

*The “Missing Link” in our Sport Delivery System*

# “Community Sport Alliances”

**Where We’ve Come From  
and...  
Where We’re Going**

Presentation to  
SAG Conference for MPETA  
November 24, 2006



# ***Did you know that over 320,000 Manitobans actively participate in organized sport ...***

- 193,000 competitive athletes
- 108,000 registered program/clinic participants
- 20,000 coaches
- 10,000 officials



## Sport Manitoba's *“Community Development Unit”*

- Has satellite offices and staff **in all 7 Regions.**
- Supports **“entry and developmental”** levels of sport through the provision of programs and grants
- Provides a **“province-wide bridge”** between communities, Provincial Sport Organizations and other partners in sport
- Assists in the **“development of plans and partnerships”** within and between local community-based organizations in sport, recreation and education

# Input at earlier Regional Sport Conferences..

Community partners indicated.....

- A **lack of coordination and sharing of information** between *sport organizations, recreation departments* and *schools*, within communities
- A **need to work and plan together** to coordinate calendars of events, programs and services and access to school and community-owned facilities
- That regional **inter-community planning is rare**

# Recent Initiatives in the Delivery of Community Sport in Canada and Manitoba

## 1. The Manitoba Action Plan for Sport:

- *“A seamless delivery of programs and services will strengthen networks and provide greater community access to sport and its benefits”*

## 2. The Canadian Sport Policy:

- *“Seeks to increase collaboration, communication and cooperation amongst the partners in the sport community*

*Recent Initiatives in the Delivery of  
Community Sport in Canada and Manitoba (cont'd)*

**3. Adoption of the Long Term Athlete  
Development Model – LTAD by Sport  
Canada and Sport Manitoba (May, 2005)**

- *Provides a framework for full sport system alignment in Canada, integrating health and education with sport and physical activity*
- *Guides participants/athletes participation and development in sport throughout their lifetime*

*Recent Initiatives in the Delivery of  
Community Sport in Canada and Manitoba (cont'd)*

**4. 2006/09 Canada/Manitoba – Bilateral  
Sport Development Program:**

*Provides \$542,000/year to support **Increased  
Participation in Sport**....including support for:*

- ***the establishment of Community Sport Alliances throughout Manitoba***
- *participation and leadership development in Aboriginal, new immigrant and young women in isolated and inner-urban communities.*

# Current Situation in our Sport Delivery System

- **Limited funding and increasing demands...**  
....are challenging our communities' volunteer-based **sport organizations** as well as their **municipal recreation and school** partners  
to.....maintain and in most cases **improve** **programs and services** in sport and recreation.

- Within this environment **all community organizations** face the same challenge..

.. *“how to **work together in a different way to make the best use of limited resources and to provide more effective services**”.*

# Community Sport Alliance's "Partners"

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## **The 3 Key Groups:**

- Community's **sport clubs/organizations**
- **Schools'** staff and trustees/board
- **Municipal recreation** committee and staff

## **Other possible stakeholders:**

- Health and Social Service Agencies
- Service Clubs/Churches
- Businesses and Tourism Associations

# The Purpose of Community Sport Alliances

To connect key leaders and organizations in your community to:

- Reduce the duplication of efforts of organizations “competing” for the same participants as well as publicly-owned facilities.
- Ensure a more efficient - planned use of “limited” resources... including human, financial and facilities.

## *The Purpose of Community Sport Alliances (cont'd)*

- **Increase opportunities for participation** in many sport and recreation activities, at all ages within the community
- **Coordinate calendars of events**, programs and services.... as well as... access to school and community-owned facilities
- **Support the integration** of sport, recreation and physical activity programs

## 5 More Reasons to form a Sport Alliance

1. To improve communication and coordination amongst the 'partners in sport'
2. To increase the number of citizens, of all ages, participating in sport at all levels from recreational through developmental
3. To help to ensure the efficient development and use of school and community-owned facilities
4. To promote the benefits of sport and physical activity
5. To be the "voice of sport" in supporting the development of stable and ongoing funding for sport and recreation

