

Attachment 1 – Sport Plan Update 2025-2029

Stakeholder Discussion Guides and Community Survey Questions

Discovery Interview Guide was used while meeting with the Mayor, members of Council and Staff. Meetings were held between the consultant and elected officials during Phase 1 and 3 of the Sport Plan Update lifecycle.

1. What does success look like for this project?
 - a. Are there specific outcomes you are looking to achieve that would define “success”?
2. What are the key internal and external challenges facing the Town that will impact the update of the Sport Plan, or it’s implementation/long-term success?
3. What feedback have you received from constituents about Aurora’s current sports programs and facilities?
4. What are some unique expectations and needs of different stakeholders and constituents?
5. Are there any key risks we should be aware of?
6. What components or elements of the current Sport Plan, in your opinion, that absolutely must be retained going forward?
7. What new concepts must be incorporated into the updated Sport Plan going forward?
8. Is there anything else you’d like for us to know or believe is important to consider as we update the Sport Plan?

Parks & Recreation Advisory Committee Guide was used while Optimus SBR attended the committee meeting. This engagement session was held during phase 2 of the Sport Plan Update lifecycle.

1. Our engagement with the Town is focused on developing an updated Sport Plan for Aurora. From your perspective how do you define the difference between Sport and Recreation?
2. With respect to sport in Aurora and the support which the Town provides to Sport organizations:
 - a. What is working well, and what opportunities exist for future support?
3. As a consideration to the above question, consider the following themes/pillars:
 - a. Leadership & Development Opportunities
 - b. Sport Participant
 - c. Support of Community Sport Sustainability
 - d. Sport Tourism
4. What activities or mechanisms could the Town establish to increase resident participation and involvement in sport?

5. Ensuring a lens of diversity, equity, and inclusion across the Sport Plan is an important element of this project. What supports or role would you hope the Town can provide in this area?
6. Are there any other insights or details you'd like to share with us?

LSO/CSO Group Discussion Guide was used during the multiple sessions with the LSO' sand CSO's.

1. Can you provide an overview of your LSO or CSO?
2. How would you describe your current relationship with the Town?
 - a. What aspects are working well, and what challenges or issues have you encountered?
3. Is there current support from the Town for the following pillars (which are a subset of the existing pillars), and how would you evaluate that support (effective or ineffective)?
 - a. Leadership & Development Opportunities
 - b. Sport Participant
 - c. Support of Community Sport Sustainability
 - d. Sport Tourism
4. What would you like to see in terms of support or initiatives for each of the pillars?
5. What would you hope the Town would do to help you in achieving your goals, supporting your values, and supporting your delivery of sports?
6. How do you feel about the concept of a Sport Council?
 - a. If one were to be enacted, what role/activities would you hope it would conduct?
7. Is there anything else you would like to see included or considered in the Sport Plan?
8. Diversity, equity, and inclusion is now being included as an element across and within all pillars of the Sport Plan, what supports or role would you hope the Town can provide in this area?
9. Are there any other insights or details you'd like to share with us?

Community Organization Discussion Guide was used during the multiple sessions with various community organizations. Please expand on the work your organization does in the community.1. How does your organization interact with sports and recreation in the Town?

1. How do you see the current sports and recreation landscape in Aurora?
 - a. Are there any particular challenges or strengths that stand out?
2. What role do you think sports and recreation play in fostering community engagement and inclusivity?

- a. Are there specific groups or demographics that could benefit more from sports programming?
3. What types of partnerships or collaboration opportunities do you think would benefit the Town's sport and recreation initiatives?
 - a. Are there existing programs or resources that should be expanded?
4. Are there barriers that you've noticed in terms of accessibility or inclusivity in sports and recreation in Aurora?
 - a. How do you think these barriers could be addressed?
5. How do you feel your organization could contribute to the updated Sport Plan?
 - a. Are there areas where you feel your organization's expertise could help achieve the Town's goals?
6. What are your thoughts on the balance between organized and informal (drop-in) sports activities in the community?
 - a. Do you think there is a need for more flexible, community-driven sports opportunities?
7. Are there specific resources or supports that would help improve sports and recreation participation within the community?
 - a. What would your organization need to better support sports and recreation activities?
8. How do you see the updated Sport Plan aligning with broader community priorities such as health, wellness, and economic development?
9. Is there anything else you would like to share about the future of sports and recreation in Aurora?

Online Survey was used to invite the broader Aurora community to participate in an anonymous survey as it relates to sport in Aurora with 268 participants.

