



Sport Plan Update

Council Presentation



→ February 11, 2025





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Project Mission & Success

→ Project Mission

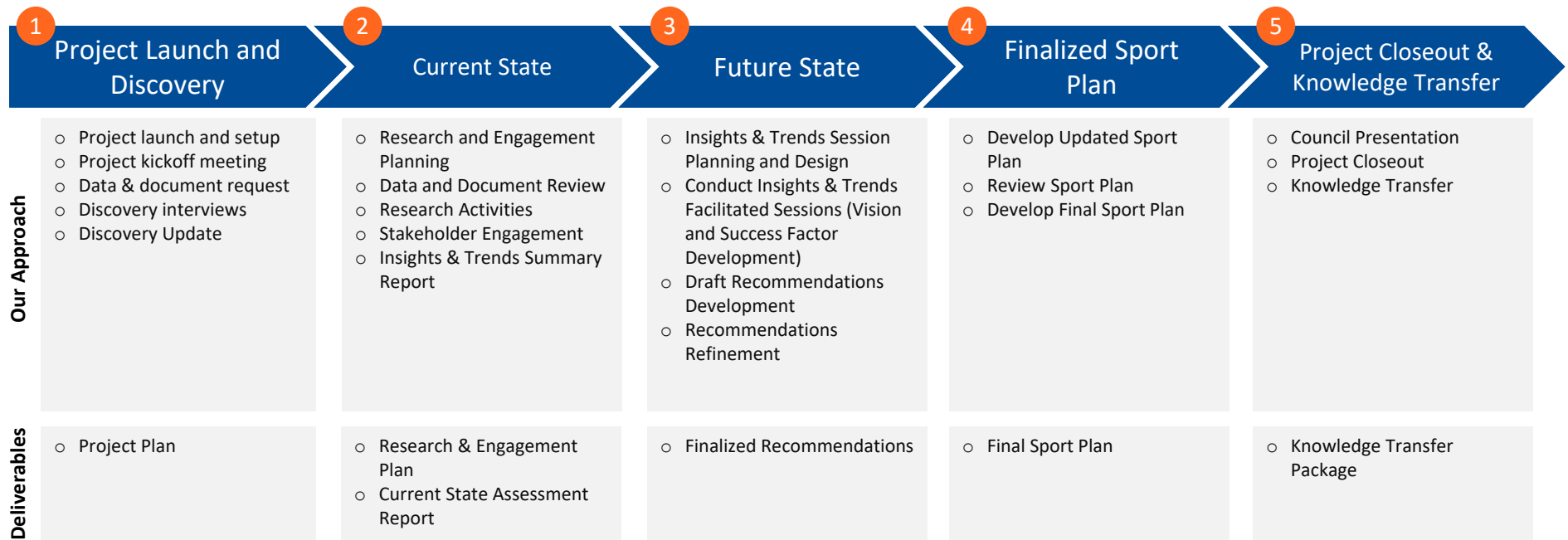
- To develop an updated Sport Plan for the Town of Aurora with a clearly defined vision and future direction guiding sport in the Town until 2029 while aligning with the updated Parks and Recreation Master Plan and Town operating realities.

→ Project Success

- Clear understanding of the Town's current state in developing sport across the municipality, identifying its strengths and challenges using a SWOT analysis.
- Incorporation of relevant research findings to help inform the Town's Sport Plan.
- The updated Sport Plan is aligned with the Parks and Recreation Master Plan and achieves the Town's strategic goals, supports continued investment in sport across the community, encourages greater collaboration with community partners and provides a framework to decrease overall liability for participants.
- Engagement and buy-in and confidence from the Town's Mayor, Council, Recreation leadership.

Our Approach

Optimus SBR combines deep industry expertise, evidence-based insights, and proven best practices to provide recommendations and solutions for Aurora's Sport Plan. Our high-level approach is outlined below:



Methodology

The following methodology informed the Strategy



Stakeholder Engagement – Interviews and focus group discussions with stakeholders using pre-established interview guides that are aligned to broader approved research questions. Additionally, a public survey was conducted of Town of Aurora residents.



Public Survey – An online survey was administered to gather insights on residents' experiences, preferences, and priorities regarding sports participation and recreation opportunities in Aurora



Data and Document Review – A detailed review of all data and documents provided by the Town of Aurora, including policies, planning documents, stakeholder feedback, and other relevant documentation regarding the non-infrastructure pillars of the Sport Plan.

