



**WINNIPEG COMMUNITY
SPORT POLICY**

Working
Group Update
Report

November
2015

Access and Engagement
Physical Literacy
Sport and Recreation Subsidy
Places/Facilities
Soccer
Basketball
North End Sport

Access & Engagement

Purpose: The Access & Engagement working group explored the research surrounding the declining physical activity among youth and adults and the importance of early childhood development. While recognizing there are many barriers to access and engagement, the group prioritized early years physical literacy as an initial focus. The working group reached out to key stakeholders in the community by hosting a Community Forum on Physical Literacy. The purpose of the Community Forum was to identify a common agenda and set of strategies that would guide the work of the Access and Engagement Committee in the following year.

The community forum, held in February of 2014 identified:

- key areas of focus for increasing physical literacy in 0 – 6 year olds,
- current work and potential opportunities for collaboration,
- challenges and barriers, and
- existing gaps to be addressed.

Information from the Community Forum helped to create a vision and action plan to guide the work of Access and Engagement working group throughout 2014 and 2015.

Successes to Report:

The following Vision Statement was developed:

Winnipeg is a community where parents, caregivers, service providers and senior leadership across sectors understand and support the importance of physical literacy in the early years as an integral part of growth and development. Programs and policies that serve children ages 0 – 6 are inclusive of physical literacy concepts and practices. The value of inclusion to increase access and engagement across the population will guide this work.

The working group focused on building capacity of parents, caregivers and service providers through two approaches.

1. Physical literacy workshop series

This initiative delivers a coordinated, cross sector, physical literacy series of workshops. The workshops, delivered by Fit Kids Healthy Kids (a partnership of Doctors Manitoba and Sport Manitoba) uses a train the trainer approach. The workshop series targets participants with some responsibility or ability to train others in their organization or sector. The workshop series provides the participants with tools and knowledge to increase physical literacy capacity effectively through implementing similar training sessions. 40 participants have been trained. An evaluation is currently being developed to inform how we move forward with this work.



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2. *Community based physical literacy growth and development course*

The University of Winnipeg, Gupta Faculty of Kinesiology and Applied Health is the lead partner in planning and delivering. This course will help parents, caregivers and others who play a role in early childhood development, support, plan and deliver age appropriate activities for children ages 0 - 6. This course is currently under development.

Challenges and/or Barriers:

Some of the key challenges identified through this work include:

- A lack of shared/purposeful data relevant to physical literacy levels of Manitobans
- Cost and transportation continue to be barriers to disadvantaged populations accessing program opportunities
- Many sectors are engaged in this work, but it is not always as collaborative as it could be

Lessons Learned:

- Many sectors are engaged and interested in this work
- Definitions of physical literacy differ between sectors

Looking Ahead:

The early years physical literacy activities will move to the Physical Literacy Working Group to allow for alignment of activities. This broader Physical Literacy working group will focus on developing a strategy for increasing physical literacy levels across the lifespan.

To inform the next priorities for Access & Engagement, the working group will reflect on other access barriers, like lack of volunteers, coaches and transportation, and use the information gathered from today to increase access and engagement in physical activity, recreation, and sport.

Participating Organizations:

- Community Services, City of Winnipeg
- IRCOM
- Physical Activity Promotion, WRHA
- Social Planning Council of Winnipeg
- Sport Manitoba
- University of Manitoba
- University of Winnipeg
- Winnipeg Community Sport Alliance
- Winnipeg One School Division
- Winnipeg Poverty Reduction Council
- Youth Agencies Alliance

Physical Literacy

Purpose: To understand and assist program deliverers understand and embed the concept of Physical Literacy into programs offered to children and youth

Update:

