

Aurora Sport Plan

General Committee

Progress Report

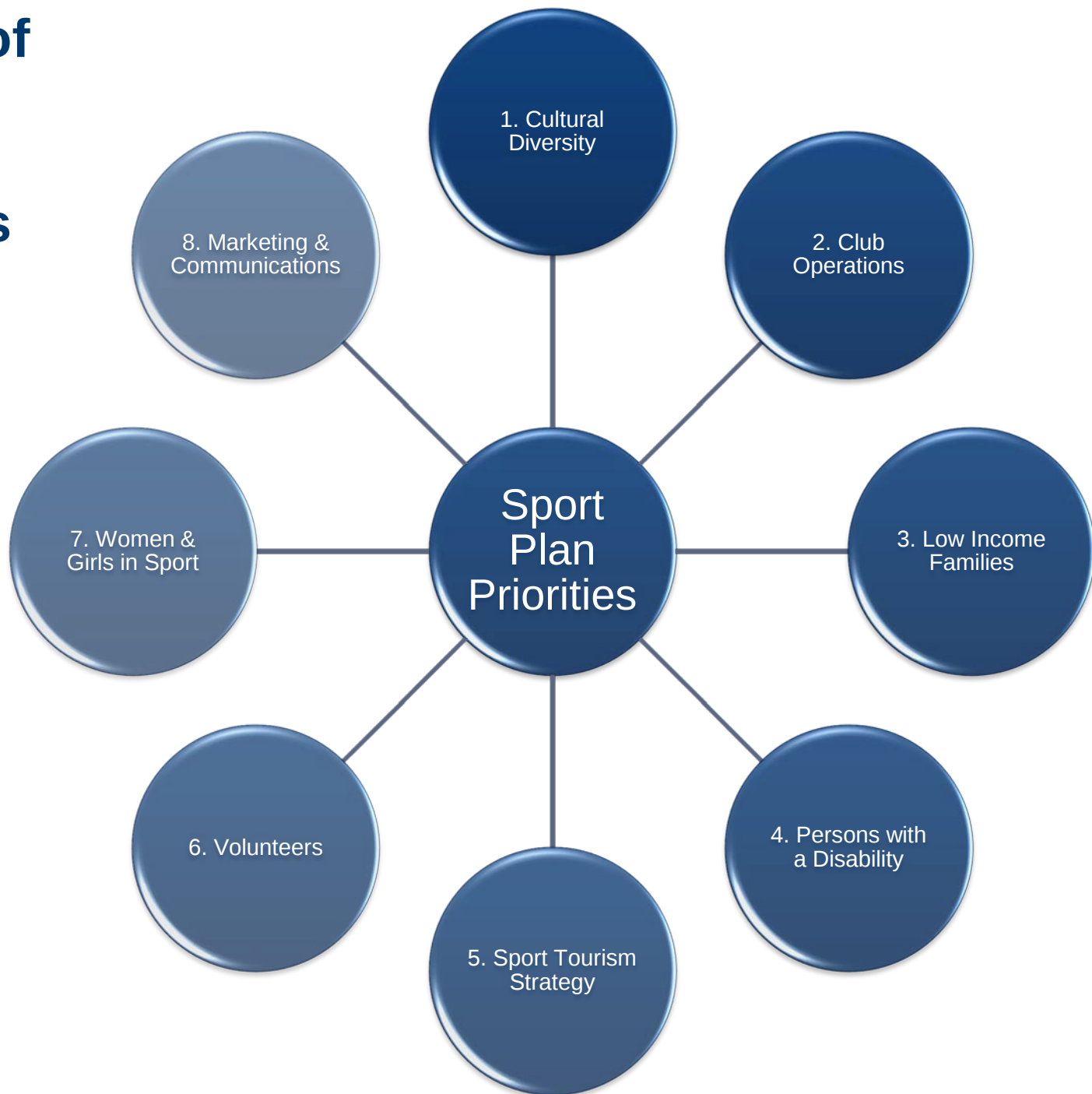
March 3, 2020



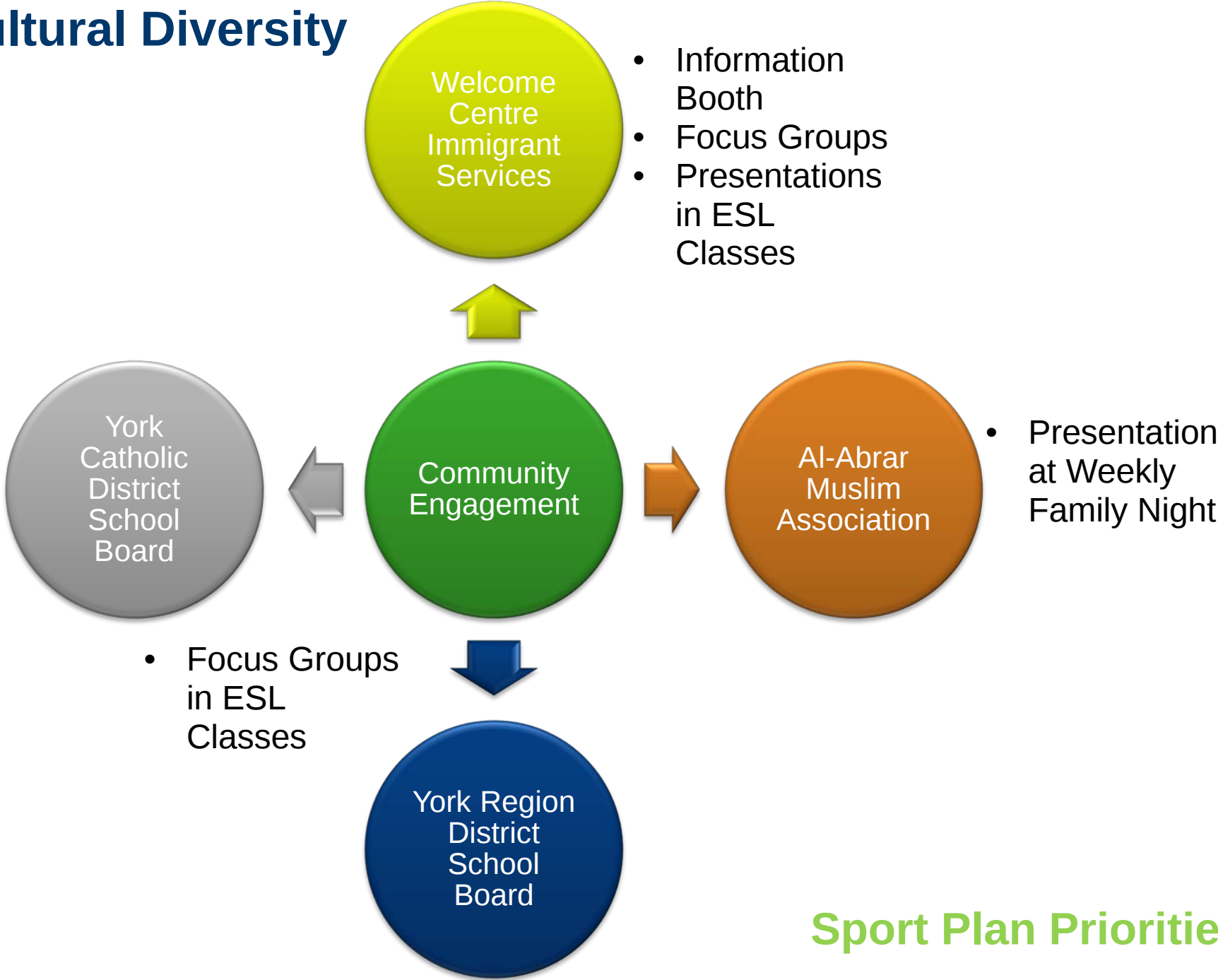
Overview

- In April 2019 Council approved a new two-year contract position, Sport and Community Development Specialist
- In August Sport and Community Development commenced work on the Sport Plan
- Review of Sport Plan recommendations and discussions with Local Sport Organizations resulted in eight key priorities identified

Review of Sport Plan Priorities



Cultural Diversity



Sport Plan Priorities

Club Operations

Resources and guidance on club operations for local sport organizations

Operational Manual Development for Spring 2020

- Governance
- Bylaws
- Directors Responsibilities
- Risk Management
- Financial Management
- Policy Support
- Complaint Management

Include templates that can be adapted for each sport organization

Workshops and webinars to support the implementation of the operational manual.

