

# **F-P/T Priorities for Collaborative Action 2017-2022**

## **Approved by F-P/T Ministers Responsible for Sport, Physical Activity and Recreation**

**July 28, 2017**

### **Introduction**

- The F-P/T Priorities for Collaborative Action is the F-P/T governments' joint action plan for contributing to the objectives and goals of the Canadian Sport Policy (CSP). This action plan is complemented by the individual action plans of each government.
- The CSP provides a framework for F-P/T government collaboration in sport. Since F-P/T governments' endorsement of the first CSP in 2002, the Priorities for Collaborative Action (Priorities) have facilitated increasing collaboration between governments in working towards achieving common goals and objectives. A renewed CSP was endorsed by Ministers in 2012 for the period 2012-2022.
- The F-P/T Sport Committee (FPTSC) led a process to develop a new set of proposed Priorities for the period 2017-2022. A work group comprised of representation from governments and the sport sector was established to prepare recommendations, including: Sport NS, Sport NB, Canadian Parks and Recreation Association, Canadian Centre for Ethics in Sport, Canadian Paralympic Committee, Sport Information Resource Centre, Sport Matters Group, Government of Quebec, Public Health Agency of Canada, and Sport Canada.
- The following set of F-P/T Priorities for Collaborative Action were designed to be outcome-orientated with a reasonable probability of being accomplished within the five-year period from 2017-2022:
  1. Collective evidence management strategy
  2. Safety, integrity and ethics in sport
  3. Alignment with the education sector
  4. Approach for recreational sport
  5. Promoting under-represented populations participation in sport
  6. Sport participation educational campaign
  7. Athlete life-cycle support
  8. Sport for development
  9. Promoting good governance
  10. Government funding frameworks for sport
  11. F-P/T government policy for sport, physical activity and recreation
- Following are the statements of priority and the issue to which each relates.

### **Issue 1: Collective Evidence Management Strategy**

Research on sport issues is increasingly available from both Canadian and international sources, and it is imperative that governments and sport organizations keep apprised of the latest evidence in order to maximize program effectiveness.

**Priority 1:** Develop a strategy for F-P/T governments and the sport sector (and related organizations) to promote collective research agenda-building, data collection, archiving, dissemination and knowledge translation/mobilization activities in support of evidence-based approaches to policy and program development.

### **Issue 2: Safety, integrity and ethics in sport**

F-P/T governments and the sector must ensure that sufficient attention is given to address ongoing and emerging issues to protect the integrity and ethics of sport and the safety of all participants on and off the field. Acknowledging the multitude of existing resources and the significant efforts already underway in many jurisdictions aimed at addressing those issues, there is a need to strive for harmonization of those activities, especially with respect to educational tools. Several initiatives, both nationally and internationally, occur in isolation and in reaction to a situation. For efficient use of resources and coherence in the implementation, those initiatives need to come together under a common pragmatic and simple approach that each jurisdiction can implement based on their context. The connection with international frameworks would be key to meet both the coherence and the sharing of resources.

**Priority 2:** F-P/T governments and the sport sector collaborate in developing and implementing a simple and pragmatic approach that would be applicable to a variety of issues in sport and that would ensure protecting safety, integrity and ethics in sport.

### **Issue 3: Alignment with the Education Sector**

The provision of physical literacy, physical education and physical activity in the regular school curriculum is the most effective way to ensure inclusive and welcoming access for all Canadian children and youth to these activities. In addition, engagement with post-secondary institutions on these topics is necessary to impact the next generation of teachers and “curriculum setters”.

**Priority 3:** Develop a strategy for F-P/T governments and the sport and related sectors to promote the inclusion of physical literacy, physical education and physical activity in the curriculums, and promote the quality of programming for those activities, in schools at the primary, secondary and post-secondary levels.

### **Issue 4: Approach for Recreational Sport**

The provision of sport programming based on the principles of long-term athlete development is essential for the systematic development of athletes in competitive sport. Evidence reveals, however, that such programming – or specific components of such programming (such as staged progression) – does not appeal to many of those who wish to participate in sport for purposes of fun, health, social interaction and relaxation. If efforts to increase participation in sport are to be

successful, attention must be devoted to better modelling the user experience in the “recreational sport” context as distinct from the “competitive sport” context which is characterized by pathways and systematic improvement. The desired approach is intended to be relevant to a wide range of agendas, including: physical activity, social inclusion, community sport, sport for persons with a disability, and sport for development initiatives.

**Priority 4:** Develop a consumer-driven, participant-based approach to increasing participation in sport across the lifespan that accounts for the motivations and values of existing and potential sport participants in the “recreational sport” participation context.

### **Issue 5: Promoting Under-Represented Populations’ Participation in Sport**

Discussions are on-going in the sport sector relating to increasing the participation of under-represented populations in sport. These discussions build on new evidence, including that presented in the Sue Cragg literature review contracted by the F-P/T Sport, Physical Activity and Recreation Committee, and Sport England’s innovative strategies on this topic. There is need for a conversation among governments and sector leaders in pursuit of common approaches. The F-P/T Bilateral Agreements, which have traditionally been focused on efforts to increase participation in sport, could be considered as a means to implement new approaches.

