

**Community Services Report to
SPC on Community and Protective Services
2018 May 02**

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Proposed Sport for Life Policy

EXECUTIVE SUMMARY

In 2005, *Calgary's Civic Sport Policy (CSPS002)* was adopted by Council, becoming the first policy of its kind in Canada. Notable achievements of this policy include enabling the formation of Sport Calgary (formally known as the Calgary Sport Council), formalizing the role of the Calgary Sport and Major Events Committee (formally known as the Calgary Sport Tourism Authority), and establishing a single window into Administration on sport issues.

Given that over 10 years have passed, The City initiated a Civic Sport Policy Review consisting of a current state analysis, stakeholder interviews, facilitated focussed discussions, expert panels, municipal benchmarking, a sport infrastructure report and a general population study. This collective body of work was used to develop the proposed Sport for Life Policy (Attachment 2).

The proposed Policy reaffirms The City's shared responsibility to provide Calgarians with the opportunity to freely participate in, experience and enjoy sport to the extent of their abilities and interests. It clearly defines The City's commitment to Calgarians to support and develop sport, as well as how The City will work with the sport sector and partners.

When implemented, the proposed Sport for Life Policy will make life better for Calgarians everyday by acknowledging sport as a fundamental human need. It will create opportunities for all Calgarians to participate, experience, and enjoy sport to the fullest extent of their abilities and interests.

Furthermore, the proposed Policy emphasizes The City's ongoing commitment to support, collaborate and work with Calgary's vibrant sport sector and partners to design and deliver appropriate sports programming for all Calgarians through all stages of their life.

ADMINISTRATION RECOMMENDATION:

That SPC on Community and Protective Services Committee recommend that Council:

1. Rescind, in whole, *Calgary's Civic Sport Policy - CSPS002* (Attachment 1); and
2. Approve the proposed Sport for Life Policy (Attachment 2).

RECOMMENDATION OF THE SPC ON COMMUNITY AND PROTECTIVE SERVICES, DATED 2018 MAY 02:

That the Administration Recommendation contained in Report CPS2018-0358 be approved.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2005 November 14, Council adopted CPS2005-74 Calgary Civic Sport Policy:

1. Approving the Calgary Civic Sport Policy and its appendices;

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2. Approving the appointment of the Calgary Sport Council (CSC) as an independent sport body to represent the interests, goals and objectives of amateur sport in The City of Calgary;
3. Approving the appointment of the Calgary Sport Tourism Authority (CSTA) as the independent event bidding and hosting authority to The City of Calgary; and
4. Directing Administration to work with CSC and CSTA to report back to the SPC on Community and Protective Services with the Civic Sport Strategic Plan and financial strategy no later than 2006 October.

As outlined in Attachment 3, Previous Council Direction, Council subsequently adopted a strategic plan and financial strategy (2006), an update (2008) and a sport needs and preference study (2008).

BACKGROUND

In 2005, Calgary's Civic Sport Policy was adopted by Council. Notable achievements include:

1. the development of the Calgary Sport Council (now known as Sport Calgary) to serve the role of being a representative authority and voice of amateur sport in the city;
2. the Calgary Sport Tourism Authority (now known as the Calgary Sport and Major Events Committee) to provide advice and strategic direction in the proactive process of attaining major sport events for the city of Calgary; and
3. Calgary Recreation as a single window into Administration on sport issues.

Since 2005, the sport sector has evolved.

At a national level, the *Canadian Sport Policy 2012* and *Framework for Recreation in Canada 2015* were endorsed by the Federal, Provincial and Territorial Ministers responsible for Sport, Physical Activity and Recreation. *The Framework for Recreation in Canada 2015*, reaffirmed the *1987 Recreation National Recreation Statement* resolution that Recreation is a fundamental human need for all ages and stages of life.

Provincially, the *Alberta Sport Plan (2014-2024)* was renewed and the *Active Alberta Policy (2012-2022)* was approved.

Municipally, the *Recreation Master Plan (2010-2020)* and *Imagine Parks (2015)* were completed. In addition, the *2016 Recreation Facility Development and Enhancement Study (FDES)* and the *Sport Infrastructure Compendium* has provided the needed foundation for data driven discussions about recreation infrastructure requirements, which includes sport specific needs.

Given that over 10 years have passed and the sector has evolved, The City undertook a comprehensive review to inform the development of a refreshed sport policy that would reflect the evolution of the sport sector and build on the successes of the 2005 Civic Sport Policy.

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INVESTIGATION: ALTERNATIVES AND ANALYSIS

Sport contributes to the quality of life and well-being of Calgarians. The proposed Policy recognizes the critical role partners play in the service delivery continuum, as well as, the strategic role of Sport Calgary and the Calgary Sport and Major Events Committee.