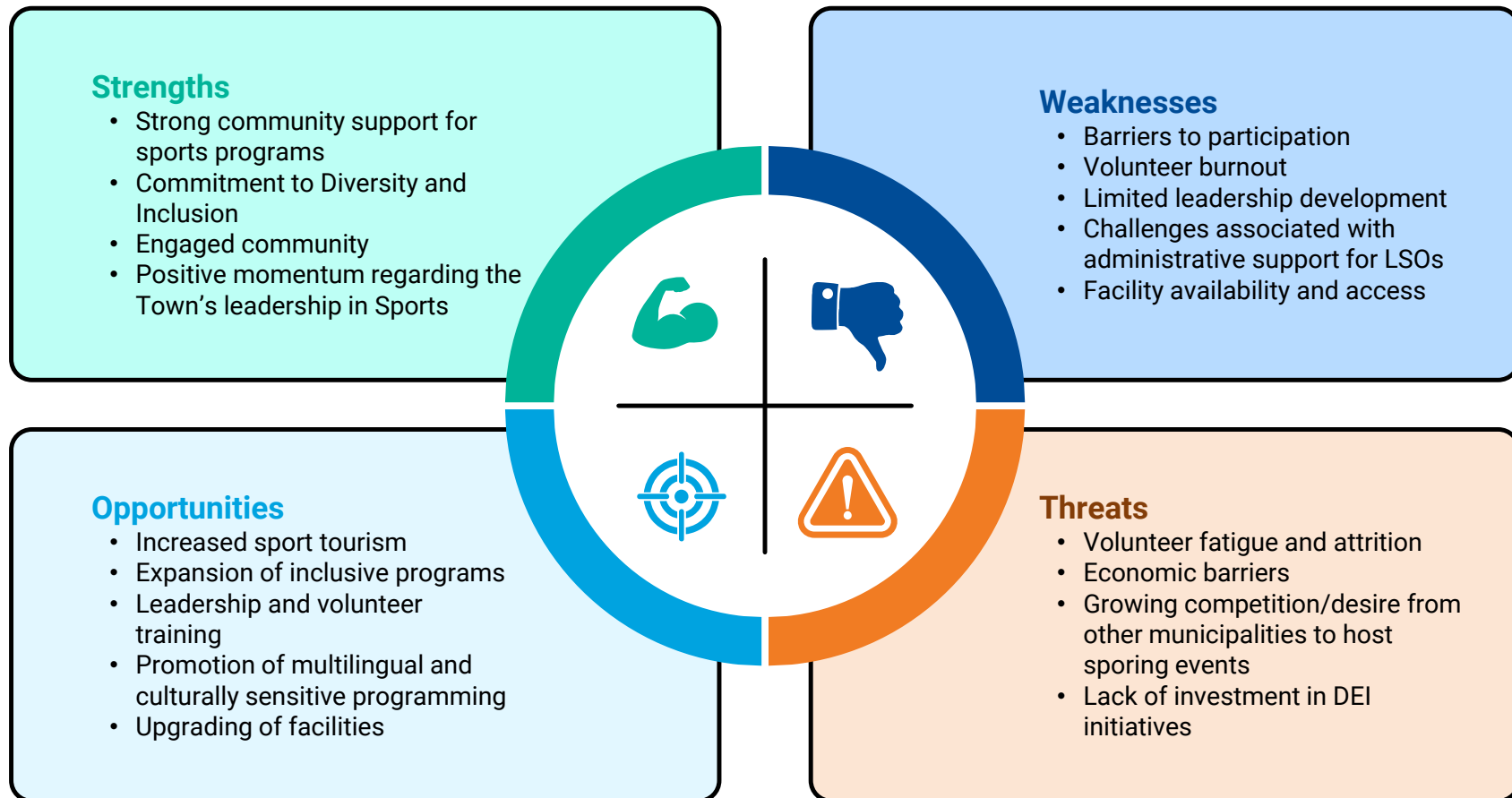


Comparator Review – Reviewed best practices from five municipalities (Markham, Brantford, Windsor, London, Mississauga) to gather information on their approaches to sport planning, funding strategies, and benchmarks for success.



Summary of SWOT Analysis

The following strengths, weaknesses, opportunities, and threats were considered during the development of this Sport Plan. The following slides provide additional details on these considerations.



Sport Plan Framework

An Overview of Aurora's Sport Plan Framework



At the core of this Sport Plan is a commitment to diversity, equity, and inclusion, ensuring **all residents**—regardless of background—are **welcomed, valued, and have opportunities to participate in sport.**

Inclusivity & Equity • Lifelong Participation • Sustainability of Sports Organizations • Collaboration & Partnerships • Excellence in Leadership & Governance • Sport Tourism & Economic Development

The Pillars

Empowering volunteers and Local Sport Organizations (LSOs) to create sustainable, inclusive, and thriving community sports in Aurora



1

Support sport leadership training

2

Support the creation of leadership empowerment programming

3

Provide tools and templates to support the administrative and governance work of LSOs

- We will support the development of strong, inclusive leadership across the Aurora sport landscape.
- We will provide training that helps grow the skills and capacity of LSO leaders, supporting the adoption of sport across all segments of the Town's residents.
- We will provide administrative support and mentorship to LSOs to support long-term growth and appropriate decision-making.

The Pillars

Empowering volunteers and Local Sport Organizations (LSOs) to create sustainable, inclusive, and thriving community sports in Aurora



4

Identify barriers to sport participation

5

Trial new flexible programming options

6

**Develop a Comprehensive Sport
Communications Strategy**

- We will reduce barriers to sport participation across all ages, abilities, and backgrounds.
- We will support the development of flexible and inclusive programming to increase engagement across all the Town's residents.
- We will collaborate with our LSO partners to foster an environment attracts lifelong engagement in sport.

The Pillars

Empowering volunteers and Local Sport Organizations (LSOs) to create sustainable, inclusive, and thriving community sports in Aurora



7

Develop a governance training program with LSOs

8

Create an online, self-serve resource hub for LSOs and the community

- We will commit to long-term sustainability of LSOs by partnering to refine and enhance governance structures and support for volunteers.
- We will continuously identify new and innovative partnerships that will provide LSOs with the support that they need to grow the sport landscape of the Town.
- We will provide resources that support the leadership of LSOs as it relates to financial and administrative requirements to reduce burden and burnout for volunteers.

The Pillars

Empowering volunteers and Local Sport Organizations (LSOs) to create sustainable, inclusive, and thriving community sports in Aurora



9

Build relationships and partnerships with values and ethics-based bodies that can enhance the sport experience in Aurora

10

Engage Community Partners to support sport tourism opportunities

11

Develop a structured process to review and pursue sport tourism opportunities

- We will work with our partners to establish Aurora as a vibrant sports tourism destination that will provide economic benefits and community engagement for all of Aurora.
- We will identify opportunities to attract sporting events together with our LSOs.
- We will do our best to use our facilities to their highest and best purpose in service of residents and visitors.
- We will continue to work with our partners across the Town, including ensuring continued alignment with the Sport Tourism Plan.