- December 2 – hosted a general workshop on club operations

Sport Plan Priorities

Low Income Families

Two key barriers identified through Sport Access – Low Income Background report submitted by Sport Aurora

Financial Constraints

- Town of Aurora webpage
- Contact Town of Aurora – centralized information provider

Transportation

- Programming within walking distance of low income neighbourhoods
- Discussions with YRDSB

Sport Plan Priorities

Persons with a Disability

Needs identified through the Access and Needs to Support Persons with a Disability report from Sport Aurora, the following initiatives will be the focus going forward:

- Resources to guide staff and volunteers with the integration of persons with a disability in sport and physical activity programs
- Further review of the lack of opportunity for persons with physical disabilities
- Effectively reaching members of community that can benefit from programs and services for persons with a disability

Sport Tourism Strategy

Priority in Sport Plan
and Economic
Development
Implementation Plan

Collaborative
approach between
Sport and Economic
Development

Review of project
goals, requirements
and outcomes

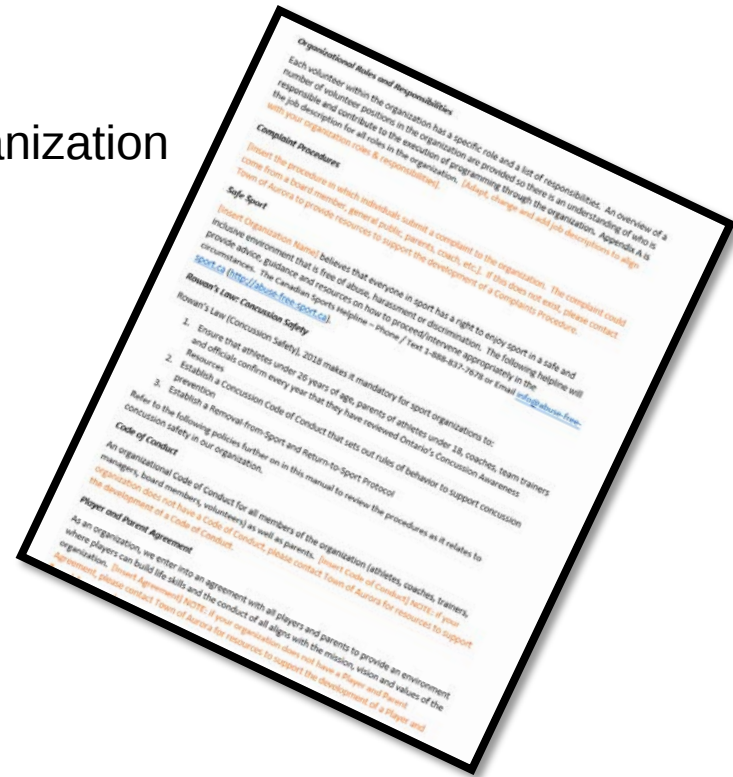
In-house vs
outsourcing

Commence
Spring 2020

Sport Plan Priorities

Volunteers

- Sport is largely dependent on volunteers
- Recruitment and retention one of the most challenging areas for sport
- Volunteer orientation package
 - Template that can be adapted to each organization
 - Includes key information such as:
 - Organization overview
 - Key contacts
 - Roles and responsibilities
 - Policies / procedures
 - Key dates
 - Sample communication



Sport Plan Priorities

Women and Girls in Sport

Canadian Women & Sport Project

December 10 – Scoping Meeting with Canadian Women & Sport



January 21 – Distribution of Gender Equity Survey to Local Sport Organizations



February 7 – Deadline to submit surveys (15 completed)



March 1 – Canadian Women & Sport Consultation Workshop (20 attendees)



Mid – April – Canadian Women & Sport Strategic Plan

Sport Plan Priorities

Women and Girls in Sport

WISE Fund Application

- 20 Female Leaders in 2020
- Engage 20 coaches and administrators
- Provide support to further their coaching certification & provide professional development opportunities

Female Leaders in Sport Summit

- September 13, 2020 @ AFLC
- ***INNOVATE, ACTIVATE, CELEBRATE***
- Focus on female youth, coaches and administrators

If girls are not active by 10 years of age, there is only 10% chance of them being active for life

Less than 30% of coaches are females

Sport Plan Priorities

Marketing and Communications

A. Town of Aurora Social Media

- Promotion of key sport related initiatives that are generic across all sports
- Promote Town initiatives in sport

B. Town Website – Sport Page

- Two sections to the website:
 - Information for local sport organizations
 - Information for community members

C. Social Media Training and Resources

- In collaboration with the Communications Department, social media training and resources will be delivered for local sport organizations



Collaboration and Engagement

Conclusion:

- Mayor's Roundtable with Local Sport Organizations in Spring 2020
- Overall goal is to increase participation in sport through a:
 - Safe, supportive and inclusive environment
 - Engage and focus on underrepresented groups
 - Collaboration with community
 - Local sport organizations
 - Non sport organizations
 - Community members

SPORT FOR ALL!

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