



CANADIAN SPORT POLICY RENEWAL 2011

Electronic Survey Summary Report





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Introduction

In 2011 the federal-provincial/territorial Ministers responsible for sport agreed to develop a successor to the Canadian Sport Policy. To create a sport policy that reflects the desires and opinions of the Canadian public, consultations were held across the country both in-person and for the first time through an electronic survey open to all Canadians. The goal was to collect insights from Canadians and Canadian organizations regarding their views on sport in Canada as it relates to the renewed sport policy. The electronic survey enabled all Canadians, from coast to coast to coast, regardless of the time zone or geographic location, to contribute to the building of the policy. Administered by the Sport Information Resource Centre (SIRC) and based upon the same core questions used throughout all the in-person consultations (developed by Sport Canada, with support from P/T governments, the writing team and various other stakeholders) the e-survey was available in English, French and Inuktitut on-line at <http://www.sirc.ca/csprenewal.cfm> from May 6 to July 4, 2011 (Appendix A).

The following report highlights the findings from the electronic survey for the renewal of the Canadian Sport Policy. Respondents were given the option of answering the survey either as an individual or representing the views of their organization. Over 3,300 respondents (796 organizations and over 2,500 individuals) completed the survey, with contributions from every Province and Territory in Canada. The voices of coaches, athletes, officials, parents, volunteers, administrators, researchers, sport scientists and practitioners to name a few are reflected in this report. Organizations, including national, provincial, municipal and community clubs have taken the time to share their opinions and thoughts on a number of critical questions to inform the next Canadian Sport Policy.

Where respondents have provided open-ended written answers, we have grouped similar concepts and shared these Common Themes within each question. Sub-groups have also been extracted to represent the different voices of the community such as the National Sport Organizations/Multi-Sport Organizations/Canadian Sport Centres (NSO/MSO/CSC), Provincial/Territorial Sport Organizations (P/TSO), Coaches, Athletes, Volunteers, Parents, Officials and Researchers. We are pleased to provide comparisons of some of the results for the various answers as well as highlight selected quotes (in no particular order) submitted to the e-survey. The complete survey results can be found in the Appendix and on the SIRC website (<http://www.sirc.ca/csprenewal.cfm>) for review.

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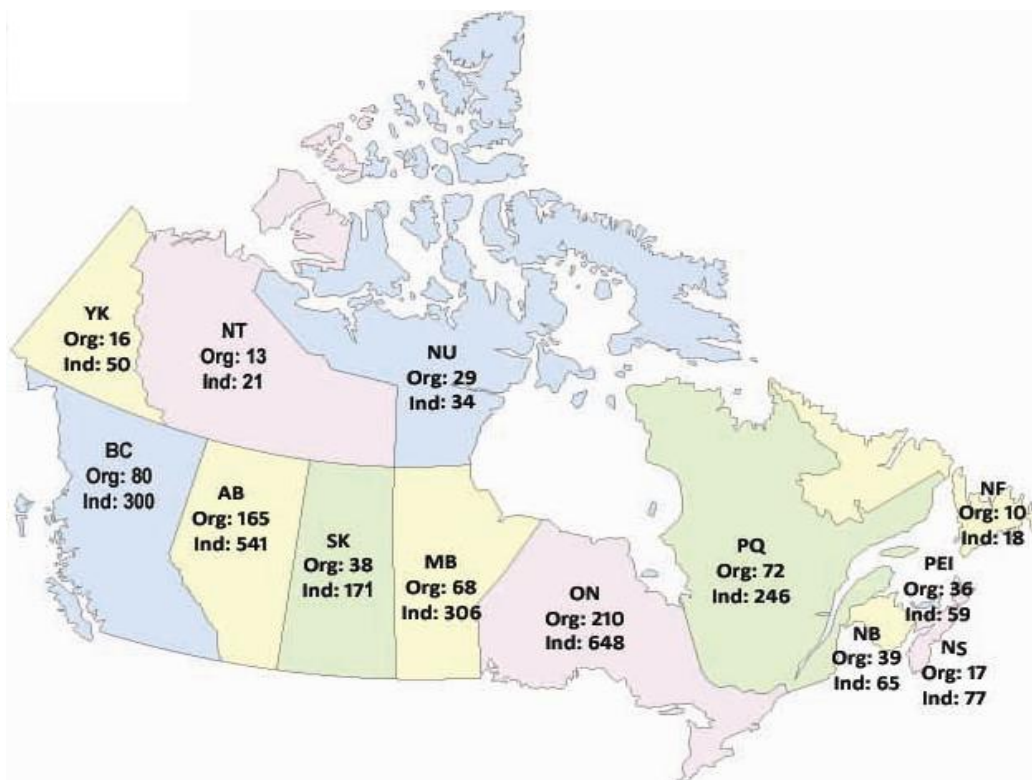
Survey at a Glance

There were a total of 3362 respondents to the electronic survey. For the purposes of this report 3332 responses were analyzed at the July 4th closing. Of the total respondents of this survey 76% identified as individuals and 24% identified as an organization. Representation came from each province and territory across Canada in both individual and organizational categories. The survey consisted of 36 questions for organizations and 34 questions for individuals, broken out to represent the categories and questions asked at the in-person consultation meetings.

Quick Stats

Survey length (# of questions)	36 organization/34 individual
Number of Responses (Complete & Incomplete)	3332
Organizations	796
Individuals	2536
Completion Rate	60%
Estimated Completion Time	20 minutes
Average Completion Time	43.34 minutes
Average Responses per Day	40.14 responses

In what province or territory are you/your organization based?





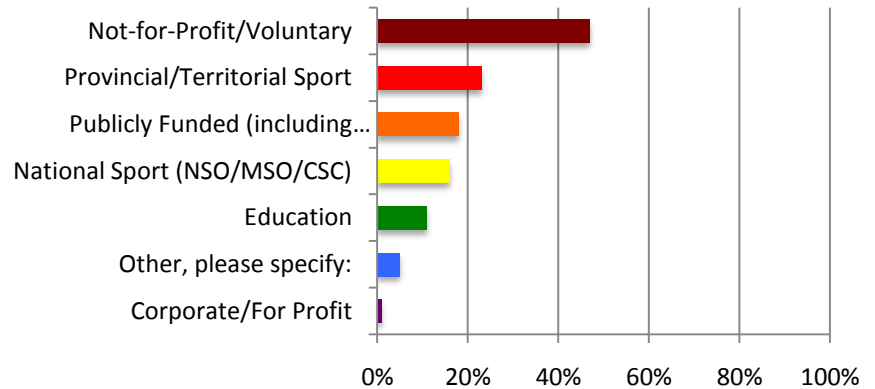
Demographics

Organization

Is your organization involved in sport?

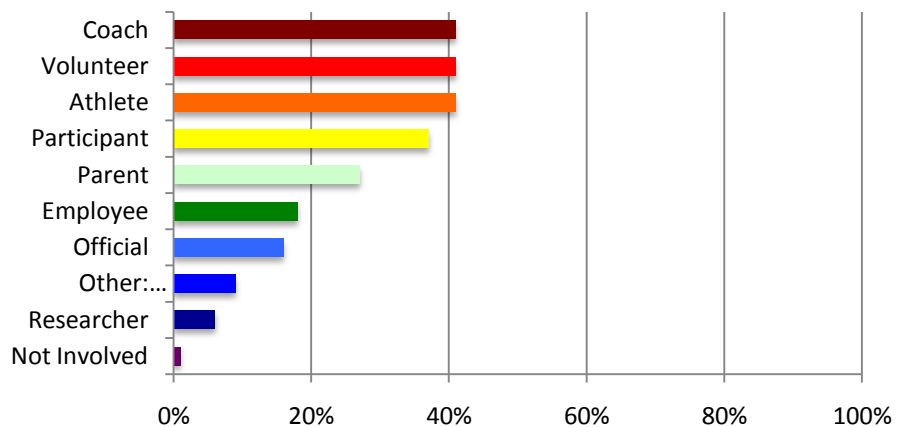
Not surprisingly, most organizations identified themselves as involved in sport. Of the 796 organizations that responded to the survey question, 96% identified themselves as having a sport focus to their business.

How would you best describe your organization?

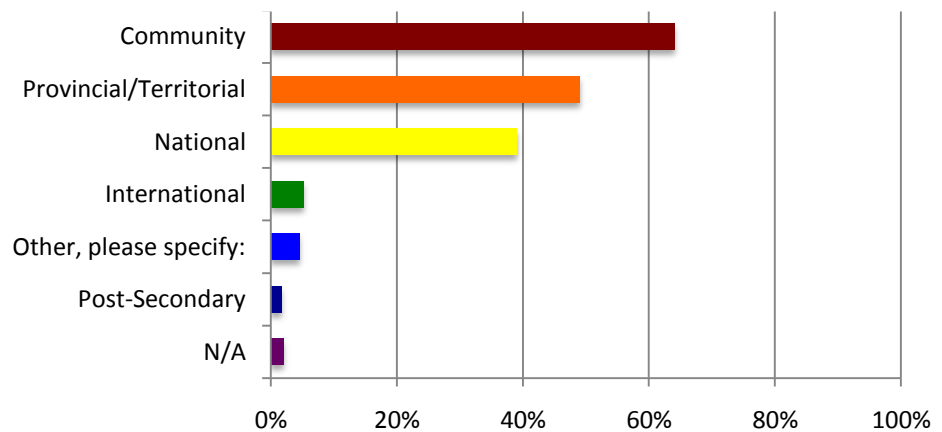


Individual

How are you involved in sport?



At which level are you engaged in sport?





Observations

Organizations that were listed in the 'Other' category include those representing First Nations and First Nations Advocacy Groups, Groups representing Persons with a Disability, Privately Funded Foundations, Professional Medical Associations, and Research and Knowledge Translation organizations. Other individuals represented Education/Educators, Medical Practitioners, Media, and Board of Directors.

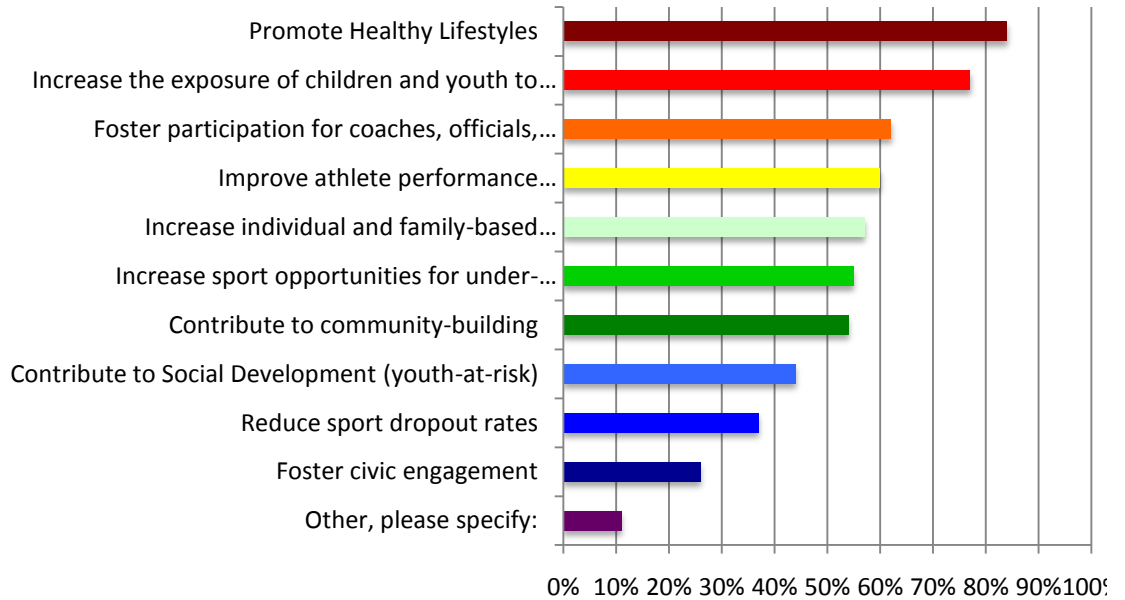
Of the 2536 individuals that responded to the survey, most identified themselves in the top three categories of coach, volunteer and athlete. Closely related to these categories were participants and then parents. Level of engagement showed a representation that spanned all levels of sport from the community through to national level. It is important to note that the 'Other' category included in the Individual's level of engagement primarily encompassed categories already identified in the chart, namely National, Provincial and Community levels.



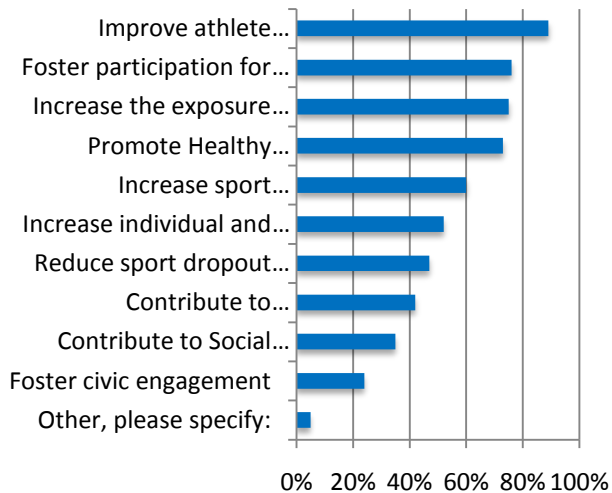
Participation

What are the reasons for your organization's interest in promoting participation in sport?

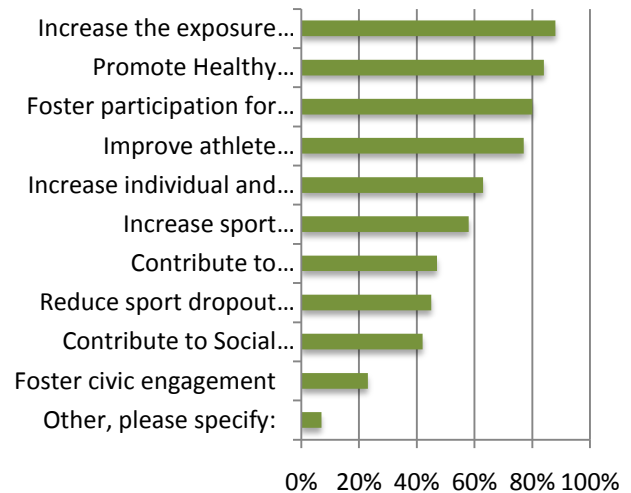
Organization



NSO/MSO/CSC



P/TSO





Common 'Other' Themes

Prevention of School Dropout
Sport Tourism
Safety

Selected Quotes from the Survey

- Today's youth do not participate in physical activity ... Healthy lifestyle in a team sport provides the country with healthy citizens and leaders of tomorrow
- Sport helps contribute to our national identity

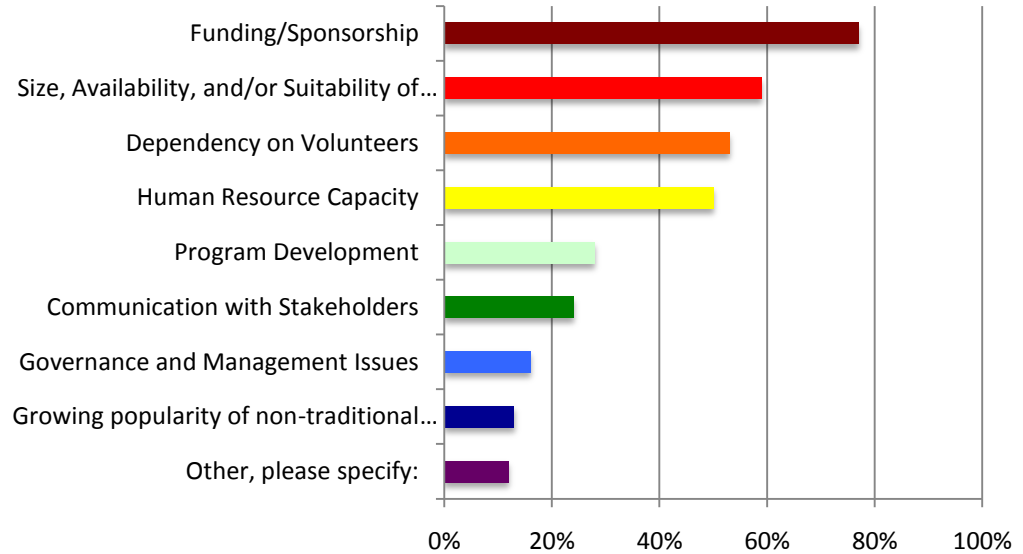
Observations

While the general survey respondents rank 'Promoting Healthy Lifestyles' and 'Increased the exposure of children and youth to sport' as the highest focus for organizations in promoting participation NSO/MSO/CSC organizations ranked 'Improving Athlete Performance (national/international level)' the highest.

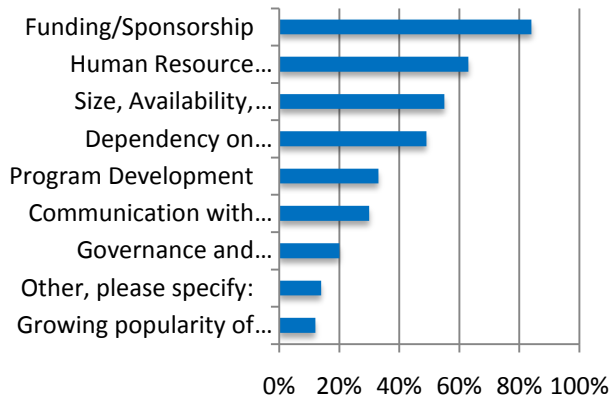


What are the most important challenges affecting your organization's efforts to promote and increase participation in sport?

Organization



NSO/MSO/CSC



P/TSO



Common 'Other' Themes

Membership recruitment and retention

Geography/Travel

Accessibility for Disabled/Aging Population/Girls

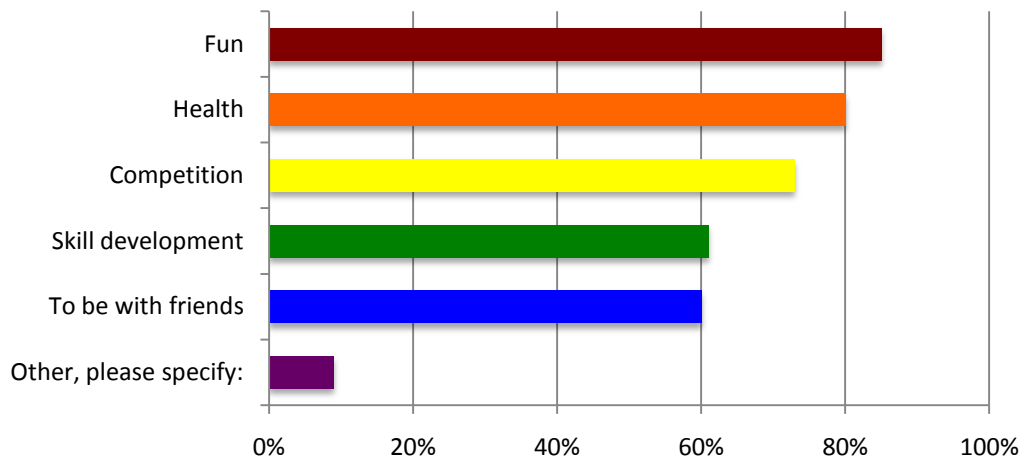
Selected Quotes from the Survey

- Lack of Aquatic facilities that will allow competitive sports to develop programs. Most aquatic facilities are built for play not sport and competition.
- The intermingling of paid staff with volunteers usually creates a non-productive environment because the motivation for participation is different.

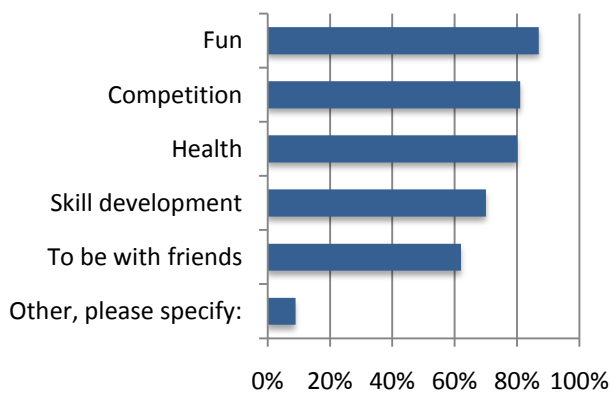


Why do you or why might you participate in sport?

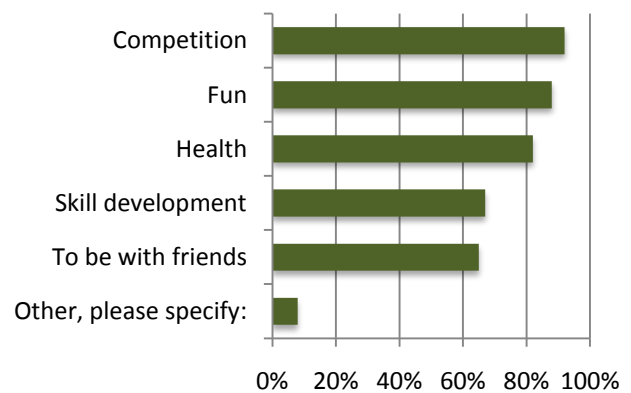
Individual



Coach



Athlete



Common 'Other' Themes

Community Building

Personal Development

Youth Development

Family

Selected Quotes from the Survey

- Love working with children and hope to make a difference
- Advancement and Accomplishment
- Cela me permet de développer une meilleure confiance en moi (valorisant)

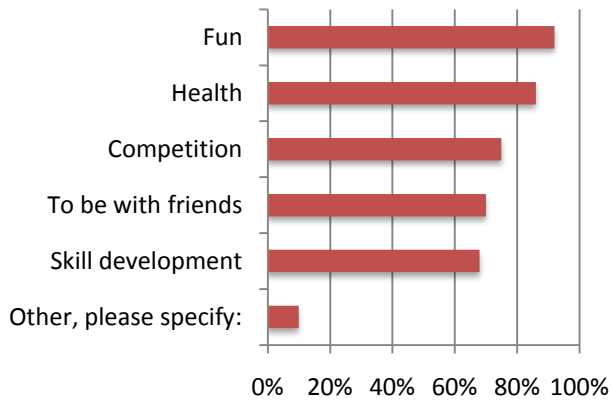
Observations

Of particular note, while 'Fun', 'Health' and 'Competition' are consistently the top three reasons to participate in sport, where they rank is different depending on the participation perspective. Coaches and particularly athletes give 'Competition' a higher ranking than the overall general responses.

