

Edmonton Sport Council Current Strategic Plan

Primary Purposes/Mandate

Advocate and support the development of stable and ongoing funding for sports in Edmonton;

Facilitate effective communication among Edmonton sport organizations and other key organizations, including all levels of government; and

Assist sport organizations and individuals by linking them to or providing them with sport related education and support services.

Strategic Priorities:

Positive Profile: Enhance the profile, visibility and credibility of the Edmonton Sport Council within the sport, corporate and larger community.

Effective Advocacy: Advocate effectively for the "value of sport" to our community.

Education Support: Facilitate access to sport related education, knowledge and expertise for sport organizations in Edmonton.

Positive Profile

Enhance the profile, visibility and credibility of the ESC within the sport, corporate and larger community

Key Results	Strategies	Lead Role & Time Lines	Achievements
The membership base will increase by a minimum of 100 members by the end of the 2003 fiscal year. (2004 Key result will be 250 members by the end of the 2004 fiscal year.)	Governance Structure: Clarify the governance and membership structures for the ESC.	Board of Directors 5 March & 25 Feb 03	Recommendations accepted 25 Feb 03 by the Board of Directors and presented to the membership at the 2003 AGM.
	Membership Drive: Develop and implement a membership growth plan. This will involve establishing membership growth objectives and targets, and systematically focusing energy and resources on recruiting new members.	Administration Begin Implementation 25 Mar 03	2002 year end membership 174, 2003 end of year membership 196. This represents an increase of 22 members.
The ESC will be recognized as the "voice for sport" in the Edmonton community.	Awareness Campaign: Develop and implement a public and community awareness campaign designed to profile the ESC as "the voice for sport" in Edmonton. This could include activities such as media advertising, regular newspaper columns, enhancing the web site, presentations, etc. to position the Sport Council as a leader and effective advocate for sport.	Administration Begin Implementation 30 June 03	Sign Up Fair, Silver Skate Festival, ActivEdmonton Launch, Northeast Resource Fair, United Cycle 75th Birthday Celebration, CIBC Run for Cure, Canadian Open World Squash Tournament, ActivEdmonton Resource Guide advertisement, community presentations (service clubs & City of Edmonton Community Services Social & Recreational Services Centres), posters and bookmarks, membership form, web site enhancement.
The ESC will be a "top of mind" representative on major sport related initiatives and committees.	Member Communications: Establish and maintain effective communications with our membership to ensure that we understand their needs and priorities and that they understand our role and contributions to sport in Edmonton.	Administration Ongoing	The GamePlan, E-News, emails, strategic plan survey, membership renewal survey, electronic surveys (to the entire membership & subsets of the membership) on a variety of issues. Average of 101,472 hits per month May 2000 through Dec. 2002. Average of 123,663 hits per month in 2003 (22% increase).
The ESC will be viewed by sport organizations in Edmonton as effective and relevant.	Community Networking: Establish and maintain strong relationships with key stakeholder and community organizations involved with sport.	Board of Directors Ongoing	Joint Use Sub Committees, 2005 Master Games, City of Edmonton Community Services Board liaison, Salute to Excellence, ASRPWF liaison meetings, Open Doors for Kids, Institute for Olympic Education (U of A), Edmonton Federation of Community Leagues
The number of hits to the web site will increase by 10% per year for the next three years. (2004 Key result will be a 10% increase in the number of visitors for both of the next two years.)	Partnerships: Identify and establish partnerships with selected public and private organizations where these will add value and contribute to the achievement of our strategic priorities. E.g., professional sports clubs, the regional health authority, etc.	Board of Directors Ongoing	ActivEdmonton, Edmonton Events International, City of Edmonton (Pesticide Advisory Committee, Sports Field Strategy & Facilities Master Plan, 2004 Celebration Committee), ESC Honourary Directors, Joint Use Sub Committees (School and Recreation, Sport Fields, and Site Design) Edmonton Chamber of Voluntary Organizations.

