

# THE GAME PLAN

FALL 2011



**EDMONTON  
SPORT COUNCIL**

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VOLUME 15 ISSUE 4

# ON BEHALF OF SPORT

The Edmonton Sport Council (ESC) since inception has sought to make valuable contributions as participants to ongoing local, regional and provincial committees that advance the greater voluntary sector, including sport. As a result of our efforts and hard work, the Edmonton Sport Council's leadership in sport has been recognized across Canada, therefore the ESC continues to be invited to participate in major sport consultations, including the Canadian Sport Policy Renewal process and Active Alberta: A Recreation, Active Living and Sport Policy.

Where networks, committees or initiatives were lacking, the ESC has worked with others to develop, or to assist in developing them within the sport and larger voluntary sector. These efforts have resulted in the creation of entities such as Alberta Sport Development Centre – Capital Region, Edmonton Chamber of Voluntary Organizations and Coach Alberta.

shared issues, building the capacity of both sectors to participate in the partnership as well as capacity to better serve Albertans, and engaging both sectors in an integrated policy dialogue.

As one of eleven NPVS leaders with the interest and ability to work on cross-sectoral challenges at a provincial scope, Gary will be working with eleven senior GOA representatives from Executive Council and the Ministries which interact with the NPVS. These Ministries include Tourism, Parks and Recreation, Culture and Community Spirit, Justice and Attorney General, Service Alberta, Children and Youth Services, Seniors and Community Supports, Employment and Immigration, Solicitor General and Public Security, and Municipal Affairs.

Given its size and how it differs from many of the other sectors of the voluntary community, representation of the sport (and recreation) sector is essential. A 2004 Statistics Canada report (Cornerstones of

Community: Highlights of the National Survey of Non-profit and Voluntary Organizations) identified that Sport and Recreation is the largest sector of all voluntary organizations in Alberta at 26% (4,973 organizations) engaging 28% of all volunteers and 23% of all the time given by volunteers. It accounts for only 5% of all revenues of non-profit and voluntary organizations, and derives 88% of this from sources other than government (only Religion, and Business and professional associations and unions

rely less on government funding). At the same time the sector accounts for only 6% of paid employees across all sectors and 74% of sports and recreation organizations have no paid employees.

For more information on the Initiative and the Framework for Collaboration please visit the ANVSI at <http://culture.alberta.ca/anvsi/>



Therefore, the ESC is most pleased that Gary Shelton, the ESC Executive Director, has been appointed by Culture and Community Spirit Minister Lindsey Blackett to the Alberta Nonprofit/Voluntary Sector Initiative (ANVSI) Collaboration Committee. The Committee is responsible to provide the leadership, accountability and oversight in the development of collaborative mechanisms to achieve the outcomes mutually agreed to by the Non-profit/Voluntary Sector (NPVS), and the Government of Alberta (GOA). These broad outcomes include creating solutions for commonly

## PHOTO CREDITS:

2011 WESTERN CANADA SUMMER GAMES

# OUR PROSPECTS - JADEN OSTAPOWICH

Jaden Ostapowich is a great example of what desire is all about.

An 800-metre outdoor track specialist with the Edmonton Thunder Track Club and the Canadian National Development Team, Jaden also competes in 600-metre and 1,000-metre distances indoors for the University of Alberta Golden Bears.

He's a converted cross-country runner and road racer who routinely ran 3 km and 5 km distances, before winning the 800-metre provincial outdoor high school championship.

The 21-year-old's greater ambitions lie at the world and perhaps Olympic levels, likely to be achieved at the 800-metre discipline, and possibly with the 4x400-metre relay team.

Under Thunder Head Coach Glen Playfair, Ostapowich became a nationally carded athlete this year. That modest financial infusion will help him through the long days and weeks of training, travel and competition. No one makes much money in Canadian track and field, but the dream is much bigger than that anyway.