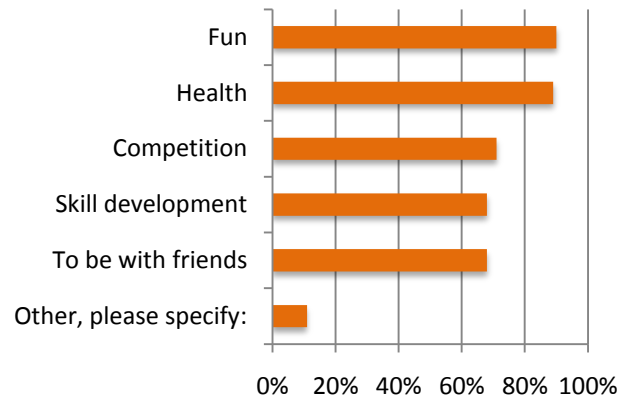


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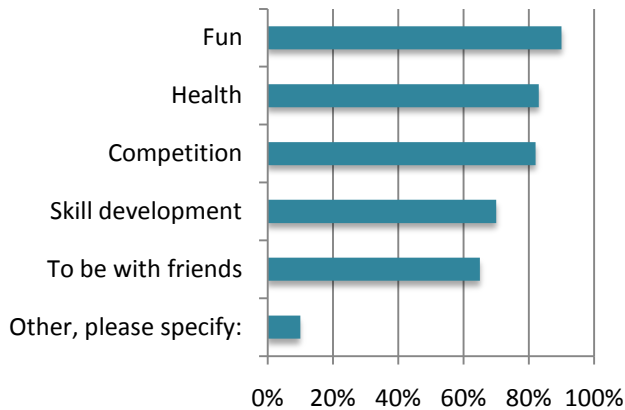
Volunteer



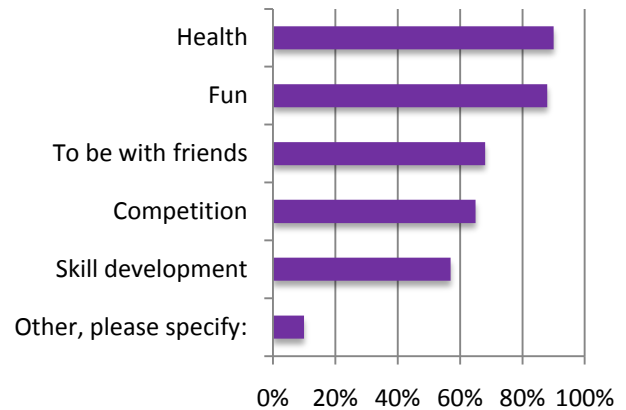
Parent



Official



Researcher



Selected Quotes from the Survey

- Individual Development - the development of individuals who are healthy, confident, capable, citizens who live a life based on integrity, respect, and fair play
- Community development/empowerment
- Developing a sport culture where adults willingly volunteer and past players are eager to give back - the heavy focus on competition breeds divisions among kids, coaches and parents.
- To make a change in the work force. It is obvious that they best employees have had a sports background

Observations

The top three themes from the responses are common to almost all categories represented and encompass 'Fun', 'Health' and 'Competition'. Notable here is that 'Fun' and 'Health' rank above 'Competition' as a priority in sport participation for these groups.

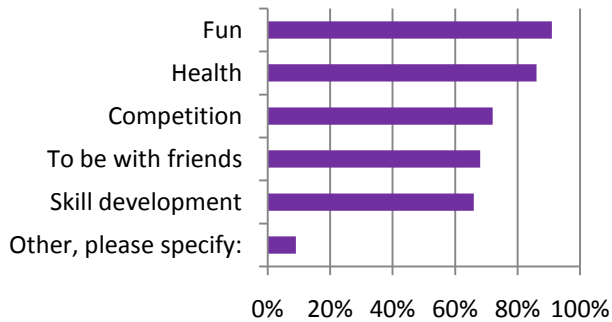


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Level of Engagement Comparison

Individual

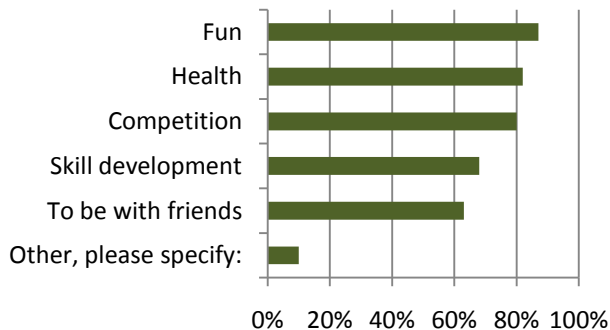
Community



Observations

When respondents identified themselves as involved in sport at the community level (among others), the top three categories indicating why they might participate in sport ('Fun', 'Health', 'Competition') were consistent with those responses submitted by the overall 'Individual' results. When 'community level' engagement was identified as the **only** level of engagement, the top three categories were 'Fun', 'Health' and 'To Be With Friends'. Top 3 rankings are consistent with provincial level respondents.

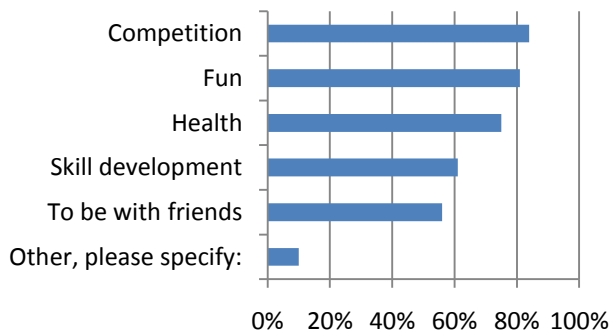
Provincial



Observations

When respondents identified themselves as involved in sport at the provincial level (among others), the top three categories indicating why they might participate ('Fun', 'Health', 'Competition') were consistent with those responses submitted by the overall 'Individual' results. Different from the community level respondents, it is interesting that provincial and national level respondents rank 'Skill Development' higher than 'To Be with Friends' as a reason for participation.

National



Observations

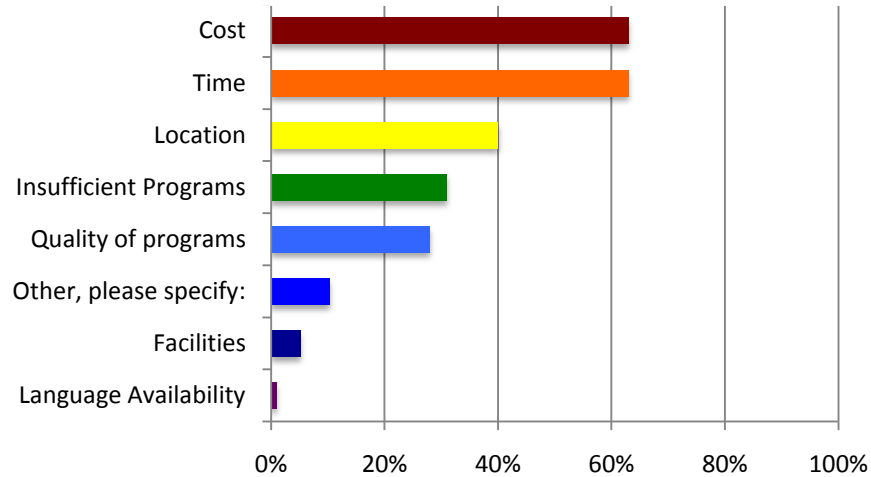
When respondents identified themselves as involved in sport at the national level (among others), they rank 'Competition' as the number one reason for participating in sport. In fact the top five rankings are the same as those presented by the Athlete group.

Respondents involved at the national level rank 'Competition' ahead of 'Fun' and 'Health' which are the number one and two ranked responses for both the community and provincial level groups.

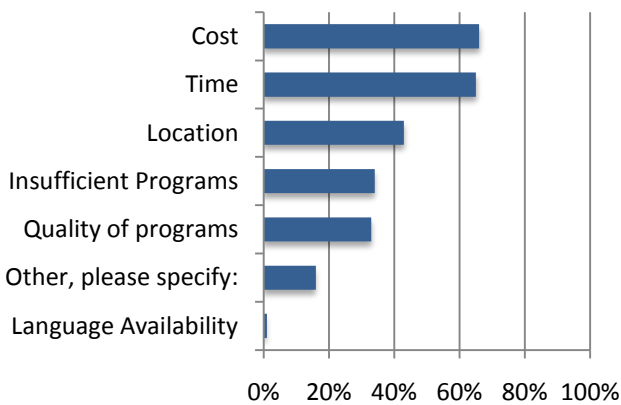


What are the challenges/barriers to participating in sport?

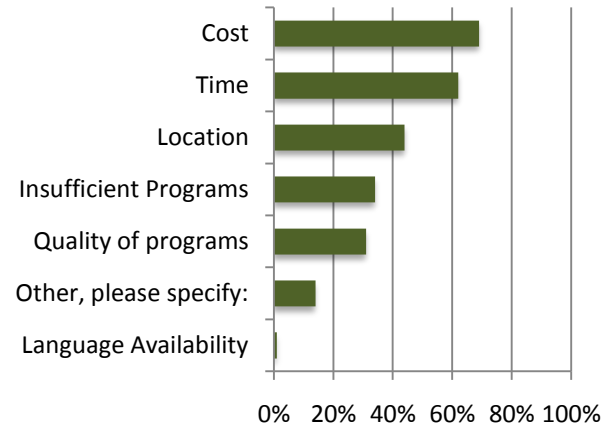
Individual



Coach



Athlete



Common 'Other' Themes

Governance

Medical issues

Politics

Education.

Selected Quotes from the Survey

- Rémunération insuffisante et reconnaissance inexistante,
- All of the above. However, I see a poor link from school sports programs to community sports clubs for athletes to excel in sport.
- Practice facility availability i.e. Schools, community centers for adults to use evenings/weekends

Observations

Respondents (including Volunteers, Parents, Officials, and Researchers) are consistent in their rankings of challenges/barriers to participation, rating 'Cost', 'Time' and 'Location' as the top 3. 'Facilities' was added from the analysis of the 'Other' category as a strong theme.

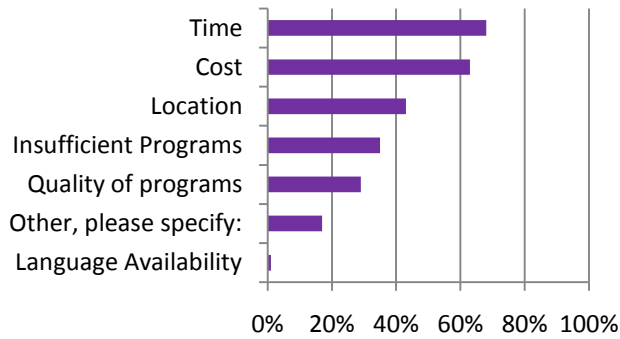


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Level of Engagement Comparison

Individual

Community

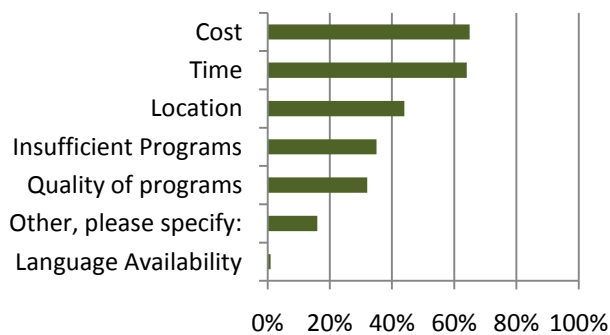


Observations

The respondents engaged at the community level placed 'Time' as the number one challenge to participating in sport, whereas the overall 'Individual' group (as well as Coaches and Athletes) ranked 'Cost' higher.

The community level respondents' rankings are different from the provincial and national level in that community respondents rank 'Time' as a higher barrier than 'Cost'.

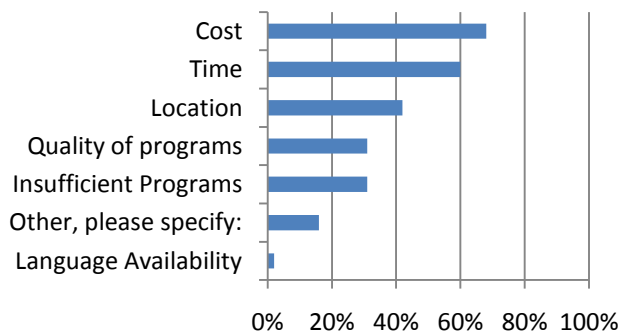
Provincial



Observations

The rankings of 'Cost', 'Time, and 'Location' as challenges/barriers to participation are consistent with the overall 'Individual' group, as well as those of the national level respondents.

National



Observations

The rankings of 'Cost', 'Time, and 'Location' are consistent with the overall 'Individual' group and the provincial level respondents.



Quality Sport

How does your **organization** define a quality sport experience?

Common Themes:

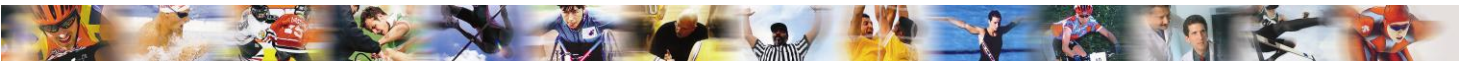
Positive Experience
Qualified coaches
Personal Development
Fun

Promote healthy lifestyle
CS4L/LTAD principles
Athlete-centred
Skill Development

Adequate Facilities
Appropriate Competition
Inclusive programming

Selected Organization Quotes from the Survey

- An experience that meets the individual's and the sport organization's goals for physical excellence and fun.
- C'est un véhicule qui permet a nos jeunes de ce découvrir et de se surpasser. Il doit véhiculer des valeurs comme la santé physique et mental, l'effort, la persévérance, l'entraide et le sentiment d'appartenance.
- Increase in athlete results when fostered by coach education.
- Strive to inspire gymnasts, coaches, and judges to meet their own potential through athlete and leadership development courses.
- Que le jeune est du plaisir à pratiquer son activité sportive de qualité, tout en évoluant et s'améliorant. Que ce soit un moyen d'éducation et non une finalité en soi.
- Accessible programs free from stigma and welcoming to all cultures and ethnic backgrounds.
- For elite athletes the bar is measured by performances at National events; however, for developing and lifestyle athletes it is measured by a safe and fun experience that would result in continuing to train and race.
- When individuals with an intellectual disability are able to reach and exceed their sport goals.
- One that ensures adequate sport medicine provision is available where appropriate and qualified personnel are present.
- Where a player / coach / official is allowed to develop to their individual maximum ability or desire to achieve in the sport.
- The availability of quality coaching and sport science support for athletes, and the opportunity for appropriate levels of competition.
- Favorisant le développement global de l'individu et l'adoption de saines habitudes de vie. (esprit d'équipe, respect, plaisir)
- When every athlete walks away feeling a sense of success and when every volunteer/coach walks away feeling valued and successful.
- At the grassroots level, a positive experience would include accessibility to the equipment, a positive trained 'coach/instructor' that enables everyone involved to play the specific sport. At the high performance level, a positive experience would include top quality equipment, international size courts, television production, high quality trained coaches, well managed competition (logistics, technical formats, etc.)
- Wow that was fun – Can I do it again?!



How do **you** define a quality sport experience?

Individual

Common Themes:

Fun	Based upon CS4L/LTAD	Skill Development
Well run	Healthy/Appropriate Competition	Healthy Lifestyle
Qualified Coaches	Good Facilities/Equipment	Inclusive/Accessible

Selected 'Individual' Quotes from the Survey

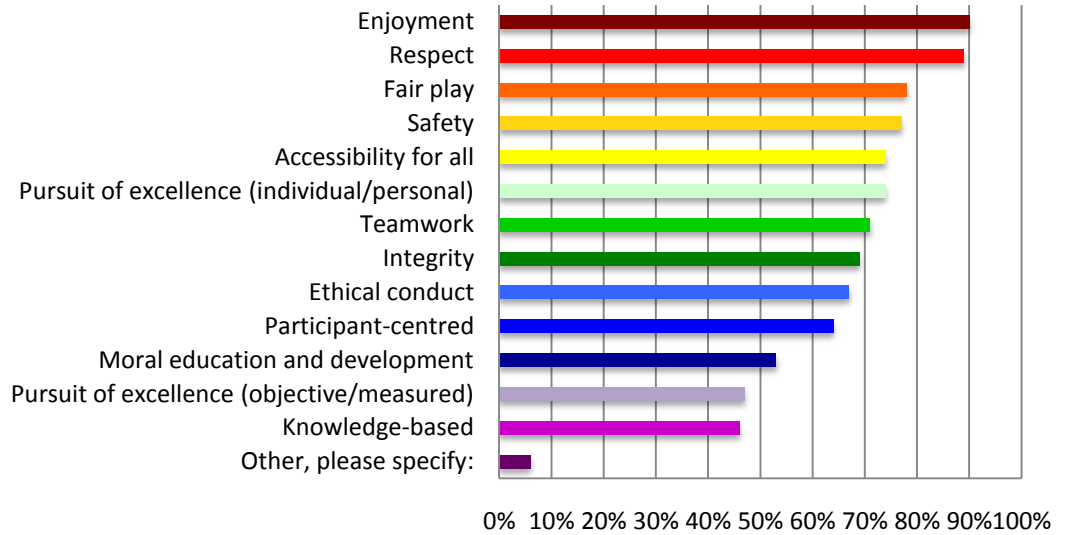
- A quality sports experience develops life long skills of motivation, perseverance, team building and confidence - a sort of 'never give up' attitude -- which are all skills that certainly translate towards having a successful adult life - whether the adult is involved in sports or not.
- Being able to train with like minded people, have a clear goal to work towards, skilled coaches that are interested in helping the sport grow and competitive competitions to test the athletes progress.
- A programme with qualified and knowledgeable coaches who are able to deliver quality training/conditioning sessions. A quality sport experience must happen in a quality facility where equipment is up-to-date, safe, and in proper working order. Need facilities closer to home - indoor and outdoor facilities.
- Excellent equipment and facility, high level coaching, enjoyment
- Lorsque l'athlète a tous les outils nécessaire pour se battre contre les meilleurs nations.
- Une expérience sportive de qualité se définit comme un moyen de développement multilatéral. De plus avec des installations sportives permanentes, centres d'entraînements au Canada dans les différentes provinces, sous la supervision d'entraîneurs actifs.
- As a coach I would define a quality experience as any time I see an athlete advance their skills and improve. I believe success in sport leads to success in life.
- The ability to find a program with excellent facilities, coaches and program philosophy based on progressive education utilizing the concepts associated with long-term athlete development.
- Une expérience qui permet de développer l'esprit d'équipe; qui garantit une sécurité; qui offre une structure d'organisation adéquate, qui donne une satisfaction positive après l'activité; qui offre des entraîneurs de qualité et formé; qui donne un système basé sur l'honnêteté et le respect.
- Fun sparks passion creates motivation and desire to develop skills and increased physical capacity for the activity.
- A quality sport experience is one that makes me want to go back and do it again.
- A quality sport experience provides all participants (athletes, coaches, officials and volunteers) with the opportunity to practice and strengthen their skills in an environment that exemplifies the values of sportsmanship and fair play



Values

What values does your organization think should define sport, as practiced on the field of play, in Canada?

