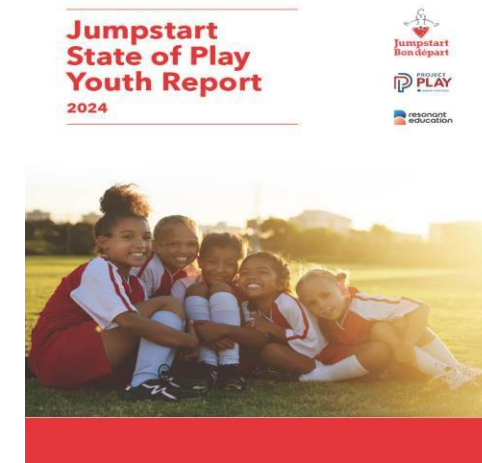


# Sport in Ontario Collective

*It's all about the conversations and collaboration.*



**Question:** WHY a Sport in Ontario Collective?  
**Answer:** BECAUSE sport can do better.  
*(evidenced in several recent reports)*



  
**COMMUNITY SPORT COUNCILS ONTARIO**  
**Community Sports Sector Sustainability Report**  
**March 2025**

# What can WE do together?

How do we move the research findings to action and impact?

As a result of the findings in the Community Sport Councils Ontario (CSCO) 'Community Sports Sector SUSTAINABILITY REPORT', the CSCO Board has established a working group to initiate the 'Sport in Ontario Collective', an inclusive and multi-sectoral and multi-level conversation about what can be done to address the issues and challenges that community sport faces today and will likely face in the future.

**We can all join the Conversation!**

## Why is CSCO the right organization to initiate this conversation?

Because no one else has initiated an inclusive multi-sectoral, multi-level conversation about the future of sport in Ontario and ...

A strong sport system in Ontario is dependant on quality sport experiences at the community grassroots level with a strong PSO support network.

*If sport at the community level is not operating as effectively as it can be, then there is an increased likelihood that the Ontario sport system is not operating as effectively as it can be.*

**CSCO supports the advancement of community sport across Ontario.**

**CSCO knows the value of being inclusive and working together.**

**CSCO views a 'Sport in Ontario Collective' as an opportunity.**

**CSCO understands the complexities of community sport.**

**CSCO values the potential of sport.**



# It is clear that there is a significant connection between provincial-level sports and community sports.

BROCK UNIVERSITY | 2024

## Provincial Sport Policy in Ontario: Trends, Issues, and Ways Forward

By Dr. Kyle Rich, Tammy Borgen-Flood, & Dr. Erik Lachance



BROCK UNIVERSITY | Provincial Sport Policy in Ontario: Trends, Issues, and Ways Forward

## Four Key Findings

1. A lack of strategy and vision at the provincial level has led to confusion, policy misalignment, and disorganization within the sector.
2. The absence of a unified voice in amateur sport results in fragmented efforts and hinders the development of sport in the province.
3. The role and location of sport within the government influences resources, support, and the expectations of sport in Ontario.
4. Jurisdictional tensions between sport organizations, municipalities, and school boards have negatively affected sport programming and facility access.

# 😊 The Understanding 😊

Anyone who cares about the future of sport in Ontario is welcome to be part of the collective ... and they can Hop On and Hop Off the journey anytime...



# Sport in Ontario Collective. Initial Process

## What is the early role of CSCO in the Sport in Ontario Collective Process?

### **CSCO Working Group**

- A small working group to act as a Steering Committee has been established. This group will provide backbone support to the collective and will design the Stakeholder Engagement Process.

### **Stakeholder Engagement**

- Identify and invite participation from organizations in multiple community and provincial sport, health, education and physical activity sectors including government, not-for-profit, philanthropic and private.

### **Share the Initial Process**

- Ensure participating stakeholders have a clear understanding of the process being taken by the collective including the development of shared values, a common agenda and a shared measurement system.

### **Backbone Support**

- Plan, manage, and support the initiative through ongoing facilitation, technology and communications support, data collection and reporting.

### **Ongoing Communication**

- Enhance relationships and build trust among stakeholder organizations and individuals.

### **Establish a Continued Process**

- Develop a sustainable model for the continuation of the Collective.

# Taking a Collective Impact Approach by Advancing Collaboration

What are some of the  
desired deliverables to  
advance the Sport in Ontario  
Collective?

