



## City of Toronto Sport Plan

**Date:** August 25, 2017

**To:** Community Development and Recreation Committee

**From:** General Manager, Parks, Forestry and Recreation

**Wards:** All

### SUMMARY

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This report seeks approval from City Council for the City of Toronto Sport Plan. The Sport Plan responds to direction from the Community Development and Recreation Committee requesting Parks, Forestry and Recreation (PFR) to report on the steps necessary to develop a Toronto Sports Strategy.

The Sport Plan will serve as a guide to the City of Toronto and its partners to collaboratively support lifelong participation in sport for all Torontonians. It will build capacity for the delivery of quality sport programs, increase awareness about community sport and promote inclusive opportunities for participation. The plan recommendations will also focus City efforts to sustain and optimize the many legacies of the 2015 Pan Am and Parapan Am Games, including: a strong interest in volunteerism, infrastructure investment, and sport development programs.

The development of the Sport Plan was informed by an extensive research and engagement process. Consultation was representative of the Toronto sport system and the city's diversity. Residents, City staff, community sport organizations and other key stakeholders meaningfully contributed throughout the engagement process. Plan recommendations align with other City sport-specific plans and advance a number of other Council-approved strategic plans that support the quality of life, healthy lifestyles, poverty reduction and equitable access to services.

The City, as well as numerous organizations across the recreation, sport, education, and health and social services sectors, contribute to Toronto's large sport system by providing sport programming, infrastructure and expertise that support participation by residents. Successful implementation of the Sport Plan over the next five years will require collaboration across these sectors. Recommendations in the Sport Plan will be incorporated into PFR's existing operational work planning, service delivery, budget and strategic partnerships. Implementation will build upon initiatives that are already ongoing and which are currently advancing Sport Plan targeted outcomes.

## RECOMMENDATIONS

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

City Council direct the General Manager, Parks, Forestry and Recreation to implement the City of Toronto Sport Plan, set out in Attachment I, and direct the General Manager, Parks, Forestry and Recreation to:

1. Establish a Toronto Sport Resource Group to help guide the implementation of the Sport Plan.
2. Strengthen interactions across the sport system through sustained engagement and communication between stakeholders.
3. Establish a registry of Toronto community sport organizations.
4. Support community sport organizations by facilitating the exchange of knowledge and expertise.
5. Incorporate the development of physical literacy into City-delivered sport programs through enhanced and evidence-based delivery models.
6. Develop an intentional *CITY OF SPORT* partnership framework to catalyze sponsorship and collaboration with institutions, donors and the private sector.
7. Work with City divisions and agencies to deliver an annual public awareness and social marketing campaign that raises the profile and visibility of sport in Toronto and the *CITY OF SPORT* strategy and identity.
8. Investigate potential online platforms that would facilitate access to information about community sport across program providers.
9. Leverage communication channels, particularly digital platforms, to effectively connect people to volunteer opportunities in community sport organizations.
10. Inspire lifelong participation through the recognition and celebration of the sport accomplishments of Torontonians.
11. Develop an inclusive sport practical guide and training module that fosters a safe and positive environment for recreational sport.
12. Sustain pathways for youth to access meaningful employment in sport through the Toronto Sport Leadership Program.
13. Cultivate diversity in community sport leadership by promoting development opportunities.
14. Through research and ongoing consultation with diverse communities, increase

understanding of barriers to participation in sport and effective methods of engagement to identify responsive opportunities and services.

## FINANCIAL IMPACT

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Parks, Forestry and Recreation is currently delivering the following sport development programs that are funded through either one-time partnerships with other organizations or have been continued from the 2015 Pan Am & Parapan Am Host City Showcase Program.

Initiative	Description	Amount	Supporting Sport Plan Recommendation
"Sport Summit"	In collaboration with the Toronto Sports Council and Humber College, host an annual "Sport Summit"	\$10,000	#2 - Stakeholder engagement
"Let's Get Coaching!"	Provides ongoing opportunities for community coaching education.	\$30,000	#4 - Support community sport organization
"CITY OF SPORT"	Create a sports presence at existing City events.	\$10,000	#7 - Create a sport presence at existing city events
	Total Program Cost	\$50,000	

These initiatives are not specifically budgeted and the current funding sources are not available beyond 2017.

