

**True Sport Strategy Steering Committee**

350-955 Green Valley Cres., Ottawa, ON  
Dr. Pipe Board Room  
Tuesday, March 24, 2009  
9:00 am – 4:00 pm (Eastern Time)

**MINUTES**

*Minutes have been prepared by Agenda item.*

<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
Denise Pittuck	Sports Officials Canada
Marvin Dobish	Alberta Sport, Recreation, Parks and Wildlife Foundation
Moira Lassen	AthletesCAN
David Taveroff	Canadian Parks and Recreation Association
Michelle Dezell	Canadian Sport Centre Saskatchewan / Sask Sport Inc
Natasha Johnston	True Sport Secretariat
<b>Attending:</b>	
Jocelyn East	Sport Canada
Helena Constantin	Canadian Paralympic Committee
Victor Lachance	True Sport Foundation
Dan Bourdeau	True Sport Secretariat
Joanne McRae	True Sport Secretariat
<b>Regrets:</b>	
Sylvie Turner	Government of Quebec
Gene Sutton	Canadian Olympic Committee
Gaëtan Robitaille	Coaching Association of Canada
Brian Rahill	Speed Skating Canada
Sharon May	Physical and Health Education Canada
Faye Finch	Sport Manitoba

**1. CALL TO ORDER**

D. McCrindle called the meeting to order. He welcomed the Steering Committee members to the March 2009 meeting. After an introduction by each of the Committee members, D. McCrindle welcomed and introduced Jocelyn East of Sport Canada, Helena Constantin of the Canadian Paralympic Committee and Dan Bourdeau of the True Sport

Secretariat, who attended the meeting as observers. He noted that Moira Lassen was replacing Jasmine Northcott during her maternity leave.

### **1-1 Approval of Agenda**

The agenda was approved as presented.

### **1-2 Approval of Previous Minutes**

D. McCrindle asked for approval of the September 18<sup>th</sup>, 2008 minutes as circulated.

M. Dezell moved that the minutes of the September 18<sup>th</sup>, 2008 True Sport Strategy Steering Committee Meeting be accepted as presented. The motion was seconded by M. Lassen.

**Motion 01-09  
Carried**

### **1-3 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.*

D. McCrindle formally welcomed Denise Pittuck from Sport Officials Canada, who is replacing David Weicker who has now retired. D. Pittuck updated the members of the Steering Committee on the “Violence in Hockey Symposium” which took place in London Ontario in mid-February. This conference raised awareness pertaining to violent issues at all levels of hockey. The outcomes are being compiled and will be presented as a statement in the near future.

D. Taveroff indicated that the Canadian Parks and Recreation Association (CPRA) restructuring process had not advanced as previously anticipated. D. Taveroff was pleased to report that CPRA won the 2008 World Leisure Innovation Prize for its *Everybody gets to play*<sup>TM</sup> initiative. Funding continues for this initiative which is successfully being managed by Sharon Jollimore.

K. Dawson reported on the completion of phase one of the truesport.ca website redesign. This website continues to be the go-to place for True Sport Movement members. Members can now access data from the search function key and view separate sites for the True Sport Movement, the True Sport Foundation and the True Sport Secretariat. A

new online store and resources section will provide Movement members with access to a host of free and for fee True Sport tools and materials.

## **2. True Sport Strategy Evaluation - Presentation**

A draft copy of the “Evaluation of the True Sport Strategy” report was circulated in advance of the meeting to members of the Steering Committee. Attending via teleconference, Martha McGuire and Valerie Sluth of Cathexis Consulting Inc. provided a brief overview of the report and appreciated the opportunity to provide feedback and/or clarification to the members of the Steering Committee on the key findings and recommendations. The evaluation process gathered information from reviewed documents, key informant interviews, data mining from past surveys and through a two day Appreciative Inquiry Summit. The evaluation and execution of this report found to be complex due to the philosophical nature of the True Sport Movement and True Sport Strategy.

The overall findings indicated success of the True Sport Movement in Canada through various activities but not to its’ full potential. The consultants discussed some of the barriers mentioned in the report and provided the Steering Committee members with recommendations on moving forward with the True Sport Strategy. The recommendations will be presented to the FPTSC meeting on April 1<sup>st</sup>, 2009, once they are reviewed and accepted by the Steering Committee members.

## **3. FPTSC**

D. McCrindle provided a brief overview of the letter received from the FPTSC on March 2009, inviting both co-chairs to attend the April 1<sup>st</sup>, 2009 meeting and to report on the following items:

### **i) Annual Report of the True Sport Secretariat**

N. Johnston reported that the Secretariat will be preparing the report which will be based on the True Sport Strategy priorities of 2008-09.

*The Annual Report has been prepared and is presented in appendix B.*

### **ii) Evaluation Report on the True Sport Strategy**

Natasha indicated that the FPTSC will be receiving the True Sport Strategy Evaluation draft report prior to the April 1<sup>st</sup> meeting. We will include a cover letter describing our interpretations of the report.

**iii) Recommendations on Monitoring of Violence in Sport**

Collectively the Steering Committee members accepted the following recommendations to the issue of Violence in Sport to be brought forward to FPTSC:

