

True Sport Strategy Steering Committee

350-955 Green Valley Crescent, Ottawa, ON
Dr. Pipe Board Room
Thursday, October 21, 2010
9:00 am – 4:00 pm (Eastern Time)

DRAFT MINUTES

Minutes have been prepared by Agenda item.

Present:	Representing:
Francis Drouin (Co-Chair)	Federal Government <i>Sport Canada</i>
Paul Melia (Co-Chair)	Canadian Centre for Ethics in Sport
Karri Dawson	Canadian Centre for Ethics in Sport
Michelle Dezell	Canadian Sport Centre Saskatchewan / Sask Sport Inc
Marvin Dobish	Alberta Sport, Recreation, Parks and Wildlife Foundation
Douglas Duncan	Speed Skating Canada
Wayne Hellquist	Canadian Olympic Committee
Natasha Johnston	True Sport Secretariat
Jasmine Northcott	AthletesCAN
Wayne Parro	Coaches of Canada
Jeff Partrick	Skate Canada
Denise Pittuck	Sports Officials Canada
Marc Schryburt	Coaching Association of Canada
David Taveroff	Canadian Parks and Recreation Association
Sylvie Turner	Government of Quebec
Regrets:	
Laura Domenicucci	Canadian Paralympic Committee
Rick Lambert	Sport Manitoba
Sharon May	Physical and Health Education Canada
<i>(vacant)</i>	Government of Manitoba
Observers:	
Jocelyn East	Sport Canada
Attending:	
Joanne McRae	True Sport Secretariat

CALL TO ORDER

P. Melia called the meeting to order welcoming the Steering Committee members to the October 2010 True Sport Strategy Steering Committee meeting. P. Melia extended a warm welcome to new members and everyone introduced themselves.

Approval of Agenda

P. Melia asked for approval of the agenda as circulated. The agenda was approved as presented.

Motion 02-10
M. Dezell / J. Partrick
Carried

Approval of Previous Minutes

P. Melia asked for approval of the January 22nd, 2010 minutes as circulated. The minutes of the January 22nd, 2010 were approved as circulated.

Motion 03-10
M. Dobish / M. Dezell
Carried

Introduction of new members

P. Melia introduced the new Steering Committee members and gave the following brief biographies:

Mr. Marc Schryburt, new representative of the Coaching Association of Canada:

Mr. Schryburt is the Director of Finance and Administration for the Coaching Association of Canada. Marc has an extensive background in sport, coaching and education. He was a former Director of Studies for Collège Mont Sacré-Coeur in Granby, Quebec and is a level 4 coach, master learning facilitator in the NCCP and a previous full-time CIS football coach at University of Sherbrooke and McGill.

Mr. Douglas Duncan, new representative of Speed Skating Canada (SSC):

Mr. Duncan has recently been appointed Director of Leadership Education for Speed Skating Canada. Douglas is presently responsible for coach training, club development programs and implementing the Long Term Participant and Athlete Development model. Prior to his new appointment, Douglas worked as the Project Manager for SSC. Prior to joining SSC, Douglas worked with the Quebec Speed Skating Federation and coached junior athletes with the National Training Centre based in Quebec City.

P. Melia indicated that the Federal, Provincial, Territorial Sport Committee (FPTSC) will be appointing a new representative in the near future.

Update on Priorities

Members of the Steering Committee shared the following updates of activities, outcomes and implications/issues relevant to the identified priorities of the True Sport Strategy – these being “Violence in Sport”, “Ethical Stewardship” and “Safe & Welcoming Environments”.

N. Johnston indicated that a written report was submitted to the FPTSC for their September 2010 meeting. The report included an update on the new True Sport Strategy Framework and a progress report on the Secretariat and Steering Committee’s two priority directives. Due to the provincial/territorial government’s interest in the recent doping violations at the university level, the report also outlined measures being put in place by the Canadian Centre for Ethics in Sport (CCES), the Canadian Interuniversity Sport (CIS) and the Canadian Football League (CFL) to address this serious issue.