- Fall 2015-Leisure Guide- Physical Literacy was included as information for the Winnipeg public along with active programs for children and youth to help increase their physical literacy potential
- March 2015- Physical Literacy: Gateway to Active Participation Conference
 - Keynotes: Dr. Dean Kreillaars, Dr. Michael Ungar, Dr. Amanda Stanec
 - Over 300 delegates from 5 sectors: Health, Recreation, Education, Sport and Early Childhood
 - 10 Presenters
 - 8 Sessions
- October 2015- Physical Literacy: Moving it Forward Conference
 - Keynote: Dr. Doug Gleddie
 - Over 230 delegates 5 sectors: Health, Recreation, Education, Sport and Early Childhood
 - 20+ presenters
 - 25 sessions

Challenges:

- How to maintain the momentum
- Maintaining the cross-sectoral dialogue

Lessons Learned:

- Value of cross-sectoral dialogue and collaboration

Upcoming Plans: undecided at this point in time

Participating Organizations:

- Winnipeg Community Sport Alliance
- City of Winnipeg
- Manitoba Physical Education Supervisors' Association
- Manitoba Physical Education Teachers' Association
- Recreation Connections Manitoba
- University of Manitoba
- Sport Manitoba
- YM/YWCA
- Winnipeg Regional Health Authority
- Physical Activity Coalition of Manitoba

Sport and Recreation Subsidy

Purpose: To improve access and engagement to recreation and sport through recreation and sport subsidies.

Highlights of work since 2013:

- PATH process completed in 2013
- Supported the development of the Social Planning Council of Winnipeg's recreation guide – "Winnipeg Children and Youth Recreation Guide – 2013"
- Completed a strategic planning session to determine an action plan for 2014-2016.
- Created the "Everyone Can Play: A guide to Winnipeg Recreation and Sport Subsidies" guide
 - Presented the guide to Youth Agencies Alliance (YAA); Recreation Connections Manitoba conference and Physical Literacy: Moving it Forward summit
 - Continue to update the guide based on feedback from community agencies
- Continue to discuss aligning subsidy program criteria and processes

Successes to Report:

- Initial changes made to align subsidy program criteria
- Creation of the *Everyone Can Play* guide
- Outreach strategy developed

Challenges and/or Barriers:

- Limited capacity/differing levels of autonomy of subsidy programs to make changes to criteria and processes as requirements are often dictated by funders or national partners
- Limited funding available to meet the requests generated by promoting the subsidy program (demand is too great).
- Limited data on the full need of subsidies to cover registrations, equipment and transportation.

Lessons Learned:

- Education of staff and agencies working with structurally disadvantaged families that require subsidies is a continuous process due to staff turnover.
 - Need to be creative and use technology to create a presentation that can become part of new staff orientation that can be delivered in person or self-led electronically.
- Leisure education is required to understand the opportunities that exist and how they relate to the subsidies available.



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Upcoming plans:

Work on the three areas as identified in the action plan:

- Look at ways to improve the recreation subsidy programs (system) including the application process;
- Continue to promote and evaluate of the subsidy guide; and
- Look for creative ways to fund recreation subsidies to address access to sport and recreation including all barriers to participation.

Participating Organizations:

- Canadian Tire Jumpstart
- City of Winnipeg
- General Council of Winnipeg Community Centres (GCWCC)
- KidSport
- Manitoba Camping Association – Sunshine Fund
- Manitoba Children, Youth and Opportunities
- Sport Manitoba
- Winnipeg Community Sport Alliance
- Winnipeg Regional Health Authority
- YMCA-YWCA of Winnipeg
- Youth Agencies Alliance (YAA)

Places

Purpose: Existing facilities meet the needs of an effective (education), sport and recreation delivery system.

Update: Our initial strategy was to host a number of forums to discuss a number of aspects to a comprehensive Master Places Agreement for Winnipeg.

Successes: Our initial discussions with Places operators have been fruitful. We also reflect upon the feedback we received when formulating the Winnipeg Community Sport Policy that is helping to guide us.

Challenges: Our initial strategy was not working with low attendance.

Lessons Learned: We recognize we will have to engage Places operators in sectors and sub-sectors and go to them.

