

The World of Sport

Resources: Web Sites,
Canadian Sport Policy, Alberta Sport Plan,
Canadian Sport System paper

Learning Objectives

- What is the core purpose of Sport Canada?
 - [Canadian sport system.doc](#) explains this
- What does Sport Canada primarily do?
 - Sport Funding Accountability Framework
- What does the Canadian Olympic Committee (COC) do?
- What do the National Sport Federations do?
- What do the Provincial Sport Associations do?
 - Structure and Governance document explains this
- How is sport delivered at the local level?
- What do the Int'l Sport Organizations do?

International Sport Organizations

- What do they do?
 - Set rules, which every national sport organization in the world ultimately follow
 - Set standards and qualifying formats for championships
 - Determine host cities for major events
- Can you think of examples of major rule changes that have occurred in sport?

International Sport

- Examples of international sport organizations – IOC, IAAF, FIFA
- www.olympic.ca
- www.iaaf.org
- www.fifa.com

- Where does the IOC get its influence?
- What is the relationship between the IOC and the International Sport Organizations?

Canadian Amateur Sport System

- Includes government, non-profit and commercial sectors
- Each sport includes a complex network of sport organizations:
 - Eg. soccer involves community clubs / schools, provincial programs, national programs, and international events
- Includes **elite and recreational** sport
- The sport networks compete with each other within the industry for resources such as athletes, money, recognition, reputation, legitimacy (as you can see by the variation in funding!!).
- But they are supposed to collaborate and integrate, according to the LTAD.

Canadian Sport Policy

- Sport Canada developed the **Canadian Sport Policy**. It provides a good overview of the Canadian Sport industry, but few specifics.
 - Capacity
 - Excellence
 - Participation
 - Interaction

Alberta Sport Plan

Alberta has the **Alberta Sport Plan** It is directly linked to the **Canadian Sport Policy**.

Areas of Emphasis

- Sport Participation
- Excellence in Sport
- Leadership and Volunteer Development
- Sport Marketing and Communication Business of Sport
- Facilities
- Funding
- Ethics in Sport / Safe Environment
- Research, Development and Planning
- Sport Organization and Partnerships

Active Alberta Policy Statement 2011-2021

Alberta now also has the **Active Alberta Policy Statement** linked to both Alberta and Canada Sport Plans

- Outcome #1 – Active Albertans
- Outcome #2 – Active Communities
- Outcome #3 – Active Outdoors
- Outcome #4 – Active Engagement
- Outcome #5 – Active Coordinated System
- Outcome #6 – Active Pursuit of Excellence

Learning Objectives

- You should focus on the following:
 - What are the various types and levels of organizations that comprise the Canadian sport system.
 - What role does each level (federal, provincial, local) play in the system.
 - Why is mission, vision and values an important concept for sport and recreation organizations?
 - Why are performance measures so important?

Sport Canada

- Federal government organization responsible for administration of sport nationally
- Core funding to National Sport Organizations called Sport Support Program
- SFAF includes the definition of sport
- Athlete Assistance Program provides funds to **carded athletes**
- National Sport Centres – is one in Edmonton?
- http://www.pch.gc.ca/progs/sc/index_e.cfm

Sport Canada

- Sport Canada governance = responsible for administration of sport at the federal government level
- Sport Canada jurisdiction = over Canada's participation in international events (Olympic team)
- Sport Canada accountability = to elected officials and Canadian taxpayers

Canadian Sport Policy

- In review, you will see similar issues to the ones we talked about in LTAD.
- What are the outcomes (goals) of the Canadian sport system.

Sport Funding Accountability Framework

- SFAF = the process used to establish eligibility for funding, funding amounts, and accountability for funding received by the NSO. (see web site)
- http://www.pch.gc.ca/progs/sc/prog/index_e.cfm
- 60% of the weighting in determining funding is on results at Olympic and World Championships
 - Gender equity, bilingualism, ethics are minor criteria

National Sport Organizations

- Non-profit voluntary sport organizations
- Primarily concerned with elite athlete development
- Organization of national teams to compete internationally
- Coach education through CAC/NCCP
- Work with PSOs on programming

Sport Canada promotes LTAD

- Using **LTAD** as a major requirement for all organizations receiving government funding
 - Long Term Athlete Development Model – www.ltad.ca

Canadian Olympic Committee

- Nonprofit organization partially funded by Sport Canada
- Responsible for sending Canadian athletes to the Olympic Games
- Set Canadian qualifying standards
- Raises funds to support elite athletes
- Who has more control; Sport Canada or COC?

<http://www.olympic.ca/EN/index.shtml>

PODIUM

- Case Study:
 - Own the Podium – Priestner and Allinger
 - Road to Excellence – Roger Jackson
- Both were presented as models for 2010 Olympic Games. Own the Podium became a partnership of Sport Canada, COC, VANOC, and NSOs – Jackson was the Chair.

Coaching Association of Canada

- Government organization, funded by Sport Canada, to promote and provide coach education
- Responsible for National Coaching Certification Program
- Major changes to this program have been made and there is quite a lot of confusion at the moment
- Attempting to link NCCP with LTAD

<http://www.coach.ca/>

Problems for Canadian Sport System

There are limited resources in terms of money, human resources. Priorities have to be set. You can't do everything.

If you were in charge.....

Begin with the end in mind. Decisions regarding priorities are best made when:

- you know what you want the end result to be,
- what you want to achieve,
- and you know how you will measure it.

Review

Know who (in the system) has governance, jurisdiction and accountability for what.

- Sport Canada has the high performance sport mandate
- Provinces have education and participation as their mandate
- Municipalities have facilities and recreational programs
- Non-profit organizations function throughout