The True Sport Secretariat continues to lead the Risk Management project which is now in phase III. During the first two phases of this initiative, 12 National Sport Organizations (NSO) were involved in this initiative and are now actively implementing many of the risk treatment strategies identified in the Risk Management workshops. These workshops support the organization’s existing strategic plan and helps senior management develop the appropriate strategies to achieve optimal organizational performance. During this fiscal year 2010-2011, five NSO will be participating in these workshops. The Secretariat is also working closely with Skate Canada on a Management by Values project.

P. Melia shared with members of the Steering Committee a recent issue of doping violations in CIS football. As the issue continues to threaten the integrity of CIS Sport and the sport of football generally, CCES has outlined immediate strategies to address this issue and establish a national taskforce to examine the issue of drug use in tackle football. This taskforce will provide recommendations for non-governmental actions that may be taken to solve the problem. Chair of this taskforce will be Dr. Jack Taunton, Chief Medical Officer of the Vancouver Organizing Committee for the 2010 Olympic. Dr. Taunton brings a strong depth of knowledge in the field of sports medicine, with over 25 years of experience providing medical support for Canadian national sports teams.

On behalf of CCES, P. Melia participated in a Sport Community Consultation process with regard to the Canadian Sport Policy Renewal which took place in September 2010. Early findings and recommendations are indicating that the Canadian Sport Policy could do more to establish, implement and propagate important values at the community and municipal level. P. Melia is encouraging everyone to take part should they be invited to participate in the remaining Canadian Sport Policy Renewal process and to promote the True Sport values and principles.

K. Dawson shared with members of the Steering Committee that workshops were given in Calgary and Ottawa in October 2010, to outline current and future updates to the Canadian Anti-Doping Program. Additional changes and revisions will be in effect as of February 2011.

M. Dezell reported that Club Excellence workshops are being held at a provincial level. A Club Excellence workshop was held at Sport Prince Edward Island and future workshops are scheduled for Saskatchewan. Sport Nova Scotia and the Nova Scotia Sport and Recreation Commission created the “You Can Make a Difference” guide. This guide is designed to help sport and recreation organizations with issues on abuse and harassment. In preparation for the 2011 Canada Games, M. Dezell noted that the CCES anti-doping e-learning course is viewed as an essential tool for athletes and coaches from Saskatchewan. In September 2010, Sask Sport Inc hosted a “Welcoming Métis Employees to the Workplace” session. Participants learned about the history, culture and challenges of the Métis people and how to work collaboratively in creating a safe and welcoming workplace.

S. Turner indicated that the Ministère de l'Éducation, du Loisir et du Sport (MELS) will continue to support their ethical financial support to twenty-four organizations this year. As research on energy drinks are in high demand within the sport community, MELS will be presenting a research paper in the following weeks. The World Anti-Doping Association (WADA) pilot project in regards to integrating anti-doping and fair play within the Quebec education system, keeps on progressing very well. At this point this component will not be mandatory but simply offered to teachers. MELS supported the Association québécoise des médecins du sport in delivering sessions on anti-doping. The Conseil québécois du loisir (CQL), a partner of MELS, are promoting ethical conduct in sport and recreation by requesting their members to formally adopt these values when renewing their membership.

W. Parro explained the procedure a coach needs to follow in order to seek their professional designation through Coaches of Canada. As the process proven to be lengthy and time consuming, Coaches of Canada strives on raising the standards when issues arise within the profession. Coaches of Canada and CCES have been working together in advocating the need of having sport organizations, community groups and recreation associations formally adopt the Canadian Policy on Prohibited Conduct in Sport and the Code for Prohibited Conduct in Sport (the Code). The goal is to ensure Canadians that no one can easily participate in any sport in Canada at any level if they engage in a prohibited conduct. These resources are housed on the CCES website and the registry will be managed and maintained by the CCES.

As Skate Canada participated in a Management by Values (MBV) pilot project, J. Partrick shared with members their overall experience and outcomes. The Chief Executive Office of Skate Canada tasked his employees to define the national office's core values. Once completed, staff felt a sense of “buy-in” and support for these core values as they participated in developing them. The core values has been integrated into the physical space of their building and implemented in their objectives, strategic priorities and in all areas of business. In moving forward, Skate Canada's Board of Directors recently approved to present this MBV design to all their provincial sectors and clubs.