When implemented, the proposed Sport for Life Policy will make life better for Calgarians everyday by acknowledging sport as a fundamental human need. It will create opportunities for all Calgarians to participate, experience, and enjoy sport to the fullest extent of their abilities and interests.

Furthermore, the proposed Policy emphasizes The City's ongoing commitment to support, collaborate and work with Calgary's vibrant sport sector and partners to design and deliver appropriate sports programming for all Calgarians through all stages of their life. Members of the sport sector, collectively deliver on the spectrum of sport opportunities; from introduction and recreational sport, to competitive sport and high-performance sport.

Sports entertainment and professional sport entities are valued members of the sport sector; however, the proposed Policy does not apply to these types of partners. Partnerships between The City and sports entertainment or professional sport entities will be administered separately. This is consistent with what Administration heard from stakeholders during the *Civic Sport Policy Review (2017)*.

The proposed Sport for Life Policy (Attachment 2) identifies four commitments to Calgarians. These commitments clarify The City's role within the sport sector. These commitments are (i) Designing and Delivering Sport Programs and Initiatives; (ii) Building Infrastructure; (iii) Allocating Infrastructure; and (iv) Supporting Sporting Events. These commitments are framed by transparent considerations for prioritizing limited resources and leveraging the critical role partners play in the service delivery continuum and strategy delivery.

Designing and Delivering Sport Programs and Initiatives

Findings from the *Civic Sport Policy Review* identified the importance of the continued delivery of introduction and recreational sport opportunities which foster fundamental skills and knowledge so that Calgarians may freely participate, experience and enjoy sport to for health and wellbeing.

In addition, Administration found that Calgarians value safe, open spaces for unstructured sport and play, as well as, equitable and inclusive access. Members of the sport sector identified the value of quality sport experiences to lifelong participation, as well as, The City's role as an enabler - bridging the local sport sector and the education sector to deliver quality sport experiences.

This section of the proposed Policy aligns with the *Sport Field Strategy (2016)* and supports the objectives set out in Calgary's Play Charter which reflects the signatories' commitment to promoting play, providing play opportunities, and educating all Calgarians of the importance of play to our community.

Building Infrastructure

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The development and enhancement of infrastructure is of the highest importance for the sport sector.

This section of the proposed Policy focuses on The City's commitment to deliver recreational sport infrastructure. It also considers how The City enables its partners to deliver on competitive and high-performance sport opportunities

The proposed infrastructure targets (Schedule 1, Attachment 2) are based on the data-driven findings of the *Recreation Facility Development and Enhancement Study* (FDES) and the results of the *Sport Field Strategy*. The *Sport Infrastructure Compendium (2017)* found that these targets will address the infrastructure gaps identified in Sport Calgary's *Sport Facility Supply and Demand Study (2014)*.

At times over the last 10 years, sport and recreation infrastructure have often been approached separately. The proposed Policy fosters an approach where limited capital resources achieve both recreational and sport-specific infrastructure needs.

Allocating Amenity Use

This section of the proposed Policy defines the guiding principles for The City to maximize utilization of infrastructure in a fair, equitable, transparent and consistent manner. It responds to the feedback collected through the *Civic Sport Policy Review* and aligns with the *Sport Field Strategy*. It also recognizes the importance of data-driven decision making, as well as engaging with partners to align best practices.

Enabling Sporting Events

Administration recommends the development of an event strategy that will bring together sporting events, culture, and art under a single umbrella to achieve a cohesive vision driving to achieve Council's priorities and informing infrastructure planning. This aligns with the national and provincial approach and would consider the social, environmental and economic legacy of events created through The City's support of destination events, major events and local events.

In addition, this section of the proposed Policy recognizes the enabling role of The City to streamline processes and grants that sport partners depend on to deliver events to Calgarians.

Stakeholder Engagement, Research and Communication

The *Civic Sport Policy Review* included stakeholder engagement (Attachment 4) and research. This work was conducted by external vendors, with the support of the Engage Resource Unit and Corporate Research. Information collected, directly informed the development of the proposed Sport for Life Policy.

With the support and leadership of Sport Calgary, the Calgary Sport and Major Events Committee (CSME) and the expert panel members, more than 700 hours were contributed by over 200 stakeholders. Interviews and facilitated focused discussions were conducted with representatives of facility partners, welcoming communities, health services, the LGBTQ community, the private sector, sport organizations, education, social services (youth), active

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aging partners, affordable housing, the adaptive sport community and members of Administration.