<b>Recommendations</b>	<b>Reason for Action (why)</b>	<b>Other Considerations (challenges)</b>
<ul style="list-style-type: none"> <li>• Incident database – work with Sport Officials Canada</li> <li>• Campaign against physical and verbal violence/abuse in sport carried out by all amongst each: players, coaches, parents, spectators, officials</li> <li>• P/T Ministers speak out publicly against violence in hockey which is our national sport and should reflect our national values</li> <li>• Research on public opinion on violence in sport/hockey/ultimate fighting to show percentage of population for/against</li> <li>• Address media coverage of violent incidents – desensitization, glamorization of violence eg. require use of disclaimers</li> <li>• True Sport Steering Committee will flesh these out if desired and required</li> </ul>	<ul style="list-style-type: none"> <li>• Negative impact on children and youth development/self-esteem/social and psychological development</li> <li>• Recruitment/retention of officials/coaches/players/volunteers</li> <li>• Undermines our inconsistent with our values and ethics</li> <li>• Leads to a decrease participation in sport               <ul style="list-style-type: none"> <li>- join and stay</li> </ul> </li> <li>• Injury/death</li> <li>• Undermining the capacity of sport to achieve public policy objective</li> <li>• Negative role model also promotes acceptance of violence generally in society</li> <li>• Minimizes the gateway for other unacceptable behaviours eg. bullying, racism</li> <li>• Personal toll on sport participants of all age and role</li> <li>• Provide better environment to increase adults/leaders behaviour – make it harder for them to behave badly</li> </ul>	<ul style="list-style-type: none"> <li>• Will require commitment from all P/Ts using the Quebec experience</li> <li>• Also need commitment from the sports/leagues themselves</li> <li>• Recognition of complexity of issues; different sports definition of violence</li> <li>• Will take leadership and resources</li> <li>• Need immediate action but recognize this will take time/persistence</li> <li>• Can also use this exercise to promote positive examples/practices and not just negative messages</li> </ul>

- **Review ideas for FPTSC re-engagement from September 18, 2008**

D. McCrindle reviewed the list of ideas for FPTSC re-engagement that was noted in the minutes of the September 18<sup>th</sup>, 2008 Steering Committee meeting. The Steering Committee members accepted the ideas which will be brought forward to the FPTSC meeting on April 1<sup>st</sup>.

#### **4. True Sport Strategy Evaluation – *Working Session***

The Steering Committee reviewed the following recommendations and members outlined the following:

##### **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 stream-lining lines of communication

##### Recognize challenges:

- Reconciling program brands with True Sport brand
- Governments have other priorities with respect to ethics

##### **Development of a 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

##### **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 to better describe roles and responsibilities

- Protocol to making changes to ToR

### **Community Engagement Plan and 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

### **Promotion Plan and 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.

### **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

*The following recommendations were agreed upon in principal but 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**

D. McCrindle indicated that the Secretariat and co-chairs will complete the exercise with the remaining recommendations. Once completed, a draft summary will be circulated to the Steering Committee members to seek further input and feedback.

*The PowerPoint presentation for the FPTSC meeting is presented in appendix C.*

## **5. Other Business**

The next meeting of the True Sport Strategy Steering Committee will be held in June 2009.

**6. Adjournment**

There being no further business, D. McCrindle adjourned the meeting.



## TRUE SPORT STEERING COMMITTEE MEETING March 24<sup>th</sup>, 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?)
<b><u>DEEPEN UNDERSTANDING OF TRUE SPORT</u></b>			
A-1. Identify and investigate ethical considerations for key sport issues facing the sport community/dialogue/heads up letters	<b>CCES</b> - continues to be the go-to place for ethics-related questions from the domestic sport community	<b>CCES</b> – True Sport values and principles are increasingly being referenced and used as foundational benchmarks in responding to queries	
A-2. Further understanding of how to be a values driven sport organization/dialogue /research	<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 <b>Secretariat</b> and the <b>CCES</b> 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><b>Secretariat / CCES</b> - CCES presented at the annual LTAD conference in January 2009 and has follow-up meetings scheduled with LTAD at the end of March.</p>	

**Gov. Alberta** The Alberta Sport, Recreation, Parks and Wildlife foundation hosted two work-shops in Edmonton (January 21, 2009) and Calgary (January 22, 2009) on Bullying Prevention in Sport.

**Gov. Alberta** Roger Kramers, Director Sport Development Branch sits on the Alberta Cross Ministry for the Prevention of Bullying.

**Gov. Alberta** Dina Bell-Laroche will present two sessions (Management by Values and Addressing Risk Within Your Organization) at the 2009 Alberta Sport and Recreation Leadership Summit; April 17, 2009.

**Gov. Alberta** Marie-Claude Asselin from the Sport Dispute Resolution Centre to present a session on Dispute Prevention and Alternative Dispute Resolution at the 2009 Alberta Sport and Recreation Leadership Summit; April 18, 2009.

**Gov. Alberta** Tracy Bradley will be meeting with Alberta representatives of the Alberta Sport Development Centres on April 16, 2009 to introduce these representatives to the True Sport Club Excellence program.

**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.

**Gov. Alberta** To be determined following the Leadership Summit.

**Gov. Alberta** To be determined following the Leadership Summit. Discussions will also take place about the development of a provincial dispute resolution centre.

**Gov. Alberta** Plans are under-way to conduct a number of True Sport Club Excellence work-shops in Alberta in late May with both provincial and regional stakeholders and organizations.

**CCPTSF: Northwest Territories** – Submitted by Sport North Federation  
**KidSport**  
 The KidSport program was established in the Northwest Territories in 2001 and is administered by the Sport North Federation. KidSport NWT has a territorial chapter located in Yellowknife and raises funds for all NWT communities. 100% of donations and fundraising proceeds are directed to children, unless specifically fundraised for operations.

		<p>Funds raised are directed in the form of grants to individual children. Grants of up to \$300 are available to children up to the age of eighteen. Funding can be used to assist with sport registration fees, equipment and travel.</p> <p><b>Fundraising</b></p> <p>Our main fundraising event is the RBC Champions for Children Dinner. This year's amazing line up of talented athletes included <i>Becky Scott</i> – two time Olympic medalist in cross-country skiing, <i>Kevin Martin</i> – Brier Champion and Olympic silver medalist, <i>Mike Bossy</i> – member of the New York Islanders Stanley Cup winning dynasty (1980-83), <i>Megan Metcalfe</i> – 2007 Pan Am Games gold medalist and 2008 Olympian in Athletics and <i>David Bissett</i> – three World Cup podium finishes and 2006 Olympian in Bobsleigh. The dinner raised \$45,000 and the RBC Foundation contributed \$25,000 for a total of \$70,000 for KidSport.</p> <p>Michelle Docking, RBC, presents the donation cheque to Sheena Jensen, KidSport NWT.</p> <p><b>Financial Highlights</b></p> <p>KidSport has helped kids participate in a variety of activities; arctic sports, badminton, basketball, cross country skiing, curling, dance, figure skating, gymnastics, hockey, equestrian, soccer, speed skating and volleyball. In 2008, KidSport helped 139 kids from 15 communities.</p> <p><b>Rising Star Program</b></p> <p><u>Objective</u></p> <ul style="list-style-type: none"> <li>• To provide funding to those athletes that exhibit high performance potential in their chosen sport and wish to receive additional skill specific training, through a camp format, outside the NWT.</li> <li>• Funding will go directly to support costs incurred for registration fees. <ul style="list-style-type: none"> <li>• Camps must be outside the NWT but within Canada.</li> </ul> </li> </ul> <p><u>Criteria</u></p>	
--	--	--	--

