



Calgary 

Presentation to SPC on CPS
 Proposed Sport for Life Policy (CPS2018-0358)
 2018 May 02


2018 May 02 Proposed Sport for Life Policy 1


CITY OF CALGARY
RECEIVED
 IN COUNCIL CHAMBER

MAY 02 2018

ITEM: CPS 2018-0358
Distribution

CITY CLERK'S DEPARTMENT



Calgary 

Background

In 2005, Calgary's Civic Sport Policy was adopted by Council and enabled:

- 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;
- the Calgary Sport Tourism Authority (now known as **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
- **Calgary Recreation** as a single window into Administration on sport issues.

2018 May 02 Proposed Sport for Life Policy 2


Calgary  **Engagement**

Over 200 people contributed more than 700 hours by participating in interviews, facilitated focused discussions, expert panels and the Engage Portal.

Twelve stakeholder groups


-  Active Aging
-  Sport Organizations (O2)
-  Education
-  Social Services - Youth
-  Private Sector
-  Affordable Housing
-  Facility Partners
-  Welcoming Communities
-  Health Services
-  LGBTQ
-  Calgary Community Services
-  Adeptive Sport

2018 May 02 Proposed Sport for Life Policy 3





Calgary  **Engagement**
What We Heard

1. **health and wellness** outcomes.
2. program delivery at the **community level**.
3. improved **inclusion** of diverse groups).
4. Calgary as a **'Sport City'**

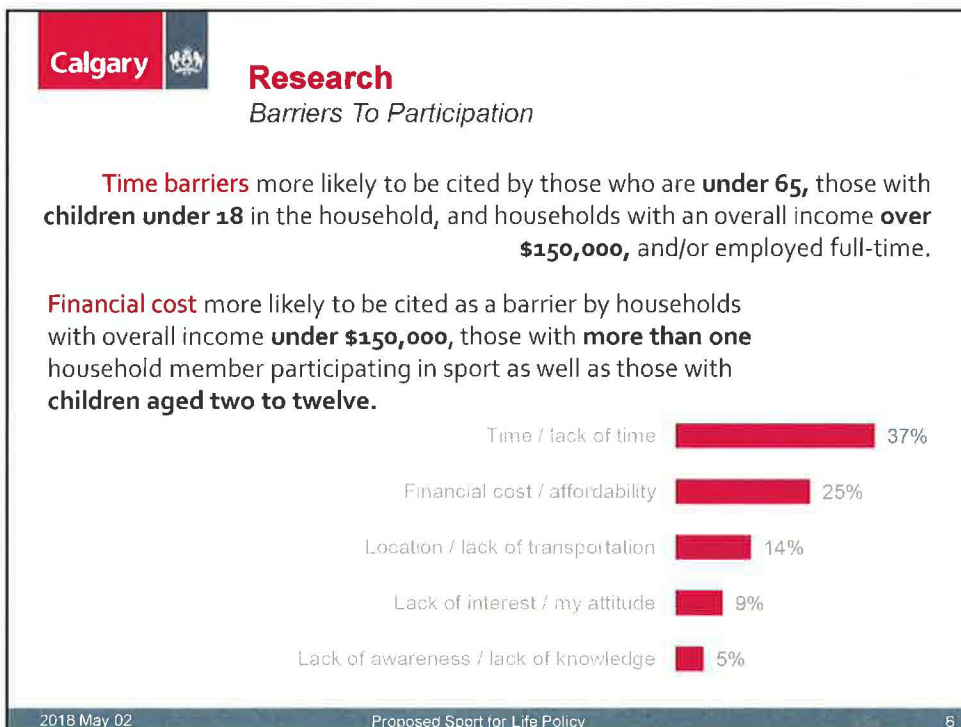
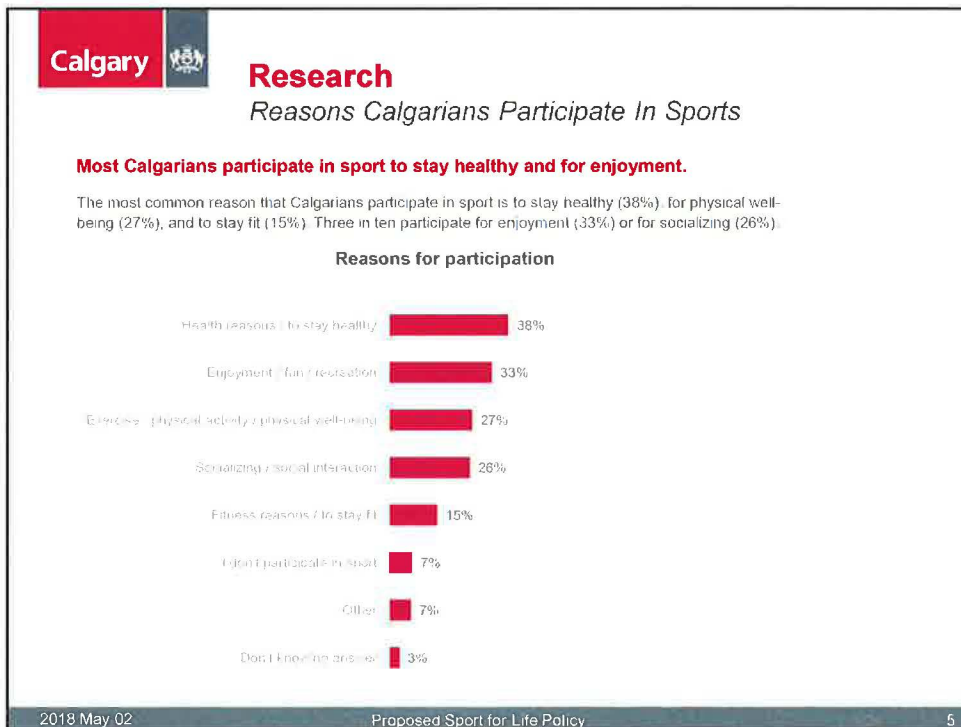
Participant Priorities




All Stakeholder Groups

-  Health and Wellness Outcomes
-  Improve Inclusion of Diverse Groups
-  Program Delivery at the Community Level
-  Sport City

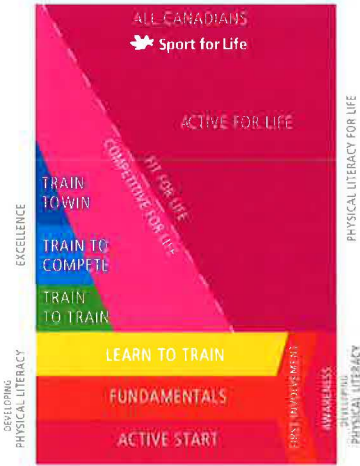
2018 May 02 Proposed Sport for Life Policy 4



Calgary 

Roles and Responsibilities

Framed by Long-Term Athlete Development



Awareness and First Involvement engages individuals in sport and **physical activity**. It is critical that the **experience is positive**.

Active Start, Fundamentals and Learn to Train stages develop **physical literacy**.

Train to Train, Train to Compete and **Train to Win** stages provide training for those who want to **specialize in one sport**

Active for Life is about staying active through **lifelong participation**.

source: sport for life.ca

2018 May 02 Proposed Sport for Life Policy 7

Calgary 

Our Commitment to Calgarians

Designing and Delivering Sport Programs and Initiatives

The City and its partners' will:

- **design and deliver** introduction and recreational sport opportunities.
- provide **quality sport experiences**.
- **activate** safe open spaces for unstructured sport and play.
- **remove barriers** allowing for equitable and inclusive access.

2018 May 02 Proposed Sport for Life Policy 8

Calgary 

Our Commitment to Calgarians

Building Infrastructure

The City's commitment to building infrastructure balances our **core recreational service delivery** of introduction and recreational sport opportunities while **enabling partners** to deliver on the train to train, train to compete and train to win stages of Long-Term Athlete Development.



2018 May 02 Proposed Sport for Life Policy 9

Calgary 

Our Commitment to Calgarians

Allocating Infrastructure

- The City is committed to **maximizing utilization** based on guiding principles that support the:
 - **Fair**
 - **Equitable**
 - **Transparent and consistent** allocation of infrastructure.

Sporting Events

- Integrating culture, art and sporting events** will result in a **single, cohesive vision** that supports Council's priorities and informs infrastructure planning.
 - Establish strategy that **promotes Legacy** from events to contribute to increased **awareness** and **first involvement**.

2018 May 02 Proposed Sport for Life Policy 10



The Critical Role of Partners

Sport Calgary builds the capacity of local sport organizations and leads an advisory committee that contributes to the advancement of sport in alignment with this policy.

The **Calgary Sport and Major Events Committee** provides advice, due diligence and strategic direction in the proactive process of evaluating and attracting international and national events.

Members of the **Sport Sector** are integral to the continuum of service delivery.



Administration's Recommendations

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).