

# **A Vision for Sport Development**

**Presentation to General Council  
December 5, 2017**

# Background

- Integrated Leisure Master Plan (ILMP) 2010 recommended:

Develop a “Sport Vision and Strategy”

- Approved Capital Project 2015 – supported development of a “Sport Strategy”.
- Alignment to the Canadian/Ontario Sport Plan

Purpose: to support and grow sport opportunities for all ages/abilities in Markham

# Canadian Sport System

- System consists of local clubs who are members of provincial/territorial sport organizations (PSOs)
- PSO's in turn are members of the national sport organizations (NSOs)
- All sport in Canada is supported by various government levels
- Entire sport system is framed by the Canadian Sport Policy endorsed in 2012 by all federal and provincial governments

# Ontario Sport Plan – Game On!

- Game On! Announced in 2016 built on the Canadian Sport Policy
- Highlights:
  - Importance of organized sport
  - Economic benefits from hosting sport events
  - Health impact of participations in sport and physical activity
- 3 Priority Areas:
  - Participation
  - Development
  - Excellence

# Sport Strategy Process

- Consultant hired to write “A Vision for Sport Development” framework
- Consultation: Focus Group sessions
- Stakeholders: local sport groups, education system, coaches, hotels and tourism sectors
- Presentation to ELT – October
- Presentation to Council - December

# Focus Group Feedback/Recommendations

- “we are headed in the right direction”
- “session was very informative”
- “I understand better what Sport Development is and how the Sport Development Unit can support the local clubs”
- Appreciative of Council’s decision to build a sports Centre that attracts International, National, Provincial level events; “we didn’t have this before”
- Support keeping Markham’s youth active
- More emphasis on marketing/social media required to increase City of Markham’s profile through events being hosted at Pan Am Centre and across the City

# Sport Development Components



# SPORT DEVELOPMENT – ROAD MAP

## Athlete Development - Outcomes

- Support local athletes to move through the long term athlete development pathway by offering workshops
- Explore partnership with the Canadian Sport Institute of Ontario (CSIO) to deliver workshops
- Through SportsLink consult with local sport organizations to identify their needs on athlete development

## Recommended Actions:

- Continue to offer the Lifesaving Club of Markham (LCM)
- Host annual Pickleball Tournament
- Participate on the Ontario Concussion Prevention Network (OCPN)
- Workshops – concussion, nutrition, sport psychology, sport science, sport medicine, long term athlete development
- Showcase local athletes and teams at our Annual Markham Sports Day



# SPORT DEVELOPMENT – ROAD MAP

## Physical Literacy - Outcomes

- Continue to promote, educate and integrate Markham in Motion, physical literacy, throughout all recreation and sport programs within the City of Markham
- City of Markham first Municipal Council to endorse in the country
- Markham in Motion program has been presented Nationally and Internationally

## Recommended Actions:

- Continue to offer physical literacy workshops to staff, sport and recreation groups, volunteers, parents, coaches
- Continue meeting with Markham in Motion Working Group
- Ensure programs in Markham Life magazine include physical literacy descriptions
- Attend annual National Physical Literacy summit
- Develop a multi-sport/leadership girls only program

# SPORT DEVELOPMENT – ROAD MAP

## Coach Development – Outcomes

- Play Key role in local coach development by partnering with the Coaches Association of Ontario (CAO) to deliver various NCCP coach workshops to local community partners.
- Increase the number of certified coaches in Markham.

## Recommended Actions:

- Recognize and celebrate annual Coaches week
- Work with local clubs to identify their needs with respect to coaching
- Work with PSOs and NSOs to provide opportunities for coach development

# SPORT DEVELOPMENT – ROAD MAP

## Officials Development - Outcomes

- Promote the benefits of officiating and work with sport organizations to offer officials certification courses in their respective sports.

## Recommended Actions:

- Offer swimming officials workshops in partnership with local swim clubs
- Offer other certified officials workshops as identified through local sport groups

# SPORT DEVELOPMENT – ROAD MAP

## Sport System Sustainability – Outcomes

- To increase awareness of sport and offer networking opportunities for local sport leaders to come together to develop one voice for sport in Markham

## Recommended Actions:

- Develop and offer quarterly SportsLink (networking) events
- Develop and distribute quarterly Newsletter to the local sport community
- Offer workshops to volunteer sport groups on governance, strategic planning, etc
- Assist combative sports organization in Markham achieve compliance with Ministry expectations
- Continue to develop and manage NSO/PSO relationships
- Sport Development Unit to offer support to Markham Sports Hall of Fame initiatives

# SPORT DEVELOPMENT – ROAD MAP

## Sport Tourism – Outcomes

- Build on City of Markham's events hosting reputation and host 1, International and 15-20 National and Provincial level events per year
- Annually host 106 events per year; booked 48 out of 52 weekends in 2017

## Recommended Actions:

- Maintain Calendar of Events
- Continue to implement strategic events hosting strategy for Pan Am Centre and other City assets
- Identify events to host and accompanying resources required
- Maintain and promote facility inventory with all stakeholders
- Determine hosting capacity with community sport organization
- Develop Pan Am Centre website and logo
- Conduct Economic Impact Studies using STEAM Model on selected events
- Develop Sport Park for tournament hosting opportunities
- Continue to be an annual member with Canadian Sport Tourism Alliance (CSTA)
- Review and leverage Celebrate Markham Sport Event grant funding to align with Federal and Provincial Hosting Grants aimed at attracting World level sport events
- Contribute to Destination Markham initiative
- Develop comprehensive sponsorship program for the Pan Am Centre

## Recommendations

- That the report entitled “City of Markham, A Vision for Sport Development” be received; and
- That Council approve the City of Markham A Vision for Sport Development (Attachment 1);
- And that Staff be authorized and directed to do all things necessary to give effect to this resolution.