		<p><i>Athletes must meet the following criteria:</i></p> <ul style="list-style-type: none"> <li>• Non smoker.</li> <li>• 14 years of age or under.</li> <li>• Exhibit fair play and good sportsmanship.</li> <li>• Is committed to his/her chosen sport.</li> <li>• Be a registered member of a Territorial Sport Organization (TSO).</li> </ul> <p><b>ESTEEM Team North</b>  <b>Our Vision:</b> To inspire young people to have the courage to achieve what they want to do in life. ESTEEM Team North are real life people who have experienced many of the same challenges youth are facing. They spark imagination, excitement and share the lessons of life learned on the playing field.  <b>What we do:</b> ESTEEM Team North provides face-to-face, interactive presentations geared to youth of all backgrounds in grades 4-12, through schools, community centers and sports clubs. In addition to presentations in major centers, the remainder of the program focuses on high profile tours, which send our athletes into far reaching communities to visit schools, service clubs, and youth groups in those areas.</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 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><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><b>CCPTSF: Sport Nova Scotia</b> delivers a number of programs focused on delivering quality sport experience for children, youth and adults with a fair play message. Sport Nova Scotia delivers this message through the delivery of the following programs:</p>	

		<p>After School Physical Activity Program</p> <ul style="list-style-type: none"> <li>◆ 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 a 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 Girl's Only Program is being delivered in partnership with the Public Health Agency of Canada and Health Promotion &amp; 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.</li> </ul> <p>Sport Futures Leadership Program</p> <ul style="list-style-type: none"> <li>◆ The Sport Futures Leadership program has been renewed for a three year period and will focus on increasing participation by supporting provincial sport organization programming that is consistent with their Long Term Athlete Development models. This program is part of the bi-lateral agreement between the federal and provincial governments with support from Doctor's Nova Scotia.</li> </ul> <p>"You Can Make A Difference" document on abuse and harassment available on their</p>	
--	--	--	--

		<p>website.</p> <ul style="list-style-type: none"> <li>◆ The purpose of this document is to provide provincial sport organizations with the necessary information to address abuse and harassment issues</li> </ul> <p>Milk Energy Sport Fair</p> <ul style="list-style-type: none"> <li>◆ This event is sponsored by the Dairy Farmers of Canada and is an interactive sport experience that engages the student public in sampling a variety of sports. Provincial Sport Organizations set up interactive sport activities and local elementary and junior high schools attend the event and try different activities. The event is held twice a year (spring and fall) in various parts of Nova Scotia. On average 25 – 30 sports regularly participate in Sport Fair.</li> </ul> <p>Youth Leadership Program</p> <ul style="list-style-type: none"> <li>◆ The Youth Leadership Program has doubled in reach and has expanded to 20 additional schools. Youth who have an interest in working in the sport and physical activity field are placed in designated elementary schools to be mentored by the Physical Education specialist. At the conclusion of the program they return to school or full time employment. The program is funded through Service Canada, Chignecto Central Regional School Board, the department of Community Services and the Department of Labour and Workforce Development.</li> </ul> <p>Support 4 Sport</p> <ul style="list-style-type: none"> <li>◆ This program is funded through the Nova Scotia Gaming Corporation and is designed to support provincial sport organizations in four specific program areas; Participation Development, Athlete Support, Coach Employment and</li> </ul>	
--	--	---	--

		<p>Canada Games funding. On an annual basis 2.2 millions dollars is invested in developing all aspects of sport in Nova Scotia.</p> <p>Public Speaking Engagements</p> <ul style="list-style-type: none"> <li>◆ On a regular basis the Sport Development Unit staff receive requests to participate in various school and community functions.</li> </ul>	
A-4. Further understanding of how TS propagates in communities/case studies	<p>CCES received a second OTF grant to go “deep” with the community animation project in several areas of the province. 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. This will also facilitate the True Sport Movement’s goal of engaging 2012 communities by 2012.</p> <p>CCPTSF: PEI I don’t have a lot to mention on the True Sport front. However, Sport PEI and the Coaches Association of PEI are teaming up to bring the Community Sport Development seminar to the PEI Sport Community. We have had preliminary discussions with Andrew Moss at Swim Canada, and we are in the preparation stage of selecting dates, locations, etc. SPRING 2009</p>	
A-5. Further understanding of how to engage youth and communities in TS	<p>Secretariat - 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>CCES – The University of Ottawa GeeGees football has decided to give back to their community by creating a school based outreach program to promote football and True Sport.</p>	<p>Secretariat - In an effort to capitalize on the growth and interest of the Movement in Schools, True Sport Secretariat Has developed a strategy to maximize its efforts in engaging schools across Canada Clear engagement on the part of P/T School Sport Associations across Canada has been received and is actively being pursued.</p> <p>CCES – UofO GeeGees football athletes are incorporating True Sport messaging into their local athlete role model appearances.</p>	

**PHE Canada** Invited True Sport to present to post secondary students at annual conference/camp.

**CCPTSF: Ontario** :



### **Sport System Infrastructure**

#### **Infrastructure**

- Markham...no real progress since last report.
- There was a survey that was initiated by Markham re the importance of the Markham facilities development.
- Meeting monthly with Debbie Lo to keep informed of progress

#### **Strategic Plan Development**

- The Strategic Plan is in place and continues to be operationalized.

