



Jan 14, 2021

**A RESPONSE TO THE HONOURABLE LISA MACLEOD
Minister of Heritage, Sport, Tourism and Culture Industries**

Community Sport Councils Ontario would like to congratulate you on your extensive white paper action plan for economic and social recovery through Ontario's Heritage, Sport, Tourism and Culture Industries! This report reviews your important role, its revenue benefits, the impacts on the sectors with specific action items on resiliency and recovery to hopefully re-emerge as a global leader!

We want to support your efforts and contribute to a vibrant, diverse, economically viable province where everyone prospers. We would like to provide our perspective on your plan, identify existing gaps, present relevant community sport information on us so you will recognize us as a valuable community sport contributor in Ontario.

A GAP & PROBLEM EXISTS TODAY

This white paper does not identify or recognize our 'Community Sport' network at all? There really is no mention of community sport in Ontario's sport system and the important role we do play in community sport development, athlete development and overall community health & wellness. It does however identify Professional sport and Provincial sport which lately has been a sense of pride for the success of the Toronto Raptors and other athletes such as Andre DeGrasse (Track athlete) and Bianca Andreescu (tennis player).

Our Northern Ontario friends in Manitoulin Island share a real need not addressed in the report that being an actual sustainable recovery plan with an environmental focus. If we need to rejuvenate our tourism industry perhaps we can start by addressing our climate situation with a green destination strategy that is sustainable.

Let's solve this problem by providing you with some information below which will inform you of our important role in the Ontario sport system;

- **Who are we**
- **Who do we serve**
- **What is a Community Sport Organization**
- **Facts about grassroots 'Community Sport'**
- **CSCO's vision**
- **Our CSCO history (since the 1970's)**
- **How we see ourselves, our business, our community**
- **What we hope to accomplish in the future**



WHO ARE WE? WHO DO WE SERVE ?

We are a multisport agency who represent over 40 Community Sport Councils & Accessible Sport Councils in Ontario and Other Community Agencies with similar community objectives, they are;

- **Community sport hall of fame committees**
- **Sport recognition awards committees**
- **Sport volunteer awards committees**
- **Community recreation committees**
- **Youth sport program committees**

WHAT IS A COMMUNITY SPORT ORGANIZATION?

OUR DEFINITION:

CSCO defines it as 'a non profit community sport or recreational organization whose primary goal is to provide opportunities for people of various ages & levels to participate in sport or recreation activities at locally based community agencies (in the grassroots of this Province- both urban and rural communities).

In many but not all municipalities, community sport is offered as an introduction to a wide range of sports or recreation activities (i.e. City of Toronto).

FACTS ABOUT GRASSROOTS COMMUNITY SPORT:

- Local sport opportunities usually only happen with the efforts to local community volunteers (where they live) and perhaps work
- Many local sport associations exist outside the realm of the Provincial Sport Bodies (Non-Affiliated Sport Associations) operating on their own for the love of the sport for recreational and competitive levels
- Many Municipalities see themselves as offering only introductory levels of sport instruction. Generally skilled instruction is left up to the local sport club which is usually affiliated with a Provincial Sport Body
- Most Community Sport Councils are supported in principle by their local Municipalities without any financial support whatsoever. Funding of these Councils is challenging on an ongoing basis
- In the 2008 True Sport Report, produced by the Canadian Center for Ethics in Sport evidence showed "92% of Canadians believe that Community Sport can have a positive influence" on their lives

CSCO's VISION:

Is to build more healthier physically literate communities in Ontario through support of these local sport agencies. To strengthen sport on an ongoing basis so it will increase the delivery of sport program opportunities in communities.



OUR HISTORY:

The Community Sport Council concept has been in existence since the 1970's with Ontario Government support.

Some of the earliest Councils started in 1980's with Mississauga Sport Council (1983), Sport Hamilton (1986), Oakville Sports Council (2000), London Sports Council (2000), Brantford Sports Council (2005), Burlington Sport Alliance (2003), Kitchener Waterloo Sports Council (2000), Kawartha Lakes Sport & Recreation Council (2006), Oshawa Recreation Committee (2000), Toronto Sports Council (2004). **Other Councils in existence today are;** Ottawa Sport Council, Sport Durham, Sport Aurora, Northumberland Sports Council, Norfolk County, Huntsville (Lake of Bays) Sports Council, Sport North Bay, Orillia Sports Council, Sudbury Sports Council and Toronto Accessible Sports Council.

In 2001 the Sport Alliance of Ontario (SAO) received a Trillium grant and so by 2004 over 50+ community mtgs were held, with 10 Councils formed with 20 Councils in formation, with a new Advisory group formed in 2004, and sport networking website created to be a clearing house for community sport. By the end of 2005 SAO had a change of direction so a meeting was held to assess the formation of CSCO as it presently exists. CSCO was finally incorporated in 2009 with 11 Sport Councils supporting the concept. Since 2011, CSCO as an organization received two Trillium grants to support local Community Sport Council development, one in 2011 and the last in 2015 supporting the existing 20 + Community Sports Councils.

Today CSCO has a new elected Board of Directors representing all regions of Ontario (Officers were elected in Nov 2020 and Executive elected in Dec 2020) with 5 Regional Directors and 1 At Large Director and a Past Chairs position secured. Since the spring of 2020 CSCO has held four virtual meetings and had tremendous engagement from all CSC's in existence.

At present CSCO is about to survey our Community Sport Councils and their affiliates to assess the impacts of the pandemic so we can offer relevant programs and services which will assist CSC's in their operations and continued sustainability. It is our hope that you recognize their commitment to local grassroots community sport development work as it adds tremendous value and quality of life in our urban and rural communities.

HOW WE SEE OURSELVES, OUR BUSINESS AND OUR COMMUNITY

HOW WE SEE OURSELVES:

We are a provincial sport association, with a 12 year history of operations with support from the Government in the past. We have a network of over 40 Community Sport



Councils, Accessible sport councils and Similar Like Minded Community Agencies who are committed to their local sport development opportunities.

WE BELIEVE:

- Bringing people together through sport, recreation & physical activity will build communities
- Sustainable community sport contributes to healthy active lifestyles
- Equality of access and availability of sport recreation is essential for healthy participation
- Volunteers are key to sustaining community sport
- Partnerships & alliances are key to community sport success

OUR BUSINESS IS BUILDING COMMUNITY SPORT BY:

- ✓ Supporting advocacy for quality programming
- ✓ Provision of experienced advise & support
- ✓ Securing of relevant information and resources
- ✓ Encourage networking opportunities among agencies to share best practices
- ✓ Complete research to build understanding & support to eliminate barriers so community sport development can occur
- ✓ Promotion of the physical literacy movement
- ✓ Build performance measures to ensure quality management
- ✓ Increase volunteer resources to identify, recruit, train and motivate volunteers to support the sport system
- ✓ Offer training programs to build organizational capacity

OUR COMMUNITY STAKEHOLDERS INCLUDE:

- 40 Community Sport Councils and Accessible Sport Councils and Like Minded Community Agencies and their Community Sport Associations (including many underserved groups) totalling 100's of organizations
- Local Municipalities & Provincial Government
- Local Health Authorities
- Local School Boards
- Unaffiliated local sport organizations
- Local Tourism Associations
- Coaches Association of Ontario
- Sport4Ontario
- Universities and Colleges in Ontario
- Sponsors- both local and provincial



WHAT WE HOPE TO ACCOMPLISH IN THE FUTURE:

1. **We will continue to build a strong network** of Community Sport Councils and Accessible Sport Councils and Similar Like-Minded Community Agencies to improve sport & recreation opportunities in both urban and rural communities in Ontario.
2. **We will advocate for increased opportunities for community sport** for all demographics so all embrace a welcoming sport system where there is inclusion for all Ontarians while being a conduit from the grassroots sport system to provincial level sport.
3. **We will develop additional revenue sources** through sponsorship and fundraising to complement existing support to our Provincial Organization (CSCO) and our Member Councils.
4. **We will work on provincial recognition of CSCO by the Government of Ontario,** Ministry of Heritage, Sport, Tourism and Culture Industries to qualify for ongoing funding so we can continue to support community sport across the province.
5. **We will continue to build strong community sport partnerships** to leverage existing resources so community sport is affordable to all in Ontario no matter the level of expertise.
6. **We need the Ministry's support** to navigate through this pandemic so we can survive to support grassroots community sport which is the back bone of our provincial sport system

We realize this dream cannot be built in a day. It will take years to fully realize the recovery and get back to normal operations for our Councils and local community sport. We are committed to this recovery and should you need our input and support please don't hesitate to ask us.

Supporting 'Community Sport' in Ontario,

**Kevin Arnsdorf, MBA
CSCO Chair**