



REPORT TO GENERAL COMMITTEE – COMMUNITY SERVICES AND ENVIRONMENTAL

TO: Mayor and Members of Council

FROM: Barbara M. Roth, Director, Recreation and Culture Services

PREPARED BY: Tamara Roth, Markham Sport Council Coordinator

DATE OF MEETING: 2006-Jan-09

SUBJECT: True Sport

RECOMMENDATION:

That the report entitled True Sport be received;

And that Town of Markham Council approve a resolution proclaiming Markham as a True Sport community;

And that the Markham Sport Council proceeds with the submission for Markham to be considered for a 2006 Bell True Sport Community Award.

PURPOSE:

This report provides the information on the national movement called True Sport. This is a movement committed to the belief that sport makes a powerful and positive contribution to the development of people and communities. It will outline the history of TRUE SPORT and the two-part process which can lead to Markham becoming a nationally recognized TRUE SPORT community.

BACKGROUND:

History – 2001-2003

The TRUE SPORT movement saw its beginning in August 2001 in a meeting of Federal, Provincial, and Territorial Sport Ministers in which the “Expectations for Fairness in Sport” were declared.

“ Whereas sport enriches the lives of Canadians in a multitude of ways: in their roles as participants, spectators, coaches and volunteers;

And Whereas, sport offers opportunities for the personal, moral and value-centred development of children and young people;

And Whereas, ethically-bases and safe sport promote an active lifestyle, self-esteem, healthy bodies, lifelong learning and strong team spirit;

And Whereas, sport is an arena for the development and realization of human excellence;

And Whereas, sport helps to build a civil society by forging healthy and cooperative communities;

Now Therefore, the Canadian Ministers of Sport, meeting at their 2001 Conference, August 10, 2001 in London Ontario, in conjunction with the 18th Canada Summer Games, agree to place new emphasis on reinforcing ethical principles as applicable to Canadian sport.”

Sport is history
Sport is experience
Sport is for fun
Sport is for character
Sport is for health
Sport is for excellence
Sport is for community

A Canadian Strategy for Ethical Conduct in Sport was developed from this meeting. This became the basis for an Action Plan that was developed in 2002 and updated in 2003

The Canadian Strategy for Ethical Conduct in Sport became a national initiative that focused its attention on the wide array of ethical issues that are reflected in sport. This strategy finds its home within the Ottawa based Canadian Centre for Ethics in Sport as the TRUE SPORT Secretariat.

The TRUE SPORT Movement

Vision:

The TRUE SPORT movement’s goal is to make sport one of Canada’s most valued public assets and in the process, contribute immeasurably to the social fabric of Canadian society.

Research by the Canadian Centre for Ethics in Sport confirms that, second only to the family, community sport is the most important influencing factor on values development in children. Community-based sport also plays a unique role in shaping Canadian citizenship and identity. There is perhaps no other sphere of community life where values are made so central and so explicit.

Values:

The following values apply across all levels of sport – individuals, teams, schools, leagues, associations, communities and even cities/towns.

Inclusion – TRUE SPORT ensures inclusion by increasing accessibility and opportunities for participation in sport, while providing a welcoming, culturally diverse sport community.

Fairness – TRUE SPORT embraces fairness by promoting fair and ethical sport programs which translate into a positive sport experience for participants. Values such as respect, fair play and a love of the game are ingrained in the philosophy and implemented in community activities.

Excellence – TRUE SPORT encourages sporting excellence and demonstrates high levels of participation in sport and physical activity. For example, a True Sport community boasts a number of aspiring and elite athletes, commits to hosting sporting events, and fosters a healthy number of sport clubs and recreation centres.

Fun – TRUE SPORT embraces the concept of FUN by ensuring that programs and services provide activities that focus not only on skills and competition, but also on the social aspect of participating in sport.

TRUE SPORT community is one where...
Everybody gets to play.
Sport and recreation are highly valued.
Sport volunteers are recognized and celebrated.
Programs and services are grounded on the values of excellence,
inclusion, fairness and fun.
Facilities and public play spaces are safe and welcoming.
Sport is viewed as an important contributor to the health and personal
development of youth.
There are opportunities which support both participation and the
pursuit of excellence.
Sport connects people; neighbours become friends.

OPTIONS/DISCUSSION:

In the May 2005 report to Council updating the activities of the Markham Sport Council short and long-term priorities were outlined and approved. One of the items – Link with Character Community was listed as “promote fair play in sport, which highlights the coach, administrator and participant roles in building respect.”

When reviewing the Character Community attributes of Optimism, Initiative, Perseverance, Respect, Responsibility, Honesty, Integrity, Compassion, Courage, Inclusiveness, and Fairness the similarities to the TRUE SPORT movements’ value-driven message of Inclusion, Fairness, Excellence and Fun were very apparent.

Since 2002 when Markham declared itself a Character Community, the value driven message has had a far reaching effect on the community overall. It has reached all children and their parents

through the school system, the print and television media broadcast the attributes, there are various training courses offered through the regional office for business, families etc., there is a website devoted to this message and resources around it.

Now is the time for TRUE SPORT to be the vehicle to deliver this same message to the Markham Sport Community!

Many community sport organizations already conduct themselves in the manner that they deliver their programs to children-adults in a fair, inclusive, fun and excellent manner, and now they can be recognized as leaders for their efforts.

The Markham Sport Council wants to recognize and celebrate the important values of sport in order to ensure that participants of all ages have the best experience possible and the first phase of this process is to proclaim Markham as a TRUE SPORT community.

The second part of this initiative is in January 2006 for the Markham Sport Council to complete an application to be considered for a 2006 Bell True Sport Community Award. This award is presented at the televised Canadian Sport Awards ceremony in March. Since its beginning in 2004 less than 6 cities/towns across Canada have received this award with Huntsville and Kitchener being the only recipients from Ontario.

The Markham Sport Council is greatly encouraged by the strong value-driven message that already exists in many aspects of Markham life, due to the Character Community program, the positive encouragement from the Recreation and Culture Department staff, the quality and number of sport indoor and outdoor facilities and the overall high quality community sport groups in Markham. These factors along with the many specific programs and services offered within sport organizations and the partnerships that exist make Markham an excellent candidate for this award.

FINANCIAL CONSIDERATIONS:

There is no financial cost to the Town or the Markham Sport Council to apply for the True Sport Community designation.

ATTACHMENTS:

Appendix A – True Sport Application Form (copy available in the Clerks Department)

Barbara M. Roth, R.D.M.R.
Director, Recreation and Culture Services

Jim Sales
Commissioner of Community and
Fire Services