### **1. Programs and Services**

#### **Building Future**

- **The move has now been completed as of November 28,29,30 31 and Dec 1<sup>st</sup>.**
- The new Landlord has been very accommodating.
- Gillanders Construction completed the construction on schedule with CSCO moving in Early along with ORFA.
- The full budget for the relocation has been modified as more information is becoming available and the latest is attached for the information of the Board (attachment 2)
- For a number of reasons the budget for construction was exceeded.
- We are putting in place a number of concrete action to reduce costs, and pay the deficit

#### **Building Services**

- A new online computerized board room booking system for the building is in place.

		<ul style="list-style-type: none"> <li>• The Board rooms are the last portion of the building construction to be completed and should be finished by the end of January.</li> <li>• Furniture for the Board rooms is on order</li> <li>• Signage for each sport suite is being installed.</li> <li>• There is a problem of noise between suites and we are exploring solutions to this problem.</li> </ul> <p><b>Ontario Sport Awards</b></p> <ul style="list-style-type: none"> <li>• After a review of the three proponents Centennial College was selected to continue to produce the event.</li> <li>• Centennial College had produced the show for 2008 but was at the end of a three year partnership.</li> <li>• The event was a huge success at the Granite Club, even surpassing the previous year.</li> <li>• The event this year will be held on March 26 at the Westin Bristol Place Hotel in Conjunction with the Provincial Sport Conference.</li> <li>• We are increasing the number of invitees to over 400.</li> <li>• Nominations for awards have close and the selection process is continuing.</li> </ul> <p><b>KidSport Ontario</b></p> <ul style="list-style-type: none"> <li>• The Trillium grant of \$265,000 has also been received to establish a viable KidSport Chapter in Toronto</li> <li>• KidSport leadership has been changed.</li> <li>• A process was put in place to move forward with staffing for the program coordinator position. The position was advertised and short listed but we could not find a suitable candidate to take the position at the salary offered.</li> <li>• We are going to re interview..</li> <li>• In the interim in order to meet all of the</li> </ul>	
--	--	--	--

		<p>program obligations an outside contractor was retained.</p> <ul style="list-style-type: none"> <li>• As all are aware Dave Saad and myself 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.</li> </ul> <p><b>Games Unit</b></p> <p><b>2008 Ontario ParaSport Summer Championships – Variety Village</b></p> <ul style="list-style-type: none"> <li>• The 2008 Ontario ParaSport Summer Championship was hosted July 22-24 at Variety Village</li> <li>• The Minister was in attendance and spoke at the Closing Banquet</li> <li>• The Games were very successful and included 243 participants in 7 sports including Soccer as a demonstration sport</li> <li>• A Wrap-Up meeting was hosted in October where important feedback was retained</li> <li>• A final report has been received and a final host payment of \$5,000 is to be made in January</li> <li>• The Games generated a \$21,324 surplus</li> </ul> <p><b>2009 Ontario ParaSport Summer Championships – Woodstock</b></p> <ul style="list-style-type: none"> <li>• It was announced at the 2008 Games that Woodstock was the successful bid for the 2009 Games</li> <li>• The 3 party host agreement between SAO, PO, and the City of Woodstock has been signed</li> <li>• The first hosting grant of \$10,000 was issued in October 2008</li> <li>• Monthly meetings have begun and will continue into 2009</li> <li>• Facilities have been secured for all</li> </ul>	
--	--	--	--

		<p>sports.</p> <ul style="list-style-type: none"> <li>• Work has begun on updating facilities and increasing accessibility</li> <li>• The majority of the Games Organizing Committee has been formed and key volunteers are being secured</li> <li>• A press conference to promote the games is expected to take place January</li> </ul> <p><b>2010 Ontario ParaSport Winter Games – Kingston</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• The host agreement is expected to be signed near the end of January and meetings are expected to begin shortly after.</li> <li>• A bid and site evaluation took place in December 2008</li> <li>• Bid Guidelines were sent to the Communities in the spring for the 2010 OPWG</li> <li>• 3 letters of intent were received for the 2010 OPWG from Arnprior, Kingston, and Collingwood</li> <li>• 2 bids were submitted for the 2010 OPWG from Kingston and Collingwood</li> <li>• Site visits were conducted in November by Games Consultants and PO staff</li> </ul> <p><b>2010 Ontario Winter Games – Muskoka Region</b></p> <ul style="list-style-type: none"> <li>• 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 Bays and 5 events will be</li> </ul>	
--	--	--	--

		<p>held in the City of Sudbury</p> <ul style="list-style-type: none"> <li>• The Games Organizing Committee has been established and is meeting on a monthly basis.</li> <li>• Operational Guidelines distributed and one on one meetings held with each GOC Member</li> <li>• The first two payments of the hosting agreement have been processed.</li> <li>• The Games will take place March 4-7, 2010</li> </ul> <p><b>2008 Ontario Summer Games - Ottawa</b></p> <ul style="list-style-type: none"> <li>• The City of Ottawa is finalizing all outstanding financial issues and expects to close the Games accounts by the end of this week as which time an accurate financial statement will be forwarded</li> <li>• 4 copies of the Final report were received</li> <li>• The final grant installment of \$40,000 will be processed this month</li> </ul> <p><b>2010 Ontario Summer Games - Sudbury</b></p> <ul style="list-style-type: none"> <li>• The Games Organizing Committee had their 2<sup>nd</sup> official GOC meeting on January 8, 2009</li> <li>• A posting for a Games Coordinator has been created and will be posted in early February with a planned start date in March (18 months prior to the Games)</li> <li>• Individual committee meetings will be held to discuss the Games Operational Guidelines during the week of Jan 27-29, 2009</li> <li>• The Games will take place August 10 – 13, 2010</li> <li>• The 2<sup>nd</sup> installment of the hosting agreement will be disbursed by March 31, 2009</li> <li>• The next GOC meeting is scheduled for March 12, 2009</li> </ul> <p><b>2008 Ontario Senior Summer Games – Actifest – London</b></p>	
--	--	---	--

