrastructure - establishment of criteria based on True Sport values and principles
- Guidance on the review and updating of Terms of Reference and other relevant Steering Committee documents (protocol)



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