# Possible Roles of a Community Sport Alliance

## 1. **Coordination of planning and improving community-wide communications about:**

- sharing access to facilities and developing joint-use agreements
- scheduling of programs and sport camps/clinics common registration dates at the same location
- hosting special events, tournaments and/or championships and Games

## *Possible Roles of a Community Sport Alliance (cont'd)*

### **2. Training and education of....**

- organizations' volunteers, coaches and officials
- parents and spectators

### **3. Becoming a “*True Sport – Community*”**

.....and adopting a common Codes of Ethics for all sport activities in the community

## *Possible Roles of a Community Sport Alliance (cont'd)*

**4. Coordinating fund raising activities**  
....and/or forming a local KidSport Committee

**5. Coordinating LTAD's..**

- ensuring input from the various *sport, school and recreation partners* in your community in developing each sport's **Long Term Athlete Development Plan** and ...
- ....the responsibilities each partner has in delivering their community's LTADs.

# What Sport Alliances are NOT!

Alliances **do not**:

- Work on behalf of individual sports....  
***they work on behalf of ALL sports.***
- Do any of the “on the field/court/ice jobs” of the local sport organizations.
- Tell the partners what to do or how to do it.

## The key to success is to find common grounds and...

- A community leader or “champion... *“To start the process.... where we can all just sit down and chat about **what's common to all the sports in OUR community.**”*
- Agree on a shared purpose... *“ **How we can join together** to help to meet the needs of our participants in sport/recreation and to begin **to share the resources** that we all bring to the table.”*

# Eligibility Requirements for Funding:

- Approved **Terms of Reference** including Alliance's:
  - Vision, Mission, Values and Guiding Principles
  - Membership Criteria.
- **Letters of intent to participate** in the Alliance from
  - A minimum of three (3) recognized Community Sport Organizations – CSOs
  - Town/City Council or Recreation Commission(s)
  - Community's School Division(s)
- **Minutes of the inaugural - founding meeting**

# Financial assistance from Sport Manitoba.

## 1) **Start-Up Grants:**

- Three grants of up to \$300 each to support your “steering committee’s” costs of hosting planning sessions, as well as general meeting costs.

## 2) **Annual - Base Grant:**

- To assist with administrative and communication cost ... mailing, newsletters, meetings, etc.

## 3) **Annual – Community Sport Development Grant:**

- To support the sport development initiatives as outlined in your Community Sport Development Plans.

# **Join the “Movement” .....**

*Along with these communities in.....*

**Newfoundland:** *Mount Pearl*

**Ontario:** *Ajax, Brantford, Brockville, Burlington, Clarence-Rockwell, Clarington, Guelph, Halton Hills, Hamilton, Huntsville, Kingston, Kitchener- Waterloo, London, Markham, Milton, Mississauga, North Bay, Oakville, Port Colborne, Richmond Hill, Sarnia, Sault Ste. Marie, Stratford, Sudbury, Timmins, Trenton, Toronto, Welland, 1000 Islands*

**The West:** *Edmonton, Prince George, Calgary, Kelowna*

**... and in Manitoba:** **Winnipeg, Selkirk, Beausejour, Morden, The Pas and YOU ??????????**

## Next Step – *The Ball's In Your Court!*

- **Get 2-3 or more 'key' community leaders together to discuss the benefits and decide on your community's interest and readiness.**
- **Contact your Sport Manitoba - Regional Manager to arrange for an initial informal "round table" meeting.**
- **More information on Sport Manitoba is available on our website under **community sports** at [www.sportmanitoba.ca](http://www.sportmanitoba.ca)**

# **Toll Free (All Regions)**

**1-866-774-2220**

**Central Region: 822-6735**

**Eastman Region: 268-2172**

**Interlake Region: 642-6015**

**Norman Region: 627-8139**

**Parkland Region: 622-2094**

**Winnipeg Region: 925-5907**

**Westman Region: 726-6072**