F. Drouin, reported that a recommendation was brought forward to the Minister of Sport requesting that all athletes eligible to receive Sport Canada funding be required to complete the CCES anti-doping e-learning program in order to receive funding. At the recent 2010 Sport Leadership Conference, Sport Canada conducted a workshop where participants were invited to discuss ethical issues they are faced with at work, during their activities and in sport in general.

The feedback received during this workshop will be instrumental when Sport Canada develops an ethical awareness campaign.

Updates from Working Groups

Direction 1: Violence in Sport

The Violence in Sport Working Group met in September 2010 for a one day planning session hosted by the Secretariat and facilitated by Judy Kent. Members of the working group felt it was crucial to invite experts on this topic from outside of sport in order to have a holistic look at the violence in sport issue and gain knowledge in what is currently being done to address this issue in order to determine if there are strategies the Working Group should consider beyond a database to monitor violence in sport.

The Working Group outlined the following seven recommendations:

1. To undertake strategies to “reduce violence in sport” rather than “eliminate” – refinement of language
2. Narrow the focus to violence in sport for children and youth
3. Utilize a multi-pronged focus:
 - ❖ Data collection and knowledge generation
 - ❖ Knowledge dissemination
 - ❖ Raising awareness of scope and implications of violence in sport for children and youth
 - ❖ Education and training for sport leaders and role models
 - ❖ Other tools that can assist in a cultural shift and changing social norms, such as legislation, codes, policies, etc.
4. To create a framework for Reducing Violence in Sport for Children and Youth which includes:
 - ❖ Human rights focus
 - ❖ Definition of violence in sport: physical, psychological, sexual, neglect, and modeling; direct and indirect violence
 - ❖ Statistical and anecdotal information
 - ❖ Key messages for target groups: participants, coaches, officials, and parents
5. Develop a knowledge campaign to change the perception of what is violence in sport for children and youth, including:
 - ❖ Media strategy
 - ❖ PSAs with short, powerful messages, slogan
 - ❖ Other sectors/organizations who would be interested in using sport as a vehicle to change the social norms around violence against children and youth, e.g., PREVNnet; Family Channel, CTV and TVO, other broadcasters, Parent –Teacher Associations
6. That education and training of sport leaders be undertaken based on the framework and common definition
7. Database to collect evidence on violence in sport for children and youth

Database – Violence in Sport

Sport Officials Canada undertook a survey with its member organizations to better understand how the issue of violence/aggressive behaviour affects their respective sports. These results are currently being analyzed and discussed amongst the members of the working group. It is clear that most of the sports polled have their own incident reporting system and the working group members will be considering these in their work when moving forward.

Sport Officials Canada had promising discussions with ArbiterSports. This U.S. based company provides online access to real-time game information for assigners, officials, leagues and teams and is currently used by the NCAA. ArbiterSports is very interested in helping Sport Officials Canada and would be ready to develop a reporting template and embed it into their database for the pilot testing phase. Some sport organizations in Canada are already using the ArbiterSports system and could easily be part of the pilot-project. The sports that have now committed to participating in the pilot include: Water Polo, Taekwondo, Lacrosse, Soccer and Football.

Direction 2: Ethical Stewardship of Sport

The Working Group for the issue of Ethical Stewardship in Sport also participated in a one day planning session in September 2010 with the purpose of stimulating a provocative dialogue on the topic of ethical stewardship. Given the vastness and complexity of this issue, prior to the session the Secretariat commissioned the Centre for Sport and Law to undertake a literature review on ethical stewardship, to interview thought leaders on the issue of governance, ethics, and the broader implications for sport, and to consolidate the findings into a brief entitled “Stepping up to the Plate: the role of ethical stewardship in advancing the sport sector”. A key finding of this session concluded that all paths lead to governance. There is a very high cost for low governance and that many of the ethical issues that sport is faced with are a direct result of a governance failure. The group agreed to refine the language around governance and to “sportify” it. A series of recommendations surfaced and will be used to develop an action plan for this issue. As with the previous issue some indispensable actions surfaced: collaboration – education – communication –and training.