1. Do you or your family participate in organized sports? (Yes/No)
 - a. If yes, who participates?
 - b. Please select all that apply:
 - i. Myself
 - ii. Significant other
 - iii. Child/Children
2. Please select all that apply:
 - a. Organized sports (e.g., league sports, teams)
 - b. Drop-in activities (e.g., community center programs)

- c. Organically organized sports (e.g., pick-up games with friends at municipally owned buildings)
 - d. Recreational outdoor activities (e.g., hiking, cycling)
 - e. Other, please describe
3. How do they participate?
- a. As a participant/player
 - b. As a coach/leader
 - c. Referee and/or official
 - d. As a volunteer
 - e. As an Administrator/Board Member
 - f. Other (please describe)
4. How do you describe your gender identity? (Open Text Box)
5. How do you describe your ethnic background? (Open Text Box)
6. Do you identify as a member of a racialized group or community? (Yes/no)
- a. If yes, and if you are comfortable, can you please identify which group(s) or community(ies) you identify with? (Open Text Box)
7. What is your age range?
- a. Select one:
 - i. Under 18
 - ii. 18-24
 - iii. 25-34
 - iv. 35-44
 - v. 45-54
 - vi. 55-64
 - vii. 65 and over

Disclaimer: The information from the first five questions will be used for registration purposes and data will be used to make informed decisions by Town staff as it relates to programs and initiatives for the Aurora community. This information will be kept secure and private and will not be used for discriminatory purposes.

Personal information collected as part of this registration form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56 and will be used by The Corporation of the Town of Aurora for planning for future programs and initiatives. Questions about this collection should be directed to the Municipal Clerk of the Town of Aurora at 100 John West Way, Aurora, Ontario, L4G 6J1 (Telephone: 905-727-3123).

8. What sports are you involved in? (Select from the list of options)
- a. Rugby
 - b. Tennis
 - c. Softball
 - d. Swimming
 - e. Martial arts
 - f. Soccer
 - g. Baseball
 - h. Bocce
 - i. Slo-Pitch
 - j. Hockey
 - k. Skating
 - l. Sports Hall of Fame
 - m. Gymnastics
 - n. MMA
 - o. Badminton
 - p. Kids Supergym
 - q. Basketball
 - r. Cricket
 - s. Lacrosse
 - t. Special Olympics
 - u. Baton
 - v. Sport Aurora
 - w. Volleyball
 - x. Curling
 - y. Football
 - z. Artistic Swim
 - aa. Other
9. If you don't participate in sports what are the reasons?
- a. Lack of time
 - b. Lack of interest
 - c. Cost
 - d. Accessibility (e.g., transportation)
 - e. Health concerns
 - f. Other - please specify
10. Are you aware of the Town's Fair Access program, which provides financial assistance to help residents participate in sports and recreation? (Yes/No)

11. What barriers, if any, do you perceive that prevent you or others from participating in sports? (Open Text Box)
12. Do you feel the current sports and recreation landscape is accommodating for those who want to participate, fostering an environment of diversity, equity and inclusion? (Yes/No)
13. If you have any additional thoughts, please share them. (Open Text Box)
14. Have you visited the Town of Aurora/Sport Website? (Yes/No)
 - a. If yes, what information or resources did you find most useful? (Open text box)
 - b. If no, what information or resources would you like to see on the website? (Open text box)
15. What would need to change or happen for you to participate in sports? (Open Text Box)
16. How would you rank the current sports landscape in our community?
 - a. (Please use the following scale: Very Poor/Restrictive, Poor/Restrictive, Okay, Strong/Accessible, Very Strong/Accessible)
17. As it relates to the sports and recreation landscape in Aurora, have you engaged with the Town before? (Yes/No)
 - a. If yes, for what purpose, and how was your experience? (Open Text Box)
18. As it relates to the four pillars of the Plan (Leadership & Development Opportunities, Sport Participant Experience, Support for Community Sport Sustainability, Sport Tourism) are there any tools or supports that the Town offers that you are aware of?
 - a. Are there any tools, templates, workshops, or other supports you would find helpful?
19. How would you rate your experience with the tools and supports provided by the Town related to sports and recreation? For example (Sport facility booking, coaching and leadership programs, facilities and fields allocation)
 - a. (Use a matrix or ranking system, such as 1 to 5, with 1 being poor and 5 being excellent)
20. What additional supports or tools would you like to see offered by the Town? For example (Coaching or leadership development programs, additional sports programs or workshops, improved communication about sport events and programs)
 - a. (Select from the list of options and provide an "Other" option with an open-ended response box)
21. Is there anything else you would like to share? (Open Text Box)