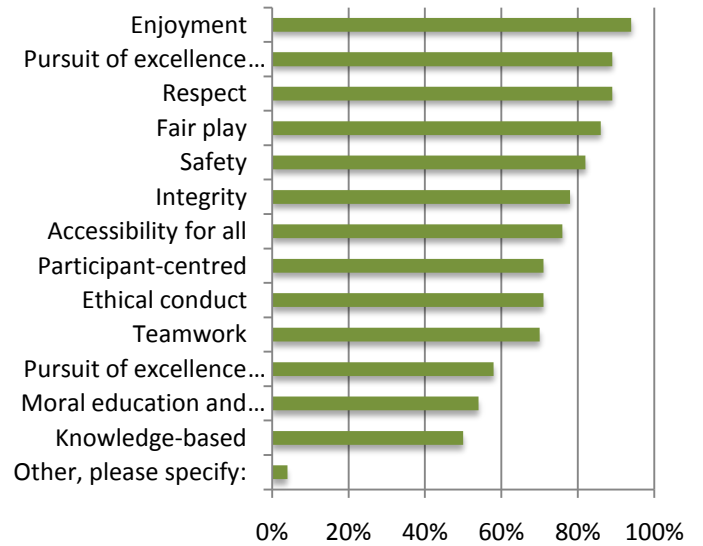
Organization



NSO/MSO/CSC



P/TSO





Common 'Other' Themes

Community Building
Equal Opportunity for Participation

Healthy Lifestyle across the Lifespan
Sportsmanship

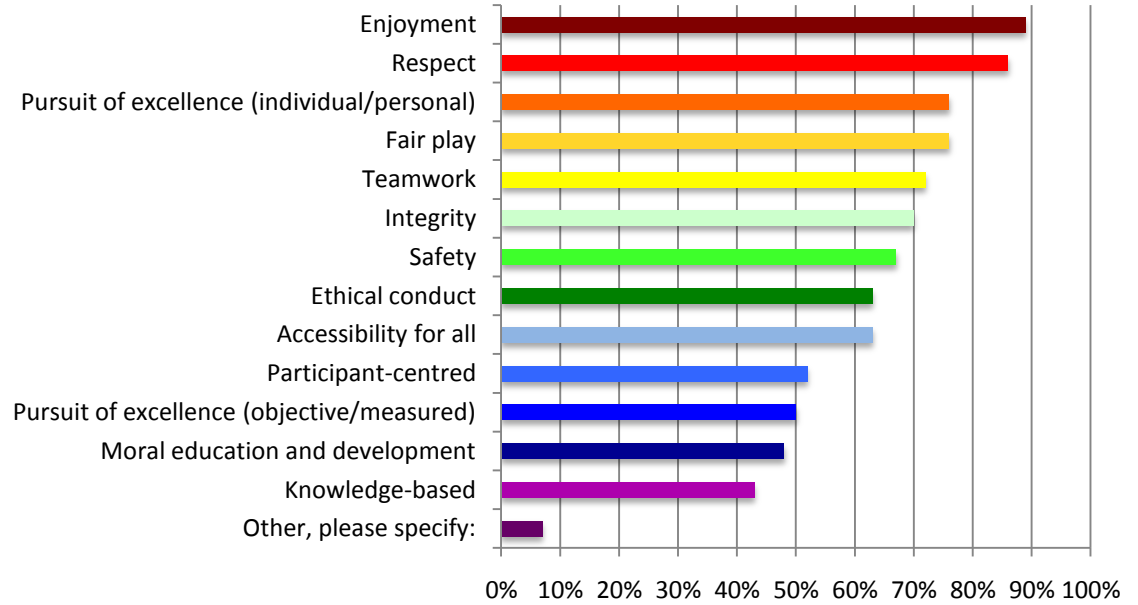
Observations

'Enjoyment' ranks high (and in most cases highest) for most respondent groups with 'Respect', 'Fair Play' and 'Safety' as well. Of note is the high ranking of 'Pursuit of Excellence (individual/personal)' for the NSO/MSO/CSC group and P/TSO group.



What values do you think should define sport, as practiced on the field of play, in Canada?

Individual



Coach



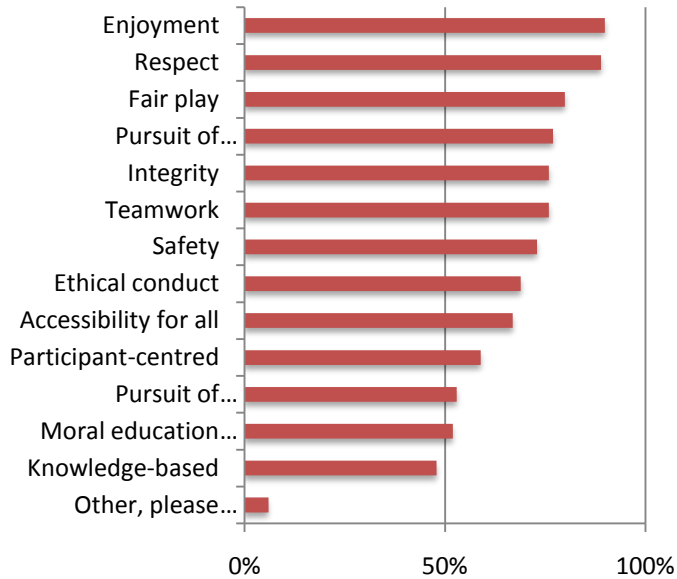
Athlete





Continued

Volunteer



Parent



Official



Researcher





Common 'Other' Themes

All of the Above
CS4L/LTAD

Personal Development
Identity

Selected Quotes from the Survey

- CS4L values
- Coaches held to accepted standards of conduct, fair play, etc.
- Loyalty and Community spirit
- Desire/dream development
- Canadians should ethically pursue excellence in sport.
- For 'every person' sport teaches so much throughout ones lifetimes. At the elite level, it garners a strong sense of national pride and patriotism
- Environmental awareness and stewardship
- Research-informed
- Sustainable infrastructure
- A good balance between elite/competitive and participatory programs

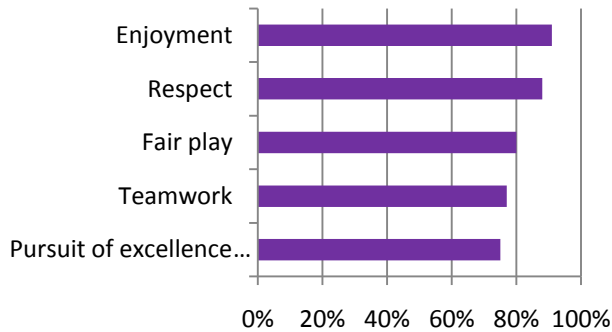


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Level of Engagement Comparison

Individual

Community

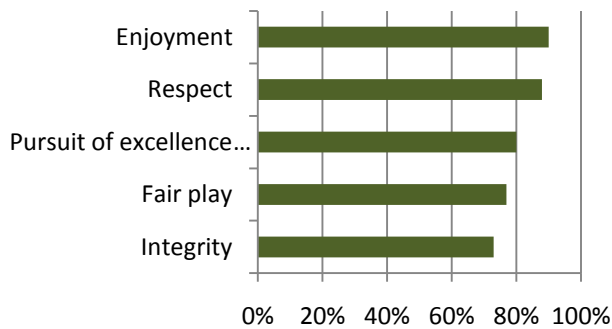


Observations

Community level respondents echoed the top 2 rankings of 'Enjoyment' and 'Respect' as found in the overall 'Individual' group.

The community level group ranked 'Fair Play' and 'Teamwork' higher than 'Pursuit of Excellence' which is different from the provincial and national level respondents.

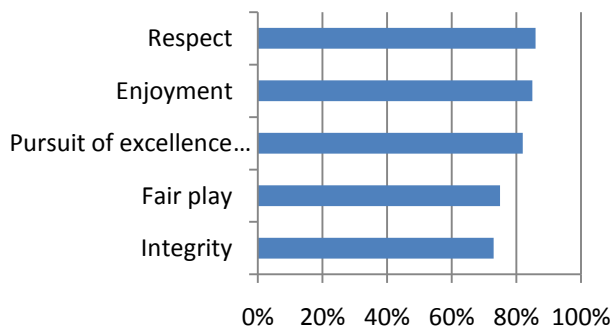
Provincial



Observations

The provincial level respondents reflected the same top four categories as the overall 'Individual' group as well as Coaches and Athletes. However, they rank Pursuit of Excellence higher than any of the other subgroups (Volunteer, Parent, Official, Researcher).

National



Observations

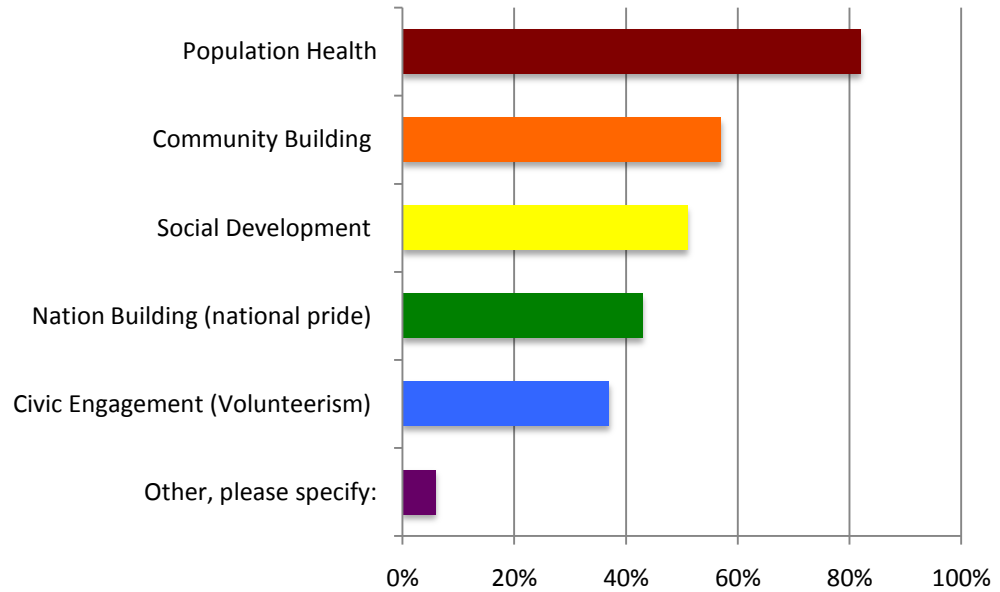
National level respondents share similar responses as provincial level respondents. It is interesting to note that when respondents identified themselves as engaged at the national level only, they ranked 'Pursuit of Excellence' first followed by 'Respect' and 'Enjoyment'.



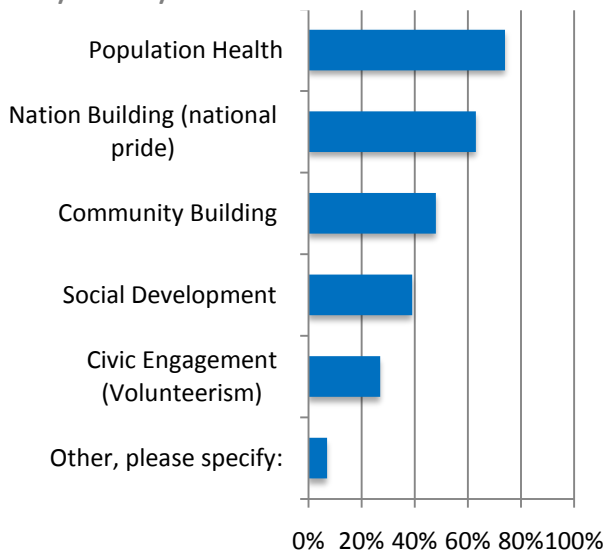
Sport's Contribution to Canadian Society

What could sport's greatest contribution be to Canadian society over the next 10 years?

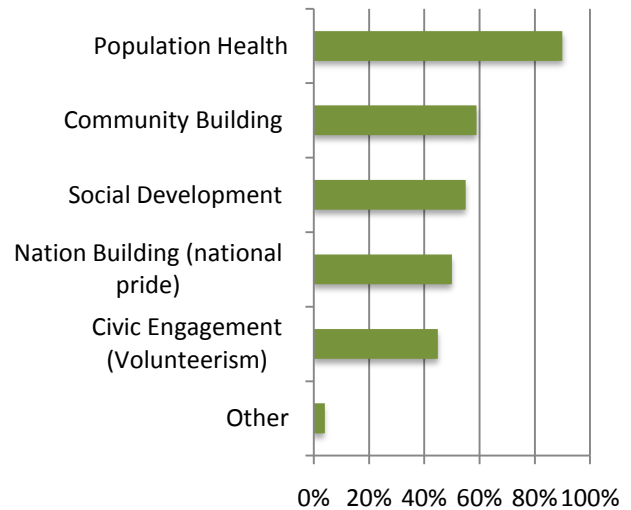
Organization



NSO/MSO/CSC



P/TSO





Common 'Other' Themes

World Class performance
Youth Development

Accessibility for All
Culture of Sport

Selected Quotes from the Survey

- A culture that values activity
- Increased World Class performances
- Youth development
- Sport can play an important role in education.
- An increase in the quality component in terms of coaching and leadership.
- All participants have success at some level, building esteem and encouraging further participation. We get children moving!
- Only 14 % of youth are active after school today. If we do not put money into health and fitness, sport for life there will be no money in twenty years for sport as it will all be tied up trying to treat an unhealthly country due to lack of sport opportunities.

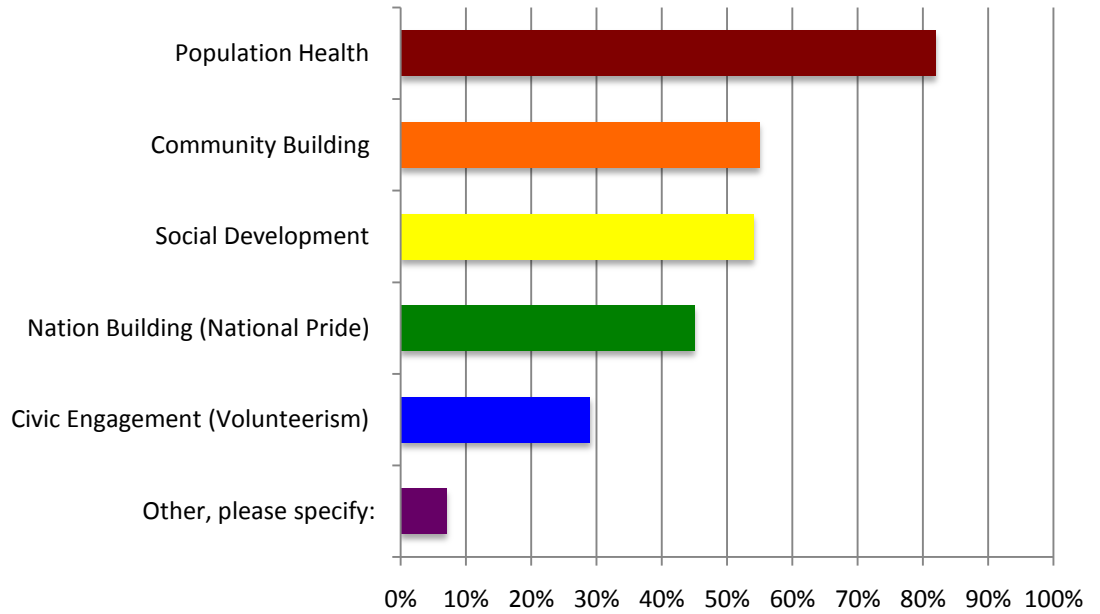
Observations

'Population Health' ranks the highest for the general respondents as well as those broken out for observation. While the P/TSO level reflects the same ranking as the general respondents, NSO/MSO/CSC organizations push 'Nation Building (national pride)' to a much higher level of importance. 'World Class Performance' is revealed as a strong theme in the 'Other' category and respondent feedback.

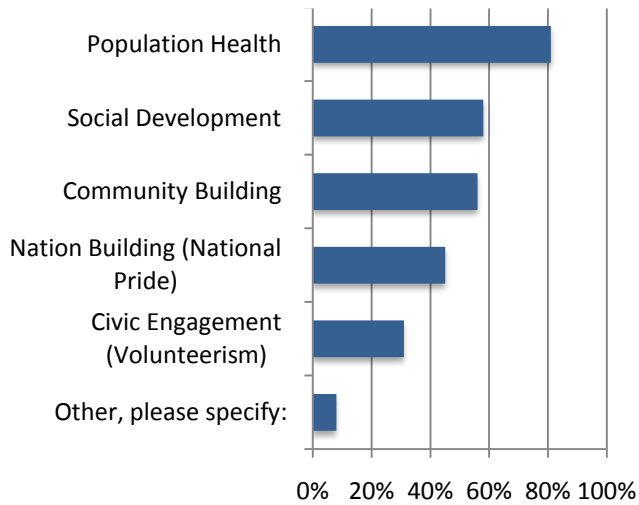


What could sport's greatest contribution be to Canadian society over the next 10 years?

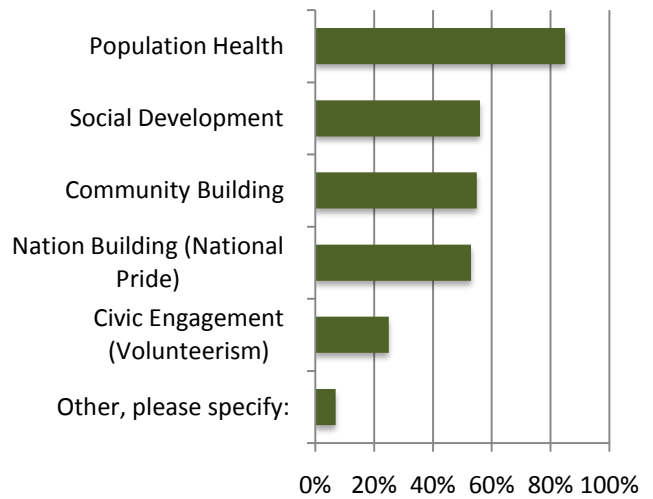
Individual



Coach



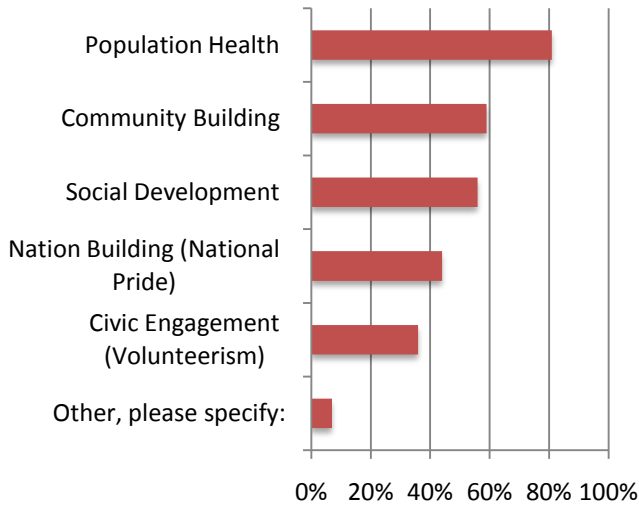
Athlete



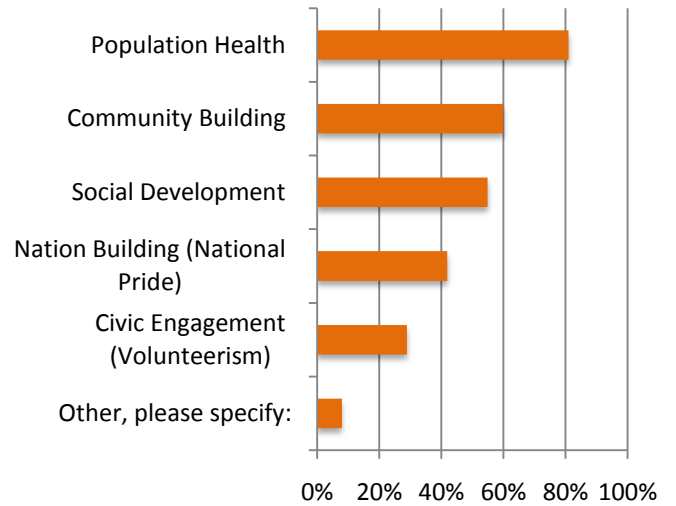


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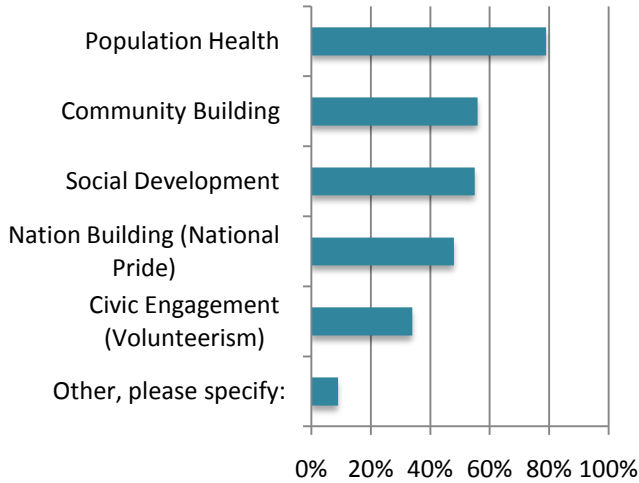
Volunteer



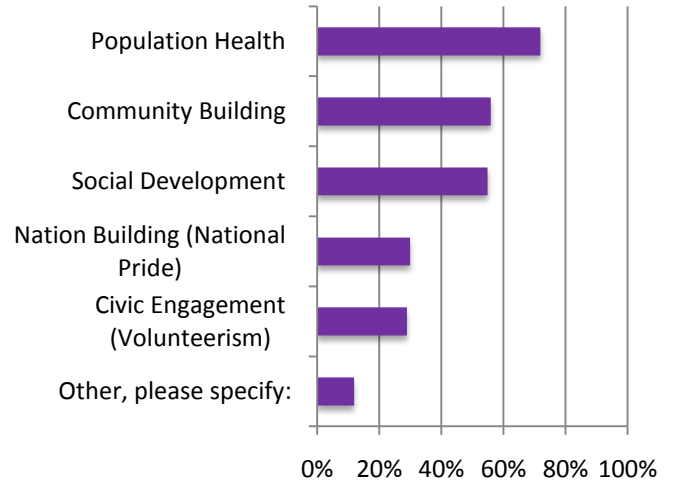
Parent



Official



Researcher





Common 'Other' Themes

Personal Development
Youth Development
Accessibility for All

World Class performance
Economic Development

Selected Quotes from the Survey

- Reduced Health Care costs
- Prevention des maladies
- Self Esteem
- Teaching kids that hard work and commitment pays dividends
- Keeping youth out of the judicial system
- Developing a physically literate population
- Developing a sport culture where adults willingly volunteer and past players are eager to give back - the heavy focus on competition breeds divisions among kids, coaches and parents.
- Éducation par le sport
- Elite athletes as role models
- Equal opportunity for all, including people with disabilities
- Strengthening and empowering women
- New employment industry
- Paying coaches what they deserve, not what sports organizations can afford
- Encourage inclusion of all people (in and out of sport)
- Cross cultural relationship building
- Inspiring Legacy
- Crime reduction, stronger families
- Again - nation building and volunteerism - we already do this VERY well in Canada... But sport does NOTHING for population health, very little for community building and social development... Despite all our claims
- the relevance & importance of sports nutrition
- National pride and community building
- Individual Development - the development of individuals who are healthy, confident, capable, citizens who live a life based on integrity, respect, and fair play

Observations

'Population Health' consistently ranks the highest out of all groups. However, while Volunteer, Parent, Official, and Research groups all rank 'Community Building' higher than 'Social Development', Coaches and Athletes reverse this and put more priority to 'Social Development'. 'Nation Building (national pride)' is ranked higher by the NSO/MSO/CSC group and lower on the list for all the individual groups.