		<ul style="list-style-type: none"> <li>• Received final report from London. Hold back installment of \$10,000 will be mailed in January</li> <li>• The legacy from the Games is \$71,775.09. The legacy committee is working on a communication plan to announce the legacy.</li> </ul> <p><b>2010 Ontario Senior Summer Games – Actifest – Oshawa</b></p> <ul style="list-style-type: none"> <li>• Site Review Committee evaluated both bids and chose Oshawa to be the host community</li> <li>• Approval of the selected community was received by the MHP and the bidding communities were both notified of the decision in early January.</li> <li>• Will be begin working on Host Agreement and development of the GOC in January/February</li> </ul> <p><b>2009 Ontario Senior Winter Games – Winterfest – Brockville</b></p> <ul style="list-style-type: none"> <li>• Games will be held in Brockville from Feb 11-13, 2009</li> <li>• Participant Registration Deadline – December 31, 2008 was extended to Jan 7 to allow for more entries</li> <li>• 820 participants have registered.</li> <li>• GOC is now meeting weekly starting Jan 19</li> <li>• Sport schedules, accommodations &amp; transportation schedules now being finalized</li> <li>• Working with MHP regarding Minister’s attendance at the Games</li> </ul> <p><b>2011 Ontario Senior Winter Games – Winterfest – TBD</b></p> <ul style="list-style-type: none"> <li>• Two Letters of Intent received – Haliburton County &amp; Arnprior/Renfrew</li> <li>• Have had discussions regarding hosting &amp; the bid process with both communities</li> <li>• Bid Deadline – January 30, 2008</li> </ul>	
--	--	---	--

**Games Review**

- 2010 Ontario Games Sport Selection Process completed. A total of 31 Summer Sports and 27 Winter Sports were selected to participate in the Games.
- PSO Information Session on Core and Optional Sports hosted on November 19<sup>th</sup> and 20<sup>th</sup>. The purpose of the meeting was to review what it meant to be designated between Core and Optional Sport and review how sports will be evaluated on their participation in the Games.

**Team Ontario**

- Chef de Mission and Core Team were announced in early September 2007 for 2009 Games.
- 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.
- Clothing manufacturer has been selected through an RFP process and Brooks will be the manufacturer of the Team Ontario uniforms.
- Core Team meetings are held monthly.
- Incorporating new Ontario Govn't logo into Team Ontario Logo.
- Sport Technical Packages prepared for distribution
- Chef and Assistant Chef attended Chef de Mission meetings in PEI September 13-18.
- Monthly Chef meetings via conference call begin in January
- Clothing design and product has been confirmed and order will be delivered in May
- Mission Staff and PSO meeting to be held January 30/31, 2009

		<ul style="list-style-type: none"> <li>• Full Team Ontario Training Camp to be held at U of T in June.</li> </ul> <p><b>Team Ontario Development Grant Program</b></p> <ul style="list-style-type: none"> <li>• A reminder regarding final reports for the Team Ontario Development Grant Program (due February 28, 2009) will be sent on January 15, 2009</li> <li>• The remaining 10% of the grant will be disbursed upon receipt of a satisfactory final report.</li> <li>• Final reports to be received by February 28, 2009 at which time remaining 10% of grant will be disbursed</li> <li>• Ongoing communication and monitoring of plans by Mission Staff continue</li> <li>• MHP will be exploring the extension of the Program for the 2011 Canada Winter Games sports.</li> </ul> <p><b>Quest for Gold</b></p> <ul style="list-style-type: none"> <li>• The additional Host Quest for Gold money of \$200,000 to each of Muskoka and Sudbury for the 2010 Games has been transferred.</li> <li>• Staffing proposal has been approved by MHP for additional Quest for Gold funding to assist with staffing the Games Unit to implement the Games Review recommendations. This is very significant support from MHP.</li> <li>• The \$341,000 TODGP is an initiative of Quest for Gold Program as well.</li> <li>• Working on finalizing proposal of some new initiatives for 2008/2009 fiscal</li> </ul> <p><b>Senior Games Review</b></p> <ul style="list-style-type: none"> <li>• OSGA &amp; SAO has completed the Implementation Plan of the review recommendations. This has been sent to the rest of the OSGA Board for review and will be accepted at the January 25 Board meeting</li> <li>• New part-time Office Assistant has been</li> </ul>	
--	--	--	--

		<p>hired and started in January</p> <ul style="list-style-type: none"> <li>• Board training scheduled for January 26, 2009</li> </ul> <p><b>ParaSport Games Review</b></p> <ul style="list-style-type: none"> <li>• An implementation plan is in the process of being developed and is expected to be completed at the end of February.</li> <li>• The Final report for the ParaSport review has been submitted to the Ministry.</li> <li>• The Sutcliffe Group was selected through an RFP process to facilitate the Paralympic Review.</li> <li>• All Review Committee members have been secured</li> <li>• Three workgroup meetings have taken place and the Sutcliffe Group has conducted interviews of key stakeholders within the ParaSport Community.</li> <li>• Final report from the Sutcliffe Group to be forwarded and finalized prior to January 1<sup>st</sup>, 2009</li> </ul> <p><b>3. <u>Partnerships and Collaboration</u></b></p> <ul style="list-style-type: none"> <li>• Growth and Diversification of Revenue was a priority.</li> <li>• A major sport conference encompassing OSAP, KidSport, Community Sport Councils, Seniors Games Association and PSO's has been postponed to the Spring of 2009 fall due to the pending move.</li> <li>• Planning is progressing well and the program is filling out nicely</li> </ul> <p><b>4. <u>Research and Innovation</u></b></p> <ul style="list-style-type: none"> <li>• The intent is to shape the research possibilities for discussions at the Spring Conference</li> <li>• Further meetings will take place over the next few months.</li> </ul>	
--	--	--	--

**5. Communications**

**It is felt that the communications and marketing component will be a common thread through the majority of the KOA's.**

- There are a number of key areas that have to be addressed which includes:
  1. the development and implementation of a social marketing strategy
  2. the development and implementation of a communications strategy
  3. working with an outside agency to develop and implement a sponsorship package
  4. develop a working relationship with the PSO's and the PSOC to issue supportive statements relating to releases that have been developed
  5. 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
  6. 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
- A job description for a communications coordinator has been developed. This is proposed as a junior position to primarily enhance the internal and external communications.

