

AGENDA
SPORT ALBERTA
Strategic Planning Session
Thursday, May 15, 2014
Room 2901B Red Deer College
Upon Conclusion of the AGM



Alberta Sport Plan

- Review (please come prepared to discuss)
 - Positives
 - Areas of Concerns
 - Additions
- Next Steps/Timelines (*noting a deadline of May 30*)

Discussion of Members impressions of the Alberta Sport Plan:

- Positively Identifies what needs to be done but how is this going to be accomplished is lacking.
- Disappointed on the lack of substance provided in the document.
- Visually appealing. The initial thoughts are there but it is lacking tangible outcomes.
- Recognized it to be an initial, high-level framework. A couple of items in particular that were not clear:
 - Comment about being the “national leader”. What does that mean? Is a national comparison enough? Using the example of Quebec now measuring internally versus international markers.
 - Make the goals and objectives clear.
 - Uses the terms “local delivery agency” rather than “clubs” and it likely should just state “clubs” because that is a big target group and they need to be clear why they fit.
 - Strengthen the athlete pathway – comes from a well-defined pathway so need that definition throughout the system.
 - Sense of urgency. Lacking a sense of urgency in this document.
- Delivered on the breadth of input that was provided but questioned the lack of an action plan. The document is very open ended and seems to allow for opportunities for groups to be involved in next steps but how will they and how deep will that interaction be?
- The document included some inspired vision but no plan. Open to interpretation so the plan could be achieved regardless of the interpretation. Was not obvious of where we want to go.

- Little reference to the previous Sport Plan. The new plan seems to be a “start over” and no acknowledgement of measurements and reflections on the plan up to 2010 as a basis evaluation and moving forward in the creation of a new plan.
- Document is likely an accurate reflection of the conversation and input received. As broadly as it is written right now almost impossible to not connect activities to the plan and say that it was aligned.
- It is a safe document but the sport sector needs a stronger position and this is not yet it.
- Consistent perception that this is not a plan yet. Engaged so many groups that it went beyond sport and is now hard to focus the document back to sport – consulted broadly so the result is a document that is very broad in scope.
- More robust a framework than expected – the right words are in the document but there is a lack of the plan. How will it move from the “right words” to mobilization?
- Need for HP plan for provincial level athletes.
- Need the flexibility within an action plan for each sport to mobilize within.
- Misleading to say that the data collected is really data. It was built on information but not data. Would encourage efforts and interest in to collecting measureable facts. The next stage needs facts and real measureable data.
- Need a clearly established working group that will commit to a permanent planning process. Report lacks ownership because not done/created by the people that are working in sport.
- It is a very “agreeable” document. Generally if a document or plan makes a strong statement then there is usually something controversial or something that stimulates discussion or disagreement.
- Lack of objectives and a plan leads to a lack of trust or confidence in the ability to move forward on the framework.
- Roles and contribution section of the document gives an impression that the sector is downplayed or a small player relative to the government and Alberta Sport Connection (ASC) that are the first in the list/graphic.
- The terms “examine” or “investigate” are used multiple times in the document – this is our opportunity to be involved in the next stage of the process.
- What will be the process for feedback to the plan (even perhaps more important than feedback to the framework).
- Only way to change is to depoliticize the plan.
- Perhaps it is a broad framework (the ministry written plan provides the broad message) and then the difficult decisions and plan is left to the sector to develop.
- Want to ask why we are afraid to be bold.

How can Sport Alberta (SA) work with ASC?