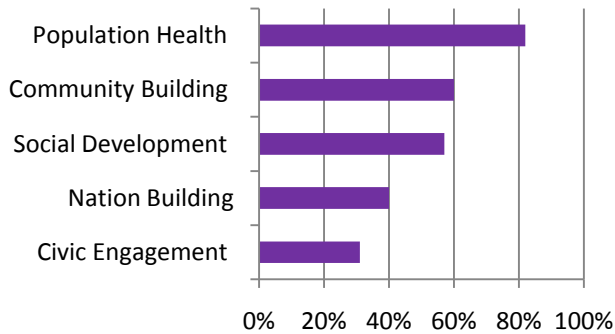


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Level of Engagement Comparison

Individual

Community

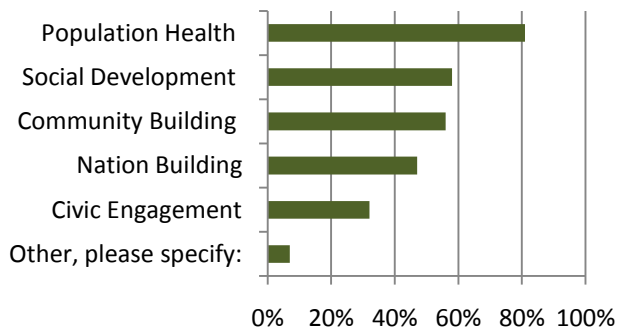


Observations

Community level respondents agree with the overall 'Individual' rankings in all five categories of sport's greatest contribution to Canadian society over the next ten years.

The community level respondents differ from the provincial level respondents by elevating 'Community Building' above 'Social Development'.

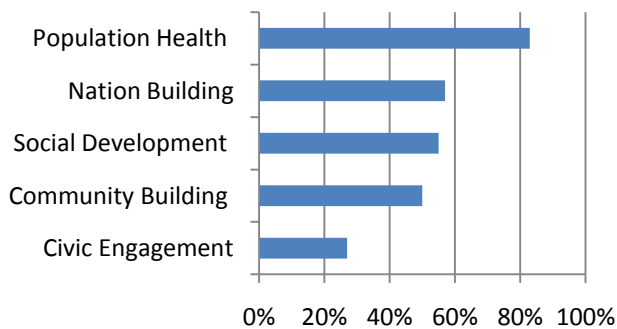
Provincial



Observations

The provincial level respondents reflected the rankings of the Coaches and Athlete groups with 'Social Development' ranking above 'Community Building'.

National



Observations

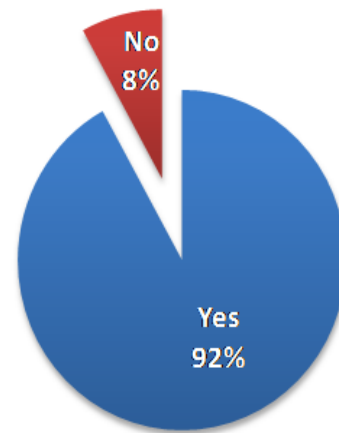
The national level respondents continue to highlight 'Population Health' as the number one contribution. However, unlike community and provincial level respondents, they rank 'Nation Building' higher than 'Community Building' and 'Social Development'. This reflects the rankings indicated by NSO/MSO/CSC.



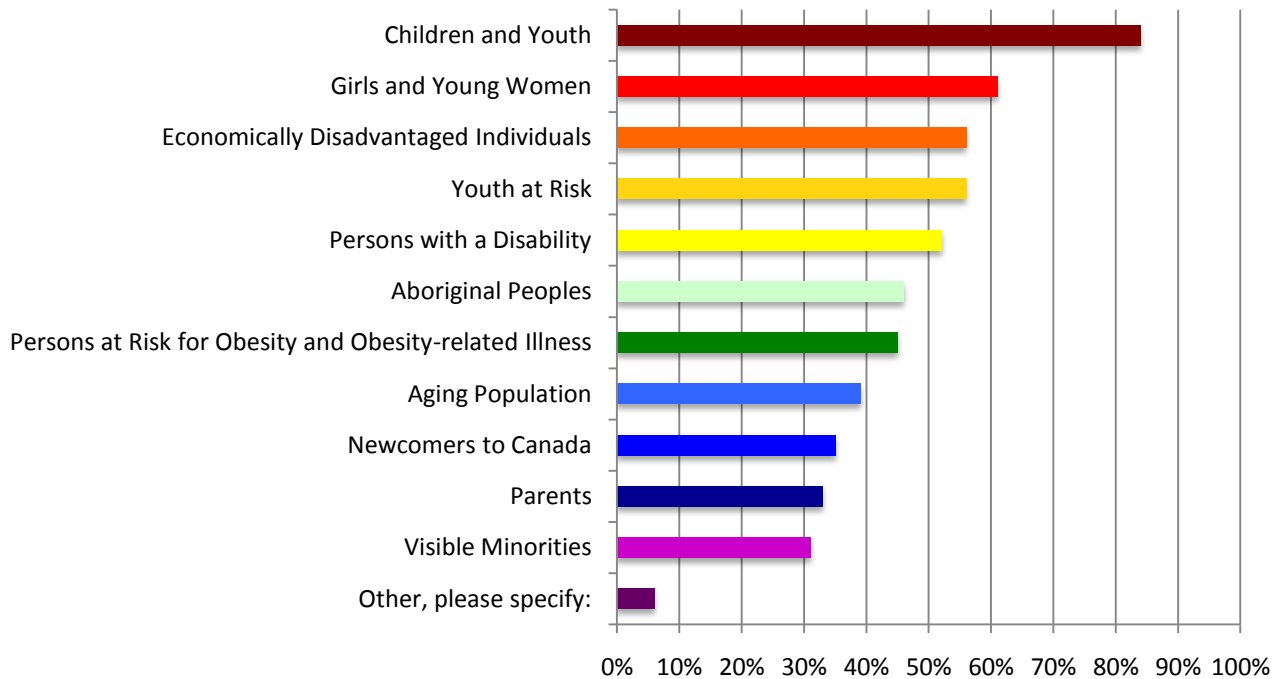
Under Represented Groups

Should efforts be made to increase the participation of specific population groups in sport?

Organization



If yes, which groups should be targeted?





Common 'Other' Themes

All of the above mentioned
All Canadians in general

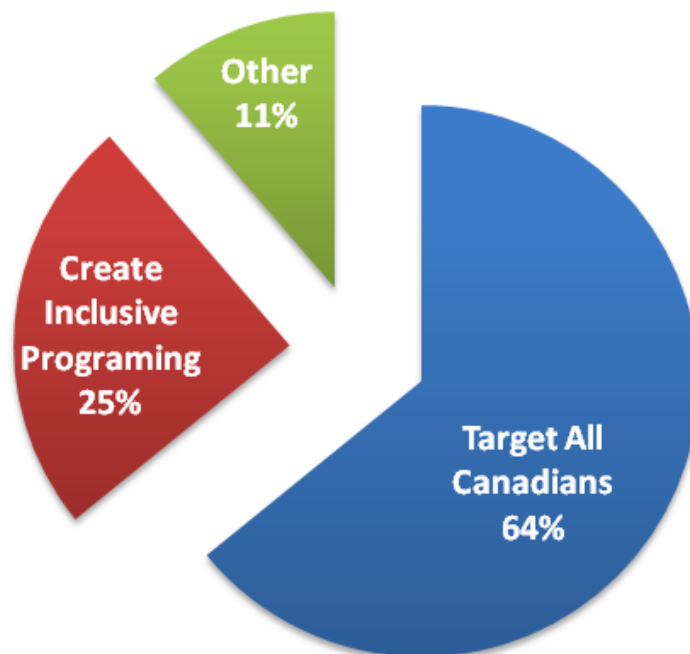
Selected Quotes from the Survey

Suggested Other Target Populations

- System needs to be inclusive of all
- The larger the base the higher a pinnacle the top athletes can achieve.
- Volunteers
- Linguistic minority communities
- Rural and remote locations
- Deaf sports groups
- Asthma and other disease sufferers
- All of the above, everyone deserves an opportunity to physical activity and healthy living

If not, why not?

Organization





Selected Quotes from Survey

Why not?

- There is not one person in Canada who would not benefit from becoming actively engaged in sport and recreation.
- Accessible and available options should exist for everyone.
- Many of those groups are already targeted and receiving much support. Due to this some of the "average" Canadians fall through the cracks.
- A focus on ethically led, well-run and financed sport programs will provide opportunities for all groups to participate. The diversity of sport reaches out to various ethnic and socio-economic groups - but the need is to run good programs in proper venues.
- As it stands now every population group has the same opportunity to become involved in any sport. It is best handled by the grassroots personnel to expand each and every sport they are involved with. They just need the help and support to do so. It would be difficult to blanket cover every and all groups.
- Can't force participation and risk becoming fragmented and inefficient use of resources.
- Sport as a whole is suffering from declining enrollment, efforts are best spent increasing membership as a whole (which will also increase membership of targeted groups as well)
- Success of sports is contingent on participation -- therefore several factors lead sports to encourage participation of specific groups -- groups targeted will depend on sport specific criteria
- Yes In some ways it should be targeted to special populations, but really how do you choose? All of the above need to be targeted but so do people not in those categories...Everyone needs to be active, and however we can manage to get them all active should be the target! It feels sometimes like there is too much targeting and not enough general encouragement to be involved.
- There tends to be an overlap of focus and funding on aboriginal and persons with disability from various government sources. There is no question that opportunities in sport are important for all groups, however, organizations created for the masses should be allowed to remain primarily focused on their core market, while partnering with organizations that are principally focused on representing special interest groups. Both human and financial resources are drained from principal programming by artificially created priorities, providing a dis-service to all.

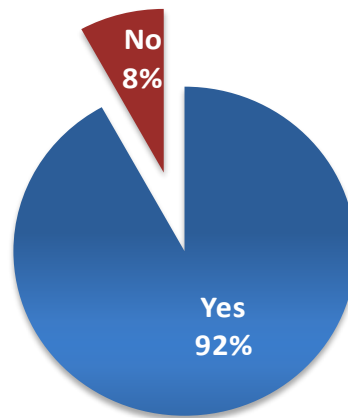
Observations

General Organization response indicates a strong support of encouraging participation for 'Children and Youth'. Ninety-two percent of respondents support efforts to increase participation of specific population groups; some feedback reflects a desire to focus on all Canadians and provide programming that reflects an inclusive vision and structure.

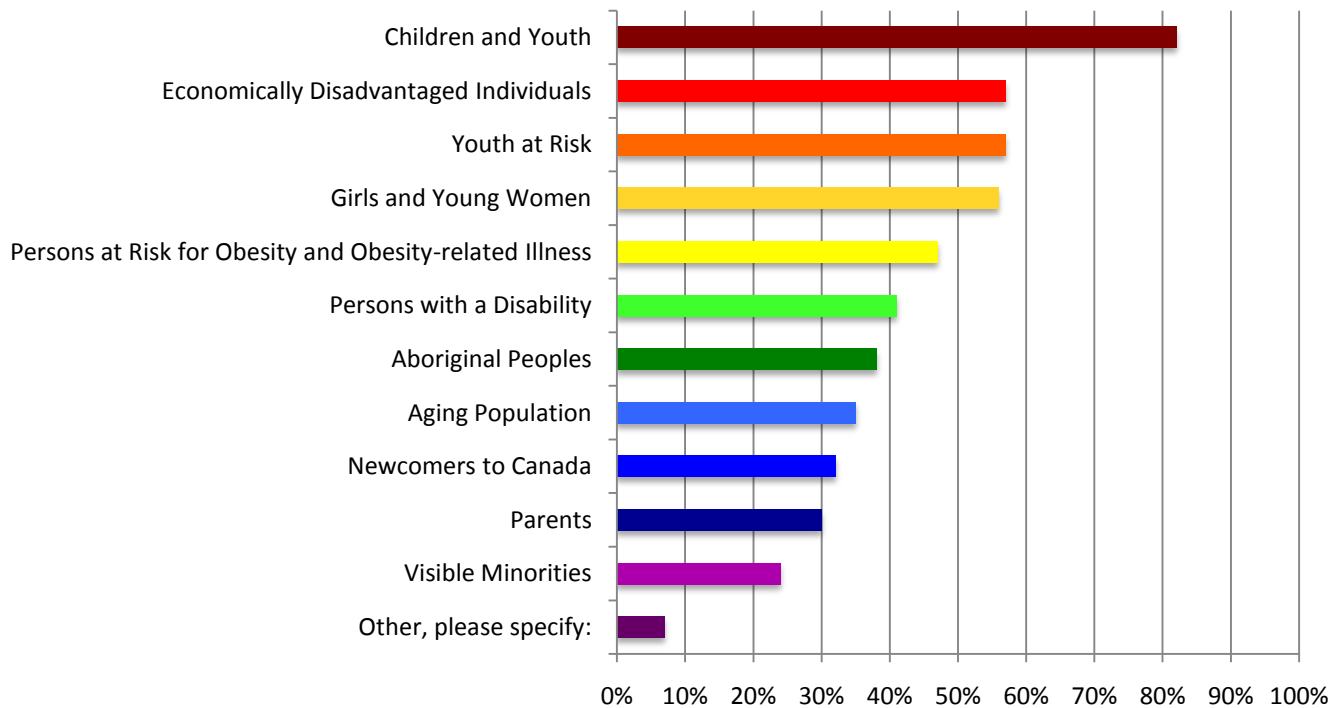


Should efforts be made to increase the participation of specific population groups in sport?

Individual



If yes, which groups should be targeted?





Common 'Other' Themes

All Canadians
All Special Populations
Adult

Young Adults
Athletes
Lesbian/Gay/Transgender Community

Selected Quotes from the Survey

Individual

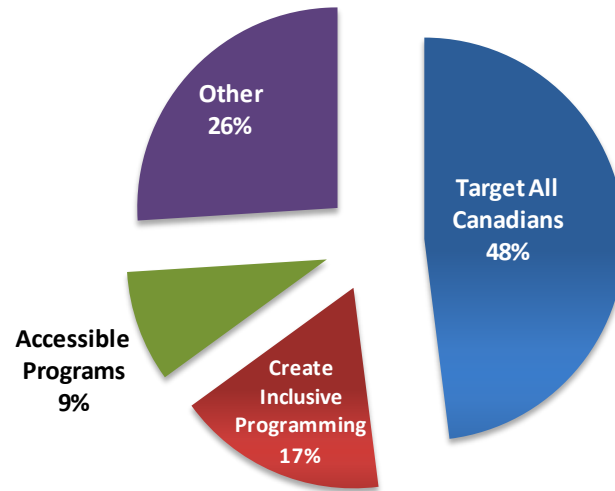
Suggested Other Target Populations

- Preteens and teens who seem to get stuck in the gap between child and adult
- Young adults aged 20-35
- Schools, clubs
- Gais et lesbiennes
- Northerners, rural Canadians Schools encouraged to work with athletes in reaching educational goals as well as athletic goals
- Families as a whole - kids and parents together
- Baby boomers
- Children born in the second half of the year
- "Middle Income" Families and "day care" kids
- Sedentary people
- Any one that is breathing!!



If not, why not?

Individual



Selected Quotes from the Survey

- All groups should be targeted to increase participation; anything else is exclusionary and (possibly) discriminatory.
- Ne pas créer de distinctions
- Peu importe le genre masculin ou féminin, jeune ou agés, d'origine nord américaine ou d'ailleurs, toute la population doit prendre SA SANTÉ dans ses mains. Ne pas prendre la responsabilité pour passer le message plus à un groupe ou un autre, mais à toute la population!!
- C'est important pour tous, de façon égale.
- I worry when the GOC targets a group because it usually does so at the peril of others. You should be targeting for excellence not just participation
- Get families doing things together.

Observations

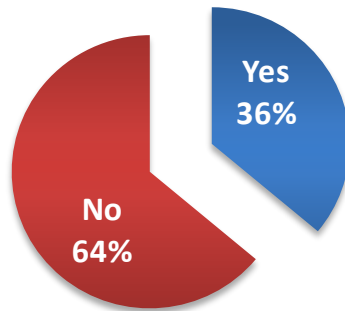
As with the Organizational response, the focus here is also on encouraging participation for 'Children and Youth'. Similar to the organizational feedback, 92% of respondents support efforts to increase participation of specific population groups; some feedback reflects a desire to focus on all Canadians and provide programming that reflects an inclusive vision and structure.



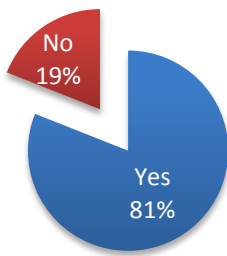
Official Languages

Does your organization offer programs and services in both official languages?

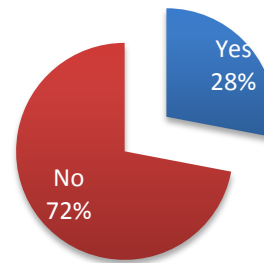
Organization



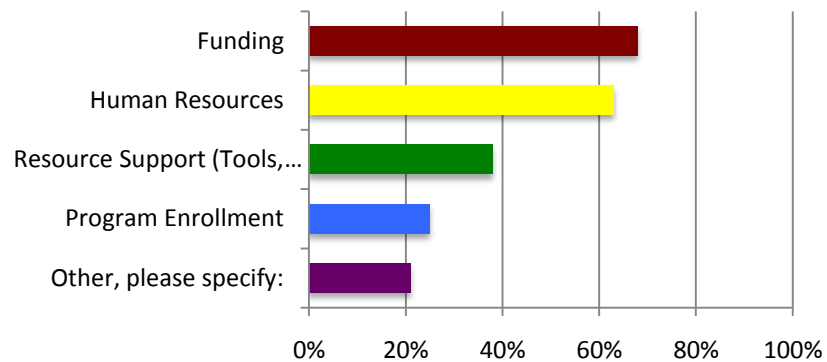
NSO/MSO/CSC



P/TSO



What are the current challenges in offering such programs and services?





Common 'Other' Themes

Anglophone Community
Francophone Community
Other languages required than English/French
Lack of Facilities

Human Resource issues
Availability of languages but they are not used
Geography
Translation challenges.

Selected Quotes from the Survey

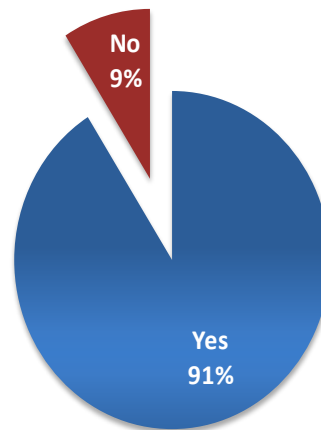
Organization Challenges

- We are also being asked to offer services in other languages - Mandarin, Hindu, etc. and we do not have the capacity for this.
- We live in Alberta, most people speak English. However, our National Sport Association does offer services in French and English.
- The language used by our Northern participants is Cree or Ojibway first, English second
- Distance, sparsity of population. We provide service to 42 First Nation Communities, 8 Metis Settlements
- We offer programs in Inuktitut, rather than French.
- ensuring access by Canadians who are blind.
- Have material but no requirement
- There is no demand at present
- Less than 1% of our province is Francophone so programs are offered in English.
- Couverture du territoire Anglophone inexistante pour le moment.
- Manque de clientèle Anglophone dans notre région,
- Conforme aux politiques provinciales en matière de langues officielles.
- Both official languages are available, but we don't advertise (nor require the use of) French here.
- Geographical issues (too spread out)
- Facility/Field access, availability.
- Instructors/ training
- Timelines and Expectations
- It is extremely expensive to translate all documents into both languages.

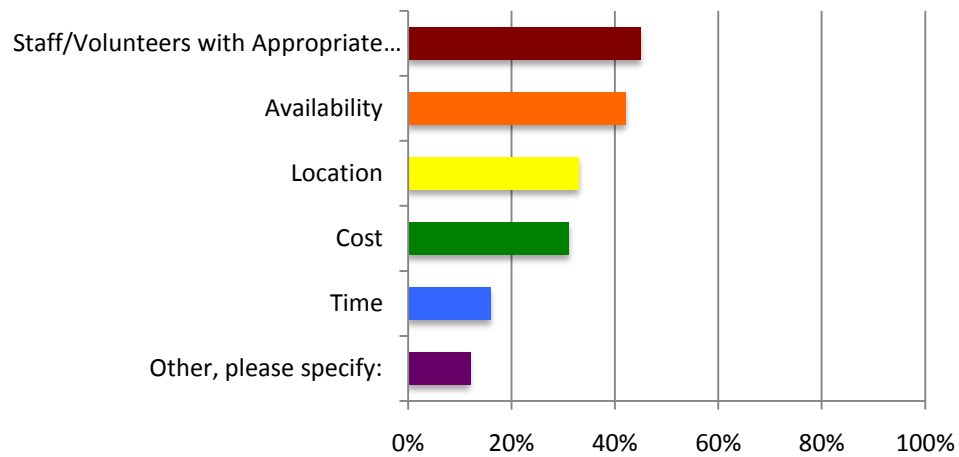


Can you access programs in the official language (English/French) of your choice?