**6. Administration**

- Schedule N has now been referred back to MHP for further revision. Once completed it will go to the SAO Board of Directors for approval at the appropriate meeting.

		PHE Canada 20 students signed up as True Sport Champions	
A-6. Identify the high performance component of the TSM/dialogue/research			
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.			
<b>Build Commitment and Engagement</b>			
B-1. Develop and promote the content & functionality of the TS Portal/information/enhancements	CCES - The web site continues to be the go-to place for the True Sport Movement. The newly designed site launched on November 6 <sup>th</sup> caters to prospective and existing TSM members.	CCES - Declarations to the movement continue to rise; as of March 17 <sup>th</sup> , 2009 – 1490 declarations were completed.	CCES This increase in “declarations” clearly indicates that the True Sport Movement remains in a growth phase.
B-2. Identify and create opportunities to explore/discuss mutual outcomes with Bell Canada/dialogue	CCES 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. Due to changes at Bell, the program will no longer be offered.  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.	CCES 396 grants totalling \$3 million have been distributed to enhance participation at the community level in a variety of team sports.  CCES - To date True Sport has distributed approximately \$2.5 million through this program.	CCES – Additional donors need to be identified to support this program.

<p>B-3. Promote TS to potential members of the TSM/ promotional material/ website</p>	<p><b>PHE Canada</b> Link to True Sport on PHE Canada website.</p> <p>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 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/resources section will provide movement members with access to a host of free and for fee True Sport tools and materials.</p> <p><b>Skate Canada Section declarations:</b> Over half of the Skate Canada Sections (provincial bodies) have declared their True Sport affiliation publicly on their web sites and featured the True Sport brand on their home page.</p> <p><b>Skate Canada Club declarations:</b> Continue to encourage our clubs to become members of the True Sport movement.</p> <p><b>CCPTSF: Gov. Alberta</b></p> <ul style="list-style-type: none"> <li>- Respect In Sport Presentations to Sport and Recreation Associations Oct/08</li> <li>- hosted 2 Bullying Prevention in Sport workshops January 09</li> <li>- to host workshops on Management by Values with Dina Bell-Laroche April 2009</li> <li>- SDRCC to present on Dispute Prevention and ADR April 09</li> <li>- representative on Alberta Cross Ministry for the Prevention of Bullying</li> <li>- Tracy Bradley with True Sport Club</li> </ul>	<p><b>PHE Canada</b> More awareness of True Sport by education community.</p> <p><b>CCES</b> – To date 51 Canadians have signed on to be True Sport Champions.</p> <p><b>CCES</b> - Visibility of the True Sport brand is increasing.</p> <p><b>Skate Canada</b> Creating a unified front in support of the True Sport Movement.</p> <p><b>CPTSF: Gov. Alberta</b> To be determined following the Leadership Summit</p> <p><b>CPTSF: Gov. Alberta</b> To be determined following the Leadership Summit</p>	
---	--	--	--

	<p>Excellence Program to meet stakeholders to determine future TSCE workshops for Alberta in 2009</p> <p><b>CCPTSF: Sport PEI</b>  - Currently in discussions with Andrew Moss with Swim Canada regarding a “Club Excellence” presentation for spring 2009.</p> <p><b>CCPTSF: Sask Sport Inc.</b>  - Sport Committee will recommend to Sask Sport Inc. Board of Directors that SSI declare the organization to be a True Sport Organization March 2009.  - Sask Sport Inc. in discussions with True Sport Secretariat regarding a presentation at June 2009 AGM regarding True Sport.</p>	<p><b>CPTSF:</b> Gov. Alberta To be determined following the meeting</p> <p><b>CPTSF:</b> Sport PEI - to be determined following the meetings.</p> <p><b>CPTSF:</b> Sask Sport Inc. to be determined following March BOD meeting.</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>On November 6<sup>th</sup>, 2008, the <b>CCES</b> launched What Sport Can Do: The True Sport Report, 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>Efforts to promote the True Sport Report will continue in 2009 and will include a plenary session presentation at the Federation of Canadian Municipalities annual convention in June.</p>	<p><b>CCES</b> - 7 presentations to 300+ delegates (launch, True Sport Steering Committee, CCES Board, ANADO conference, CAC Leadership Conference, Commonwealth Games Canada AGM, Canadian Sport For Life conference )</p> <p>Distribution - NSO/MSOs, 186 sport contacts, 107 non-sport contacts, 10 national partner organizations (e.g. Community Foundations of Canada, United Way, Imagine Canada, SIRC, YMCA Canada, etc.). Direct letter campaign to 1754 FCM member Mayors and Councils.</p> <p>Distributed 235 hard copies of English Report, 27 French copies and over 375 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 &amp; local newsletters and periodicals (e.g. CPRA, PEIFRA, NeORA, Edmonton Sport Council, 4-part series in Prospect Magazine, Education Canada Magazine)</p>	

**Skate Canada LTAD:** LTAD model is almost complete and implementation planning phase has begun. Extensive number of communication and feedback sessions are taking place during the 2008-2009 seasons.

**CCPTSF: NWT**

- KidSport program active
- Rising Star Program provides support to athletes for registration fees for those who exhibit fair play, non smoker, etc

**CCPTSF: Sask Sport Inc.**

- KidSport program active

**CCPTSF: Sport Nova Scotia**

- After school Physical Activity 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 Futures Leadership Program 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.

