

# 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**

## **Continue to Gather and Communicate Success Stories**

- Accept in principal as a tactic
- This recommendation reflects stories specific to the Movement
- This recommendation could be enhanced/specified to reflect priorities of the Strategy and capture its stories

# Evaluation of True Sport Strategy

## Re-Engagement of the Research Community

- Accept this recommendation
- Research will facilitate the evidence between and policy or program development - assist in priority setting around issues
- Using research to address ethical issues and inform decision-making
- Research will allow for establishment of evaluation methodologies to measure change in ethical conduct
- Consistency in methodologies
- Working closely with Research Community/ to meet expectations
- November 4th– Sport Canada hosting research conference in conjunction with the NAS Conference

# Evaluation of True Sport Strategy Revenue Development Plan

- Accept this recommendation
- Initial focus could be on potential grants, leveraging partnerships. To achieve this, mapping out the Strategy's differentiation and attractiveness to entities with which we have overlapping/similar interests and objectives.
- Once the strategic direction and objectives are developed this will facilitate the above mentioned bullet

# Evaluation of True Sport Strategy

## Develop a Monitoring and Evaluation Framework

- Accept this recommendation
- Important component of planning process but can only be developed once strategic direction is better known and developed