Individual



What are the current challenges in accessing such programs and services in both official languages?





Selected Quotes from the Survey

Individual Challenges

- Lack of Facilities
- Staffing shortages
- je n'en vois pas dans ma communauté
- accessibility for people with disabilities
- Many people from ethnic communities do not speak either language, yet they may be those who most need the activities.
- Pas de problème

Observations

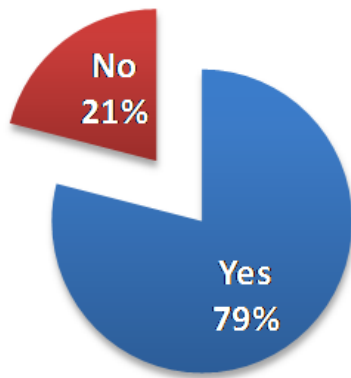
When it comes to organizations, most National Sport Organizations, Multisport Organizations and/or Canadian Sport Centres provide services in both official languages. However, many others organizations either do not, are not able to, or do not have the population requirement to provide these services. Of the respondents who identified themselves as individuals, 91% of them indicated that they were able to access programs and/or services in the official language (French/English) of their choice,



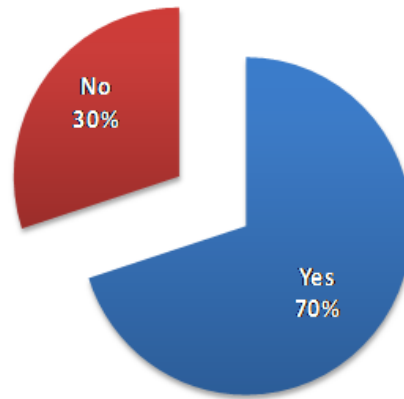
Canadian Sport for Life (CS4L)

Have you heard of Canadian Sport for Life (CS4L) or Long Term Athlete Development (LTAD)?

Organization

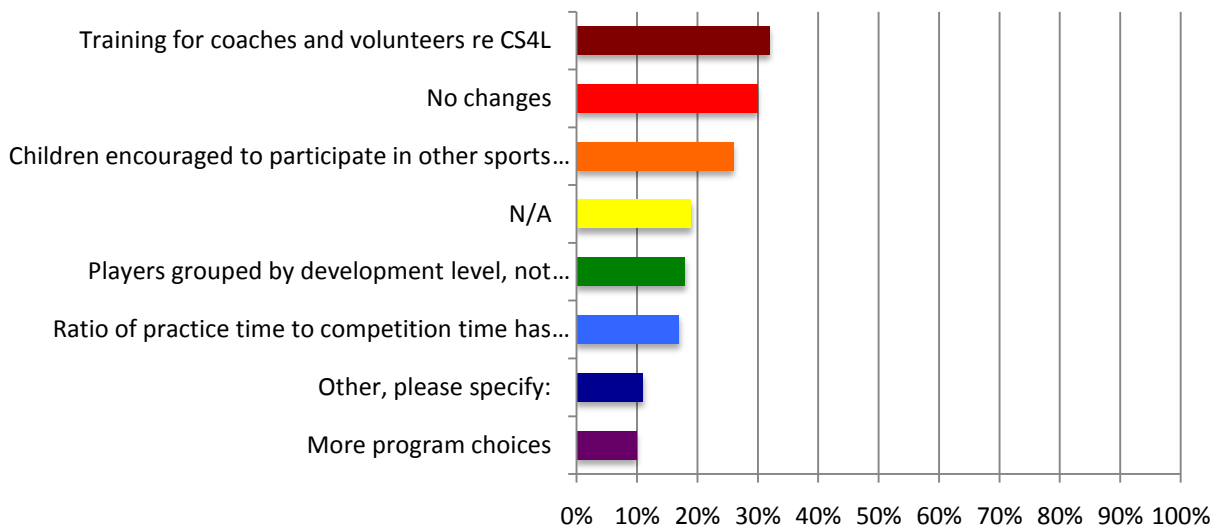


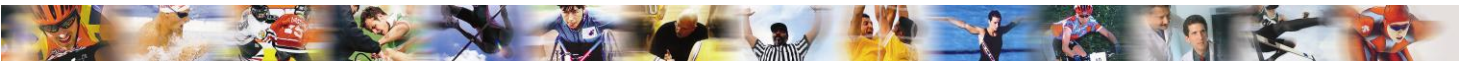
Individual



Have you seen any changes to programming in your sport or community related to CS4L or LTAD?

Individual





Individual

Common 'Other' Themes

Some changes seen
Don't Know
Not Being Implemented

Program Structure Changes
No Changes
Competitions/Events

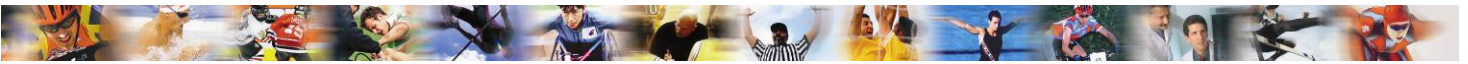
Structure
Negative Impact

Selected Quotes from the Survey

- I still find that my children are encouraged to specialize at an early age. As a parent I am sometimes forced to make choices that limit their competitive options so that we can participate in another sport as a family
- It is the early days of CS4L implementation.
- I am an NCCP facilitator, our mandate has changed based on LTAD
- Beginning to talk about system alignment
- Very few changes. No resources to implement these huge changes. Capacity of organizations is at their limit. Parents still push for the old way of doing things. This is an enormous sea change that will take years to properly implement.
- Increased international chances for juniors, YOG and Commonwealth youth games.
- CS4L language and understanding of LTAD is penetrating into education, health, early childcare and active living orgs.
- Physical literacy awareness and programming
- Some changes but not enough
- Change in competition format for young athletes
- Knowledge does not mean implementation
- Small changes, I think many people don't understand the real reasons behind LTAD.
- There is greater awareness, better implementation is the next step
- I've seen some schools who are trying to adopt LTAD
- Harder to get coaches to volunteer, too expensive for coaches to volunteer, access to training for volunteers is a challenge
- I disagree with LTAD as it doesn't work for all sports and parents have used it as a tool to "punish" coaches

Observations

More organizations than individuals have heard of Canadian Sport for Life (CS4L) and Long Term Athlete Development (LTAD). The feedback from Individuals reflects the wide range of awareness and indicates the beginnings of program changes reflecting the CS4L/LTAD model principles.



What is the **current** impact of CS4L implementation?

Organization

Common Themes

Don't Know

Implementation of CS4L/LTAD model

Increased Awareness

Limited Impact

More Systemic Approach

Physical Literacy

Provides Program Framework

Slow Implementation

Selected Quotes from the Survey

- MSOs and NSO are aware of CS4L, but it needs to get to the grass root participation levels and to parents.
- I believe that we are still at the very early stages of CS4L implementation, even nationally. But ultimately, the challenge will be to develop/facilitate implementation capacity with the provincial, club and community sport and physical activity sectors and the ability to mobilize a cross-sector change movement with health, education and community sport.
- It is slow and difficult to roll out because of the lack of understanding by mostly the parents of young participants that have an antiquated view of how sport should be run. There needs to be more "big picture" communication in order to support this initiative.
- Resistance from the "not interested in any change" – majority of the old generation coaches. Confusion in the initial stages of implementation of age specific programs. Resistance to implementation of consistent all across Canada and age specific tournament standards.
- Officials are not currently recognized in the program. Funding has not been made available for LTOD development.
- As a national sport organization we do not have the time or funding to implement the program.
- We are starting to see a common language between sports at the various levels, including national, provincial and municipal.
- Elles sont substantielles, et contribuent à mieux cerner les structures et programmes adéquats selon le stade de développement des participant(e)s, nous permettant ainsi de mieux servir les différents groupes de participant(e)s, de diversifier et élargir le bassin de pratiquant(e)s et aussi de mieux développer et identifier les athlètes d'élite potentiels. Cela permet aussi le maintien de la pratique du sport de façon soutenue à tout âge, et donc la promotion de saines habitudes de vie à long terme.
- Too much emphasis on developing LTAD plans over last 5 years, but little support for implementation; Impact has been limited as LTAD plans have been developed at national level, but have not been successfully promoted and implemented at provincial and community level; Impact also has been limited by failure to develop clear roles and responsibilities for LTAD delivery at each stage, and lack of mechanisms to support and manage change within a sport
- At the PSO level we have been trying to work the LTED into our programming and fill holes in our sport system. At the NSO the LTED has only been embraced by the coaching section and not the competition system. We are still very much competition centered not athlete centered.



What is the **current** impact of CS4L implementation?

Individual

Common Themes

Changing practice & competition	Don't Know	Limited Impact
Changing attitudes	Emphasis on lifelong participation	More systemic approach
Currently following LTAD	Increased Awareness	Physical Literacy
Developing more options	Improved training for elite athletes	Positive coach awareness

Selected Quotes from the Survey

- Current impact is limited because of the way sport is structured. Organizations within the same sport have different ideas and agendas and have not amended their programs or calendars to best accommodate or maximize development.
- In theory, it should provide a clear pathway for developing all levels of athletes however it is very tough to measure and there are still a lot of challenges as it relates to the sport system collectively working together to implement CS4L. Sport system still encourages competition between sports, not collaboration.
- Starting to take hold but just scratching the surface; need to keep momentum going
- It has been a little slow moving. However, when applied it has been able to help educate coaches and volunteers.
- More people - mom and dad also need to be taught what skills to teach at what age
- Un modèle qui aide tous les entraîneurs pour leurs connaissances.
- Coaches are starting to realize that the program must be athlete-centered.
- I don't really know this program I only know of the Long Term Athlete development program
- Jamais entendu parler alors surment aucune
- More kids are playing multiple sports and have more opportunities.
- Ça va peut-être aider les gens à voir l'importance de l'activité physique tout au long de la vie.
- Still some disconnect between organizations and sport specific training (i.e. gymnastics vs speed skating).
- NSO and some PSO's aware. Very slow to filter down to community.
- Moins d'abandons
- Il y a une connaissance accrue du comment faire pour mieux développer nos athlètes. Ils-elles jouent également plus longtemps.
- I think too many people do not understand the science behind the LTAD model. They are using it as doctrine as opposed to a guideline/inspiration to live by.
- I find there is more emphasis on trained knowledgeable coaches.
- Too slow and not moving into elementary schools where the values are created
- Little evidence in rural and small-town Canada



What do you think will be the **future** impact of CS4L implementation?

Organization

Common Themes:

Athlete retention	Emphasis on lifelong participation	Increased awareness
Better developed elite athletes	Healthier Population	More systemic approach
Don't Know	Improved Program development	Physical Literacy

Selected Quotes from the Survey

- It will grow and flex with the growth of sport in Canada.
- If we are talking 5-10 years we should begin to see impact.
- Once we convince all the parents of Canada that CS4L is the best thing for their child, CS4L will have a great impact on Canadian sport development.
- Ideally, it will contribute to superior sport programming and help to entice newcomers to sport and contribute to more effective sport delivery and all that entails.
- Continued improvement in training and development of athletes and coaches. Increased focus on engaging adults in the sport. Further segmenting of the team structure and training-to-competition focus of developing athletes to better reflect the CS4L stages.
- It will improve the development pathway for athletes providing a higher number of elite performers and it will increase participation levels in all sports.
- Owning the podium! People having a positive feeling about sport once they retire. Keeping athletes in the sport system after retirement.
- We are changing our organization to work more closely with partners and differentiate streams to provide specific programming to the correct communities.
- Who knows. There are too many bureaucracies as it is...too many groups wanting to protect their turf. How will CS4L really sort out problems with access to facilities etc. given the unions that represent custodians at schools across the country? Also, fundamental flaw with sport in Canada is the mantra "Sport is Volunteer Driven"...this mantra or fundamental principle must be revisited.
- Challenging.....some members will embrace the change and some will resist change thinking what they have done has been OK so why change
- Time will tell . . .but it should include increased knowledge of how and why people participate in sport, and identification of proven best practices for the development of children in sport.



What do you think will be the **future** impact of CS4L implementation?

Individual

Common Themes

Better athlete development	Don't know	Increased lifelong participation
Changing parental expectations	Healthier population	Physical literacy
Dependent on education & training	Higher level of elite performance	
Development of rounded athletes	Improved Canadian sports system	

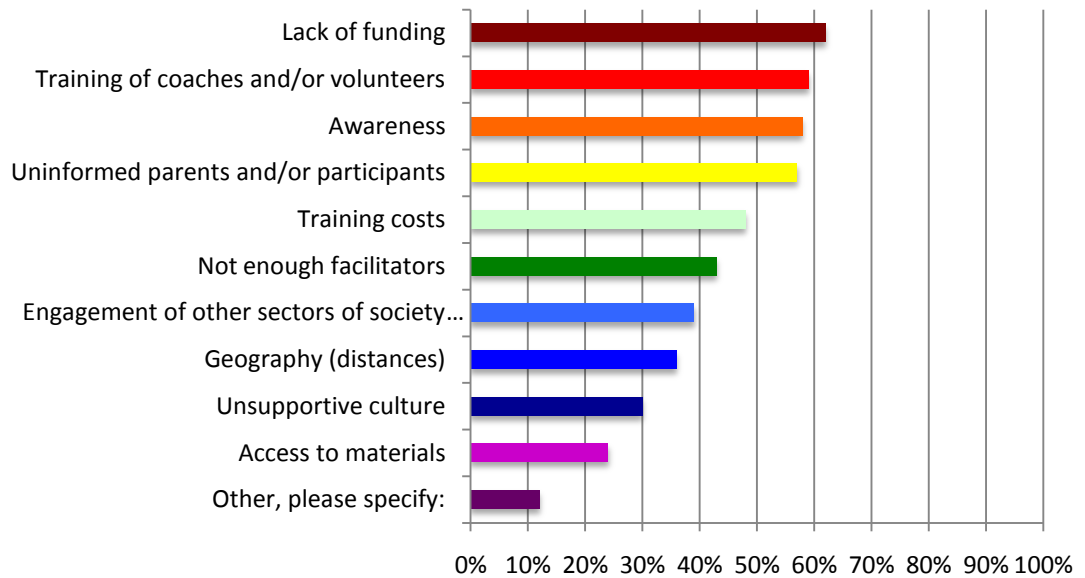
Selected Quotes from the Survey

- Coach training. Parent training. Health education.
- If implemented properly - a healthier Canada
- Ultimately, we should be able to produce better quality athletes at the top end. Recreationalists should also benefit from better thought-out league structures, timing, etc.
- Très bénéfique pour bâtir un peuple en santé, actif, et par le fait même être plus compétitifs au niveau Olympiques dans quelques années.
- Hopefully, it will lead to higher performance for athletes who choose to train in an elite manner. Also, to have more people engaged in sport after they finish their playing careers with more knowledge about the sport and to have healthier adults who enjoy being active and have the functional movement skills to be as active as they want to be.
- This could change our country significantly and be a proactive way to combat obesity in our country
- More athletes staying in sport longer.
- If it gets on track in schools for instance it could have a very strong impact on the way we live and how it can affect our future health care requirements
- Slow and hard for parents to understand and accept if they are parents who want their children to be number 1!
- If there is the political will from municipal leaders, then recreational and community competitive programmes will mirror CS4L values.
- Des gens dans la tranche d'âge 45-75 ans plus en forme, plus en santé.
- Athlete centered approach to sport in Canada
- Des athlètes, jeunes plus complets
- Moins de décrochage et un engagement dans une vie sportive à plus long terme.
- De meilleurs athlètes et des gens actifs plus longtemps.

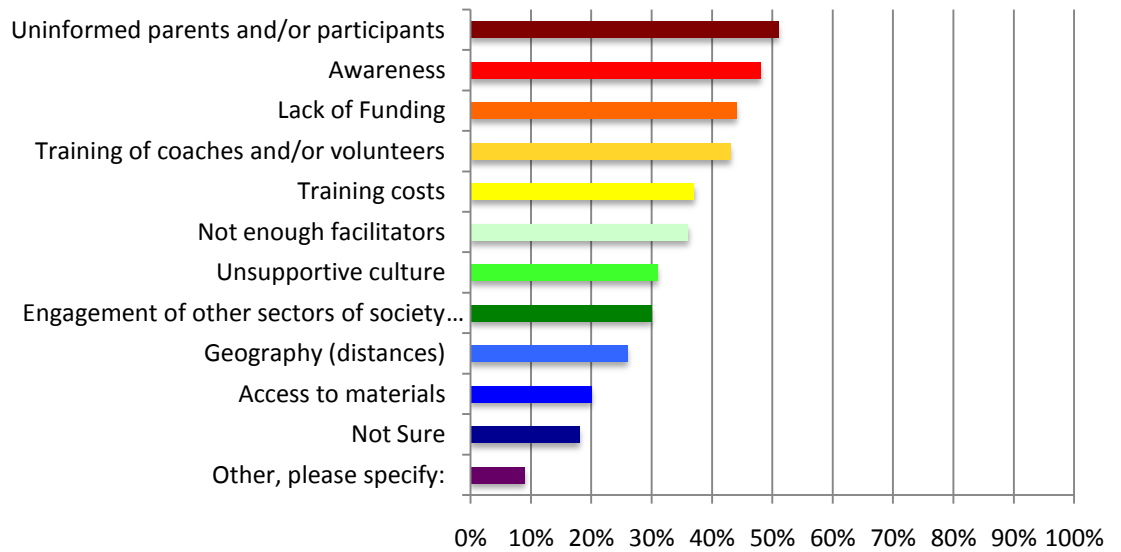


What are the barriers to successful implementation of the CS4L model?

Organization



Individual





Continued

Common 'Other' Themes

Implementation
Incentives
Model Structure

Facility Deficit
Education and Training
Unclear Message

Resistance to Change

Selected Organization Quotes from the Survey

- Making sure the LTAD model is correct
- Manque de démarches concrètes
- Knowledge on how to integrate into current sport model
- Translation from high level guide to practical implementation
- No real barriers
- Clear roles and responsibilities in delivering each LTAD stage

NSO/MSO/CSC Selected Quotes from the Survey

- Knowledge on how to integrate into current sport model
- Dans le cas de notre discipline sportive par exemple, une certaine culture et vision traditionnelle pose parfois obstacle. Par ailleurs, l'accent mis par les gouvernements sur la haute performance et l'élite tend parfois à faire négliger les autres aspects de la pratique sportive par des organismes aux ressources limitées.
- Overcoming entrenched behaviours and practices

P/TSO Selected Quotes from the Survey

- Volunteer based sport asks a great deal of its leaders already
- Competition with other sports for participants.
- Varying needs of the different areas of the province.
- Implementation from the NSO



Continued

Selected 'Individual' Quotes from the Survey

- Change - especially administrators
- Coaches and parents resistant to change
- Focus on winning rather than personal development.
- Misunderstanding or misinterpretation
- Attitudes of coaches
- Lack of integration (education, sport programs etc.)

Observations

Organizations and Individuals view the barriers to successful CS4L implementation differently. Organizations identify capacity issues such as 'Lack of Funding' and 'Training of Coaches and/or volunteers' as the top barriers while Individuals identify communication issues such as 'Uninformed parents and/or participants' and 'Awareness' as the top barriers. However, Organizations recognize the communication issues next on their list as well as 'Training Costs' and 'Not enough facilitators' much the same as Individuals next recognize capacity issues and 'Training Costs' and 'Not enough facilitators' as well.



Sport Development Delivery System

Organizations

Top five priorities of the **SPORT DEVELOPMENT** delivery system

	All Organizations	NSO/MSO/CSC	P-TSO
1	Coaches and instructors	Coaches and instructors	Coaches and instructors
2	Facilities and equipment	Facilities and equipment	Facilities and equipment
3	School sport system	School sport system	Officials
4	Organizational capacity	Organizational capacity	Organizational capacity
5	Officials	Officials	School sport system

Top three components in which **SPORT DEVELOPMENT** programming is currently at a sufficient level

	All Organizations	NSO/MSO/CSC	P-TSO
1	Capitalizing on international events	Capitalizing on international events	Research and innovation
2	Equity policies	Equity policies	Equity policies
3	Research and innovation	Officials	Capitalizing on international events

Top three components in which **SPORT DEVELOPMENT** is currently insufficient and/or needs improvement

	All Organizations	NSO/MSO/CSC	P-TSO
1	Coaches and instructors	Coaches and instructors	Coaches and instructors
2	Facilities and equipment	School sport system	Facilities and equipment
3	School sport system	Facilities and equipment	School sport system



Individual

Top five priorities of the **SPORT DEVELOPMENT** delivery system

	All Individuals	Coaches	Athletes
1	Coaches and instructors	Coaches and instructors	Coaches and instructors
2	Facilities and equipment	Facilities and equipment	Facilities and equipment
3	School sport system	School sport system	School sport system
4	Officials – referees, umpires, judges, etc.	Officials – referees, umpires, judges, etc.	Officials – referees, umpires, judges, etc.
5	Organizational capacity	Organizational capacity	Organizational capacity

Top three components in which **SPORT DEVELOPMENT** programming is currently at a sufficient level

	All Individuals	Coaches	Athletes
1	Equity policies	Equity policies	Equity policies
2	Research and innovation	Capitalizing on international events	Officials – referees, umpires, judges, etc.
3	Capitalizing on international events	Research and innovation	Research and innovation

Top three components in which **SPORT DEVELOPMENT** is currently insufficient and/or needs improvement

	All Individuals	Coaches	Athletes
1	Coaches and instructors	Coaches and instructors	Coaches and instructors
2	Facilities and equipment	Facilities and equipment	Facilities and equipment
3	School sport system	School sport system	School sport system

Observations

It is Interesting that both organizations and individuals have similar top priorities for sport development as well as top three components that need improvement.



