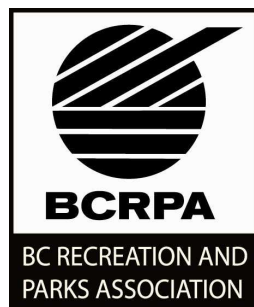


BC Recreation & Parks Association

Sport and Recreation Integration Project

Phase 2A Summary Report
April, 2009



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INTRODUCTION

During Phase 2a our team undertook an engagement process with representatives from grass roots level stakeholder groups. In addition, a preliminary portfolio of strategy resources was proposed. These resources will now be developed into draft form and presented at a Workshop with participants from both the sport and recreation sectors.

A summary of this work is provided below under the following headings:

- Summary of Targeted Interviews, and
- Next Steps.

SUMMARY OF TARGETED INTERVIEWS

Over a period of five weeks, 14 interviews were conducted with grass roots level stakeholders including: amateur sport club administrators; community level coaches; recreation programmers; educators; sports council participants; community advocates. See Appendix A for a list of interviewees.

Interviews focused on perception of the issues surrounding sport and recreation integration, potential solutions, success stories, and input around the specific strategies identified in Phase 1.

Interviewees were also asked to consider participation in a Toolkit Development Workshop in late April or May. Barring any logistical impediments, all said they would like to participate.

Key Findings: Strategy Specific

I. Sport Council

The Sport Council was viewed as valuable by all who already participate or are in development. In more isolated communities, there was perceived to be less value, as much of the collaboration and consultation already takes place. There was less awareness of the Sport Council model on the education side.

Challenges:

- Buy in from a broad base
- Issue based participation
- Need for organized subgroups
- Accommodation of emerging sports
- Scope of inclusion

Opportunities:

- Governance modeling
- Support strategies for sub groups
- Sample terms of reference

Development Guide – Idiot’s Guide to Sports Councils

II. Co-operative model for program development

Again, this appears to happen more naturally in smaller communities, and to be driven by the recreation programming staff – consulting with user groups to ensure that programs do not overlap in terms of time and content.

There were good models to show effective collaborative program development, including recreation, education and community groups.

III. Embrace the LTAD model

This was seen to be driven by the recreation sector, with less awareness or buy in from community sport groups. The education sector is supportive of the model and its implementation.

Challenges:

- Develop an understanding of LTAD at the community sport level.
- Isolation of programming between sectors.

Opportunities:

- Integration of LTAD into rec program, then ‘upload’ to community sport.
- Build on educational sector initiatives.

IV. Collaborative development of physical literacy

This is viewed as largely the arena of recreation programming, with less meaningful awareness within grass roots sports organizations. The education system again supports this independently of what is happening in the broader community.

V. Collaborative promotion of local sport

Good models of successful cross promotion and ideas for increased awareness were put forth by recreation, sport and education.

VI. Unified registration

Interviewees from all sectors saw advantage to a unification of registration, but raised concern over potential logistical challenges – refunds, taxes, increased staff time.

VII. Definition of partnership principles

This was seen as a building block of the Sport Council model, and in some cases considered to be outside of the realm of ‘grass roots’ (particularly on the recreation and educational side).

VIII. Creation of grassroots networking opportunities

This was seen as positive, but difficult to develop in a sustainable manner – comments included, “one great event, with no follow up.”

There was interest in hearing how others handle some issues.

The response from educators was that this was outside of their realm.

IX. Collaborative approach to facilities (planning, access, operations)

Differentiation between this and VII was limited, and again this was seen as beyond the realm of recreation programmers and educators and a necessary part of a Sport Council model.

X. Rationalization and allocation of resources

Recreation programmers saw obstacles to successful implementation surrounding security and control issues.

Community groups saw great value in increased input and access.

The greatest identified need was for volunteers.

XI. Integrated risk management

It was noted that simplified systems are now available.

Recreation programmers saw value in administering this as a way of ensuring compliance from all groups.

XII. Integrated instructor/coach training

There are good examples of successful recreation based coaching development programs in place, with opportunity to expand into the school system.

Other observations

Smaller communities exhibit a much higher degree of integration, particularly between community groups and recreation, but also with the education system.

A lack of community based sports organizations (inner city) has driven integration of sport programming into the recreation system and stronger collaboration between recreation and education.

Both of these may provide opportunities to develop models and tools for use in other communities.