This feedback was tested through a general population study consisting of a telephone survey with 500 adult residents of the city of Calgary.

In addition, seven municipalities were benchmarked - Vancouver, Richmond, Edmonton, Ottawa, Winnipeg, Denver and Portland.

Finally, the *Sport Infrastructure Compendium (2017)* affirmed that the FDES recommendations would address the recommendations from Sport Calgary's, *Sport Facility Supply and Demand Study*.

Strategic Alignment

There are several internal policies, plans and priorities that frame the proposed Sport for Life Policy such as the *Recreation Master Plan (2010-2020)* and *Imagine Parks (2015)*. The proposed Policy also aligns with the *Indigenous Policy (CP2017-02)*, *Municipal Development Plan (2009)*, *Welcoming Community Policy (CSPS034)*, *Fair Calgary Policy (CSPS019)*, and the *Community Services Program Policy (CSPS018)*. The *Investing in Partnerships Policy (CP2017-01)* provides the framework for how sport Partners such as Sport Calgary and CSME report to Council.

Looking to other orders of government, Administration considered the *Canadian Sport Policy (2012)*, the *Alberta Sport Plan (2014-2024)* and the *Framework for Recreation in Canada 2015*. The proposed Policy includes definitions that align with the national context and allow Administration to compare The City's results against other jurisdictions. It also supports a common language within The City, across all orders of government and with members of the sport sector.

In addition, the proposed Policy is shaped by Long-Term Athlete Development (Attachment 5), a sport-science based framework and philosophy for promoting lifelong engagement in sport and physical activity.

Finally, a Results Based Accountability framework has been established (Attachment 6) to measure, monitor and report on The City's commitments to sport, which contribute to the health, well-being and quality of life of Calgarians.

Social, Environmental, Economic (External)

The proposed Sport for Life Policy was developed with the *Triple Bottom Line Policy* and framework in mind. A broad spectrum of social, environmental and economic impacts were considered throughout the *Civic Sport Policy Review* and are reflected in the proposed Policy.

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Financial Capacity

Current and Future Operating Budget:

Implementation of the proposed Sport for Life Policy is scalable and fiscally sustainable. The work plans of existing staff resources have been reprioritized to achieve the desired results (Attachment 6).

Administration will pursue sources of funding including sponsorships, partnerships and leveraging existing resources.

To achieve the Council approved policies such as the *Indigenous Policy (CP2017-02)*, *Fair Calgary Policy (CSPS019)*, and the *Festivals and Events Policy (CSPS032)*, new investment will be required once partners and Administration reach capacity limitations. Any operating budget requirements will be explored as part of One Calgary (2019-2022), particularly as it pertains to:

- achieving the sports and reconciliation objectives set out in White Goose Flying Report;
- removing barriers that prevent underrepresented groups from participating and enjoying sport;
- funding for new and recurring events;
- activating open spaces; and
- supporting local sport partners that are contributing to The City's commitments to Calgarians.

Current and Future Capital Budget:

The sport infrastructure aspects of the proposed Policy will align with the City's overall capital budget planning and implementation process.

The Sport Facility Renewal Program is ending. A business case to renew this program as the Sport for Life Community Fund has been completed as part of One Calgary (2019-2022) for prioritization and consideration.

If funding is approved, through One Calgary (2019-2022), the Sport for Life Community Fund would build on the successes of the Sport Facility Renewal Program by continuing to support the renewal and upgrade of sport amenities stewarded by community partners. It will also incentivize partners to contribute to The City's commitments to Calgarians as set out in the proposed Policy.

Risk Assessment

Implementation of the proposed Sport for Life Policy is scalable and fiscally sustainable. It is responsive to priorities that are meaningful to Calgarians and will measurably contribute to the health, well-being and quality of life of Calgarians.

If clear and concise commitments, such as those outlined in the proposed Policy, are not established, it will become increasingly challenging for Administration to manage, prioritize and achieve the results that are important to Calgarians and the sport sector.

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REASON(S) FOR RECOMMENDATION(S):

The proposed Policy builds on the successes of *Calgary's Civic Sport Policy (CSPS002)* and reaffirms The City's commitment to provide Calgarians with the opportunity to freely participate, experience and enjoy sport to the extent of their abilities and interests. It clarifies The City's role within the sport sector, and focuses on priorities intended to measurably contribute to the health, well-being and quality of life of Calgarians.

ATTACHMENT(S)

1. Calgary Civic Sport Policy
2. Sport for Life Policy
3. Previous Council Direction
4. Stakeholder Engagement
5. Long-Term Athlete Development
6. Results Based Accountability Framework Summary