"My main focus is track," Ostapowich says. "Other things take a hit. Money takes a hit. The hardest part is funding. It's awfully tough being an amateur athlete in Canada. You don't have time for a job due to training and travel demands, so it's important to reach carding standards."

Foremost for Jaden is running, developing speed in the 800. "800 is a long sprint ... you kind of pace yourself but are still moving at top speed," Ostapowich says.

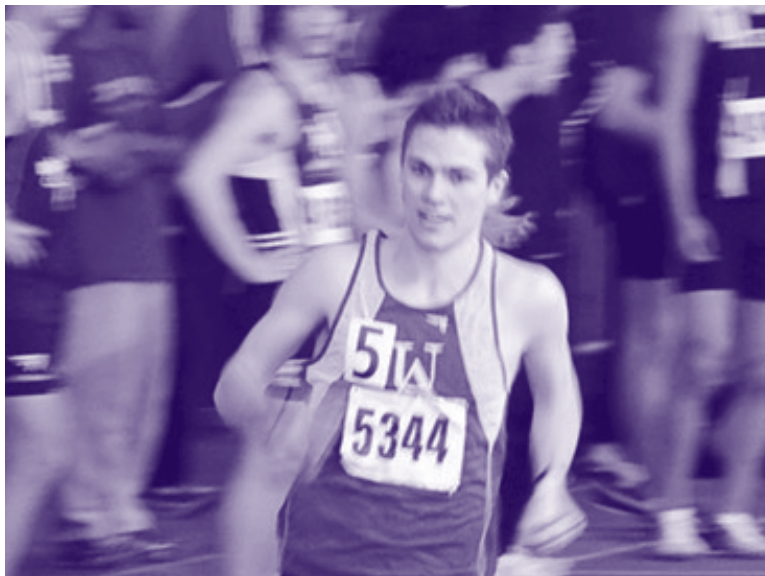
The keys to speed in that distance? "A good start, a good first 200, a strong second 200, and if you are sitting well at 600, then it's just what your body has left in the final 200," he explains.

His finest moments came in 2011 when he won the CIS 1,000-metre championship, as well as the Canada West 1,000-metre. In 2010 he finished first in the 800-metre final at the Harry Jerome Classic in Vancouver, and also took Halifax in the 800-metre.

Doing all this with correct dedication requires outstanding time management, when coupled with university courses much of the year. It's exactly the formula a focused, goal intensive, passionate

athlete learns to exist within. After all, there are mammoth goals to achieve.

"The 2012 Olympics is too soon, but my plan is more for Rio in 2016 at age 25 or 26. My biggest short-term goal this year is to keep my progression of reduced times. I feel I've been gifted. Every time I get on the track and run, it's just something I love to do. I love seeing how fast I can go. I can do this!"



Original article by Tim Dancy and photograph contributed by:

**Prospect  
Magazine**

**Showcasing Alberta's future prospects in Sport & Athletic Competition.**

**Prospect Magazine** is the only publication of its kind that is dedicated to providing recognition entirely to athletes at the amateur level from our community.

The magazine is free and available at various locations throughout the Capital Region. Visit [prospectmagazine.ca](http://prospectmagazine.ca) to find a location near you.

Requests for story considerations should be directed to Terry Nistor at 780-940-4004 or by email to [terry@bluescorpion.ca](mailto:terry@bluescorpion.ca)

# ALBERTA LOTTERY GRANTS

Analysis of the Alberta Lottery Fund reveals significant declines in the number and value of awards granted to Edmonton sport organizations. This analysis includes grants from the Alberta Sport, Recreation, Parks and Wildlife Foundation (ASRPWF), Community Facility Enhancement Program (CFEP), Community Initiatives Program (CIP), and Other Initiatives Program (OIP).

For these four major established Lottery Grant programs, the total number of all grant awards to Edmonton sport organizations decreased from 107 (2008-09) to 83 (2009-10) to 82 (2010-11), and the total money awarded has decreased by 57% since 2008-09. The only bright spot has been the increased support for athletes and sport organizations through the ASRPWF.

CFEP awards to Edmonton sport organizations decreased from 27 awards worth over \$2 million in 2008-09 to 14 awards worth \$726,128 in 2010-11. The number and value of awards to all Edmonton recipients has increased steadily since 2006-07. Over this period, CFEP funding has been stable above \$38 million with a small increase in the number of recipients.

Program funding to Edmonton sport organizations, through CIP, decreased from 49 awards and over \$1 million in 2008-09 to 16 awards worth \$346,550

in 2010-11. The number and total value of awards to all Edmonton organizations also decreased significantly over the past two years. Across Alberta, CIP funding decreased from over \$29 million (2008-09) to about \$23.5 million (2010-11). However, of this some \$6.5 million is restricted to funding international assistance, voluntary sector advancement program, and operational assistance.

OIP funding was provided to two Edmonton sport organizations this past year for a total of \$275,000 to host competitions (one organization received \$300,000 in 2009-10). Provincially, OIP funding decreased by over \$4 million from 2009-10, although the number of recipients has remained almost the same.

On the bright side, over the 2009-10 and 2010-11 years, grant funding from the ASRPWF increased to Edmonton sport organizations. The ASRPWF distributed 36 sport awards worth \$68,533 in 2009-10 and 50 awards worth \$73,490 in 2010-11 to Edmonton recipients. Both significantly increased from 2008-09. However, it must be noted that funding to provincial sport organizations was reduced significantly in 2009-10.

Lottery Grants information can be found at: [www.tpr.alberta.ca/grantprogram](http://www.tpr.alberta.ca/grantprogram) while recipients is at [www.aglc.gov.ab.ca/alf\\_public/who\\_benefits](http://www.aglc.gov.ab.ca/alf_public/who_benefits)

The Edmonton Sport Council is a non-profit society that advocates on behalf of sport to facilitate a better sport experience in Edmonton. Members include individuals, sport and other community organizations, business, and members of government who believe in, and wish to publicly support the vision of quality sport experiences for all Edmontonians.

## NEW MEMBERSHIP APPLICATION

Organization Name (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Membership Fees    \$75.00 Group                      \$50.00 Associate                      \$15.00 Individual

\* Visit [www.edmontonsport.com/membership\\_info](http://www.edmontonsport.com/membership_info) for membership category definitions

I have enclosed a cheque payable to Edmonton Sport Council OR

Please charge my credit card                      VISA                      MasterCard

Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

A receipt and confirmation letter will be mailed to you following membership processing.  
We value your privacy. All information will be kept confidential within the Edmonton Sport Council.

# THE CITY OF EDMONTON AND CS4L

A recent position paper on the renewal of the Canadian Sport Policy by the Canadian Parks and Recreation Association (CPRA) begins to shed some light as to how municipalities could advance Canadian Sport for Life (CS4L). Within the paper, CPRA states that “there is little question that the key elements of CS4L are highly compatible with community recreation.”

CPRA presents that there are a number of areas where municipal recreation departments and sport can work more closely together, and where the CS4L model serves as a valuable construct. In most of these areas the City of Edmonton has been a trend setter prior to the introduction of the new national sport development model. These areas are:

## Sport Councils

Supported by the City of Edmonton, the Edmonton Sport Council is one of the senior sport councils in Canada which provide a collective voice for sport, and break down barriers between sports, serve as a liaison on sport issues, and seek to build the capacity of the local sport community.



## Facility Planning and Provision

As recommended by CPRA, Edmonton sport groups have had the opportunity to be involved in the master planning and facility feasibility study processes, and to be engaged at the onset of facility development to advocate for facilities that meet multi-sport needs. Edmonton’s partnership model has enabled sport groups to make significant capital contributions to projects, either in terms of construction or equipment purchase.