High Performance Delivery System

Organization

Top five priorities of the **HIGH PERFORMANCE** delivery system

	All Organizations	NSO/MSO/CSC	P-TSO
1	Coaches and technical leadership	Coaches and technical leadership	Coaches and technical leadership
2	Training and competition	Athlete talent identification, recruitment and development	Training and competition
3	Athlete talent identification, recruitment and development	Training and competition	Athlete talent identification, recruitment and development
4	Direct athlete support and incentives	Sport science, sport medicine and technology	Direct athlete support and incentives
5	Sport science, sport medicine and technology	Direct athlete support and incentives	Sport science, sport medicine and technology

Top three components in which **HIGH PERFORMANCE** programming is currently at a sufficient level

	All Organizations	NSO/MSO/CSC	P-TSO
1	Hosting of international events in Canada	Hosting of international events in Canada	Research and innovation
2	Sport science, sport medicine and technology	Training and competition	Hosting of international events in Canada
3	Research and innovation	N/A	Sport science, sport medicine and technology

Top three components in which **HIGH PERFORMANCE** is currently insufficient and/or needs improvement

	All Organizations	NSO/MSO/CSC	P-TSO
1	Coaches and technical leadership	Coaches and technical leadership	Coaches and technical leadership
2	Direct athlete support and incentives	Athlete talent identification, recruitment and development	Direct athlete support and incentives
3	Facilities and equipment	Organizational capacity and sustainability	Training and competition



Individual

Top five priorities of the **HIGH PERFORMANCE** delivery system

	All Individuals	Coaches	Athletes
1	Coaches and technical leadership	Coaches and technical leadership	Coaches and technical leadership
2	Training and competition	Training and competition	Training and competition
3	Athlete talent identification, recruitment and development	Athlete talent identification, recruitment and development	Direct athlete support and incentives
4	Direct athlete support and incentives	Direct athlete support and incentives	Athlete talent identification, recruitment and development
5	Sport science, sport medicine and technology	Sport science, sport medicine and technology	Sport science, sport medicine and technology

Top three components in which **HIGH PERFORMANCE** programming is currently at a sufficient level

	All Individuals	Coaches	Athletes
1	Hosting of international events in Canada	Hosting of international events in Canada	Sport science, sport medicine and technology
2	Sport science, sport medicine and technology	Sport science, sport medicine and technology	Hosting of international events in Canada
3	Research and innovation	Research and innovation	Research and innovation

Top three components in which **HIGH PERFORMANCE** is currently insufficient and/or needs improvement

	All Individuals	Coaches	Athletes
1	Direct athlete and coach support and incentives	Direct athlete and coach support and incentives	Direct athlete and coach support and incentives
2	Coaches & technical leadership	Coaches & technical leadership	Coaches & technical leadership
3	Athlete talent identification, recruitment and development	Athlete talent identification, recruitment and development	Athlete talent identification, recruitment and development

Observation

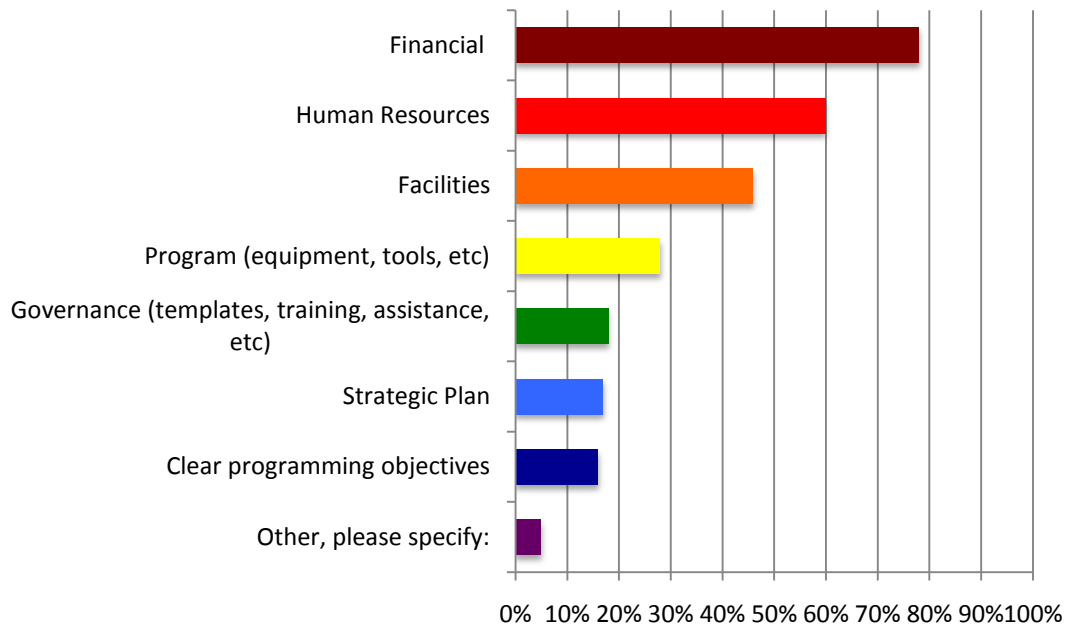
Organizations and Individuals agree in most areas of high performance priority. It is interesting that organizations rank 'Coaching and technical leadership' as a funding priority, whereas individuals (including coaches and athletes) rank funding for individuals (ie. 'Direct athlete/coach support and incentives') higher.



Key Resource Issues

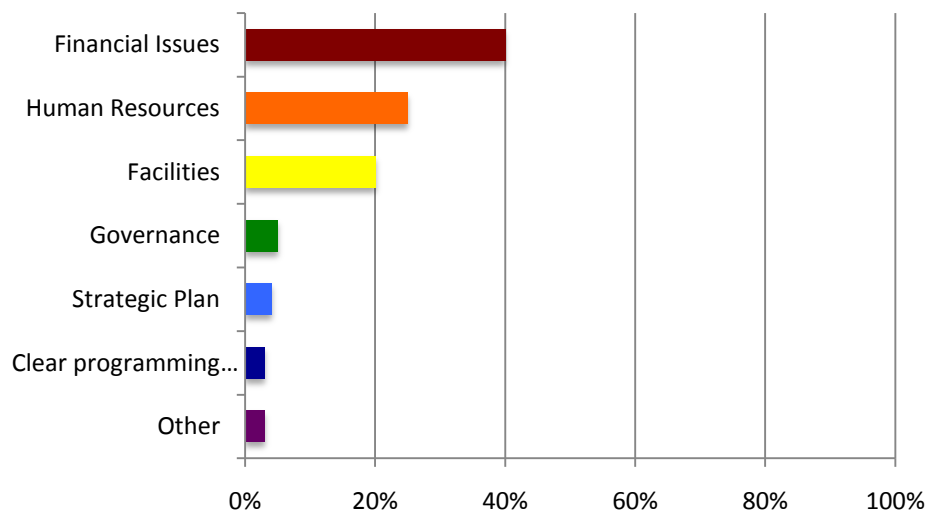
Please select the most important resources that your organization needs to fully achieve its potential in delivering sport programs and services.

Organization



What are some of the current limitations?

(This chart represents the themes identified through evaluation/coding of respondent feedback.)





Common 'Other' Themes

Communications
Partnerships

Selected Organization Quotes from the Survey

Important Resources

- Appropriate leadership in the larger sport community to ensure all organizations are working together and heading in the right direction.
- Full support from Ministry of Health Promotion & Sport
- Reconnaissance et soutien et aide au développement de l'excellence
- People, whether coaches, officials, organizers or administrators who are willing to work to develop the sport.
- Access to Information
- Proper levels of funding to train and increase the numbers of trained technical officials in all sports to satisfy the increase in participation.

Current Challenges

- OTP and COC funding driving organizational priorities leads to overemphasis at NSO level on small percentage of elite athletes, without sufficient funding for development of programs for lower LTAD stages/grassroots participation, which is where the future high performance athletes are ... We're sending athletes to international competition, but there is no system to produce excellence ten years from now, because the lower ends of LTAD funnel are off funding radars. Also there is funding to launch new coaching certification programs, but no funding to launch the support materials coaches need on an ongoing basis, or to provide for coach talent development and education, especially regarding LTAD.
- Traditional Cultures imbedded in the volunteer leadership of the organizations ... Travel expenses, volunteer time away from family, work and responsibilities, two language preparation of resources.
- lack of support from other societal participants: Schools, parent groups
- MEDIA: Preoccupation with limited number of sports and their desire to highlight the "sensationalism" in these sports (violence, concussion, etc) rather than the positive elements of sport.
- Finding out funding in July/August of the fiscal year is unacceptable. Smaller organizations which depend on Sport Canada funding lose 1/4 of each fiscal year due to late responses.
- Facility shortage and the cost of facilities

Observations

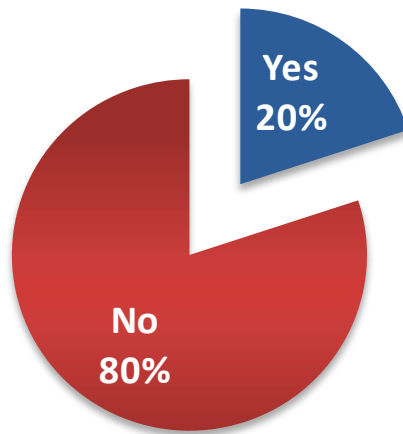
The limitations were identified from the open text responses to the questions and outline the common concepts discussed by the respondents. As can be seen the most prominent issues surround Finances, Human Resources, and Facilities. These themes mirror the key resource issues identified by the organizations in the initial question.



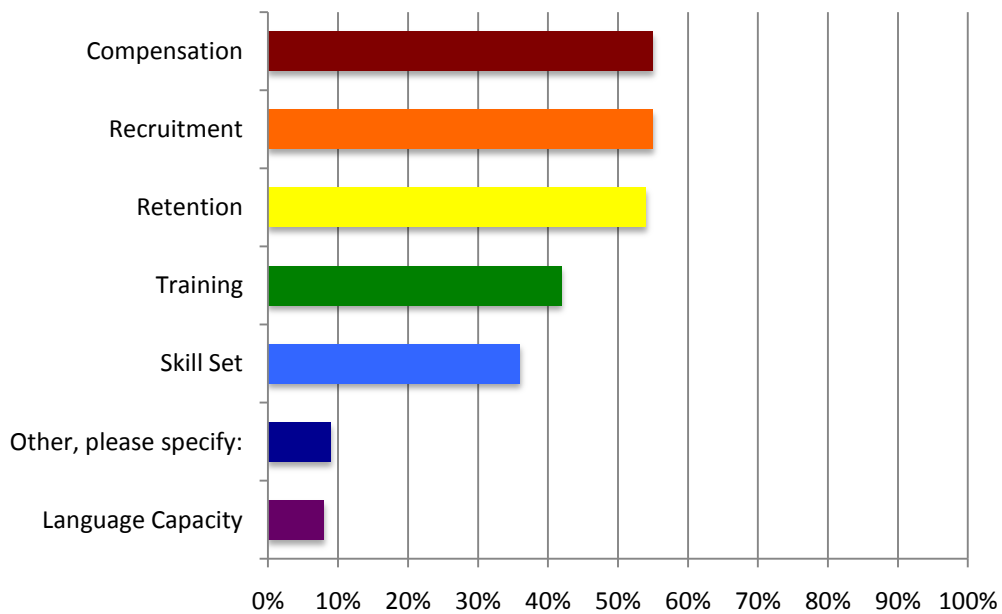
Human Resources

Does your organization have the human resource capacity to meet the demands of the next decade?

Organization



What are the main human resource management issues for your organization with respect to staff and volunteers?





Selected Quotes from the Survey

- We don't have funding to pay them.
- Overloading volunteers
- Management of various political agendas representing the diverse interests of Canadians living in different Provinces.
- Funds for professional development opportunities
- Trained staff are needed to deliver programs and services.
- Recruitment of youth coaches and officiators
- Difficulty engaging the young professionals entering the profession.
- Turnover of staff and volunteers
- Better facilities and equipment would make volunteering easier and better compensation would encourage more staff.
- Burnout - volunteers wear many hats - maintain facility, fund raise, run events, and participate

Observations

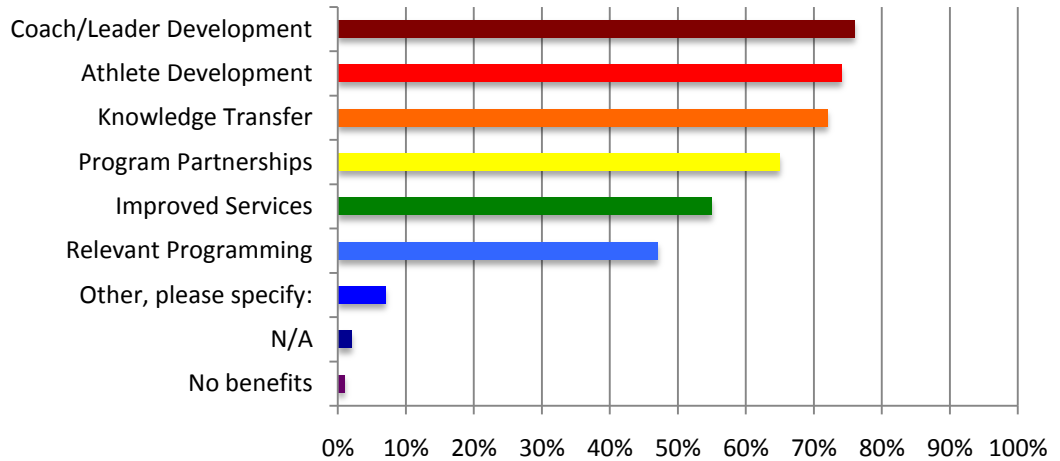
As a whole, organizations feel that they are not equipped on a human resources level to deal with the advances and changes that will come over the next decade. Many of the responses captured in the other category as main human resource issues reflect the top three themes identified in the question: Compensation, Recruitment and Retention. In general, responses seem to be evenly distributed between the top three categories, followed closely by Training and Skill set.



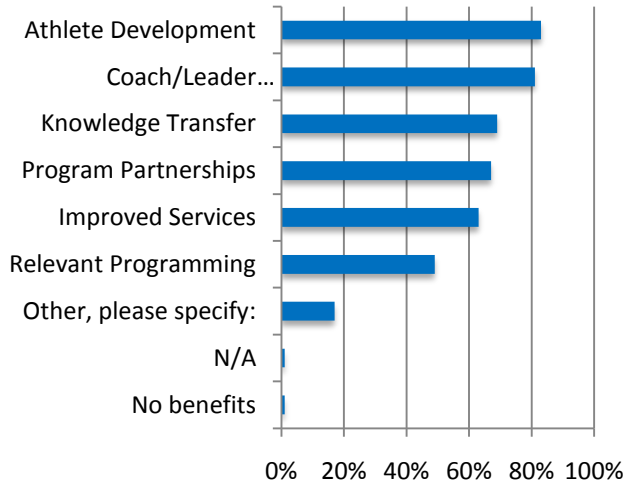
National-Provincial/Territorial Linkages

What are the **benefits** of improving linkages between national sport organizations and their provincial/territorial counterparts?

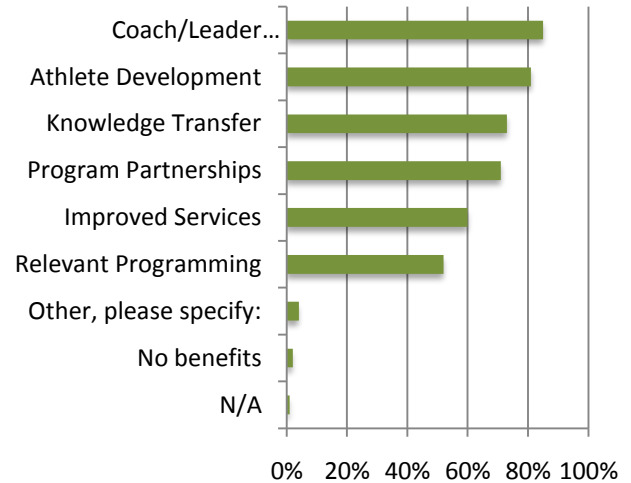
Organization



NSO/MSO/CSC



P/TSO





Common 'Other' Themes

Partnership
Coordination

Organizational/System Efficiencies
Athlete Pathways

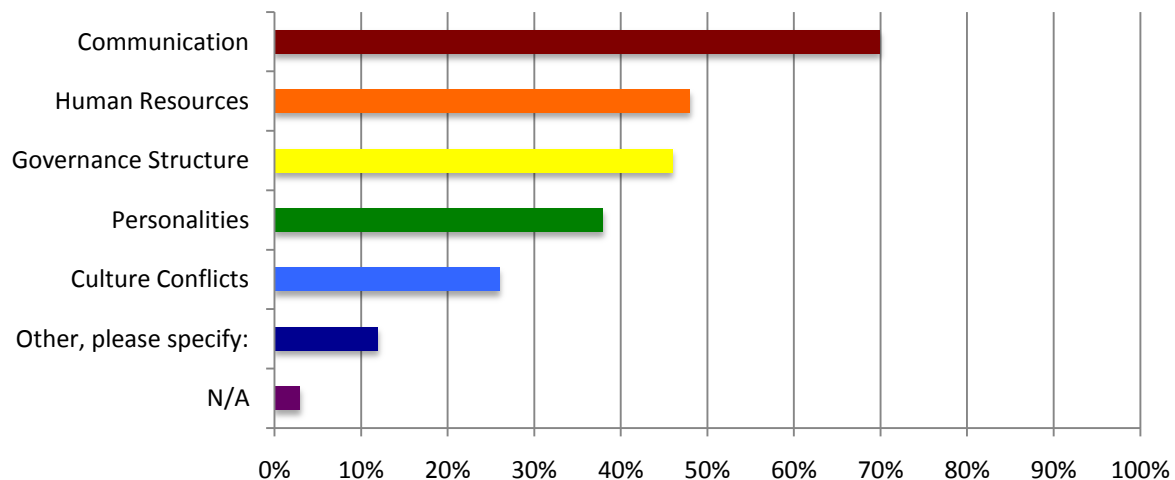
Selected Quotes from the Survey

Benefits

- Not many, when considering the national organization as it exists today. some sports must build/ rebuild from the grass roots, the best that a national body could do is facilitate communication and synergy between provincial associations
- Minimal benefits provided for recreational programs
- Efficiencies in all areas, assuming buy-in at all levels.
- Concertation et cohérence dans les actions
- Significantly improved athlete development and LTAD implementation
- Development of official and judges including curriculum development, ongoing training and skill improvement, proper segmentation of judges by discipline, policy sharing and development, LTAD communication and implementation (materials, marketing support etc)
- Shared Vision.
- Financial savings to reduce redundancy
- Support of less resourced PSO's
- Role models of the athletes are an important piece of engaging the next generation and inspiring them to be the best they can be.

What are the **challenges** to improving these linkages?

Organization





Common 'Other' Themes

Geography
Jurisdictional issues

Financial issues
Communication

Differing Focus

Selected Quotes from the Survey

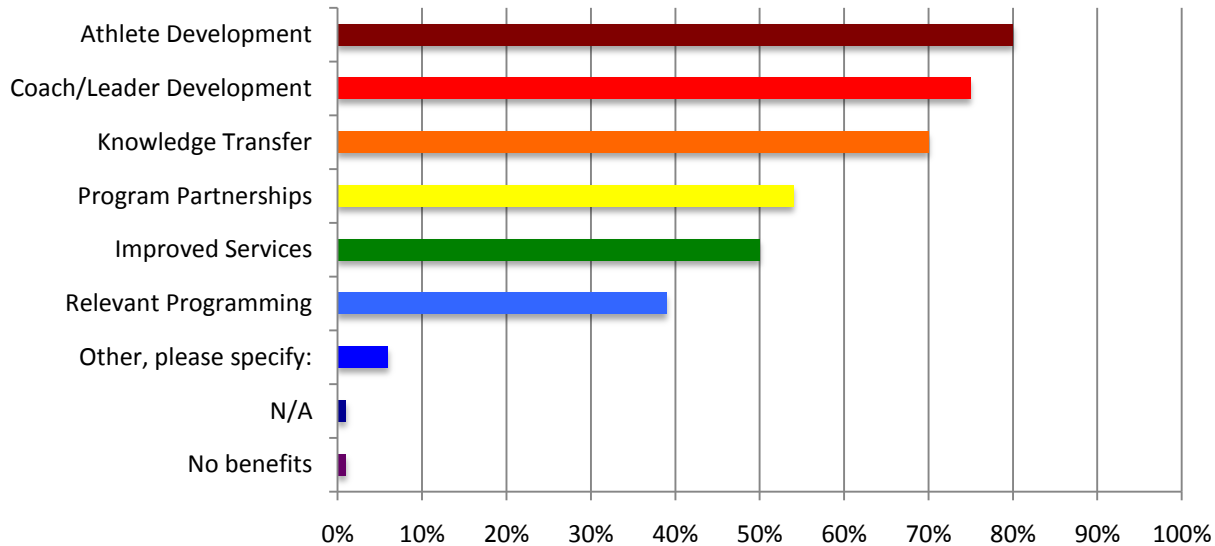
Challenges

- Balance of power between PSO and NSO
- Completely different mandates based on requirement from government funding - National is about putting small number of athletes on the podium at world events, Provincial is about sport development across the province
- Respect de l'autonomie de gouvernance des partenaires provinciaux
- Lack of real will to align, despite overwhelming evidence we can only be better
- Better knowledge translation
- Locations / facilities, travel
- Workload : time and commitment to projects, funded mainly by our own securing or funds/sponsorship and fundraising.
- Financial Limitations
- Financial vision or lack thereof. Continuity. Compensation. Understanding how to work with and for grass roots to elite athletes



What are the **benefits** of improving linkages between national sport organizations and their provincial/territorial counterparts?