Adopting the recommendations of the Sport Plan also requires that these programs be formalized and the associated resources be included in the Operating Budget in order to ensure a successful outcome.

A net expenditure of \$0.050 million has been included as part of the 2018 Operating Base Budget Submission for Parks, Forestry and Recreation to maintain these initiatives as ongoing programs.

The remaining recommendations for the Sport Plan are expected to be implemented using the existing Council-approved resources. As a Service Plan, the Sport Plan provides direction on how PFR will use existing positions and program resources to research, plan and deliver community sport programs. It also provides direction for how to optimize existing community sport development resources.

Recommendations relating to information technology improvements such as online platforms or comprehensive repositories that require a significant investment will be identified in future budget submissions once those initiatives are fully studied and

costed. Where possible, PFR will leverage partnership funding and/or grants for these long term IT improvements.

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

## **EQUITY IMPACT**

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Parks, Forestry and Recreation values inclusion, respect and diversity and aims to improve the quality of life of all Torontonians through the provision of programs and services that are welcoming and accessible. The Sport Plan sets direction for continued efforts identifying and addressing barriers to participation in sport faced by diverse communities, including but not limited to: Aboriginal Peoples, Children and Families with Low Income, Girls and Women, Immigrants and Newcomers, LGBTQ+, Residents of Neighbourhood Improvement Areas, Older Adults, Persons who are Homeless or Under-housed, Persons with Disabilities and Youth. The plan will increase the Division's capacity to align services with need and demand through research and ongoing consultation with diverse communities, increase understanding of barriers to participation in sport and effective methods of engagement to identify responsive opportunities and services. Findings will also support recommendations to develop inclusive practices that foster a welcoming environment for sport and enhance methods of communicating information about sport and opportunities to participate.

## **DECISION HISTORY**

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At its meeting of March 23, 2015, through item CD2.8, "Developing a Toronto Tennis Excellence Programming Strategy", the Community Development and Recreation Committee directed that the General Manager, Parks, Forestry and Recreation to report to the Community Development and Recreation Committee on the first steps necessary to develop a Toronto Sports Strategy including Terms of Reference for broader review and strategy development.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.CD2.8>

At its meeting of January 27, 2016, the Community Development and Recreation Committee adopted CD9.3, "City of Toronto Sport Plan - Project Outline and Stakeholder Engagement Plan" which included the Sport Plan Terms of Reference.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.CD9.3>

## **COMMENTS**

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Participation in sport realizes numerous benefits, including physical health, mental health and emotional wellbeing, as well as community building. In 2016, PFR delivered 46,000 sport-related instructional programs to almost 300,000 participants, 86% of which were children under 12 years of age. The division also provided over 4,000 sport-related drop-in programs, creating more than 250,000 hours of opportunities to participate, and generating almost 4,000,000 program visits. Through initiatives such as the Welcome Policy, Free Centres, as well as free drop-in programming for youth and older adults, many of these sport opportunities are available to residents at low or no

cost. PFR also supports community sport organizations by facilitating event hosting, promoting programs, and providing sport infrastructure such as sport fields, courts and gymnasiums. In 2016, PFR issued over 135,000 sport-related permits for almost 440,000 hours of use, primarily to local, not-for-profit organizations.

While a major contributor and supporter of recreational sport programming and infrastructure, PFR is only one player in Toronto's expansive sport system. Other contributors include organizations across the recreation, sport, education and health and social services sectors that support participation through program delivery, infrastructure and expertise.

The Sport Plan will serve as a guide to the City of Toronto and its partners to collaboratively support lifelong participation in sport for all Torontonians. It will build capacity for the delivery of quality sport programs, increase awareness about community sport and promote inclusive opportunities for participation. The plan recommendations will also focus City efforts to sustain and optimize the many legacies of the 2015 Pan Am and Parapan Am Games, including: a strong interest in volunteerism, infrastructure investment, and sport development programs.

## **Plan Development**

The development of the Sport Plan included an extensive research phase that reviewed current service delivery, partnerships, demographics, trends and national best practices. Consultation with residents, staff, stakeholders, partners and agencies from across the sport system helped to inform plan recommendations regarding needs and priorities. An equity lens was used to ensure that the Sport Plan considered the best approaches for engaging communities often marginalized from participation in sport including, but not limited to Aboriginal peoples, girls and women, newcomers, older adults, persons with disabilities, persons with low income, and youth.

