

# Winnipeg Community Sport Policy **Action Plan (June 2015)**

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# Contents

Executive Summary..... 4  
    Next steps..... 4  
Action plan ..... 5

## Executive Summary

The Winnipeg Community Sport Policy (WCSP) is a strategy to develop, promote and deliver physical activity for all people in Winnipeg. Leaders from sport, recreation and physical activity established a shared strategy in 2012, emerging from extensive reviews of best practice and stakeholder and public consultation.

The WCSP is grounded in the Canadian Sport for Life model which “provides a road map for a better sport experience for all, whether an aspiring Olympian, an aging weekend warrior or participating just for fun. The components of Canadian Sport for Life are not exclusive to athletes; they are for every participant.”

The WCSP is guided by:

*Vision: A city where all Winnipeggers participate in physical activity through recreation and sport for health, wellness and enjoyment.*

*Goal: Winnipeg has diverse and sustainable sport and recreation options from unstructured to structured, recreational to competitive that consists of a menu of choices, guided by the Canadian Sport 4 Life model.*

In May 2015, the WCSP Committee met to discuss how to progress policy implementation. Sixteen representatives from the six partner agencies<sup>1</sup> took part. With a lens on current opportunities and challenges facing policy implementation, eight key action areas were identified:

### **Programs**

- Develop a coordinated strategy for subsidy and communication plan
- Develop a strategy for increasing physical literacy levels across the lifespan

### **Promotion & Education**

- Develop a strategy to promote the WCSP among stakeholder organizations and decision makers across sectors

### **Partnerships**

- Identify program gaps and duplication
- Engage other potential partners for WCSP implementation
- Support sport and recreation stakeholder organizations to collaborate to identify a shared vision

### **Places**

- Identify opportunities to incorporate active and accessible design principles into facility maintenance, improvement of existing facilities and new construction
- Identify opportunities for joint use agreement

## Next steps

Action plan implementation relies on the efforts of committee members and external partners; committee leadership will provide support through coordination of initiatives and reporting.

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<sup>1</sup> Partner Organizations: City of Winnipeg; General Council Winnipeg Community Centres; Manitoba Physical Education Supervisors Association; Sport Manitoba; Winnipeg Community Sport Alliance; Winnipeg Regional Health Authority.

## Action plan

Goal Area	Activities	Priority	Lead/Support	Timelines	Indicator
Programs	Develop a subsidy strategy  <i>Sub Activity:</i> 1. <i>Identify gaps and strengths</i> 2. <i>Develop communication plan</i>	Med (5)	Subsidy WG / Education	2014-2016	<ul style="list-style-type: none"> <li>• Gaps and strengths inventory</li> <li>• Subsidy strategy</li> <li>• Communication plan</li> <li>•</li> </ul>
	Develop a strategy for increasing physical literacy levels across the lifespan  <i>Sub Activity:</i> 1. <i>Complete needs analysis</i> 2. <i>Explore FKHK Train the Trainer</i> 3. <i>Explore Physical Literacy Growth &amp; Development course</i> 4. <i>Develop knowledge transfer strategy</i> <ol style="list-style-type: none"> <li>a. <i>Identify lifespan target groups / demographics</i></li> <li>b. <i>Identify KT best practices</i></li> <li>c. <i>Identify strategic partners currently delivering programming</i></li> </ol>	Med (6)	Physical Literacy WG / MB Govt, Seniors, Adults	Oct 2015 – March 2016	<ul style="list-style-type: none"> <li>• Physical Literacy strategy (all ages)</li> <li>• Needs of service providers is understood</li> <li>• Description and number of partners engaged in strategy discussion and implementation</li> </ul>

<b>Goal Area</b>	<b>Activities</b>	<b>Priority</b>	<b>Lead/Support</b>	<b>Timelines</b>	<b>Indicator</b>
Promotion & Education	<p>Develop a strategy to promote the WCSP among stakeholder organizations and decision makers across sectors, and public</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> <li>1. <i>Develop promotion strategy</i> <ol style="list-style-type: none"> <li>a. <i>Identify target audiences</i></li> <li>b. <i>Develop key messages for target audiences</i></li> <li>c. <i>Identify opportunities to support existing physical promotion strategies</i></li> </ol> </li> <li>2. Develop implementation plan for WCSP promotion strategy</li> </ol>	High (8)	WRHA / WCSP Partners	2017 Canada Games	<ul style="list-style-type: none"> <li>• WCSP promotion strategy</li> <li>• Description of promotion activities with partners</li> <li>• Number of times the WCSP is referenced</li> <li>• Description and number of meetings with stakeholders</li> <li>• Description</li> </ul>

Partnerships	<p>Engage other potential partners for WCSP implementation</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> <li>1. <i>Identify key stakeholders (e.g., ECE, Education, RRC, UWPG)</i> <ol style="list-style-type: none"> <li>a. <i>Host stakeholders at WCSP committee meeting</i></li> </ol> </li> <li>2. <i>Identify joint strategic initiatives (e.g., Leisure Guide, City of Wpg adoption)</i></li> <li>3. <i>Identify opportunities to support existing physical promotion strategies (Promo &amp; Ed activity)</i> <ol style="list-style-type: none"> <li>a. <i>Identify program gaps and duplication</i></li> </ol> </li> </ol>	High (11)	<p>WCSPC /</p> <ul style="list-style-type: none"> <li>• UofWPG</li> <li>• Red River</li> </ul>		<ul style="list-style-type: none"> <li>• Description of engagement of key stakeholders with WCSP</li> <li>• Descriptions of joint strategic initiatives</li> <li>• Description of physical activity promotion strategies</li> </ul>
	<p>Support sport and recreation stakeholder organizations to collaborate to identify a shared vision</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> <li>1. <i>Identify key stakeholders (e.g., ECE, Education, RRC, UWPG)</i> <ol style="list-style-type: none"> <li>a. <i>Host stakeholders at WCSP committee meeting for visioning exercise and identify shared areas of key interest</i></li> </ol> </li> </ol>	Low (0)	<p>City of Winnipeg /</p> <ul style="list-style-type: none"> <li>• TBD</li> </ul>	December 2016	<ul style="list-style-type: none"> <li>• Participation of sport &amp; rec organizations in visioning exercise</li> </ul>
Places	<p>Identify opportunities for joint use agreements</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> <li>1. <i>Identify key partners</i></li> <li>2. <i>Outreach to key partners; explore opportunities for joint use agreement development</i></li> <li>3. <i>Adopt working mandate of joint use</i></li> </ol>	Med (4)	<p>City of Wpg /</p> <ul style="list-style-type: none"> <li>• MPESA</li> <li>• Facility owners</li> <li>• GCWCC,</li> <li>• MB Association of SB (UofMB, UWpg)</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• Number of joint use agreements</li> </ul>

<p>Identify opportunities to incorporate active and accessible design principles into facility maintenance, improvement of existing facilities and new construction</p> <p><i>Sub Activity:</i></p> <ol style="list-style-type: none"> <li>1. <i>Identify activity lead and participation</i></li> <li>2. <i>Revisit best practices (e.g., NS PUFSS)</i></li> <li>3. <i>Explore integrated design and planning opportunities</i></li> </ol>	<p>Med (4)</p>	<p>Strick ad hoc committee as lead?</p>		<ul style="list-style-type: none"> <li>• Best practice review summary</li> <li>• Participation in integrated planning processes</li> </ul>
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