



SPORTHAMILTON STRATEGIC PLAN 2021-2024

Vision:

Sport in Hamilton encourages lifelong physical activity to enhance physical and mental well being of all citizens.

Mission:

To enrich sport and physical activity experience in the City of Hamilton by activating a values-based system that promotes, supports and enhances opportunities for all.

Values:

Safe, respectful and fun environments
Inclusive access for all
Fair play
Positive, respectful, ethical and professional behavior
Celebration of excellence and volunteerism
Sharing quality resources and developing strategic partnerships

Operating Principles:

Promoting quality sport and physical activity as outlined Sport for Life LTD Framework
Activities support sustainability
Effective Communication
Displaying effective management and fiduciary responsibility
High Five and True Sport Principles

2021 SportHamilton 5 Pillars of the Strategic Plan:

Pillar #1 Enhanced Participation: More diverse Hamiltonians engaged in quality sport and physical activities at all levels and abilities of participation.

Success Measures:

1. increase number of participants (athletes, coaches, volunteers, officials)
2. increase quality programs offered by SH to the sport community through S4L, CAO, NCCP
3. Increase number of trained sport leaders officials and coaches
4. Increase number of SH members
5. Positive participant feedback on the sport experience (leading to retention)

Initiatives:

1. Collect participation numbers from as many sport organizations as possible and track each year
2. Develop and promote benefits of SH membership, partnerships, stakeholders to foster and build relationships in the sport community, promote to register on website and to sign up for newsletter
3. Provide opportunities for sport organizations for coaches training, volunteer training, officials training
4. Develop sport champions from local sport organizations to share best practices and serve of the SH leadership team
5. Continue to champion AMD Grassroots Soccer Program
6. Communicate commitment to True Sport and call to action the sport community to join

Pillar #2 Enhanced Education: Increase number of Hamiltonians motivated to develop their skills through various learning opportunities in sport, physical activity and healthy active living.

Success Measures:

1. Offer coaches training of various aspects (Intro to physical literacy, Inclusive PL PL for Older Adults, Quality Sport, High 5, FMS, Movement Preparation, etc) through S4L, CAO, NCCP and other sport leaders in Canada
2. Partner with multi sectors to host OPLS, CAO or other conference/summit either virtual or in-person to support local and provincial sport leaders and coaches, officials, teachers/teacher-coaches
3. Provide updated and a variety of valuable resources for parents, teachers, coaches, officials to support training and learning
4. Increased understanding and awareness of True Sport

Physical literacy

is the...



Initiatives:

1. Inform local sport organizations of the offered opportunities and track uptake
2. Maintain and build various partners: multi- sectors and stakeholders to support programs, training, education
3. Collaborate with various expert and research organizations to provide updated resources
4. Successfully apply for various grants OTF and CEF (Sport and Active Lifestyles) , Smart and Caring True Sport: Investing in Sport – Investing in Community to potentially support various program opportunities offered and communication strategy
5. Embed and promote True Sport in all training and education programs offered. (ie True Sport Infographics, Coach and player selection guide, NoRefNoGame campaign, LTAD Matrix for sport org and coaches)
6. Display True Sport materials widely and broadly throughout community
7. Adopt a True Sport Policy and encourage sport organizations to do so as well
8. Promote True Sport tools and resources



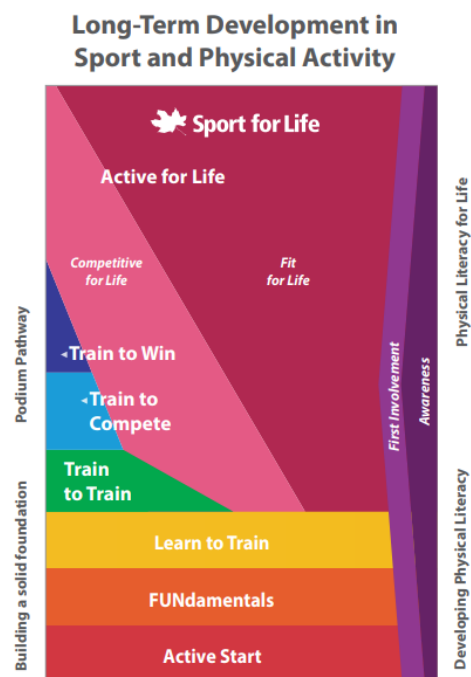
Pillar #3 Enhanced Capacity: Builder stronger coaches, volunteers, officials and sport organizations in Hamilton at all levels and all abilities.