## **A Common Agenda**

a shared vision for change, one that includes a common understanding of the issues and challenges and a joint approach to solving it through agreed upon actions

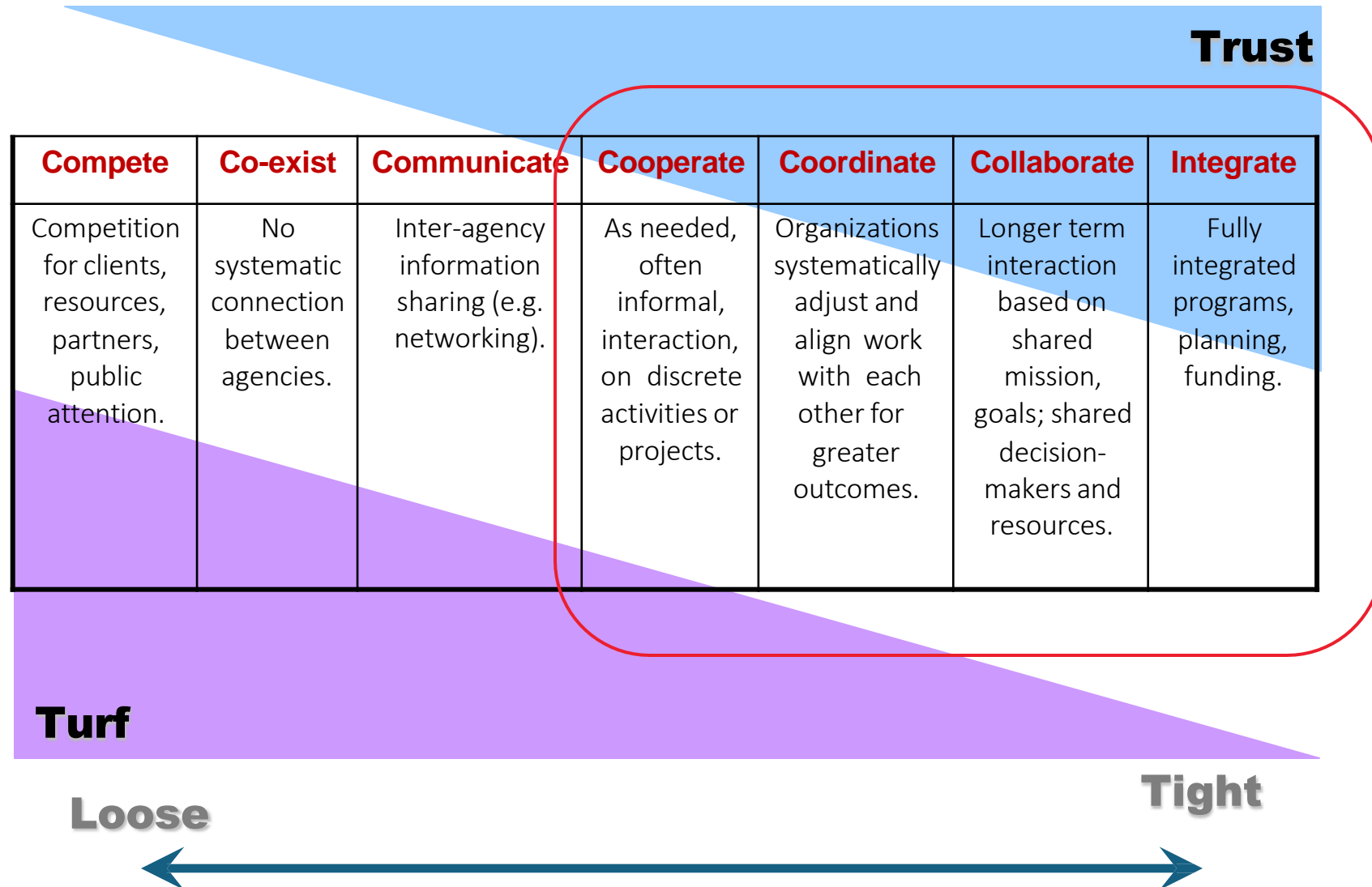
## **Shared Measurement System**

agreement on the way success will be measured and reported

## **Theory of Change**

defines long-term goals and then maps backward to identify necessary preconditions to reach those goals.

