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Town of Aurora

General Committee Report

No. CMS20-023

Subject: Sport Plan Progress Report No. 2

Prepared by: Erin Hamilton, Sport and Community Development Specialist

Department: Community Services

Date: September 22, 2020

Recommendation

1. That Report No. CMS20-023 be received.

Executive Summary

This report provides a status update on work related to the Sport Plan since the General Committee, Sport Plan – Progress Report (No. CMS20-009) on March 3, 2020.

- A Gender Equity Report has been finalized to guide the Town's next steps in addressing the gaps for women and girls in sport with community partners
- Resources and guidance developed and delivered to support sport in the community
- Variations in the execution of initiatives have occurred due to the impact of COVID-19 and meeting Provincial Orders
- Evaluating the future delivery of initiatives to ensure individuals can return to sport and physical activity

Background

Council approved the Sport Plan in 2015 in conjunction with the Parks and Recreation Master Plan. The plan includes 22 recommendations to be implemented.

In April 2019, Council approved a new two-year contract position, Sport and Community Development Specialist, to continue with the delivery of the Sport Plan.

This report provides Council work related to the Sport Plan since the General Committee, Sport Plan – Progress Report (No. CMS20-009) on March 3, 2020.

Analysis

A Gender Equity Report has been finalized to guide the Town's next steps in addressing the gaps for women and girls in sport with community partners

Inventory of Women and Girls in Sport – The Town of Aurora entered into a partnership agreement with the Canadian Women & Sport (formerly Canadian Association for the Advancement of Women in Sport) in November 2019 to develop a formal Women in Sport plan. The following outlines the key steps that took place since March 3, 2020:

- April 2020 – Canadian Women & Sport delivered a Gender Equity Report to the Town of Aurora. Six priority gaps were identified and include Governance, Awareness, Promotion of Women in Sport, Innovation Partnerships, Innovative Programming and Innovative Recruitment & Retention
- The Town of Aurora has developed an Implementation Plan to move forward on the six priority gaps outlined in the Gender Equity Report.
- The Town of Aurora has created a Sport Equity & Inclusion Committee which is a working group that will help guide the execution of the Implementation Plan. Eight members have been recruited to the Committee and the first meeting took place on August 26, 2020. Committee members include:

Andrew Backer, Aurora King Baseball Association

Bruce Stafford, Storm Volleyball

Dan Hale, Aurora Diggers Softball Association

Erin Hamilton, Sport & Community Development Specialist, Town of Aurora

Hailey Milligan-Jones, 20 Female Leaders in 2020 Recipient and Community Member

Julie Anderson, York Region District School Board

Katie Williams, Central York Girls Hockey Association

Laurie Mueller, Sport Aurora

Nancy Black, Advocate for Women in Sport

Future meetings are scheduled for September and November 2020.

WISE Fund Grant – The Town of Aurora was successful in receiving the Canadian Women & Sport (formerly Canadian Association for the Advancement of Women in Sport) WISE Funding. The funding supported the launch of the 20 Female Leaders in

2020 program to support females in their pursuit of being a coach, official and board member.

To date, 16 females have been selected across 11 local sport organizations. The remaining positions will be filled through ongoing promotion and engagement of local sport organizations. The selected females will participate in coaching and official courses as well as professional development training. Each female is being featured through the Town of Aurora Facebook page and will be engaged in various Town of Aurora initiatives related to the Sport Plan.

Resources and guidance developed and delivered to support sport in the community

Collaboration, resource sharing and access to topic experts is integral in moving forward on addressing unfamiliar topics or enhancing the operations of organizations.

Resource on Working with Persons with a Disability – The Sport & Community Development Specialist is working in collaboration with Community Programs to develop a resource about working with persons with a disability. The resource will be available for Local Sport Organization administrators and volunteers. The resources will be shared with the Town's Accessibility Advisory Committee and Accessibility Advisor for review and input once a draft is complete and be available to Local Sport Organizations by mid October 2020. Key components of the resource will include:

- General education on working with persons with a disability
- Funding opportunity to support participation of persons with a disability
- Steps to create a welcoming environment for persons with a disability
- Frequently Asked Questions
- Community directory of local organizations they can reach out to if they have questions about working with people with disability
- Examples of ways to adapt activities (example from each of the four environments – ice, field, gym and pool)
- Scenarios and how to manage

Active posting on social media – In collaboration with the Communications Division, the Town of Aurora has proactively posted information about sport related topics and Town initiatives to keep the community informed. Information related to Town led initiatives on females in sport programs and newcomer in sport initiatives. Further information has been shared or retweeted about Aurora Sports Hall of Fame nomination process and Sport Aurora All Kids Can Play.

Upcoming in September, the Town of Aurora has proclaimed National Coaches Week in Aurora, September 19 to 27 where a series of social media posts will take place encouraging our community say #ThanksCoach to all of the amazing individuals who contribute countless hours in their role as a sport coach.

On the last Wednesday in September each year Rowan's Law Day is commemorated to build awareness of concussion safety. The Town of Aurora will share information through social media encouraging the community to learn more about concussion safety in sport.

Business Operations of Sport Through COVID-19 - The Town recognized the challenging times local sport organizations were facing with a lot of unanswered questions and uncertain times ahead. To support the organizations, Steve Indig from Sport Law & