

Calgary



Sport for Life Policy Implementation Plan

2024 · 2025

WHAT WE'LL DO

Each area of focus contains strategies aimed at addressing key issues in the local Sport system and delivering on The City's commitments to Calgarians.

The strategies identified here are planned to align with The City's four-year budget and planning cycle. The specific actions under each strategy are dependent on confirmed resourcing.



SPORT OPPORTUNITIES

- Design and deliver quality Introduction-to, Recreational, and Sport for Development programs and initiatives.
- Remove barriers that prevent Underrepresented Groups from participating and enjoying the benefits of Sport.
- Facilitate connections between Sport and Education to deliver Quality Sport Experiences in the school setting and within the local community.
- Enable health, wellbeing, and active lifestyles when developing, reviewing, and amending municipal plans, policies, and bylaws.



SPORT ENVIRONMENTS

- Develop and enhance Recreation infrastructure and Open Spaces to support access to Unstructured Sport activities and the delivery of Introduction-to and Recreational Sport opportunities.
- Develop and enhance Sport infrastructure to enable Sport Centres to deliver Competitive and High Performance Sport opportunities and City-owned Facilities to accommodate sanctionable sporting activities.
- Reflect, challenge, and transform how we think about and experience the diverse representations of sport as culture.
- Allocate City-owned and operated infrastructure in a fair, equitable, and transparent manner.



SPORT LEADERSHIP

- Establish the Policy Management Framework.
- Prioritize where and how to invest in delivering on the Policy commitments to Calgarians.
- Enable the success of Partners and members of the Sport Sector by establishing and implementing an Events Strategy that promotes Legacy from events and the streamlined delivery of Sport events in Calgary.
- Foster the adoption of Inclusive and Accessible not-for-profit governance frameworks by local sport organizations.
- Increase awareness of policies, strategies, plans, programs and initiatives in the Sport Sector.



SPORT PARTNERSHIPS

- Utilize Sport Calgary as strategy delivery Partner.
- Utilize the Calgary Sport and Major Events Committee as a strategy delivery Partner.
- Partner and engage with the Sport Sector to achieve the Policy commitments.

IMPLEMENTATION ACTIONS

Sport Opportunities

Goal 1:
Support and advocate for increased health and wellbeing outcomes through sport



Commitment 1:

Design and deliver quality Introduction-to, Recreational, and Sport for Development programs and initiatives.

1. Support the delivery of the Sport Hub program.
2. Support Recreation & Social Programs (R&SP) program offerings through developing sport program pitches.
3. Provide Sport for Development techniques support for R&SP.
4. Participate in future Parks & Open Spaces planning and policy development.
5. Provide partnership support for Social Recreation Groups with a lease/license on City land.
6. Participate in the Physical Literacy for Communities project led by Sport for Life.
7. Support Sport Calgary and R&SP in connecting sport groups with community associations for increased programming.
8. Explore the development of a bi-yearly local sport sharing event.

Enable health, wellbeing, and active lifestyles when developing, reviewing, and amending municipal plans, policies, and bylaws.

1. Participate in R&SP Programming Strategy development.
2. Support in partner engagement of R&SP's GamePLAN project.
3. Participate in future Parks & Open Spaces planning and policy development.
4. Contribute to The City's local area planning processes by integrating Sport for Life Policy commitments.
5. Integrate Sport for Life Policy strategies into other applicable City of Calgary policies and processes.

Remove barriers that prevent under-represented Groups from participating and enjoying the benefits of Sport.

1. Create and implement an Equity Audit tool for Recreation and Sport Spaces.
2. Engage with other parties to initiate an Anti-Racism in Sport project.
3. Participate in the Physical Literacy for Communities project led by Sport for Life Society.
4. Support R&SP and other parties in project and relationship development that align with White Goose Flying Truth and Reconciliation Calls to Action # 87-91.

Goal 2:
Support Quality Sport and Education

Facilitate connections between Sport and Education to deliver Quality Sport Experiences in the school setting and within the local community.

1. Support the delivery of the Sport Hub program.
2. Participate in the Physical Literacy for Communities project led by Sport for Life Society.

IMPLEMENTATION ACTIONS

Sport Environments

Goal 3:
Support Sport and Recreation Infrastructure



Commitment 2:
Design and deliver quality Introduction-to, Recreational, and Sport for Development programs and initiatives.

