

Social Sciences and Humanities Research Council of Canada / Conseil de recherches en sciences humaines du Canada

Sport Canada Research Initiative Conference

Leveraging Sport Events for Sport Development

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University of Windsor | SCRI 2014

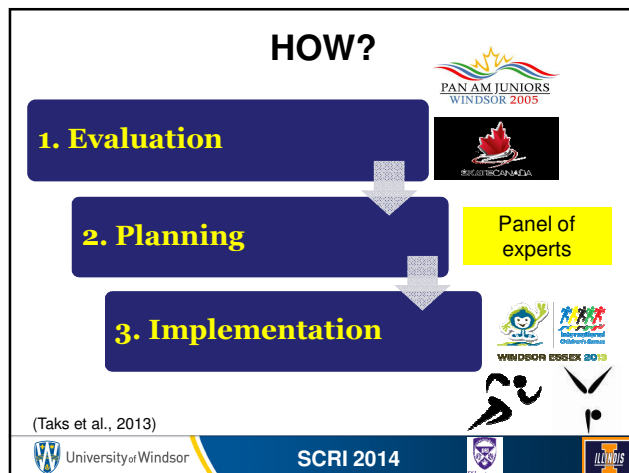
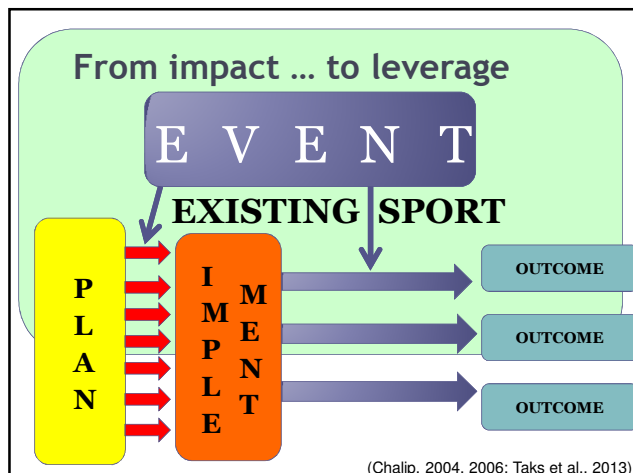


Canadian Sports Policy

Sport Canada is striving to establish Canada as a leading sport nation at home and abroad where all Canadians and their communities enjoy, value, and celebrate the benefits of active participation and excellence in sport (Sport Canada, 2013)




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Findings (1)

Sport events are unlikely to increase sport participation

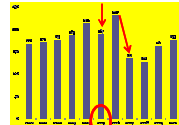


COACHING CLINIC
+

STADIUM
+

SCHOOL
?

DEMONSTRATIONS
?



FLYERS
?

(Taks et al., 2014)



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Findings (2)

There are opportunities to use events to generate sport participation

Figure 1: Model for event leveraging



(Green et al., in revision)



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Findings (3, 4, & 5)



- LSOs lack the necessary skills and resources
- LSOs have their ways of doing things
- Events can help LSOs to build their sport



(*)LSOs = Local Sport Organizations



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Practical implications and future research

PRACTICAL IMPLICATIONS

- Plan before the event
- Identify who is responsible
- Include in policies for hosting sport events

FUTURE RESEARCH: BUILD CAPACITY



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