- We, as SA, have agreed previously that we believe we want to speak to high performance (HP) sport in Alberta.
- Defining the HP athlete in Alberta.
 - Used the example of the definition of HP athlete used in the Canadian Interuniversity Sport women's hockey pilot project.
 - Different agencies define HP differently. Not talking about a HP national team level athlete (they are taking care of at least somewhat) elsewhere.
 - The next level, the provincial level HP athletes are not getting much support. Reluctance to define athletes below national level as HP but we need to because those are the athletes that will advance to the next level very quickly.
 - There is a missing link to financially support the up and coming athletes.
- What are the recommendations to move forward with to ASC?
 - There have been a few changes that have occurred in Sport (creation of ASC, focus on sport). How influential has Sport Alberta been in helping to create that change?
 - Seeking direction/definition on where the national responsibility begins and where the provincial responsibilities end and how, in each sport because they are different, do we address that gap.
 - We want a robust system that enables athletes to move through.
 - It is our role to develop those athletes that are not yet taken care of.
 - Fund – at least the \$10 million that was previously promised.
 - Ensure access to ASDCs
 - Fund and support those athletes defined as HP athletes.
 - What can be put in to an action plan that can actually be impactful across sports? How you help the individual sports flourish within a plan that can address how to help across sports?
 - What is sport specific?
 - Age
 - Facility needs
 - What is generic across all (most) sports?
 - Sport Science Support
 - Coaching
 - Travel program
 - Stay away from dollars, we are about solutions to problems not just add more money to a system without having a process that works.
 - Development of an Advisory Board/Committee with influential working group to assist the ASC to work on what is needed.
 - Use the expertise in the room to take a crack at drawing out and delineating “system alignment” to show a coordinated sport system.

- Create a document and then state our commitment to what we are willing to do.
- Wish to align with ASC, as SA, to be able to go forward to the minister to show alignment within the sector. Starting to work together.
 - Start with Vision – define it.
 - Funding component.
 - Use High Performance Definition.
 - Create an Advisory Board/Committee.
 - Identify duplication of framework.
 - Suggest sport system alignment model.
 - Start with a comment that we as a sector are willing and committed to being engaged in the process.
 - Identify the vision that is lacking – be bold.
 - Sport commits to developing the metrics for an accountability framework for funding.
 - We are committed to working with working the government to develop the key performance indicators. (ie. a consequence or outcome of the indicators would be to finish first at 2019 games).

Next Steps:

1. Commitment of **all** individual members of Sport Alberta to provide online feedback to Alberta Sport Plan.
2. Engagement with Alberta Sport Connection
 - Action: S. Hayes to engage, by telephone and/or in person, with the ASC to offer SA's commitment to engage and assist in an urgent way.
 - Inquire: Where is the action plan? Who is responsible for it? Who can we, SA, help?
 - Confirm: Sport Alberta is committed to being a part of creating an accountable, metric, data driven, evidence-based action plan.

3. Written Response on behalf of Sport Alberta to Alberta Sport Plan

- A written response from Sport Alberta to the Alberta Sport Plan (drafted in advance of the May 30, 2014 deadline for feedback) to be drafted and available to submit to the Ministry pending discussions with Alberta Sport Connection.
- The letter is to address the following focal points:
 - An accountable, evidence-based, data driven, performance indicator plan is still needed.
 - External non-political committee that can make the hard decisions.

4. Collect and organize the thoughts of SA members. The information gathered would be ready for future engagement in the next steps of the Alberta Sport Plan.

- Action: K. Spriggs to poll, collect and circulate responses from Sport Alberta members on the following question:
 - What are your top three priorities (areas of focus) for engagement in the development of a measureable, accountable, evidence-based action plan to be developed based on the new Alberta Sport Plan?
 - I.e. Can we help to articulate what performance indicators are required to be successful and what data is needed to identify the gaps and inform the plan?

Discussion re: CBC Coverage of Amateur Sports

- CBC has recently announced significant cuts to their funding and staffing for sport coverage including amateur sport.
- This could be a major impact to sport organizations in Canada.
- Looking for individuals to join the call for concern about these changes.

Next Board Meeting (via conference call):

Wednesday, June 18 @ 12:00 Noon
Aim for the third Wednesday of the month.
Further details to follow closer the next call.