



STAFF REPORT ACTION REQUIRED

City of Toronto Basketball Development Plan

Date:	November 15, 2016
To:	Community Development and Recreation Committee
From:	General Manager, Parks, Forestry and Recreation
Wards:	All
Reference Number:	P:\2016\Cluster A\PFR\CD16-112916-AFS#22313

SUMMARY

Community sport helps build strong and healthy communities by creating opportunities for integration and inclusion, as well as opportunities to benefit from physical activity and sport participation. The current and growing popularity of basketball in Toronto, in combination with the relatively low cost associated with player equipment, make the sport an effective vehicle to engage residents in community sport and physical activity.

The Basketball Development Plan will build capacity in community basketball through quality programs, greater access to program-related information and the delivery of a strengthened network of community basketball program providers.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that:

1. City Council approve the following recommendations of the Basketball Development Plan (Attachment 1):
 - a. Parks, Forestry and Recreation increase the number of qualified community basketball coaches in Toronto through the continued delivery of the Let's Get Coaching! Program.
 - b. Parks, Forestry and Recreation establish quality standards for introductory basketball programs through the implementation of a standardized Learn-to-Play curriculum.

- c. Parks, Forestry and Recreation support community basketball organizations' capacity to provide quality programs.
- d. Parks, Forestry and Recreation create an entry point into community basketball for youth with minimal or no experience in the sport by establishing an introductory basketball program for youth.
- e. Parks, Forestry and Recreation, in collaboration with the Ontario Wheelchair Sports Association (OWSA), increase participation in wheelchair basketball by partnering to provide a program to residents.
- f. Parks, Forestry and Recreation align the findings of the Basketball Development Plan with the other divisional plan currently in progress.
- g. The Toronto Sports Council (TSC) share their expertise and research findings with Parks, Forestry and Recreation to identify strategies that will increase participation by under-represented groups including a focus on female participation.
- h. Parks, Forestry and Recreation, the Ontario Basketball Association (OBA), and community partners collaborate to increase the connectivity of Toronto's community basketball network by creating networking, as well as information and resource sharing opportunities.

Financial Impact

There are no direct financial implications resulting from the adoption of the recommendations included in this report.

Improvements to basketball programming are expected to be implemented using the existing Council approved resources. On a continuous basis, Parks, Forestry and Recreation reviews programs and services offered and aims to increase participation in recreation by ensuring programming aligns with the interests of City residents. There are sufficient available hours in sports programming to accommodate this expansion.

Any future capital investments in basketball facilities will be determined through the 20-Year Parks and Recreation Facilities Master Plan, which will impact the allocation of available resources within the 10-year capital plan and operating budget, starting with the 2018 budget cycles.

The Deputy City Manager & Chief Financial Officer has reviewed the report and concurs with the financial impact statement.

DECISION HISTORY

At its meeting on August 25, 2014, through item EX44.3, City Council directed the General Manager of Parks, Forestry and Recreation to work with community stakeholders to create a basketball development program.

To view the decision document follow the hyperlink:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.EX44.3>

ISSUE BACKGROUND

Stakeholders strongly agreed that basketball had dramatically increased in popularity with residents over the past 20 years. Successful performance in the sport at both the international and professional levels by Canadian and Toronto teams has increased the sport's profile, particularly among local youth. This popularity, in combination with the relatively low cost to play, makes basketball an activity that increases participation in sport and physical activity.

While basketball is one of the most attractive team sports to Canadian children and youth, it is even more popular with female and newcomer residents in these age categories, making basketball an important opportunity to increase child and youth participation by girls and newcomers.

Respondents to a resident survey on community-based basketball, that helped inform the Basketball Development Plan, indicated that participation is primarily through Parks, Forestry and Recreation (PFR), school-delivered programs, and community-based providers.

Toronto's Community Basketball Network

In 2015 PFR provided approximately 11,000 drop-in hours of indoor basketball opportunities and delivered 725 instructional basketball programs to over 12,000 registrants. Registrants in PFR basketball programs are predominantly children (6 to 12 years) or youth (13 to 24 years), and are mostly male (80%). Additionally, PFR supports the community basketball programming delivered by other organizations through almost 7,000 hours of basketball permits in 2015.

The Toronto community-based basketball network is made up of many organizations that deliver programs and/or operate facilities that allow for recreational play throughout the City. The increasing popularity of basketball is reflected by an increasing number of community-based program providers. Due to its rapid expansion, this network of organizations is informally structured, resulting in a disconnection that limits the capacity to collectively address issues such as program standards and best practices.

COMMENTS

Basketball Development Plan Process

The Basketball Development Plan is based on the principles of inclusion, access, equity and quality, which were approved by Council within the contexts of the Recreation Service Plan. Plan recommendations were informed by extensive consultation with basketball program delivery organizations and Toronto residents.

As directed by the originating City Council motion, the Basketball Reference Group (BRG) was established to guide this project and review its findings. Collaborating with PFR, contributing members included the Ontario Basketball Association (OBA), Canada Basketball, Ontario Wheelchair Sports Association (OWSA), Maple Leaf Sports and Entertainment (MLSE), The 519, Toronto Community Housing Corporation (TCHC), Toronto District School Board (TDSB), Toronto Catholic District School Board (TCDSB), and East Scarborough Boys and Girls Club. The Basketball Development Plan is based upon the following research and consultation strategies:

- Environmental scan comprising an internal review of PFR's basketball programs,
- Review of best practices adopted by other basketball program providers,
- Stakeholder survey and consultations to capture the perspectives of Toronto-based community sports organizations that provide basketball programs,
- Resident survey to capture user priorities and experiences regardless of the program provider through which respondents participate in basketball,
- Analysis of research findings, including Strengths, Weaknesses, Opportunities and Threats (SWOT) as well as a gap analysis, by the BRG to identify thematic areas for focus, and
- Confirmation of the thematic areas and testing of framed recommendations with stakeholders.

Basketball Development Plan Thematic Areas

Three common themes were identified through the research and consultation process: program quality, gaps in service and capacity building. The Basketball Development Plan is positioned to address these themes and will guide PFR's efforts in the delivery of programs and collaboration with community sport through the following recommendations:

- Increasing the number of qualified coaches in Toronto through the continued delivery of the Let's Get Coaching! program,
- Establishing quality standards for introductory basketball programs through the implementation of a standardized Learn-to-Play curriculum,
- Supporting community-basketball organizations' capacity to provide quality programs by sharing the City's Learn-to-Play curriculum,

- Creating an entry point into community basketball for youth with minimal or no experience in the sport by establishing an introductory basketball program for youth,
- Focusing on accessible sport by cultivating of program partnerships including wheelchair basketball, and
- Helping connect Toronto's community basketball network through information and resource sharing opportunities.

CONCLUSION

Parks, Forestry and Recreation recognizes the importance of community based and recreational basketball as an opportunity for residents of all ages, skills and abilities to participate in the sport. The Basketball Development Plan, informed by extensive consultation with community-basketball stakeholders and City residents. Over the next several years the City will work with its community basketball partners on the implementation of this plan.

CONTACT

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SIGNATURE

Janie Romoff
General Manger, Parks, Forestry and Recreation

ATTACHMENTS

Attachment 1 – Basketball Development Plan