Education Support

Facilitate access to sport related education, knowledge and expertise for sport

Key Results	Strategies	Lead Role & Time Lines	Achievements
The ESC will be viewed as a useful source for sport related education, knowledge and expertise.	Identify Needs: Identify priority training & development areas for sport organizations. E.g., coaching, coaching code of ethics, risk management, medical supports etc.	Administration 15 March 2003	ESC Surveys , formal and informal, to the entire sport community and/or to a sub sector have been conducted to identify needs.
Access to high quality educational opportunities and programs will be available for our members.	Link Resources: Identify and maintain a current inventory of high quality educational programs and courses offered in priority areas and link member organizations to these resources.	Administration Ongoing	Other Educational Opportunities and Resources have been identified & communicated to the sport community including New Gaming Regulations, Web Site, Privacy, Grantsmanship, Insurance, Privacy Information and Protection Act, Applied Marketing & Communications in Fund Development, Strategic Management of Fund Development Campaign, Fund Development Approaches - grant and proposal development, Internet Marketing, Electronic Newsletter, Marketing.
Members will be aware of the sport education opportunities available and how to access these.	Educational Programs: Offer sport related workshops in selected high priority under-serviced areas.	Administration Ongoing	ESC Workshops Privacy and Personal Information in Alberta, Web Site Development and Utilization.
Levels of participation by sport organizations in targeted educational programs and courses will increase.	Facilitate Information Exchange: Establish networks with key service delivery organizations and provide a forum for national organizations to interface with our sport groups.	Administration Ongoing	Voluntary Sector Initiative, Sport Ethics, Fair Play, Alberta Sport, Recreation, Parks & Wildlife Foundation (Coaching Education Transition), Alberta Gaming and Liquor Commission, Edmonton Federation of Community Leagues, Wild Rose Foundation (Vitalize), Leisure Information Network, Sport Information Resource Centre, Sport Matters, Active Living Alliance, Canadian Sport Centre Calgary.

Effective Advocacy

Advocate effectively for the "Value of Sport" to our community

There will be increased awareness by the public and the government of the value and benefits of sport.	Public Policy Paper: Build upon the substantial amount of work that has already been done to develop a comprehensive position paper that summarizes the benefits to society of investing in sport; and use this paper as a vehicle to instruct the development of "enlightened sport policy" by various levels of government.	Administration 30 June 03	Paper completed and on web site and is used in part, or in whole, whenever possible.
Increased attention will be focused in our schools and health care system on the importance and benefits of sport.	Committees: Effectively advocate for the value of sport as members of local, regional and provincial committees dealing with public policy relating to sport.	Board of Directors Ongoing	Canadian Ethics in Sport Regional Consultations, Alberta Sport Plan, City of Edmonton Community Dialog Sessions.
Increased funding levels for sport will be viewed by government as a cost effective investment in a healthy lifestyle.	Focus Resources: Target ESC participation and resources on key initiatives that advance the "sport development agenda".	Board of Directors Ongoing	Mobilization of the public to respond to the Alberta Sport Plan, City of Edmonton Facility Master Plan community meeting, multi-sport field tournament site initiative.
	Increase Access: Advocate for municipal, provincial and federal policies that increase opportunities and remove artificial barriers to participate in sport activities, including participation by groups who do not see the value of sport or are hard to reach.	Board of Directors Ongoing	MLA Review Committee on Charitable Gaming Licensing and Use of Proceeds submission resulted in favourable changes for sport.
	Healthy Lifestyles: Partner with the City of Edmonton, Capital Health Authority and the local school boards to profile the benefits of sport as a major contributor to a healthy lifestyle and better health. E.g., work with partners to develop a "Get Edmonton Active" campaign.	Administration Ongoing	The ESC is a major partner in Activedmonton that envisages Edmonton as a leader in physical activity and the most active city in Canada.
	Charitable Status: Continue to work to position sport as a charity.	Administration Ongoing	

Strategic Plan ESC