# The Collaboration Continuum



# Collaboration ≠ Collective Impact

- A core group of partners is committed to making a measurable impact on a specific social or environmental problem
- Making progress addressing this social issue at scale requires the involvement of nonprofits, philanthropy, the public sector, and the private sector
- Making significant progress against this issue requires systems change, and greater alignment and connection between many organizations
- Successfully making progress requires both scaling effective work across organizations, as well as identifying new innovative solutions



Collective Impact Readiness Assessment:  
Jan. 2014

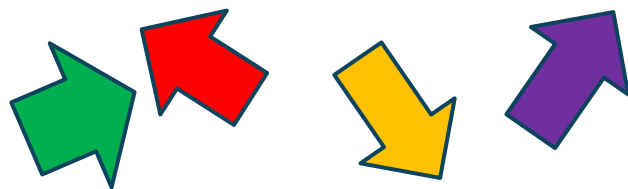




# From Isolated Impact to Collective Impact

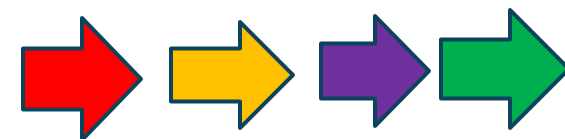
- **Isolated Impact**

- Organizations **work separately, each with their own goals and metrics**
- Evaluation attempts to **isolate** a particular organization's impact
- Large scale change is assumed to depend on **scaling organizations**
- Corporate and government sectors are often **disconnected** from foundations and non-profits.
- Funders select **individual grantees**