**Priority 5:** F-P/T governments and sector leaders work to develop common policies and strategies aimed at increasing the participation of under-represented and marginalized populations in sport.

### **Issue 6: Sport Participation Educational campaign**

As recommended in the Final Report of the CSP Formative Evaluation, there is a need to increase the awareness and understanding of parents, volunteers, community and other front-line delivery organizations about the benefits of physical literacy and long-term athlete development principles. Any initiatives in this regard could be complemented by education related to ethical and safety issues (e.g. concussions) in sport.

**Priority 6:** Develop a strategy to increase the awareness and understanding of parents, volunteers, community and other front-line organizations, on the topics of physical literacy, long-term athlete development, and safety, values and ethics in sport.

### **Issue 7: Athlete life-cycle support**

At the provincial and national levels, there are a number of athlete support initiatives (helping athletes with, for example: expenses related to: living, equipment, mentorship, mental health, phone and coverage, DTE, financial planning, career transition, employment, and university/college tuition.) Each of these initiatives has been developed independently. It is anticipated that attention to alignment and coordination of the multiple initiatives would result in enhanced opportunities, quality of service and support to greater numbers. The Review of Sport Canada’s Targeted Excellence Approach is expected to inform discussion on this issue.

**Priority 7:** Conduct a review of athlete support programs offered by governments, NGOs and the private sector, informed by learnings from the Review of Sport Canada's Targeted Excellence Approach, with the intent of identifying opportunities (including alignment and leverage) to increase the quality of support to greater numbers of athletes aspiring to, and competing at, the high performance level.

### **Issue 8: Sport for Development**

Recognizing that the Sport for Development (S4D) context of sport participation lacks a shared policy basis and measurement protocol, the CSP Policy Implementation Monitoring Work Group is in the process of contracting a consultant to carry out a literature review of best practices and document all F-P/T government and NGO inter-sectoral domestic and international activity in this area. It is recommended that this document could serve as a basis for governments and sector leaders to develop common approaches, where appropriate, in this sector of activity.

**Priority 8:** F-P/T governments work with sector leaders to develop common principles, definitions and impact measurement tools for Sport for Development activity carried out in Canada, and to consider ways to promote Sport for Development activity throughout Canada.

### **Issue 9: Promoting Good Governance**

Recognizing that good governance is the foundation of strong and sustainable sport organizations, there exists a gap in the systemic education relating to governance of Boards and sport leaders. In recent years a focus initiated by Sport Canada and promoted through SIRC to build good governance awareness within NSOs/MSOs facilitated the transition to the NFP Act. Organizations such as the COC and SIRC engaged experts to develop audit tools and educational resources to help strengthen and guide Boards through their transition. Similarly provincial initiatives in PQ and MB encouraging increased awareness, access to governance related expertise and coordinated alignment between NSOs and PTSOs have been very well received and are beginning to gain traction. While the process has well initiated, the issue is broad and goes well beyond simple board operations to areas such as human resource management and dispute resolution processes. The support of F-P/T governments to continue the momentum and emphasize coordinated educational activities surrounding good governance is a priority.

**Priority 9:** F-P/T governments and sector leaders work to develop common strategies on how best to promote good governance in sport organizations in a manner that maximizes efficiencies and aligns NSO and P/TSO practices.

### **Issue 10: Government Funding Frameworks for Sport**

Currently at both the provincial/territorial and national level, there are a number of approaches to assessing, regulating and incentivizing National and P/T Sport Organizations as well as measuring their return on investment. In developing frameworks for recognition and investment, emphasis is being placed on indicators that are: clear, that reflect key policy objectives, and that can provide data for the creation of profile and measures against their investment and impact.

Attention needs to be given to developing a more aligned and integral system to support these efforts; or at the very least, share current and best practices (both inside and external to sport).

**Priority 10:** F-P/T governments and sector representatives conduct a review of government funding frameworks for sport in order to identify opportunities for alignment and coordination between government and sector interests in the funding of sport.

**Issue 11: F-P/T Government Policy for Sport, Physical Activity and Recreation**

As reported in the Final Report on the CSP Formative Evaluation, the existence of three separate F-P/T government policies for sport, physical activity and recreation creates confusion for community organizations that are responsible for leadership and programming in each of the three sectors. The Final Report includes a recommendation that governments undertake a process to clarify how the three policies relate to each other for the benefit of organizations at all levels in the three sectors.

**Priority 11:** F-P/T governments and sport, physical activity and recreation sector representatives develop recommendations for promoting the common elements of the Canadian Sport Policy, Let's Get Moving: A Common Vision for Physical Activity in Canada and the Framework for Recreation in Canada for the benefit of community-based organizations and their leadership activities.