

# KAWARTHA LAKES

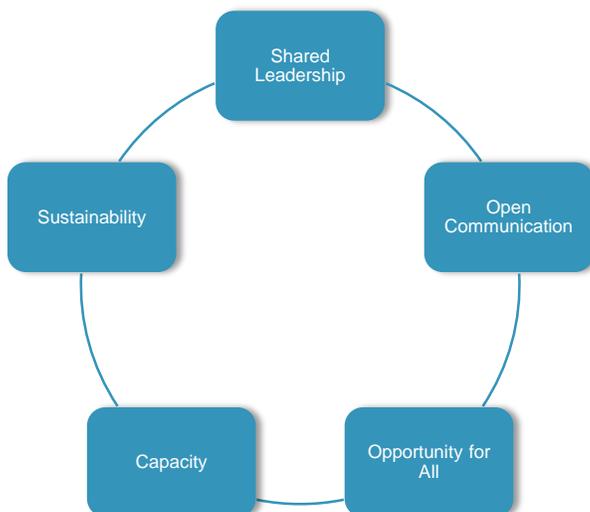
## SPORT AND RECREATION STRATEGY

### EXECUTIVE SUMMARY

The City of Kawartha Lakes is a healthy and active community with an existing infrastructure of knowledgeable volunteers, recognition events and sound programming that play a vital role in the overall health and well-being of its residents. Recognizing changing community needs and an opportunity for increased collaboration amongst sport and recreation stakeholders, the Kawartha Lakes Sport and Recreation Council secured funding to develop a sport and recreation strategy for the entire sector.

The sport and recreation strategy is intended to provide direction and recommendations to support the sustainable growth and changing landscape in the delivery of sport and recreation in the City of Kawartha Lakes. The strategy will foster a collaborative environment within the sector that will allow for increased capacity, increased access and higher participation in sport and active recreation. It will also lead to safer, higher quality and more efficiently delivered program.

The vision of the sport and recreation strategy identified the following strategic goals:



### VISION

By 2020, the City of Kawartha Lakes will be recognized for its progressive leadership in sport and recreation which has allowed opportunities for all people to be active to the extent of their ability and interest.



<b>Sport &amp; Recreation Strategic Goals</b>	
<b>Shared Leadership</b>	A shared leadership approach is taken to develop sport and recreation – ensuring collaboration, investment, and involvement from key stakeholders
<b>Open Communication</b>	Opportunities for shared planning, consultation, and cross-promotion, are the norm
<b>Opportunity For All</b>	All citizens, regardless of age, ability, economic status, gender, culture, language and location are aware, connected and able to access sport and recreation
<b>Capacity of our Sport &amp; Recreation Community</b>	Increase capacity of community sport and recreation providers, programs, participants, and services
<b>Sustainability</b>	Sport and recreation stakeholders have the human, financial and physical capital to deliver safe and high quality programs

## Recommendations

### Shared Leadership

<b>Rec #</b>	<b>Recommended Action</b>	<b>Recommended Timeline</b>	<b>Recommended Lead</b>
<b>1A</b>	Commitment from municipality, sport & recreation groups, health and education stakeholders in the development of a collaborative leadership framework for sport & recreation in CKL		
<b>1B</b>	Establish an advisory committee of key sport and recreation stakeholders that addresses a new era of working together towards positive systems change.		
<b>2</b>	Develop a Terms of Reference for key stakeholders in the implementation of the SRS		
<b>3</b>	Establish an evaluation and reporting process for the SRS		

<b>4</b>	Ensure the advisory committee provides regular reports to the broader sport and recreation sector on its work		
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### Open Communication

Rec #	Recommended Action	Recommended Timeline	Recommended Lead
<b>5</b>	Through KLSRC communication network, establish effective methods of information sharing and knowledge transfer		
<b>6</b>	Host a bi-annual sport and recreation meeting to discuss current challenges, successes and best practices		
<b>8</b>	Working with various communication outlets and partners, KLSRC to be a one stop shop for communicating all sport and recreation opportunities		
<b>9</b>	Coordinate multi-sport and cross-training programs that develop fundamental movement skills across Long Term Athlete Development stages		
<b>10</b>	Coordinate (as best as possible) collaborative registration dates so all sports and recreation providers are promoting opportunities at the same time and are provided an opportunity to engage with each other and cross-promote programs.		

### Opportunity for All

Rec #	Recommended Action	Recommended Timeline	Recommended Lead
<b>11</b>	Conduct an asset mapping exercise to identify current programs, specific barriers and gaps within the sector		
<b>12</b>	Utilize the asset mapping exercise to create a plan that identifies priorities for implementation, potential projects and key timelines (e.g. coordinated subsidy program)		
<b>13</b>	Physical literacy and Long Term Athlete Development concepts being integrated in to all sport and recreation opportunities		
<b>14</b>	Create a focused strategy for adults to ensure they receive the encouragement and active living opportunities necessary for lifelong participation		
<b>15</b>	Create an advocacy strategy that promotes the benefits of investment in, and importance of, access to sport and recreation within government and the private sector in CKL		
<b>16</b>	Ensure that cost effective programs are being delivered in CKL to allow residents to participate and have access to various sport and recreation opportunities.		

17	Clearly define and promote CKL PRC Partnership Program that supports the growth and development of emerging sport and recreation opportunities		
18	Promote the Join in CKL Access Friendly Toolkit to providers and work towards creating transparent access-friendly policies for more financially accessible programming.		

### Capacity of our Sport and Recreation Community

Rec #	Recommended Action	Recommended Timeline	Recommended Lead
19	Through KLSRC website, create and provide a centralized resource hub or “knowledge centre” for providers that shares best practices for governance, financial management, and other needs of the sector		
20	Host an annual sport education summit focused on various topics surrounding the delivery of sport and recreation needs in CKL		
21	Identify the certification needs of sector providers and host a series of training and certification clinics (coaching, first aid, concussion, etc)		
22	Provide educational opportunities to train providers on the integration of physical literacy and LTAD concepts to build capacity with quality age and ability appropriate programs		
23	Develop an implementation plan for the Volunteer Development Strategy that also address an aging volunteer workforce while promoting opportunities to develop young leaders in CKL		
25	Foster opportunities to connect providers with the business community to increase opportunities for sponsorship, corporate volunteerism and other areas of expertise		
26	Sport and recreation sector to be part of the engagement process and at the table when updating municipal plans, strategies and infrastructure pertaining to sport and recreation (e.g. Toursim Strategy for the City, Parks Recreation & Culture Strategic Plan, facility closures, updates, re-purposing, etc.)		

## Sustainability

Rec #	Recommended Action	Recommended Timeline	Recommended Lead
27	Research and collaborate on securing grant funding programs from various governments, charities and private corporations that support the SRS		
28	Partner with the private sector through sponsorship programs to establish new funding sources that improve access to sport and recreation		
29	Create an intersectoral consultation process that addresses the diversity of current and emerging community needs for quality sport and recreation infrastructure		
30	Identify clear and concise roles for organizations involved in implementing the SRS to ensure they are targeted and can realistically achieve desired outcomes		
31	Explore opportunities to develop a sport tourism strategy with various stakeholders that drive revenue and economic development opportunities for KLSRC and the broader community		

## CONCLUSION

The CKL SRS is a living, breathing document that focuses on a progressive future for the sport and recreation sector. The SRS provides clear direction that will result in increased opportunities for residents of all ages, abilities, socioeconomic and cultural backgrounds to develop the skills and confidence necessary to participate in a range of activities across their life span by embracing the Canadian Sport for Life model. CKL needs to be prepared to address changing trends and emerging needs within the community. While a sport and recreation sector currently exists, the SRS identifies some major shifts that would enable the entire sector to be more effective. Through shared leadership, a collaborative approach will be taken to strengthening and sustaining the sport and recreation sector that addresses the needs of all community members.