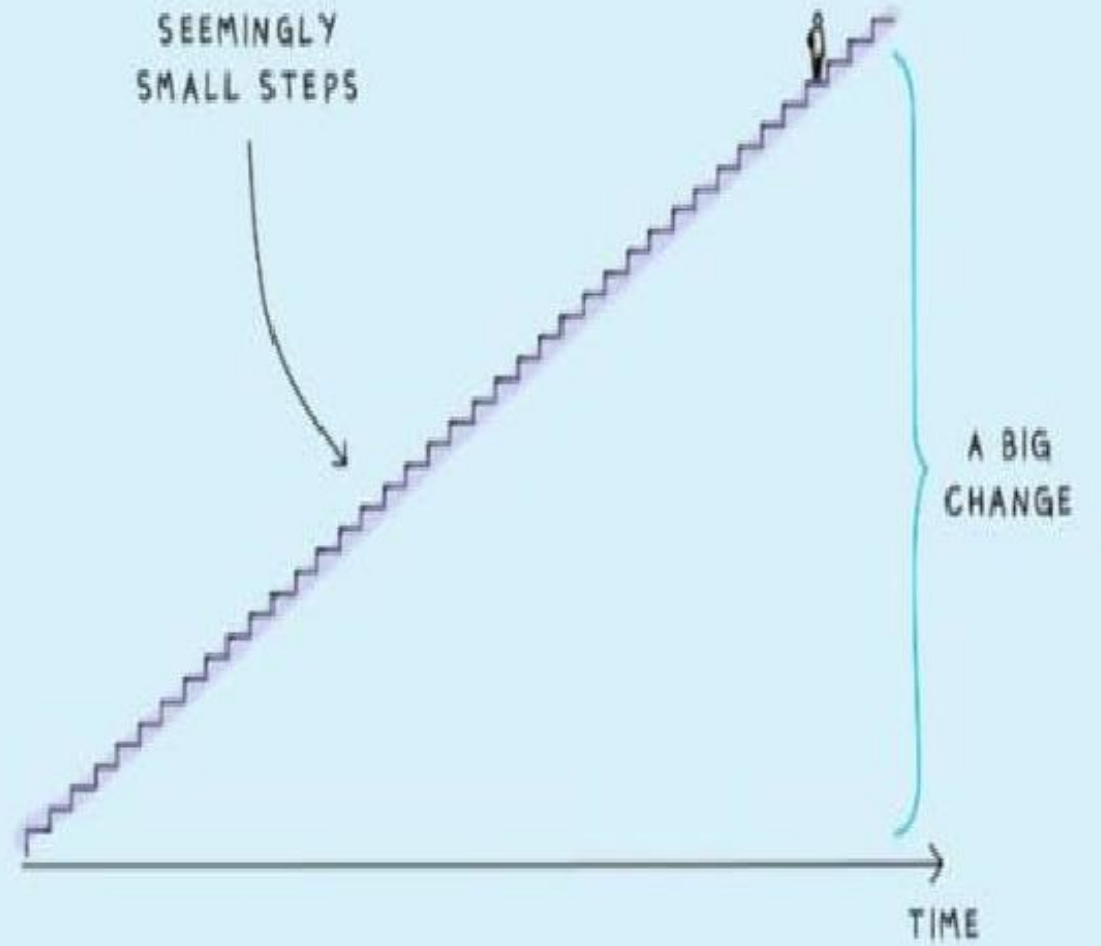
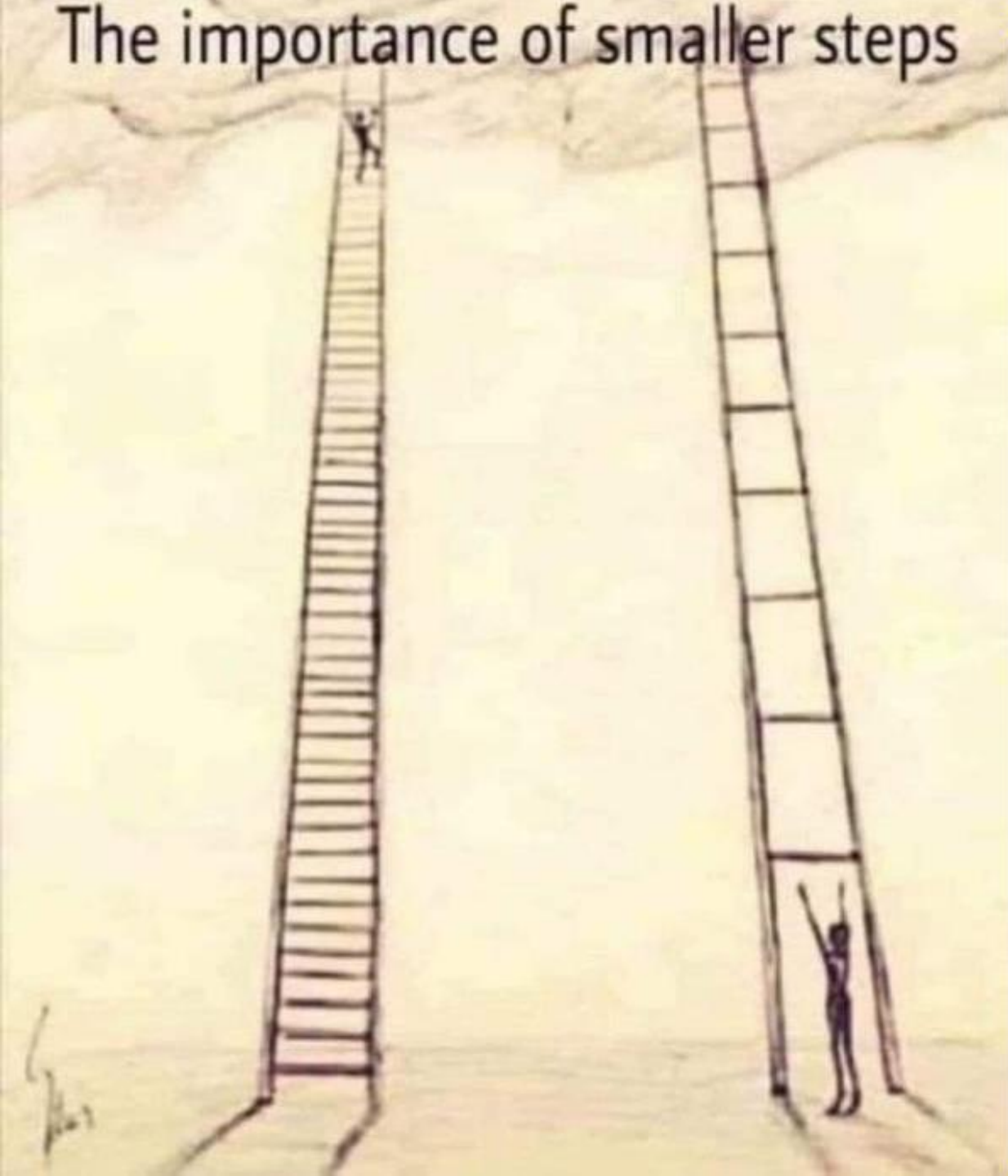


- **Collective Impact**

- All working toward the **same goal** and measuring the same things
- Organizations **actively coordinating their actions** and sharing lessons learned
- **Cross-sector alignment** with government, nonprofit, philanthropic and corporate sectors as partners
- Funders see their investments as part of a bigger puzzle with **multiple interacting factors**



# The importance of smaller steps



# An Invitation to All for Co-Creation

## We believe:

- Big change is often too big for one person or for one organization.
- Interdependence is key to big change.
- We need a more collaborative culture for sport to do better.

## We hope

that you will join the Sport in Ontario conversation by scanning the QR code and registering your contact information with us.

All registrants will receive an invitation to the first virtual conversation once details are confirmed.

[communitysportcouncils.com](https://communitysportcouncils.com)



YES WE CAN!