Sport Canada’s Strategy on Ethical Sport

F. Drouin brought forward the latest draft of the “*Sport Canada Strategy on Ethical Sport*”. Members of the Steering Committee had an opportunity to review this document prior to this meeting and provide comments. This strategy will guide Sport Canada in advancing and supporting ethical sport in Canada and abroad. A conceptual framework and action plans have been developed and will be deployed once approved by the Minister. As the Sport Canada Strategy on Ethical Sport remains an internal initiative and process for Sport Canada, this strategy ultimately supports and contributes to the True Sport Strategy.

New True Sport Strategy Framework

As follow up to feedback and recommendations received from members of the Steering Committee and the FPTSC, N. Johnston presented the latest draft of the True Sport Strategy – A Framework for Action. This new framework for the True Sport Strategy would contextualize the purpose of the strategy and describe new areas of focus. Members agreed to the following final revisions:

- To keep the title of the new framework as being the “True Sport Strategy – A Framework for Action”.
- To outline the historical evolution of the True Sport Strategy.
- As *Inclusion, Excellence, Fairness* and *Fun* were identified as the original True Sport Strategy’s values, members felt the need to keep these original values in the new framework document and to add a statement indicating that values might change with social evolution.
- The True Sport Strategy Terms of Reference document would remain a separate document indicating general rules of procedure, timelines and action plan.
- To remove the reference that P/T governments will take necessary steps with stakeholders in the education sector.

N. Johnston indicated that further discussion with Sport Canada will be necessary in order to review the reporting requirements with respect to the Steering Committee and the FPTSC. The Secretariat will adjust and finalize the True Sport Strategy – A Framework for Action document.

FPTSC Update

The next FPTSC meeting is anticipated for December 2010. The Secretariat will prepare a report which will include updates to both ethical issues and further development in regard to the CIS football scandal. A final version of the True Sport Framework –A Framework for Action will be included for FPTSC approval.

P.Melia reminded the Secretariat and members of the Steering Committee of the importance of including the Strategy’s values when preparing reports and documents in general to further promote and support the True Sport Strategy.

Member logistics

As certain terms of service for members/organizations has expired or about to expire in the near future, members of the Steering Committee in question are to advise N. Johnston of their renewal preferences.

Members of the Steering Committee are to review the contact list provided and advise the Secretariat of any updates, errors or omissions.

Other Business

W. Hellquist shared the new Canadian Olympic School Program. This exciting program emphasizes values of fairness, excellence, leadership, respect, physical activity and sustainability through stories shared by Olympians. Further details can be found at www.olympicschool.ca

J. Northcott indicated that AthletesCAN recently renewed their vision, mission, values and strategic plan. AthletesCAN are committed to the values of accountability, equity, inclusiveness and mutual respect. They have now implemented an athlete social responsibility program. This program will connect athletes with great causes regionally, nationally and internationally. This intentional use of social responsibility is also incorporated in AthletesCAN's Strategic Plan.

K. Dawson reported on the Sports Day in Canada and the True Sport Community Give-Back Challenge. CBC Sports, ParticipaACTION and True Sport challenge Canadians to celebrate sport, get active and participate in the first-ever Sports Day in Canada. In total, 850 sporting events for CBC Sports to consider for the Sports Day in Canada television broadcast was submitted. Over 580,000 votes supported the final six True Sport Community Give-Back stories. A True Sport Thank You Campaign will be launched in the next couple of weeks.

Through years of trust and transparency, J. Partrick announced that Skate Canada's Board of Directors approved a decrease of board members from 36 members to 14 members at their Annual General Meeting.

S. Turner indicated that this year, the Fondation Émergence focused their annual Homophobia Campaign on Sport. The Quebec Minister contributed to and supported this campaign.

Next Meeting

Next meeting is anticipated for February 2011 shortly following the Ministers meeting.

Adjournment

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