Individual



Common 'Other' Themes

Athlete Development/Pathways
Program Coordination

Organizational/System Efficiencies
Financial benefits

Selected Quotes from the Survey

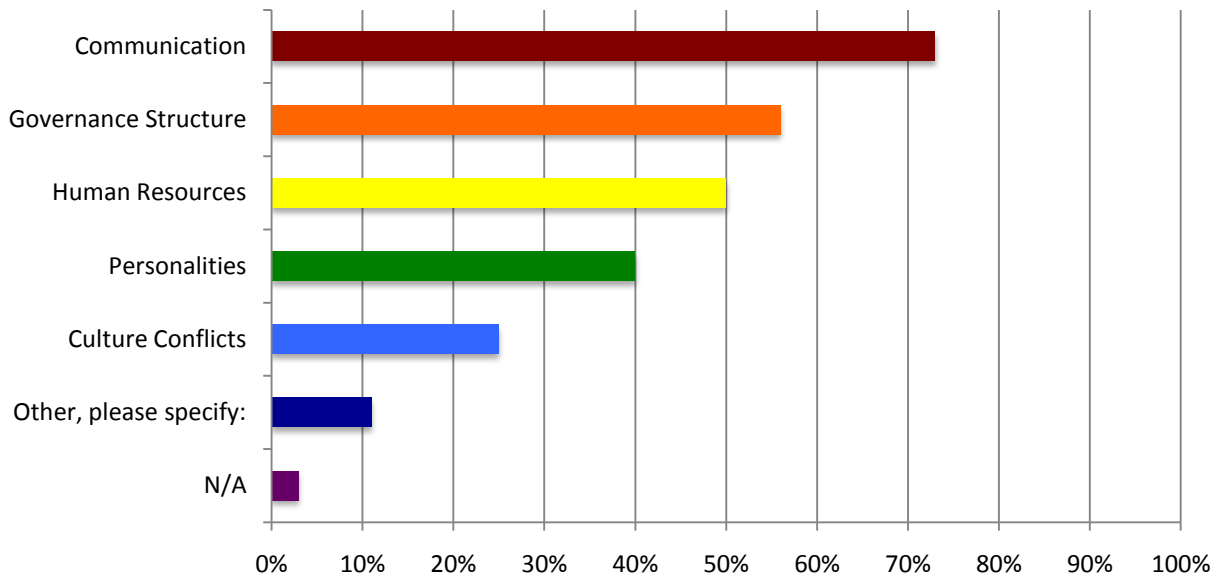
Benefits

- Governance (PSO feuds with NSO)
- Teamwork
- LTAD implementation
- Message commun
- Common goal
- Reduced duplication of effort



What are the **challenges** to improving these linkages?

Individual



Common 'Other' Themes

Finances
Geography

Jurisdictional issues
Differing Objectives

Selected Quotes from the Survey

Challenges

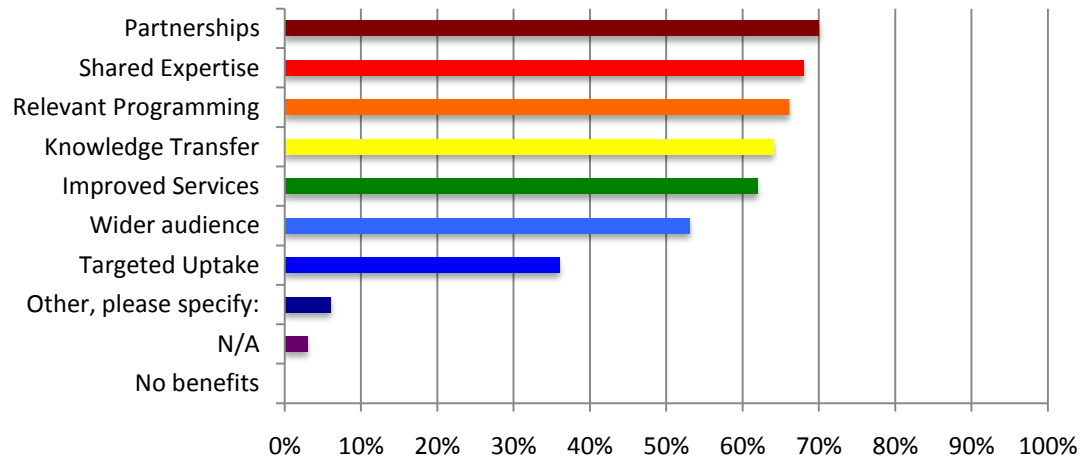
- Funding
- ressources financieres
- Yes Governance. Please let this be a salient theme.
- Historical tradition, "turf-protection"
- Lack of involvement from Federal NGO with Provincial NGO's
- Politics
- National Sports System beginning from Schools
- Reified structures
- Geographic distance



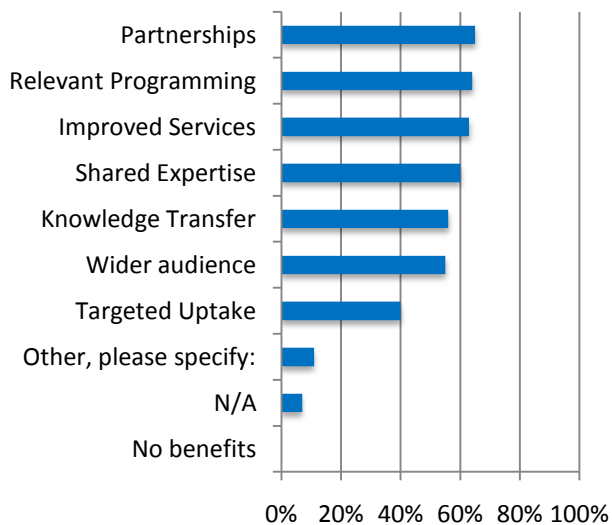
Provincial/Territorial-Municipal Linkages

What are the **benefits** of improving linkages between provincial/territorial sport organizations and municipal-level sport clubs and recreation departments/organizations and/or schools?

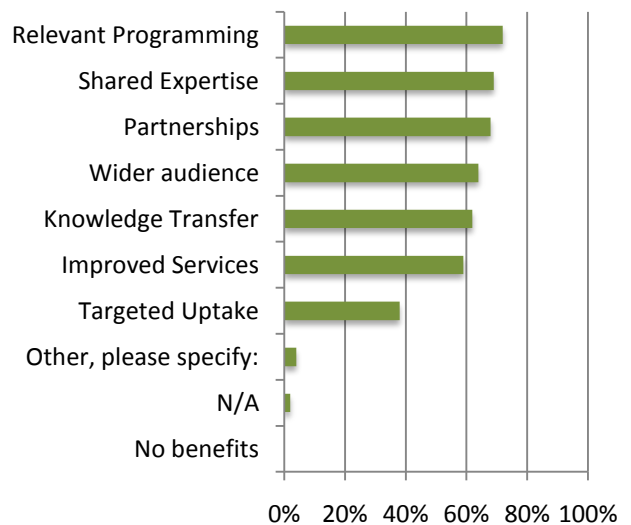
Organization



NSO/MSO/CSC



P/TSO





Common 'Other' Themes

Athlete Recruitment and Development
Organizational Capacity

Selected Quotes from the Survey

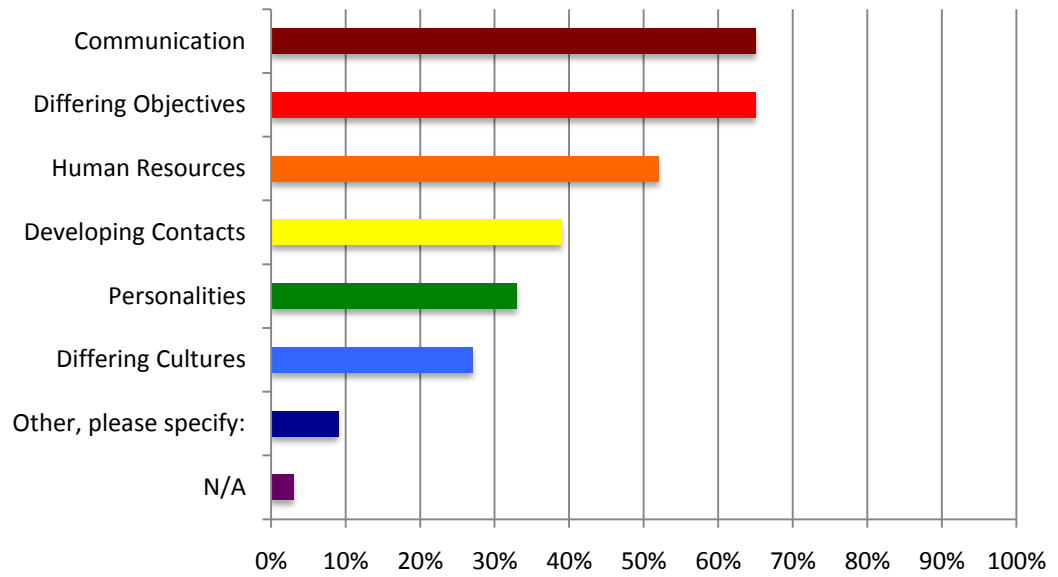
Benefits

- Recruitment of athletes
- Long Term athlete development
- Improved coaching competencies
- Meilleur respect de la part des fédérations unisports envers le travail et l'encadrement offert par le milieu de l'éducation.
- Integrated and comprehensive program and service development and delivery.
- Facilities development aligned with sport evolution, coach training alignment and requirements, athlete identification, consistent allocation of grants, burseries, athlete scholarships & funding
- Shared pride in positive outcomes...everyone can feel good when sport and physical activity programs are not fighting against each other and positive outcomes can be celebrated.
- Community level awareness of being recognized as part of a province / nation-wide standardized program.
- We believe that it is helpful to have a network of shared resources and ideas between other organizations, both with national sport organizations and their Provincial counterparts. It is possible that other national organizations would have useful documents that are currently in French that would greatly help in training current and future leadership for our organization. These organizations would also have more resources and experience. However, these relationships can be difficult to organize with the lack of sufficient resources to bring people together across distances (travel and lodging fares). These face to face meetings can be better because its easier to develop trust and understanding between parties, whereas simply receiving documents could be more tedious and frustrating because of differing visions and methodologies.

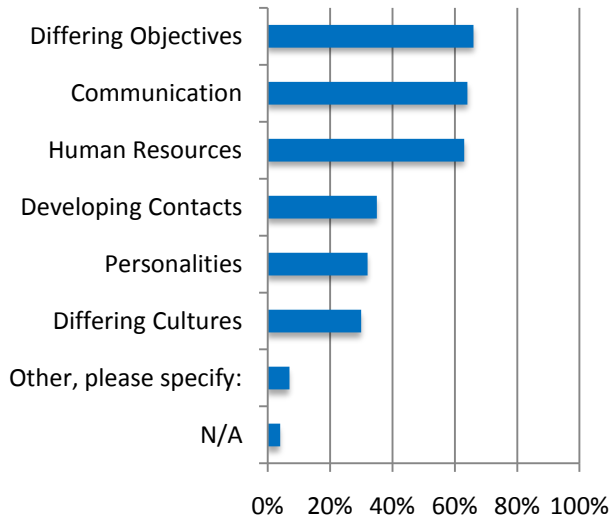


What are the **challenges** to improving these linkages?

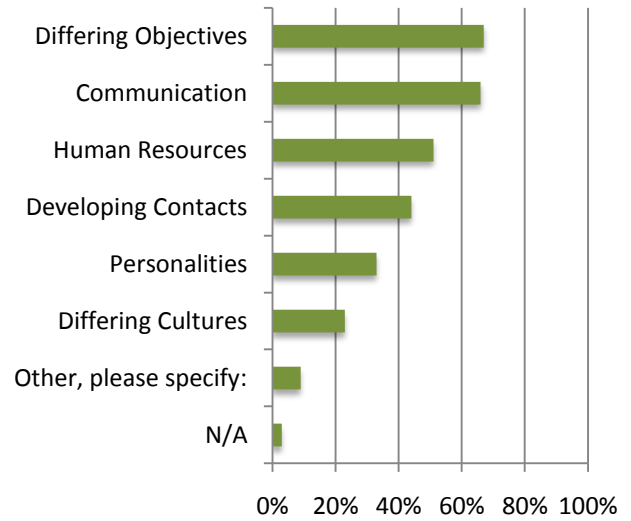
Organization



NSO/MSO/CSC



P/TSO





Common 'Other' Themes

Financial Issues
Jurisdictional Challenges
Differing Objectives

Selected Quotes from the Survey

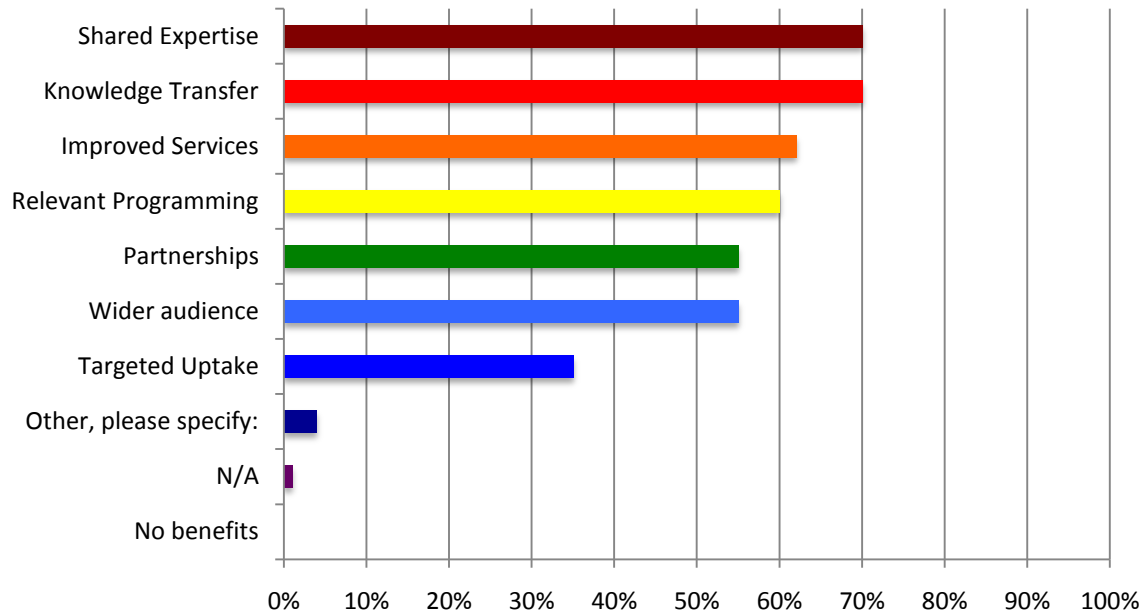
Challenges

- Competing priorities, lack of clearly defined jurisdiction and roles and responsibilities between all the stakeholders and multiple sport demand.
- Limited resources (financial and facilities) causes each group to think only about their immediate specific needs.
- Lack of desire to partner with PSO's who are seen as been a separate entity as opposed to being a partner
- Paradigmes en place depuis plusieurs années



What are the **benefits** of improving linkages between provincial/territorial sport organizations and municipal-level sport clubs and recreation departments/organizations and/or schools?

Individual



Selected Quotes from the Survey

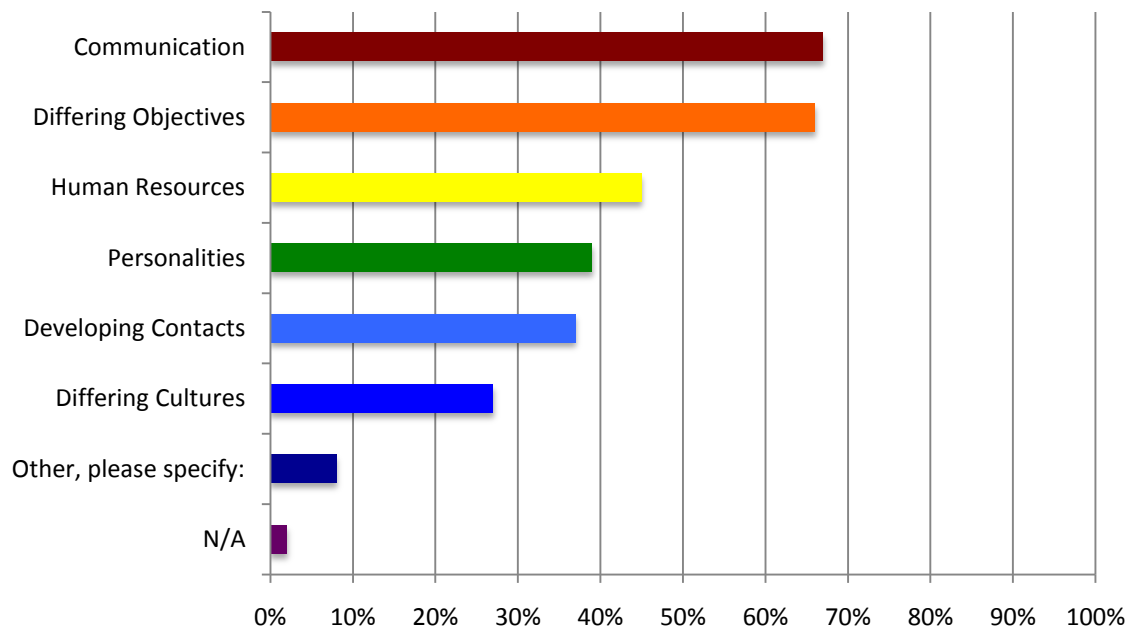
Benefits

- Coordinator effort no duplication, no fighting over ownership of athletes
- Implementation of CS4L
- Talent Identification
- Increase of talent pool
- Not burning the athlete out because they play the same sport at a club and school level
- Improved communication ... consistent message is delivered.



What are the **challenges** to improving these linkages?

Individual



Selected Quotes from the Survey

Challenges

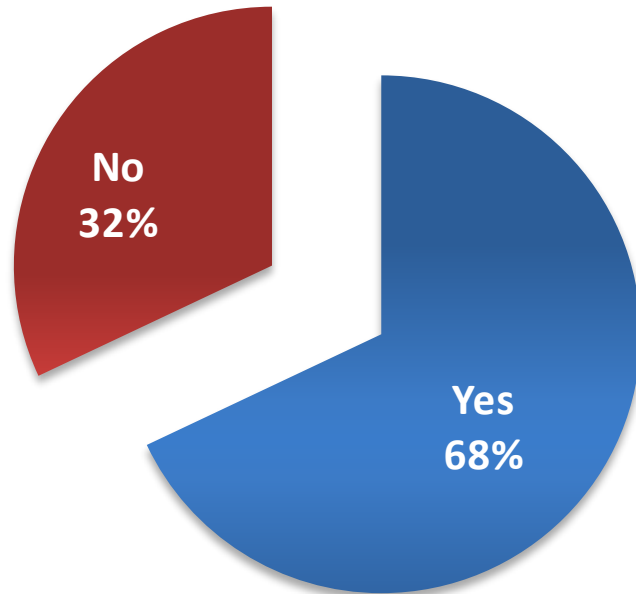
- Municipal recreation has a different mandate from competitive sport
- Funding
- Éviter les influences politiques des gros clubs
- Conflicting goals at the different levels
- I've had feedback on the coach mentorship program that grassroots coaches are intimidated to contact mentors. Even with the positive participation of elite coaches, there is a disconnect between coaches and potential mentors.
- Ingrained silo-management style
- Capacity of the smaller provinces and PSOs.



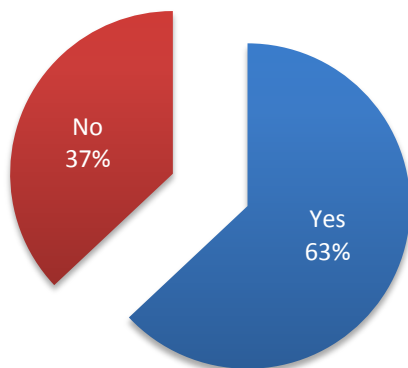
Community Building

Does your organization promote sport participation intentionally for community-building purposes?