**CCPTSF: Sport Alliance Ontario**

	<ul style="list-style-type: none"> <li>- KidSport program active and additional funding through Trillium grant available for additional support</li> <li>- ParaSport Championships involve athletes in a variety of sports, will be reviewed and recommendations made</li> <li>- Seniors games – continue to be hosted, will be reviewed and recommendations made</li> <li>- Provincial games – continue to be hosted</li> </ul>		
B-5. Identify and explore opportunities to get athletes involved in the TSM/info/ dialogue	<p><b>CCES</b> -A number of athletes provided testimonials for the True Sport video. This video is now available in English and French.</p> <p><b>CCES</b> has agreement in principle from a couple of high profile Canadian athletes to participate in the True Sport movement.</p> <p><b>CCES</b> will attend the 2009 Canada Summer Games in PEI to share True Sport and anti-doping messaging with over 5500 athletes.</p>	<b>CCES</b> -Over a half dozen high profile Canadian athletes provided testimonials for the video and principles footage.	
B-6. Strengthen existing partnerships and relationships with TS Steering Committee members and other early leaders, including VANOC 2010/dialogue/leadership development/ support initiatives			
B-7. Work with VANOC 2010 & BC Legacies Now to determine how to use the TS brand to promote values-based Games/dialogue/ support			
B-8. Explore opportunities to engage the media in advancing the TSM/	<b>Secretariat / CCES</b> - True Sport Strategy Communication Plan Task Group to be convened	<b>Secretariat / CCES</b> - Work has commenced by the CCES with our brand developer around the development of key messages for the Movement	<b>Secretariat / CCES</b> - Our members have told us that language is important and the

<p>dialogue/media initiatives</p>			<p>development of key messages 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> 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>CCPTSF: NWT</b></p> <ul style="list-style-type: none"> <li>- Esteem team – motivational speakers deliver inspirational messages to youth</li> </ul> <p><b>CCPTSF: Sask Sport Inc.</b></p> <ul style="list-style-type: none"> <li>- Team Sport – speakers motivate youth through presentations</li> <li>- CAAWS Women in Sport Leadership training sessions continue to be offered throughout the province.</li> <li>- Aboriginal communities and Sport, Culture and Recreation Districts throughout the province developing adjudication committees to evaluate grant applications and determine priorities and support for programming options.</li> <li>- Online volunteer training continues to offer educational opportunities free of charge to Saskatchewan citizens to develop critical skills for their work in the voluntary sector.</li> <li>- Canadian Sport for Life - planning with key stakeholders to determine support for sport organizations to</li> </ul>	<p><b>CCES</b> True Sport messaging is presented as part of these meetings/ dialogues/conferences</p>	

	<p>incorporate principles in program delivery and planning.</p> <p><b>PHE Canada</b> Included information on True Sport in new Fundamental Movement Skills resources.</p> <p><b>PHE Canada</b> Included True Sport Secretariat in the creation of a proposal for Sport Canada for Positive Youth Development which will incorporate True Sport principles into program content.</p>	<p><b>PHE Canada</b> More teachers will be aware of the True Sport Movement and philosophy through the purchase of resource.</p> <p><b>PHE Canada</b> More teachers will be aware of the True Sport Movement and philosophy through the purchase of resource.</p>	
<b>Strengthen The Policy Framework</b>			
<p>C-1. Further examine and advocate for inclusion of TS incentives in SFAF &amp; F/P/T funding criteria/discussion paper/ dialogue</p>			
<p>C-2. Integrate Safe, &amp; Welcoming Environment into TSM/ dialogue, environmental scan, Risk Management approach, TS Portal content</p>	<p><b>CCES</b> – The new truesport.ca will feature a host of new tools and resources including information of safe and welcoming environments.</p> <p><b>Skate Canada Risk Management Pilot:</b> Pilot completed in the fall 2008. Some follow up work remaining.</p> <p><b>Skate Canada Complaint Procedures</b> Skate Canada Board of Directors has approved revised complaint policies in October 2008 which are now in effect. The five policies are:</p> <ol style="list-style-type: none"> <li>1. Club Dispute Resolution</li> <li>2. Section Dispute Resolution</li> <li>3. Member Complaints</li> <li>4. Member Harassment</li> <li>5. Investigation and Hearing Procedure</li> </ol> <p><b>CCPTSF: Sask Sport Inc.</b></p> <ul style="list-style-type: none"> <li>- hosted CAAWS Homophobia Workshop for coaches February 09</li> <li>- RespectedED contract extended through to March 2012.</li> </ul>	<p><b>Skate Canada</b> More clear and effective process for dealing with complaints resulting in clearer expectations and faster resolution.</p>	

	<p><b>Secretariat</b> - the 15 month Risk Management Pilot Program was completed. Eight national sport organizations, one Multi-Sport organization and a large community sport club, participated on this national pilot project involving risk management.</p> <p><b>Secretariat</b> – Based on the learnings from the Risk Management Project, the Secretariat is in the early stages of a pilot project called Management by Values.</p>	<p><b>Secretariat</b> – The outcome of this project has been a better understanding of risks, a sharper insight into how risk analysis can be used to improve strategic planning and organizational decision-making, and an unprecedented degree of information-sharing and collaboration on common issues and good practices among the participants in the project.</p> <p><b>Secretariat</b> - Management by values is concerned with developing management systems that are capable of integrating values into organizational strategies, policies and procedures. If a management by values approach were adopted, there is clear potential for improved risk management.</p>	<p><b>Secretariat</b> – Better understanding of how values inform organizational decision-making or guide organizational actions. Upon the completion of the first phase of the Risk Management Pilot project it is evident that values lie at the core of managing risks within organizations. Most of an organization’s risk management problems arise because there is poor alignment of values within the organization.</p>
<p>C-3. Monitor the effectiveness of the Canadian Anti-doping Program (CADP)/annual monitoring reports</p>	<p>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 began implementation January 1, 2009.</p>		
<p>C-4. Decide on need for Ombuds office/dialogue/ decision</p>	<p>The <b>CCES</b> continues to look at 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.</p>		