The Sport Plan recommendations are based on key findings from these research and consultation activities that were identified by an internal working group and the Toronto Sports Council. They were validated as priorities by an external reference group representative of key informants in the sport system.

## **Policy Context**

The Sport Plan advances a number of Council-approved strategies including sport-specific plans such as the Basketball Development Plan, Tennis Excellence Framework and Skateboard Strategy as well as the Recreation Service Plan. The Sport Plan aligns with Parks, Forestry and Recreation's mandate and Council-approved priorities that support healthy lifestyles, community engagement, and equitable access. Specific Sport Plan recommendations that further inclusive sport will support City strategic plans including, but not limited to, the Youth Equity Strategy, and TO Prosperity, through actions that improve the quality of life for diverse communities by reducing barriers and increasing participation in recreational sport.

The Sport Plan was informed by provincial and national sport policies, such as Game ON, A Framework for Recreation in Canada 2015, and the Canadian Sport for Life movement.

## **Sport Plan Recommendations**

The following 14 recommendations are organized in three thematic pillars, each with an outcome statement. Many will be able to advance within the next five years by leveraging existing resources, expertise and collaborative leadership within the City and Toronto sport system.

### **Pillar 1: Capacity Building – A strengthened sport system that works collectively towards shared goals to support lifelong participation in sport.**

1. Establish a Toronto Sport Resource Group to help guide the implementation of the Sport Plan.
2. Strengthen interactions across the sport system through sustained engagement and communication between stakeholders.
3. Establish a registry of Toronto community sport organizations.
4. Support community sport organizations by facilitating the exchange of knowledge and expertise.
5. Incorporate the development of physical literacy into City-delivered sport programs through enhanced and evidence-based delivery models.
6. Develop an intentional *CITY OF SPORT* partnership framework to catalyze sponsorship and collaboration with institutions, donors and the private sector.

### **Pillar 2: Awareness – An established CITY OF SPORT brand that effectively promotes the value of sport, inspires participation and facilitates access to information.**

7. Work with City divisions and agencies to deliver an annual public awareness and social marketing campaign that raises the profile and visibility of sport in Toronto and the *CITY OF SPORT* strategy and identity.
8. Investigate potential online platforms that would facilitate access to information about community sport across program providers.
9. Leverage communication channels, particularly digital platforms, to effectively connect people to volunteer opportunities in community sport organizations.
10. Inspire lifelong participation through the recognition and celebration of the sport accomplishments of Torontonians.

### **Pillar 3: Inclusive Sport – Progressive policies and practices that reduce systemic barriers and support increased participation in sport by diverse communities.**

11. Develop an inclusive sport practical guide and training module that fosters a safe and positive environment for recreational sport.

12. Sustain pathways for youth to access meaningful employment in sport through the Toronto Sport Leadership Program.
13. Cultivate diversity in community sport leadership by promoting development opportunities.
14. Through research and ongoing consultation with diverse communities, increase understanding of barriers to participation in sport and effective methods of engagement to identify responsive opportunities and services.

## **Conclusion**

The Sport Plan will serve as a guide to the City of Toronto, its partners and stakeholders for the delivery of sport programs, the effective promotion of the value of sport, and ensuring that an inclusive sport system meets the needs of diverse communities. Over the next five years, PFR and its partners will work collaboratively to implement plan recommendations, measure progress and communicate successes and outcomes.

## **CONTACT**

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Howie Dayton, Director, Community Recreation, Parks, Forestry and Recreation, Tel: 416-392-7252, Email: [Howie.Dayton@toronto.ca](mailto:Howie.Dayton@toronto.ca)

Cathy Vincelli, Project Manager, Community Recreation, Parks, Forestry and Recreation, Tel: 416-397-5349, Email: [Cathy.Vincelli@toronto.ca](mailto:Cathy.Vincelli@toronto.ca)

## **SIGNATURE**

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Janie Romoff  
General Manager, Parks, Forestry and Recreation

## **ATTACHMENTS**

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Attachment I - City of Toronto Sport Plan