Upcoming Plans: We are in the process of implementing our new course and will be soliciting Winnipeg Places operators to share our prospective and solicit their feedback and knowledge.

Participating Organizations:

Leads:

- City of Winnipeg
- Community Services Department
- Winnipeg Community Sport Alliance

Partners:

- Winnipeg School Division
- WCSP partners
- Places operators throughout Winnipeg.

Soccer

Purpose: The Soccer Partners & Stakeholders - Strategic Working Group will support the implementation of the Winnipeg Community Sport Policy (WCSP) by sharing their expertise, collaborating, developing and implementing recommendations.

<http://www.canadiansportforlife.ca/resources/winnipeg-community-sport-policy>

Conversely the WCSP Soccer Working Group will support the soccer community in implementing the soccer LTPD pathway

Update:

Our working group supports as partners with the Manitoba Soccer Association; the MSA Technical Vision: “Lead the development of a unified soccer family where the needs of the player are always put first; ensuring every player has the best chance to reach their potential whether that potential is playing recreational soccer or being called up for Canada. (LTPD)

Successes:

The Manitoba Soccer Association has been able to deliver an extensive number of presentations to key stakeholders in soccer

Challenges:

- Time in working with Soccer orgs (Clubs, Districts, Community Centres) and parents to change program delivery
- How to maintain the momentum
- Continuing the cross-sectoral dialogue to ensure consistent LTPD delivery with education, recreation and community organizations delivering soccer programming

Lessons Learned:

Dialogue, dialogue and collaboration in working with people

Upcoming Plans:

Continue to support the implementation plan and work through the logistics and structural issues

Participating Organizations:

- Manitoba Soccer Association
- General Council of Winnipeg Community Centres
- Winnipeg Youth Soccer Association
- Winnipeg Community Sport Alliance
- City of Winnipeg
- Sport Manitoba

Basketball

Purpose: Engage sport providers to develop collaborative strategies to: Restructure individual sport programs to be consistent with CS4L (Canadian Sport for Life Model) Create a process to ensure that all programs developed by the partners will reflect CS4L's 7 stages.

Highlights of work since 2013

- Created an inventory of basketball programs being offered by organizations that offer basketball programming and listed each program by LTAD stage in which it best reflected.
- The inventory was used to determine where gaps, overlaps and challenges were apparent.
- Basketball Manitoba created a facility inventory.

Successes to Report:

- Conversations have started between the organizations that deliver basketball programs that will hopefully lead to a more seamless delivery system for the sport with less duplication and more reflection of the values of eth CS4L/ LTAD.

Basketball Manitoba:

- Created a technical committee to look at game modification policies and the technical direction of the game
- Enhanced a working relationship with Winnipeg Minor Basketball Association working with the modifications put forward by the Technical Committee.
- Continues to grow the Jr NBA (ages 5-7) and the Steve Nash Program (ages 8-13) which are both LTAD based basketball programs for new players and coaches in the game which can be delivered by anyone in Manitoba.
- Implemented a 'no scoring' system up to and including age 10 (up from age 6) and continues to review it annually.
- Reviewed practice to game ratio, court size and number of players, fair play and playing time.
- Implementing the new Canada Basketball 'Mini-Basket' program which summarizes a lot of the recommended game modifications that should be used at the Fundamentals and Learn to Train Stages.
- More emphasis on coach education including the partnership with the university programs and WMBA with its annual Super Coaches Clinic.
- Hosted a basketball summit with all key partners within the sport to help map the next 5 years of the growth of the sport in Manitoba.
- SWISH, SPIN and YAA; developed new working relationships with non-traditional partners



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- Provincial Team/Canada and Western Canada Summer Games Program; made changes to program so that there is more opportunity for more kids to be involved including removing more financial barriers
- Formed a new charitable program called the 'Basketball for Life' fund through the National Sport Trust Fund and Sport Manitoba to raise more awareness and needed funds to remove more barriers to participation at all levels.

