

Winnipeg Community Sport Policy **Action Plan (June 2015)**

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Contents

Executive Summary..... 4
 Next steps..... 4
Action plan 5

Executive Summary

The Winnipeg Community Sport Policy (WCSP) is a strategy to develop, promote and deliver physical activity for all people in Winnipeg. Leaders from sport, recreation and physical activity established a shared strategy in 2012, emerging from extensive reviews of best practice and stakeholder and public consultation.

The WCSP is grounded in the Canadian Sport for Life model which “provides a road map for a better sport experience for all, whether an aspiring Olympian, an aging weekend warrior or participating just for fun. The components of Canadian Sport for Life are not exclusive to athletes; they are for every participant.”

The WCSP is guided by:

Vision: A city where all Winnipeggers participate in physical activity through recreation and sport for health, wellness and enjoyment.

Goal: Winnipeg has diverse and sustainable sport and recreation options from unstructured to structured, recreational to competitive that consists of a menu of choices, guided by the Canadian Sport 4 Life model.

In May 2015, the WCSP Committee met to discuss how to progress policy implementation. Sixteen representatives from the six partner agencies¹ took part. With a lens on current opportunities and challenges facing policy implementation, eight key action areas were identified:

Programs

- Develop a coordinated strategy for subsidy and communication plan
- Develop a strategy for increasing physical literacy levels across the lifespan

Promotion & Education

- Develop a strategy to promote the WCSP among stakeholder organizations and decision makers across sectors

Partnerships

- Identify program gaps and duplication
- Engage other potential partners for WCSP implementation
- Support sport and recreation stakeholder organizations to collaborate to identify a shared vision

Places

- Identify opportunities to incorporate active and accessible design principles into facility maintenance, improvement of existing facilities and new construction
- Identify opportunities for joint use agreement

Next steps

Action plan implementation relies on the efforts of committee members and external partners; committee leadership will provide support through coordination of initiatives and reporting.

¹ Partner Organizations: City of Winnipeg; General Council Winnipeg Community Centres; Manitoba Physical Education Supervisors Association; Sport Manitoba; Winnipeg Community Sport Alliance; Winnipeg Regional Health Authority.

Action plan

Goal Area	Activities	Priority	Lead/Support	Timelines	Indicator
Programs	<p>Develop a subsidy strategy</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Identify gaps and strengths</i> 2. <i>Develop communication plan</i> 	Med (5)	Subsidy WG / Education	2014-2016	<ul style="list-style-type: none"> • Gaps and strengths inventory • Subsidy strategy • Communication plan •
	<p>Develop a strategy for increasing physical literacy levels across the lifespan</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Complete needs analysis</i> 2. <i>Explore FKHK Train the Trainer</i> 3. <i>Explore Physical Literacy Growth & Development course</i> 4. <i>Develop knowledge transfer strategy</i> <ol style="list-style-type: none"> a. <i>Identify lifespan target groups / demographics</i> b. <i>Identify KT best practices</i> c. <i>Identify strategic partners currently delivering programming</i> 	Med (6)	Physical Literacy WG / MB Govt, Seniors, Adults	Oct 2015 – March 2016	<ul style="list-style-type: none"> • Physical Literacy strategy (all ages) • Needs of service providers is understood • Description and number of partners engaged in strategy discussion and implementation

Goal Area	Activities	Priority	Lead/Support	Timelines	Indicator
Promotion & Education	<p>Develop a strategy to promote the WCSP among stakeholder organizations and decision makers across sectors, and public</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Develop promotion strategy</i> <ol style="list-style-type: none"> a. <i>Identify target audiences</i> b. <i>Develop key messages for target audiences</i> c. <i>Identify opportunities to support existing physical promotion strategies</i> 2. Develop implementation plan for WCSP promotion strategy 	High (8)	WRHA / WCSP Partners	2017 Canada Games	<ul style="list-style-type: none"> • WCSP promotion strategy • Description of promotion activities with partners • Number of times the WCSP is referenced • Description and number of meetings with stakeholders • Description

Partnerships	<p>Engage other potential partners for WCSP implementation</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Identify key stakeholders (e.g., ECE, Education, RRC, UWPG)</i> <ol style="list-style-type: none"> a. <i>Host stakeholders at WCSP committee meeting</i> 2. <i>Identify joint strategic initiatives (e.g., Leisure Guide, City of Wpg adoption)</i> 3. <i>Identify opportunities to support existing physical promotion strategies (Promo & Ed activity)</i> <ol style="list-style-type: none"> a. <i>Identify program gaps and duplication</i> 	High (11)	<p>WCSPC /</p> <ul style="list-style-type: none"> • UofWPG • Red River 		<ul style="list-style-type: none"> • Description of engagement of key stakeholders with WCSP • Descriptions of joint strategic initiatives • Description of physical activity promotion strategies
	<p>Support sport and recreation stakeholder organizations to collaborate to identify a shared vision</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Identify key stakeholders (e.g., ECE, Education, RRC, UWPG)</i> <ol style="list-style-type: none"> a. <i>Host stakeholders at WCSP committee meeting for visioning exercise and identify shared areas of key interest</i> 	Low (0)	<p>City of Winnipeg /</p> <ul style="list-style-type: none"> • TBD 	December 2016	<ul style="list-style-type: none"> • Participation of sport & rec organizations in visioning exercise
Places	<p>Identify opportunities for joint use agreements</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Identify key partners</i> 2. <i>Outreach to key partners; explore opportunities for joint use agreement development</i> 3. <i>Adopt working mandate of joint use</i> 	Med (4)	<p>City of Wpg /</p> <ul style="list-style-type: none"> • MPESA • Facility owners • GCWCC, • MB Association of SB (UofMB, UWpg) 	Ongoing	<ul style="list-style-type: none"> • Number of joint use agreements

<p>Identify opportunities to incorporate active and accessible design principles into facility maintenance, improvement of existing facilities and new construction</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> 1. <i>Identify activity lead and participation</i> 2. <i>Revisit best practices (e.g., NS PUFSS)</i> 3. <i>Explore integrated design and planning opportunities</i> 	<p>Med (4)</p>	<p>Strick ad hoc committee as lead?</p>		<ul style="list-style-type: none"> • Best practice review summary • Participation in integrated planning processes
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