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# *Building Capacity for Sport Participation through Events*



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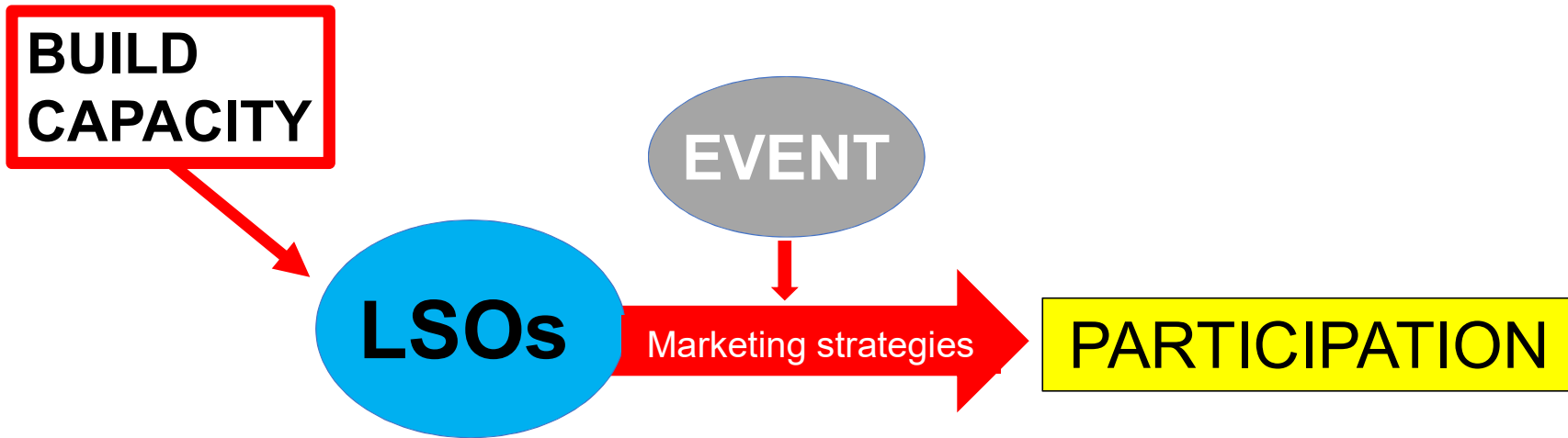
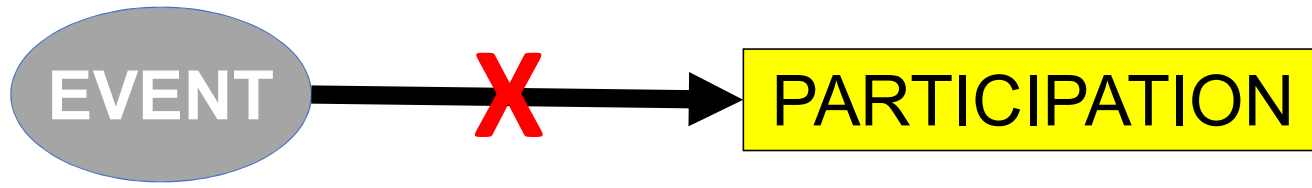