While CPRA recommends that legacy funds from senior governments for ongoing operation be established, the size of events that may be realistically hosted in Edmonton limits, but does not eliminate, legacy opportunities.

## Access and Allocation Policies for Sport Groups

As to CPRA’s recommendation to create principles and practices of fair allocation of facilities to sport groups, the City of Edmonton established an Arena Users Committee in the early 1990’s. It has more recently established committees for sport field, gymnasium, and aquatic users. These committees:

- allocate facilities based on “standards of play” principles which ensure new sport organizations or sports receive their “fair share” of facility time;
- allocate facilities based on policies which are transparent and established by the users;
- hold regular meetings; and
- support reducing user fees through subsidies for children and youth.

## Municipal Planning and Sport Strategy Development

Strategic documents now guiding the City of Edmonton in the area of sport (and recreation) are the Recreation Facility Master Plan 2005 - 2015, and the Urban Parks Management Plan 2006 - 2016. Numerous supportive plans such as the Ten Year Arena Capital Development Strategy 2009 - 2019 also exist. These are in keeping with CPRA’s recommendations that “municipal recreation and parks departments commonly carry out annual strategic planning processes, as well as more comprehensive master plan processes every 5-10 years.”

In the most recent strategic document, *The Way We Live: Edmonton’s People Plan* (approved by City Council in July 2010), Objective 2.4 is “the City of Edmonton has a vibrant, diverse sports sector for all Edmontonians.” One of five “strategic policy directions” is that the City of Edmonton (2.4.1) “partners with the sport community, post-secondary education institutions and other stakeholders to develop a sports strategy.” This would place the City of Edmonton, along with a few others such as the City of Vancouver as also having “developed complementary Sport Strategies which more specifically identify the roles of partners and strategies to be undertaken”.

## Supporting Physical Literacy Program Development: Stages 1-3

CPRA believes that enhanced collaboration among recreation, sport and other players is necessary to support the development of physical literacy and the successful entry into sport programs. Strategic policy directions for the City of Edmonton in The Way We Live which speak to this are:

- (2.4.2) partners with community leagues, school boards and organizations to build neighbourhood and community based sports.
- (2.4.3) partners with sports organizations and individuals to provide opportunities for all Edmontonians.
- (2.4.4) encourages sports development through play.
- (2.4.5) encourages best practices in sports development.

CPRA recommends that municipalities:

- provide focused physical literacy development programs for younger children;
- expose participants in physical literacy and introductory skill classes to related sport programs available in the facility or community;
- distribute information about physical literacy principles, parental roles, and CS4L;
- provide introductory skill exposure opportunities in a variety of sports in partnership with sport in summer camps and other program settings.

## Canadian Sport for Life

CPRA believes that “there needs to be recognition of the important role that (municipal) recreation plays in supporting sport for life and physical activity for life, through the same principles and mechanisms that are identified through the physical literacy stages; the role of (municipal) recreation to support ongoing participation in sport and physical activity is evidenced through the proliferation of active living strategies across the country, and the development of facilities that provide access for lifelong participation. Lastly, it believes that municipalities play a significant role in ensuring parks and recreation facilities and programs are available to allow athletes to remain active and healthy for life.”

The City of Edmonton has the opportunity to take a leadership role in bringing these interests together in Edmonton to support the first three stages of the CS4L model and to create a physically literate and active community.

**About CPRA:** CPRA’s membership is comprised of more than 2,600 parks and recreation practitioners and volunteers in Canada from municipalities, not-for-profit organizations, the private sector and all levels of government. One of CPRA’s many partners is the Alberta Recreation and Parks Association. It represents a large portion of Alberta municipalities as well as corporate, academic, student, volunteer and individual recreation practitioner and affiliated stakeholder members.

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OFFICIAL NEWSLETTER OF THE EDMONTON SPORT COUNCIL

FALL 2011

VOLUME 15 ISSUE 4

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Canadian Publications Mail Product Sales Agreement #40034024