1. Support Sport Calgary “All Sport” Product Line Events through making internal City connections and sharing relevant opportunities.
2. Support R&SP program offerings through developing sport program pitches.
3. Engage with Parks and Open Spaces to support un/structured sport activities offerings and opportunities.

Develop and enhance Sport infrastructure to enable Sport Centres to deliver Competitive and High-Performance Sport opportunities and City-owned Facilities to accommodate sanctionable sporting activities.

1. Support in partner engagement of R&SP’s GamePLAN project.
2. Support in partner engagement of the Foothills Fieldhouse re-development project.
3. Contribute to Recreation’s Emerging and Evolving Sports Study as a working group team member.
4. Advocate for climate friendly Recreation infrastructure.

Goal 4:
Create welcoming and inclusive sport and recreation spaces

Reflect, challenge, and transform how we think about and experience the diverse representations of sport as culture.

1. Explore opportunities to strengthen the integration of Sport into The City’s cultural strategies and existing Arts & Culture initiatives (i.e., Winter City & Chinook Blast etc.).
2. Explore the integration of sport into the Public Art program.

Allocate City-owned and operated infrastructure in a fair, equitable, and transparent manner.

1. Contribute to the Allocations committee and support advancing the Sport Field Strategy.
2. Contribute to Recreation’s Emerging and Evolving Sports Study as a working group team member.

IMPLEMENTATION ACTIONS

Sport Leadership

Goal 5:
Support and Develop Sport as an Economic Driver



Goals

How we will do this

Actions

Commitment 3:

Establish the Policy Management Framework.

1. Create a Policy Management Framework - DONE.

Prioritize where and how to invest in delivering on the Policy commitments to Calgarians.

1. Create a logic model and impact model to determine sports impact within Calgary and to understand the steps to shaping Calgary as a Sport City - DONE.
2. Create and implement a prioritization tool that determines which actions best support Policy commitments and implementation - DONE.
3. Development an accountability framework.
4. Develop a research agenda.
5. Establish a Policy Implementation Monitoring (PIM) group.

Enable the success of Partners and members of the Sport Sector by establishing and implementing an Events Strategy that promotes Legacy from events and the streamlined delivery of Sport events in Calgary.

1. Support the implementation of the Eventful City Strategy through encouraging Legacy Event planning to promote the awareness and first involvement in sport.
2. Take part in the evaluation and improvement of City processes and grants that are important to the streamlined delivery of sport events in Calgary.

Commitment 4:

Foster the adoption of Inclusive and Accessible not-for-profit governance frameworks by local sport organizations.

1. Engage with other parties to initiate an Anti-Racism in Sport project.
2. Provide partnership support for Social Recreation Groups with a lease/license on City land.
3. Advocate for sport organizations to have dedicated strategies on inclusion of persons with disabilities.

Increase awareness of policies, strategies, plans, programs and initiatives in the Sport Sector.

1. Contribute to policy, strategy and planning sessions within other connecting City of Calgary Business Units (ex. Parks and Open Spaces, R&SP, etc.).
2. Work with Sport Calgary to disseminate sector best practices to local organizations.
3. Explore the creation of a joint Annual Report on Sport with Sport Calgary.

IMPLEMENTATION ACTIONS

Sport Partnerships

Goal 6 Support and Develop Sport Sector Partnership



Goals

How we will do this

Actions

Commitment 5:

Utilize Sport Calgary as strategy delivery Partner.

1. Support Sport Calgary in educating and advocating for the integration of Sport for Development approaches within local sport organizations.
2. Support Sport Calgary "All Sport" Product Line Events through making internal City connections and sharing relevant opportunities.
3. Support Sport Calgary and R&SP in connecting sport groups with Community Associations for increased programming.
4. Help develop and locate best practice information such as Sport for Development approaches, equity-based practices, and strategic planning that Sport Calgary can utilize to support local sport organizational development.

Utilize the Calgary Sport and Major Events Committee as a strategy delivery Partner.

1. The Director of Partnerships represents The City of Calgary on this committee.

Partner and engage with the Sport Sector to achieve the Policy commitments.

1. Maintain a strong relationship with Calgary Adapted Hub to advocate for accessible spaces and opportunities.
2. Participate in the Physical Literacy for Communities project led by Sport for Life Society.
3. Support the Parks Foundation Amateur Sport grant committee.
4. Help develop and locate best practice information such as Sport for Development approaches, equity-based practices, and strategic planning that Sport Calgary can utilize to support local sport organizational development.
5. Build and maintain strategic relationships with organizations and individuals representing sport across Calgary.