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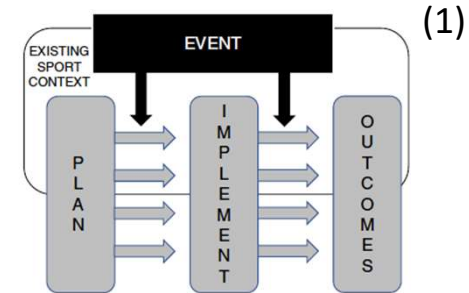
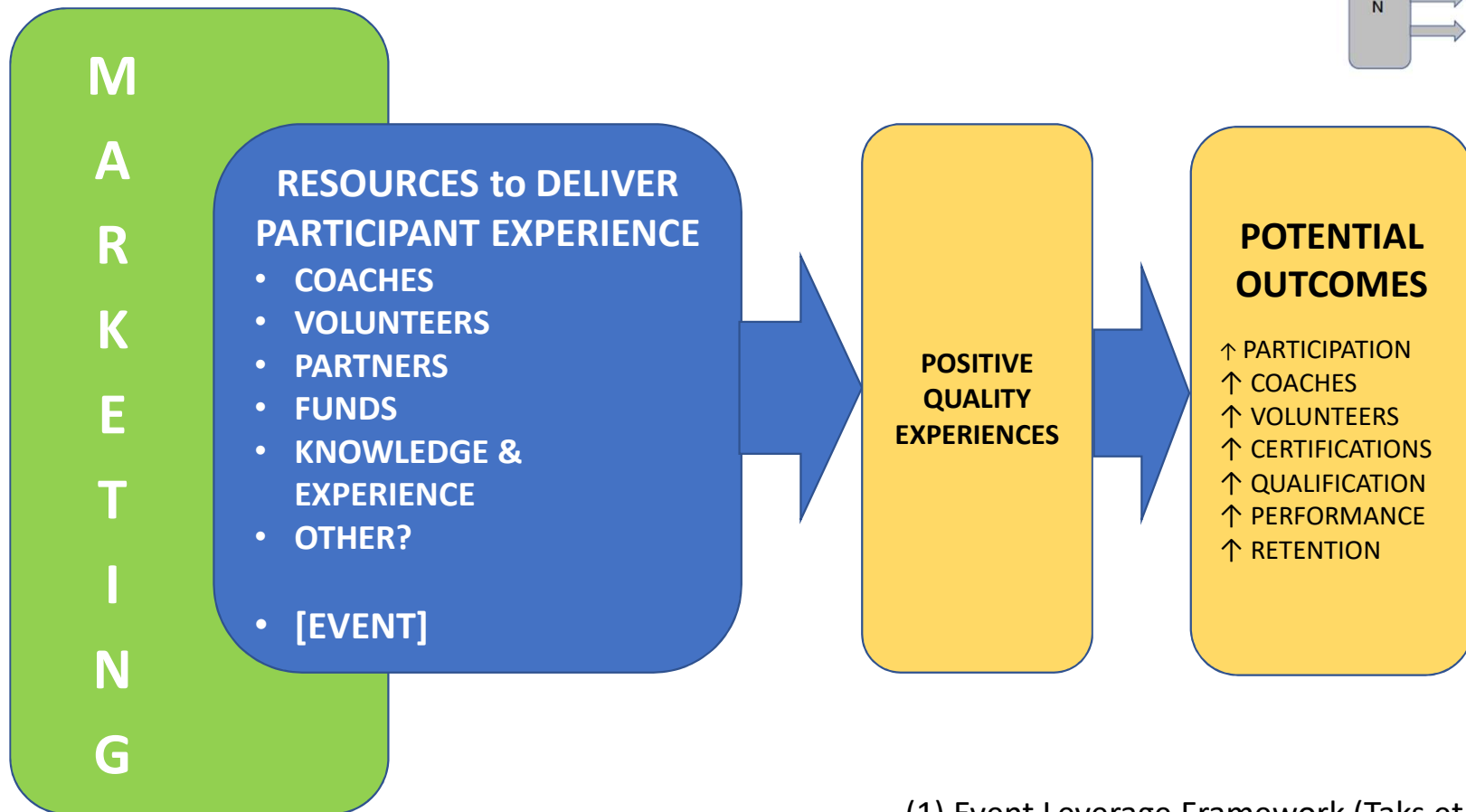
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## Demonstration effect?