The need for external support, regardless of which sector or size of community, was universal – in terms of funding, efficiencies and strategies in order to provide a stronger, more complete whole life opportunity.

NEXT STEPS

The targeted interviews confirmed the need and desire at a grass roots level for a set of resources that would encourage and enable positive integration of community sports group and recreation based activities and initiatives. Toolkit development will proceed with a Content Development Workshop, followed by a pilot program in a selected community. The next steps are:

- I. Development of draft modules.
- II. ½ day Content Development Workshop
Proposed date: May 9, 2009

Attendees: Grass roots level participants from both the recreation and community sport sectors.

Goals: To test the value and functionality of the draft toolkit modules, gain input and buy in, begin the integration process, and determine requirements for further development prior to pilot launch.

Based on the input received to date, the following “Menu” of four streams has been developed. Toolkit Modules that are developed will address one or more of these themes.

Integration Modules – Menu

Operational Efficiency	Philosophical Alignment	Organizational Assistance	Programming Cooperation
Unified registration	Collaborative development of physical literacy	Unified registration	Unified registration

Collaborative approach to facilities (planning, access, operations)	Collaborative promotion of local sport	Collaborative promotion of local sport	Collaborative development of physical literacy
Rationalization and allocation of resources	Definition of partnership principles	Definition of partnership principles	Collaborative promotion of local sport
Integrated risk management	Creation of grassroots networking opportunities	Creation of grassroots networking opportunities	Creation of grassroots networking opportunities
Integrated instructor/coach training	Integrated risk management	Rationalization and allocation of resources	Collaborative approach to facilities (planning, access, operations)
		Integrated risk management	

The following table provides a breakdown of Draft Integration Modules that will be presented at the Content Development Workshop.

Toolkit Modules – Content	
Sport Council development	<ul style="list-style-type: none"> Guidelines for Sport Council Development Checklists for needs and viability assessment Structural models – existing Sports Councils Governance models Resource directory
Co-operative model for program development	<ul style="list-style-type: none"> Inventorying checklists for existing programming Modeling for Cooperative programming Guide to developing a cooperative model
Embrace the LTAD model	<ul style="list-style-type: none"> Strategies for cross sector education Resource directory Planning/programming resource manual

Collaborative development of physical literacy	<p>Education strategies for creating broader understanding of physical literacy</p> <p>Modeling of collaborative programming toward physical literacy</p> <p>Resource guide for physical literacy development</p>
Collaborative promotion of local sport	<p>Modeling for cooperative promotion</p> <p>Promotional Concepts and Resource Guide</p>
Unified registration	<p>Modeling for unified systems</p> <p>Technical guide for incorporation of community sport registration into municipal systems</p>
Definition of partnership principles	<p>Modeling of existing partnership principles</p> <p>Step by step approach to development</p>
Creation of grassroots networking opportunities	<p>Network events templates</p>
Collaborative approach to facilities (planning, access, operations)	<p>Collaborative approach models</p> <p>Issues identification checklist</p>
Rationalization and allocation of resources	<p>Resource inventorying checklist</p> <p>Rationalization methodology</p> <p>Modeling of allocation strategies</p>
Integrated risk management	<p>Overview of risk management requirements</p> <p>Jurisdictional comparison</p> <p>Guide to integration</p>
Integrated instructor/coach training	<p>Resource for training</p> <p>Modeling for integration</p>

APPENDIX A – LIST OF INTERVIEWEES

Targeted Interviews – List of Interviewees

Name	Organization	Position
1. Grass Roots Sports Groups		
Chris Payne	Vancouver Little League - youth baseball	President
Greg Greiner	South Burnaby Metro Club - youth soccer, baseball, basketball	Chair
Art Hawkins	Vancouver Ultimate League Society	Executive Director
2. Ground Level Recreation Programmers		
Deborah Radolla	City of Williams Lake	Manager of Active Living
Suzanne Cochrane	City of Williams Lake	Recreation Programmer
Ron Suzuki	Vancouver Parks Board	Recreation Programmer - inner city (Strathcona)
Carole Browne	City of Vancouver	Centre Coordinator (RayCam) and MoreSports Liaison
3. PSO Organizations		
William Arlotta	BCDSS - disc sports (disc golf, ultimate)	Director
4. Existing Sport Councils		
Darren Peterson	City of Vancouver	Sport Council liaison