Challenges and/or Barriers:

- Program scheduling creates issues with facility access and availability of officials
- Duplication of programs, competing for same participants, sport creating limited opportunity for multi-sport experiences
- Limited appropriately trained leaders

Lessons Learned:

- We need to work more and more with new and non-traditional partners to grow the sport of basketball and to maximize its benefits to the community as a whole.

Upcoming plans:

To re-engage the committee to review programs and services that are offered by all of the organizations to determine next course of action to deal with the following:

- a) Facility access – inventory of current facilities and booking systems
- b) Access to appropriate leadership training (coaches and teachers)
- c) Programming changes; multi-sport opportunities and proper games versus practice ratios

Participating Organizations:

- Basketball Manitoba
- Winnipeg Minor Basketball Association
- University of Winnipeg - Wesmen Athletics
- University of Manitoba – Bison Sports
- Manitoba High School Athletics Association
- Manitoba Physical Education Supervisors Association
- City of Winnipeg
- General Council of Winnipeg Community Centres (GCWCC)
- Sport Manitoba
- Winnipeg Community Sport Alliance

North End Sport

Purpose: To improve the sport system in the North End to make it accessible for everyone and inclusive of the community. This is a reengagement of the North End Sport Committee led by The City of Winnipeg's Community Services Department.

Highlights of work since 2013:

- The North End Sport Committee brought together key stakeholders of differing functions and athletic disciplines to:
 - Coordinate and collaborate where possible
 - Share resources
 - Eliminate barriers
 - Promote and update on happenings
 - Create an inclusive and accessible sport system in the north end with local community organization
- Created the North End Sport Path
- Hosted North End Sport Forum in September 2015
 - Brought sport partners in the North End together
 - Dialogue started to change sport in the North End
 - Major partners willing to participate

Challenges and/or Barriers:

- Partnerships/Relationships
 - Local organizations need to work together instead of competing for numbers
 - Organizations need to build relationships with the community
- Transportation/Safety
 - Lack of safe/accessible transportation for children/youth
- Communication/Promotion
 - No central location for North End Sport information
- Resources/Training
 - Facility/Equipment sharing
 - Staff Volunteer Training/Engagement
 - Support for Parents
- Financial Barriers
 - Limited funding for sport
 - Income exposed policies
- Community and Sport
 - Nutrition
 - Inclusive Programming (Cross cultural/generational)
 - Mental Health Issues



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Lessons Learned:

- Need to continue dialogue with community to change North End Sport
- Communication and partnership is key to change

Upcoming plans:

- Report to North End Sport Community December 2015
- Follow up North End Sport Forum in January/February 2016

Participating Organizations:

- City of Winnipeg
- WASAC
- Manitoba Aboriginal Sports & Recreation Council (MASRC)
- Winnipeg Nomads
- Luxton Community Centre
- Ralph Brown Community Centre
- Sinclair Community Centre
- Norquay Community Centre
- Northwood Community Centre
- Ralph Brown Judo Program
- Anishinabe Pride Basketball
- North End Hockey Program
- Alliance Boxing program
- Boys and Girls Clubs of Winnipeg
- Inner City Youth Alive
- Burrows Central Committee
- Ma Mawi Wi Chi Itata Centre Youth Programs
- Norquay School
- David Livingston
- Aboriginal Elite Hockey Academy
- Children of the Earth
- Faith Centre
- Niji Mahkwa
- Holy Ghost
- Ralph Brown
- King Edward
- William Whyte
- Strathcona
- Isaac Newton
- Machray
- Faraday
- Champlain
- St Johns High
- Immaculate Heart of Mary
- Lansdown
- Inkster
- Ndinawe Youth Resource Centre
- Lord Nelson
- Andrew Manarski
- Rb Russell
- Kayak
- William Whyte RA
- Robertson
- Luxton RA
- Dufferin RA Wpg.
- Faraday RA
- Point Douglas RA
- Inkster RA
- St. John's RA
- Youth Agencies Alliance