Success Measures:

1. Increase the number of technology tools (Zoom) and use of more effective social media Twitter, Instagram, Facebook
2. More effective communication with various stakeholders
3. More trained coaches, volunteers, and officials in a number of sport organizations ie PL and Long Term Dev of Sport and PA
4. Recognition of stakeholders' achievements through BOC and SV Awards
5. Effective organizational and management structure
6. Increased awareness and understanding of True Sport by all stakeholder groups
7. More trained True Sport Champions

Initiatives:

1. Hosting meetings, webinars, workshops, summits for training etc
2. Provide opportunities for SH members and other coaches to attend webinars, workshops, summits, conferences
3. Contract a communication co-ordinator to manage and effectively use technology and website tools, social media for effective communication of all stakeholders and SportHamilton
4. Review, update SH policies, procedures, strategic plan annually
5. Connect and share True Sport moments/stories, tools, resources within communications and social media
6. Recognize athletes, parents, administrators, coaches, volunteers and parents who are living True Sport (True Sport Awards, share good sport stories)
7. Provide True Sport Champion training for coaches, leaders and community staff
8. Promote True Sport tools and resources



Pillar #4 Enhanced Interaction: Collaboration and communication between various local sport organizations and sport systems locally, provincially and nationally.

Success Measures:

1. Continue to maintain positive working relationship and strengthen relationship with City of Hamilton Healthy and Safe Communities Recreation Division
2. Enhance communication and engagement with local sport organizations
3. Maintain multi- sectors partners and stakeholders to support programs, training, education
4. Build and develop new partners to collaborate and mutually support each other's efforts
5. Lobby sport organizations to be supportive of hosting major sporting events ie. Commonwealth Games, Canada Summer Games and others.
6. Identify and strengthen leadership within the local sport organizations
7. More declared True Sport Members from the City of Hamilton across all member types (citizens, sport org, schools, coaches, officials, facilities, communities)

Initiatives:

1. Communicate regularly with CoH Rec Division to share and support each other's goals and endeavors (strategic plan)
2. Publish SH newsletter to provide updates information etc happening with SH and other stakeholders
3. Establish membership on various major event committees to support and advise on the events
4. Maintain ongoing communication with sport groups through effective social media, emails, and newsletter to encourage their support and interest in connecting to SH
5. Establish a communication strategy lead by a communication committee and SH comm coordinator
6. Call to action sport partners to join True Sport to set a universal expectation for sport in the community
7. Use sporting events to promote and communicate commitment to True Sport and engage more directly with parents ie. "The Ride Home" program/video resource
8. Host True Sport days/months/theme weeks ie. "True Sport Tuesdays" on social media

Pillar #5 Accessibility and Inclusion: Actively work with the CoH and other partners to ensure indoor and outdoor sports facilities are meeting the needs of both local sports organizations and recreational community with opportunities and access for all levels and of sport, abilities and diversity of sport/activity and culture.

Success Measures:

1. Partner with sport groups to lobby for facility development where there is an identified need
2. Support and promote fair and equal access to programs and public facilities to all sport organizations

Initiatives:

1. Assist with partners to identify need
2. Support partner initiatives
3. Remove barriers that restrict and limit access to participation in all sports
4. Display [True Sport Principles](#) in all relevant community languages.



True Sport Principles

Go For It

Rise to the challenge - always strive for excellence.
Discover how good you can be.

Play Fair

Play honestly - obey both the letter and spirit of the rules.
Winning is only meaningful when competition is fair.

Respect Others

Show respect for everyone involved in creating
your sporting experience, both on and off the field.
Win with dignity and lose with grace.

Keep It Fun

Find the joy of sport.
Keep a positive attitude both on and off the field.

Stay Healthy

Place physical and mental health above all other
considerations - avoid unsafe activities.
Respect your body and keep in shape.

Include Everyone

Share sport with others.
Ensure everyone has a place to play.

Give Back

Find ways to show your appreciation for the community
that supports your sport and helps make it possible.