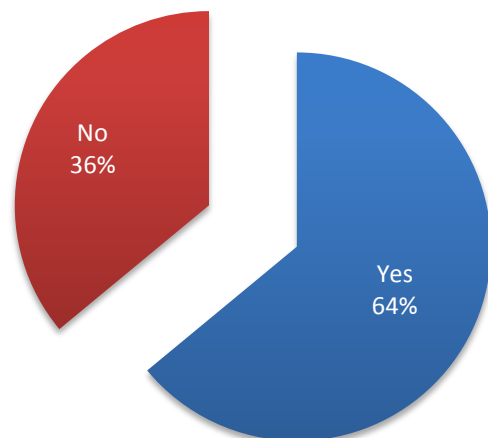
Organization



NSO/MSO/CSC



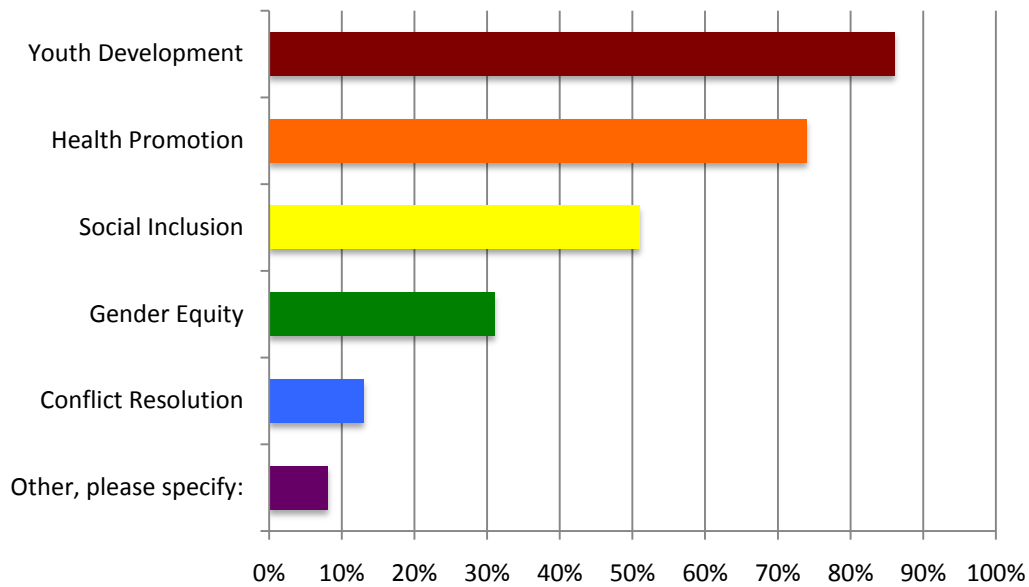
P/TSO





If yes, which of the following should be program focuses?

Organization



Common 'Other' Themes

Social Inclusion
Disabled Awareness/Accessibility

Health Promotion
Environmental Development

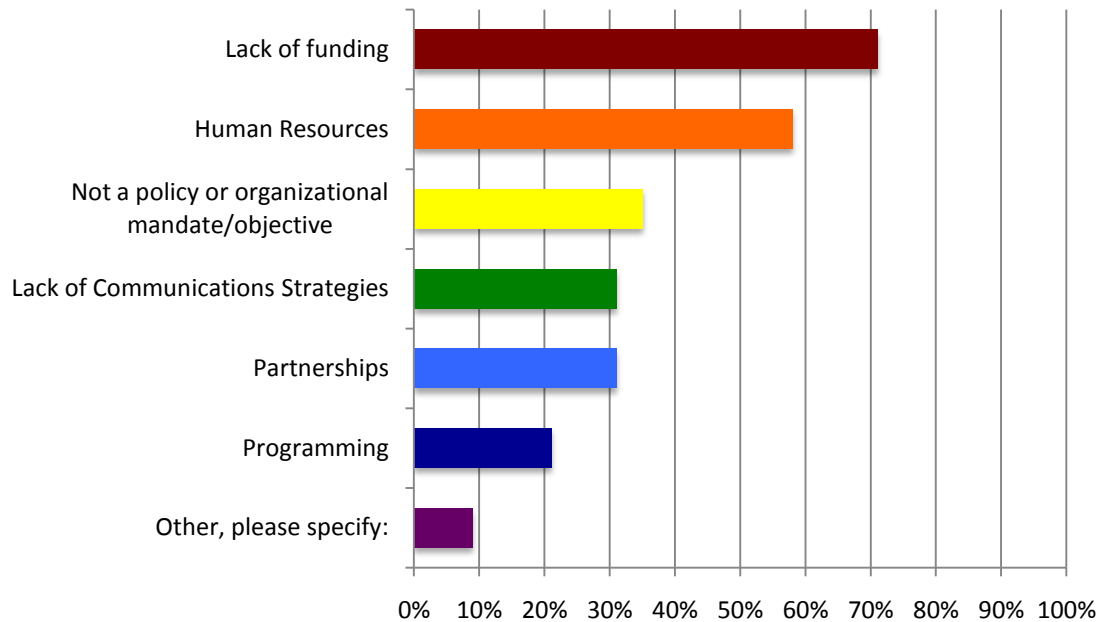
Selected Quotes from the Survey

- Life long sport participation
- Increased volunteers which leads to self sustainability and overall community development.
- Incorporating environmental issues of air quality/water/reducing climate change
- Integration of individuals with disabilities
- Generating interest/involvement by First Nations Community
- Building leaders of tomorrow



What are the barriers for promoting community-building programs?

Organization



Common 'Other' Themes

Facilities	Lack of Funding
Human Resources	Partnerships
Not a policy or organizational mandate/objective	

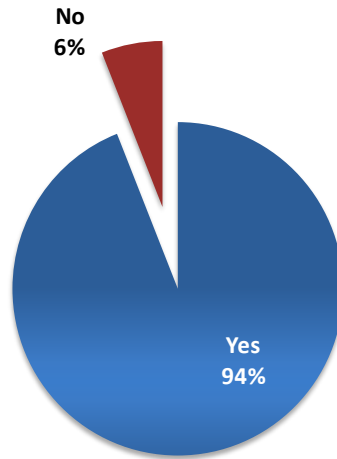
Selected Quotes from the Survey

- Lack of facilities, locations, & equipment.
- School Board Approvals and Politicians
- Financement et déjà surcharge de développement avec les projets actuels
- Regional based vs. community based- struggle to provide both given we are a large municipality with an expectation to provide both. Inner city neighborhoods- lack of equipment, parent support, nutrition, etc.
- There are no barriers that we haven't easily resolved.
- Not a priority/lack of evaluation of impact of such programming to prove its' impact and importance

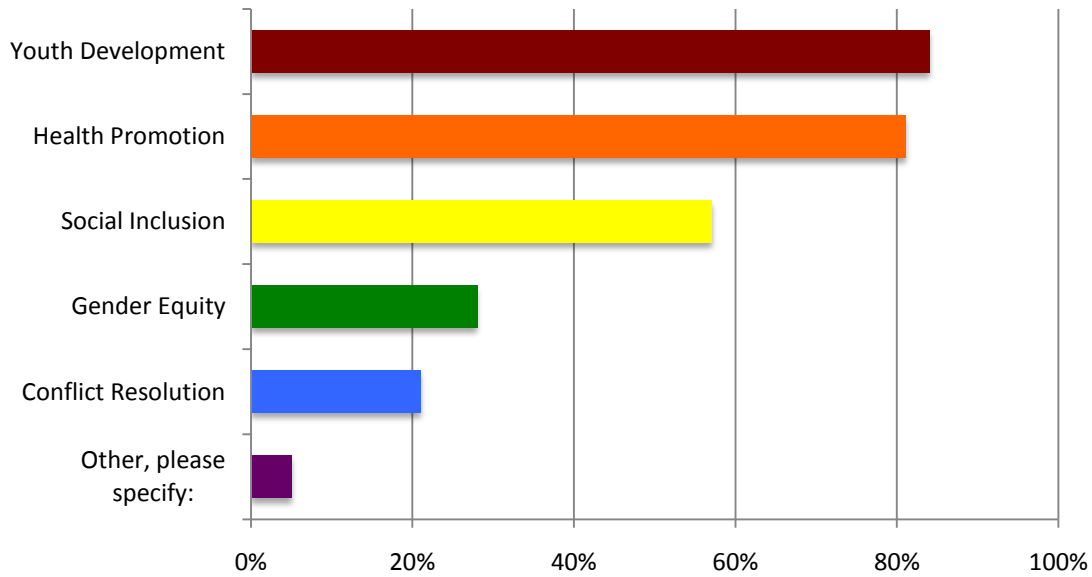


Do you think sport should be used intentionally for community-building purposes?

Individual



If yes, which of the following should be the focus of the programs?





Common 'Other' Themes

Community Pride
Youth Development

Social Inclusion
Health Promotion

Selected Quotes from the Survey

- Sport as an alternative to criminal activity
- Developing LTAD
- identitaire
- Creating Identity
- Disability inclusion



International Initiatives

Canadians are involved in a wide range of international activities related to sport. In which areas should Canada continue to focus?

Organization

	Increase	Continue	Decrease	Discontinue	Total
Participating in international competitions and events	191 (36%)	330 (63%)	4 (1%)	1 (0%)	526
Contributing to the governance of international sport bodies	139 (27%)	341 (66%)	37 (7%)	1 (0%)	518
Hosting international sporting events	231 (44%)	281 (54%)	11 (2%)	1 (0%)	524
Fighting doping in sport	127 (24%)	359 (69%)	32 (6%)	2 (0%)	520
Promoting quality sport for disadvantaged or underrepresented groups	228 (44%)	270 (52%)	22 (4%)	2 (0%)	522
Advancing sport for social development abroad	103 (21%)	307 (61%)	79 (16%)	13 (3%)	502

Individual

	Increase	Continue	Decrease	Discontinue	Total
Participating in international competitions and events	672 (43%)	867 (55%)	27 (2%)	5 (0%)	1571
Contributing to the governance of international sport bodies	425 (27%)	1056 (68%)	66 (4%)	9 (1%)	1556
Hosting international sporting events	728 (47%)	780 (50%)	41 (3%)	14 (1%)	1563
Fighting doping in sport	452 (29%)	1012 (65%)	83 (5%)	12 (1%)	1559
Promoting quality sport for disadvantaged or underrepresented groups	647 (41%)	823 (53%)	75 (5%)	16 (1%)	1561
Advancing sport for social development abroad	422 (27%)	889 (58%)	185 (12%)	48 (3%)	1544



Organization

Common 'Other' Themes

Advancing sport for development at home
Promoting Partnerships
Organizational Capacity.

Selected Quotes from the Survey

- Increased support for La relève athletes, developing coaches and officials to get abroad in order to engage in 'best practises' and bring home what is taking place out there to the next in line.
- Bilinguisme dans les evenements internationaux organisés au Canada.
- Sport and family initiatives - huge bang for buck and get whole families at one time.
- Promote LTAD Internationally.
- I don't disagree with advancing sport for social development abroad but funds available for Canadian Athletes is insufficient and should be dealt with first.
- Knowledge exchange, learn from others, share with others
- Augmentation de la capacité de son réseau de centres canadiens multisports et création de son réseau d'instituts canadiens de sport
- Capacity building, training and development.

Individual

Common 'Other' Themes

Contributing to the governance of international sport bodies
Talent Identification/Development
Promoting quality sport for disadvantaged or underrepresented groups

Selected 'Individual' Quotes from the Survey

- Remote area talent ID, Remote area facilities
- Talent Identification and high performance development on an international level
- School Sport! No leadership anywhere in the country yet a pillar of the current system. No funding or leadership for school sport anywhere in Canada
- Knowledge transfer from more successful regions (e.g. bringing US football coaches, including NCAA to Canada for training).
- Canadians have a lot to learn from Managers from other countries.



Additional Survey Comments and Feedback:

NSO/MSO/CSC Quotes from the Survey

- The CSL model is good and needs continuous support from decision makers.
- Provide greater support for people with disabilities
- I believe that we need to focus on all areas of the population and therefore need to find ways to increase funding to the NSOs so they can be more involved.
- Sport in Canada needs to address the issue of referee development in all sports.
- The only vehicle to successfully implement the CS4L is educational institutions of Canada.
- Canadian Sport Policy has changed dramatically over the last decade -and in a positive way for sport in my opinion.
- High performance sport has the capacity to ignite the Nation. Participation should be engaged with HP sport in so much as the heroes will motivate the nation
- The relationship between PSO and NSO is inefficient
- The sport policy with an action should be a tool that people use and focus their work around and be accountable for their actions.

P/TSO Quotes from the Survey

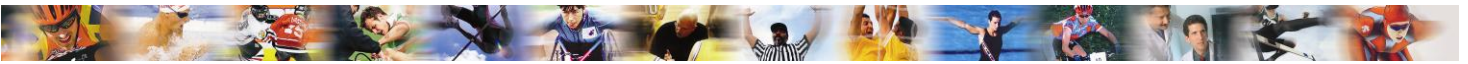
- The CSL model is good and needs continuous support from decision makers.
- Better co-operation between Provinces.
- While we train some of the best coaches in the world, we are seriously lacking in management.
- Try to keep policy manuals as 'reader friendly' as possible.
- Let's start by making a strong stand and eliminating violence in sports,
- Too much focus on participation and little on high performance!
- The TD and ED programs are major reasons for the success of sport today in Canada. Make them stronger, the various sports clubs will grow stronger.
- Sport has enormous benefits for society but relies entirely on very small provincial sport budgets
- The two questions that asked us to identify the areas where there was sufficient capacity I have left blank because there are no areas where there is sufficient capacity in any areas.



Continued

General Quotes from the Survey

- Sport and physical activity related injuries pose a significant detriment to enrolment and continuation in sport and physical activity. The Canadian Sport Policy must also acknowledge and address the issue of injury and work to promote safe participation.
- Canada needs a clear and comprehensive sport policy where Sports Organizations, Schools, Communities and Health care all work together to build a healthier more sportive population, where people think of sport as something they DO rather than as something they can watch on TV.
- As a coach, I would like to see better training facilities and access to more clinics either online or in the community.
- The costs to participate are keeping the "unknown athlete" away from sport....we need to reach out to those who hesitate to get involved.
- As a researcher in sport, I believe that Canada is doing well, but that equality in sports for women, at all levels of sport is desperately needed
- Il faut s'assurer que la vie active se poursuive après l'âge de 18 ans.
- Sport through school is the easiest way to hit almost every youth in the country...
- We are not getting enough smaller communities exposed to sport development.
- Tous les jeunes devraient au moins à un moment dans leur vie expérimenter une pratique sportive encadrée par du personnel compétent.
- Professionalisation des athlètes amateurs et des entraîneurs afin qu'ils puissent vivre adéquatement afin d'éviter les erreurs du passé notamment le surentraînement ainsi que la diminution de l'estime de soi par la façon de traiter les athlètes comme des moins que rien et des quêteux
- Valorisation du sport populaire versus sport d'élite
- A renewed policy is absolutely essential and important for continued sport development in a unified way.



Conclusions

The Canadian Sport Policy electronic survey achieved the goal of obtaining feedback from Canadians and Canadian organizations across the country. Every Province and Territory participated in the e-survey and the voices of coaches, athletes, officials, volunteers, administrators, researchers, practitioners and more have been heard. Opinions and thoughts from organizations have been shared. In particular, organizations related to sport and fitness have contributed their feedback. One of the benefits of the e-survey was that it reduced barriers to participating in the policy engagement process as the survey was available 24/7 on-line, in English, French and Inuktitut, and presented no cost implications beyond access to a computer for an individual to participate.

Based on comments input by respondents, it is clear that the e-survey provided an inclusive venue to participate. Constructive feedback has been collected from: individuals involved in sport, people not predominantly active in sport, aboriginal communities, groups representing persons with a disability, rural, urban and remote northern communities, women and girls, and aging populations to name a few. Respondents were comfortable expressing themselves in the official language of their choice as the e-survey was completed in French and in English (and Inuktitut).

A larger proportion of respondents represent views based on community sport. However, there are a significant number of high performance respondents to balance the feedback process. In fact, the level of engagement in sport, either at the community, provincial, or national level, showed interesting variances. While sharing common values, the priority rankings reflected the competitive nature of sport as competition, excellence and nation building tended to be slightly higher for individuals involved in sport at the provincial or national level. It was interesting to note that over 1,000 respondents identified themselves as coaches, including over 60 coaches who identified themselves specifically as either national or provincial coaches. The results from the various coach groups were typically consistent regardless of their level of engagement.

There is a consistent and perhaps passionate messaging that occurs. In particular when asked to define quality sport the key messages that come across are:

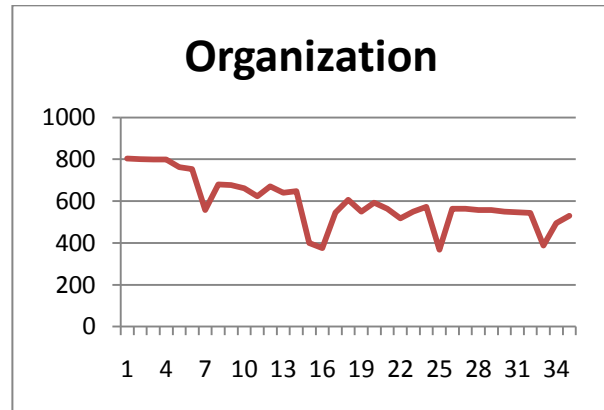
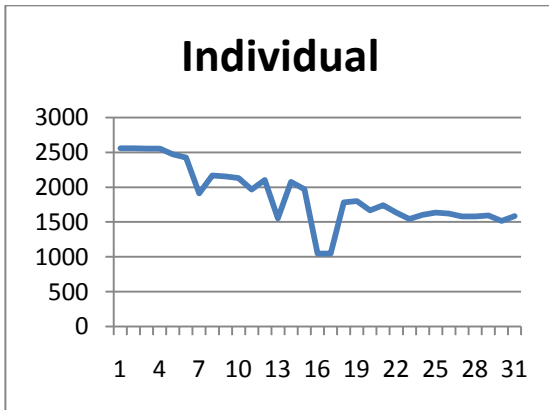
- Positive experience and desire to return
- Quality facilities, programs and instructors/coaches
- Learn something new and achieve goals

It was also interesting to note that most respondents displayed a degree of conscientiousness when asked what could be sport's main contribution to Canadian society. A healthy nation came across quite strong, followed closely by using sport as a tool to help keep the youth engaged and to build identity within communities and one's self. The 'other' comments supporting the question showed a strong support for achieving excellence. It would have been interesting to see how excellence might have ranked if it had been presented as one of the multiple choice options.

As respondents encountered multiple open-ended questions we begin to see a significant drop off in responses. For example in the Canadian Sport for Life (CS4L) section, individuals (1972) answered the preceding multiple choice question, however only 1046 completed the subsequent open ended question. This pattern repeated itself for the organizations. A general decline in the completion rate occurred throughout the final portion of the



survey, which may have been due to the length of the survey (as some comments indicated it was too long) or lack of awareness of some of the issues.



Both organizations and individuals indicated an awareness of CS4L, however when it came to describing current and/or future impact the responses varied. Common themes emerging included:

- Awareness is still low
- Some sports were early adopters, but not visible in all sports
- Language was becoming consistent

Sport Development responses both within the multiple choice and open-ended questions highlighted the common priorities of: 1) Coaches; 2) Facilities; and 3) School sport. The need to leverage the school system, both facilities and curriculum, surfaced frequently. Funding will always be an issue, and resolving governance issues appears to be common theme regardless of the sport, industry or level of participation.

Within the High Performance section, the organizations, which were predominantly sport related organizations (96%), showed a common understanding of the priorities. Coaches and athletes also mirrored the responses from the organizations, while individuals who may or may not have an extensive knowledge of the sport system showed different responses.

One of the goals was to determine how can the next Canadian Sport Policy help Canadians strengthen and build sport in Canada. Whether it was encouraging communication between differing stakeholders, enhancing knowledge transfer or presenting a unified voice the overall reaction seems to be one of moving forward together. The next Canadian Sport Policy is intended to reflect a collective vision for sport in Canada. The electronic survey of Canadians provides insights and feedback to the team writing the next policy so that the views can be taken into consideration while crafting the vision.



Thank you

Quotes from the Survey:

- Keep up this level of consultation, thanks.
- Thanks to Sport Canada and SIRC for providing this opportunity for "Joe/Josie Public" to have our say in the development of our... to be shared... Canadian Sport Policy.
- Tres bonne initiative de demande a la population leur interets dans cette politique mais il faut aussi aller voir directement sur le terrain ce qui se passe, et voir avec les organisateurs de sport quels sont les vrais besoins.
- Thank you, for allowing me to provide my input.
- We've sent the survey to our membership.
- Please keep me in the loop with information and further research and developments.
- Thank you for the outstanding work you are doing, using sport as a tool to enhance the quality of life and opportunities for athletes and families.
- Good luck!
- Thanks for seeking input, a difficult thing to know exactly where to prioritize but asking for input cannot hurt the process. THANK YOU!
- Go Canada!
- Sport is an integral part of Canadian society. Thanks for the effort in trying to improve sport for all Canadians!
- Thank you for asking our opinion. It's good to see you are using technology...
- I have taken a bit of time to complete this survey. I hope someone reads the comments.

From SIRC

Thank you to all Canadians and organizations that completed the online electronic survey for the renewal of the Canadian Sport Policy. We've read all of your comments and are pleased to share your valuable suggestions and feedback with Canadians and those involved in developing and writing the next Canadian Sport Policy

Thank You!



Appendices

- A. Sample of CSP National Sport Community Website
- B. Canadian Sport Policy Renewal: Electronic Survey Questions
- C. Renouvellement de la politique canadienne du sport: Questions du sondage électronique
- D. Summary Report – Organizations
- E. Rapport Sommaire - Organisations
- F. Summary Report - Individuals
- G. Rapport Sommaire – Des Individus



Appendix A

Sample of CSP National Sport Community Website



*The World's Leading
Sport Resource Centre*

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National Sport Community

The Canadian Sport Policy presents a powerful vision for sport in Canada.

The federal provincial/territorial Ministers responsible for sport have agreed to renew the Canadian Sport Policy. Now is the time for the **National Sport Communities** (NSO, MSO, CSC) to contribute and to help build a sport policy that reflects the sport they want in Canada. The vision embraced by the policy will lay the foundation upon which we will focus our efforts over the next ten years to improve sport in Canada.

How can you contribute?

- Why is sport important to you?
- How can we make it easier for all Canadians to participate in sport?
- How do we encourage excellence?

Please take a few minutes to complete the following survey.



National sport organizations who received an invitation to the CSP Renewal consultations are invited to register here.

- Each NSO and MSO is invited to send up to four different delegates (one person per location) to the national consultations.



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