# Framework



(1) Event Leverage Framework (Taks et al. 2018, p. 186)

# Participatory Action Research (Frisbee et al., 2005)

LSO1-NE

LSO2-NE

LSO3-NE

LSO4+E

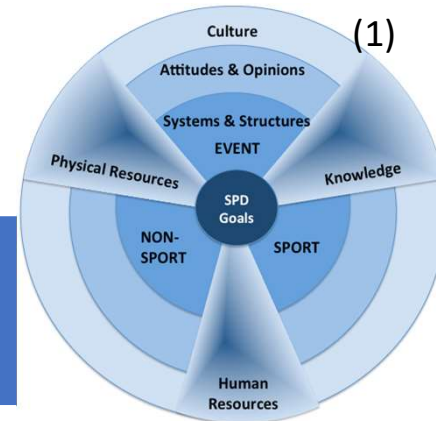
LSO5+E

**Survey:** capacity, willingness to grow, readiness to change (Doherty, Misener, & Cuskelly, 2014)

**Workshop:** assets and tactics to grow the sport

**RT Report:** recommendations

**Follow-up:** by phone, email, and meetings



(1) Model for leveraging sport events for participation (Chalip et al. 2017, p. 261)

# LSOs WITHOUT AN EVENT

## LSO1-NE

Internal dynamics → no capacity survey → no capacity building possible

## LSO2-NE



Stronger visibility for diving, divers, and the club in the community

(1) one-day future visioning workshop, and/or  
(2) publicity audit workshop and subsequent development



## LSO3-NE



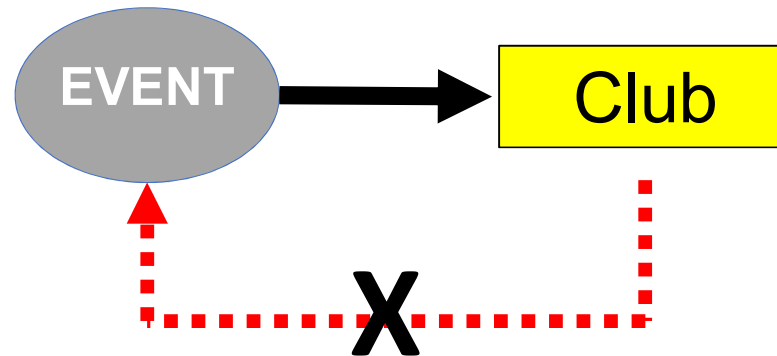
Transition planning for youth/junior members to adult

→ 6-steps action protocol

Other priorities prevailed

# LSOs WITH AN EVENT

- LSO4+E



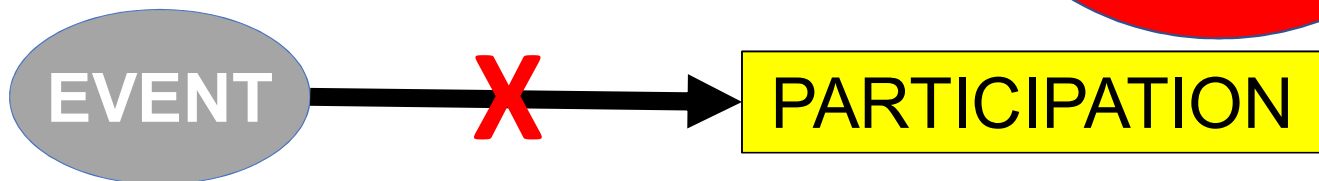
Shift from recreational to high performance

- LSO5+E



Establishment of satellite programs

6-step process, using the event



- Focus on HP sport
- Focus on event
- Data base marketing during event

## Conclusion

- Even when **desired outcomes** were collectively expressed at the onset of each project, PAR' s attempts to help LSOs embark on new strategies to **build their capacity** and attract new participants in their sport, whether an event was included in the strategy or not, was **obstructed** because of:
  - **Intra-organizational dynamics**
  - **Other priorities** (often protected by gatekeepers)
- Although LSOs gave **lip service** to the need to increase participation, the effort and resources required to do so mitigated any action on their part.

## Policy Implications & Next steps







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## **Acknowledgements**

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  - Georgia Teare

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