<b>Managing and Supporting the Strategy</b>			
<p>D-1. Manage the TS Strategy and implementation of the Action Plan/dialogue/ briefings/reports</p>	<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>	<p><b>Secretariat</b> - In 2008/2009 the Steering Committee met four times. Three meetings were standard Steering Committee meetings and one was a two day Appreciative Inquiry Session in support of the Evaluation of the True Sport Strategy.</p> <p><b>Secretariat</b> – The Evaluation of the True Sport Strategy is now completed. The recommendations in the report could potentially determine purpose and priorities of a continued True Sport Strategy.</p>	
<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, over 1400 applications have been received with 99 organizations receiving grants totalling \$895,000 to date. To date, the fund has impacted over \$34,000 children and youth and 5,000 volunteers across Canada.</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>			



### FPTSC 2008-09 Update on the True Sport Strategy

*This report has been prepared based on the True Sport Strategy Priorities for 2008-09*

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

As stated in the October report to the FPTSC, in 2008-2009 the True Sport Secretariat, the Canadian Centre for Ethics in Sport and the True Sport Foundation, worked in collaboration on the development of a True Sport **Activation/Integration Plan**. The purpose of the plan, which was developed by the social marketing company E.Y.E., was to assist all three leading groups identified above in focusing its resources and energies in order to create more synergy and maximize the impact of efforts for the current year. While this plan facilitated the objectives of intentionality and collaboration, it also allowed for the identification of key messages, which was previously identified as an important need of the members of the Steering Committee. In the coming year work around the development of key messages, communications and relevant tools will continue with the intent of providing the guidance and language sought by the members of the Steering Committee.

#### Build Commitment and Engagement in True Sport

As previously reported to the FPTSC, the True Sport Secretariat is leading the implementation of the **Risk Management Program** for national sport organizations (NSOs) to help them proactively manage risk. The Risk Management Project is part of the True Sport Strategy's efforts to address and help organizations increase their knowledge of risk management principles and approaches, increase their ability to use risk management approaches daily, identify the key risk factors that are preventing the organization from achieving their objectives and to produce a risk registry that will help them document, plan and better prepare for risks on a proactive and regular basis. A working group of early leaders and experts joined forces under the guidance of the True Sport Secretariat to collaborate on initiatives to help address the gap between the sport we have and the sport we want. In so doing, it became evident that the almost 34,000 sport and recreation organizations delivering sport at all levels need additional support to help them navigate the day-to-day challenges including financial, human resources, stakeholder expectations, the world economy, and how to promote and offer a safe, welcoming and rewarding environment for all participants. The two-day risk management workshops went beyond safety and liability management – they leveraged the values and principles of True Sport to cover areas such as governance, dispute resolution and business management. During 2008-2009, the 15 month Risk Management Pilot Program was completed. Eight national sport organizations, one Multi-Sport organization and a large community sport club, participated in this national pilot project. The outcome of this project has been a better understanding of risks, a sharper insight into how risk analysis can be used to improve strategic planning and organizational decision-making, and an unprecedented degree of information-sharing and collaboration on common issues and good practices among the participants in the project.

Based on the learnings from the Risk Management Project, in 2008-2009 the Secretariat invested time and resources in the development of a program called **Management by Values**. Management by Values is concerned with developing management systems that are capable of integrating values into organizational strategies, policies and procedures. If a management by values approach were adopted, there is clear potential for improved risk management. Better understanding of how values inform organizational decision making or guide organizational actions. Upon the completion of the Risk Management Pilot project it is evident that values lie at the core of managing risks within organizations. Most of an organization's risk management problems arise because there is poor alignment of values within the organization.

Significant desire has been received by several **schools** across Canada to learn more about True Sport and how to integrate values based sport into their programming. During 2008-2009 several meetings took place with schools, boards and provincial federations. In an effort to capitalize on the growth and interest in True Sport, True Sport Secretariat has developed a school-specific strategy to maximize its efforts in engaging schools across Canada. Clear engagement on the part of **P/T School Sport Associations** across Canada has been received and is actively being pursued.

In preparation for the **2009 Canada Summer Games** in Prince Edward Island, the True Sport Secretariat has been collaborating with the Canada Games Council on ways of integrating values-based language in different aspects of the Games. Given the mandates and responsibilities of both entities, this collaboration has been seamless. The True Sport Secretariat and the Canada Games Council have agreed to continue this collaboration well beyond the 2009 Games and look at different opportunities for working together with the pursuit of delivering good sport in Canada.

In 2008-2009 the True Sport Secretariat and the members of the True Sport Strategy played a key and active role in the development and release of **What Sport Can Do: True Sport Report**. The goal of the report is to provide the evidence that sport can be a powerful and positive influence in our communities. There is one very simple idea at the heart of this report – good sport can make a great difference.

### **Manage and Support the True Sport Strategy**

The **True Sport Secretariat** continues to **manage the True Sport Strategy and support the Steering Committee**. In 2008-2009 the Steering Committee met four times. Three of these meetings were archetypal Steering Committee meetings with respect to format. During these meetings members of the Steering Committee were encouraged to provide updates of activities, outcomes and implications/issues for the True Sport Strategy. Attached at Annex A, B and C are the updates provided by some of the members of the Steering Committee in support of the True Sport Strategy with the hope that this will illustrate the scope of contribution to the Strategy.

The fourth meeting of the Steering Committee was a two day Appreciative Inquiry Session in support of the **Evaluation of the True Sport Strategy**. While the undertaking of such an evaluation took a lot of the focus for 2008-2009, the True Sport Secretariat and Steering Committee are confident that the recommendations brought forward by the evaluators will assist with the development of key priorities for the Strategy in consultation with key partners. A copy of the final report has been provided to the members of the FPTSC.

The FPTSC co-chairs and the True Sport Strategy co-chairs exchanged key correspondence in 2008-2009, notably around the continued expression of interest by the FPTSC in the activities specific to the True Sport Strategy. Based on this interest and these letters, the members of the Steering Committee spent significant time during their September 18, 2008 and March 24, 2009 meetings discussing ideas pertaining to **emerging and fundamental issues**, such as the issue of **violence in sport**. At the request of the FPTSC, recommendations around the issue of violence in sport, as well as ideas specific to continued collaboration between the Strategy members and the FPTSC will be discussed at the April 1, 2009 FPTSC meeting.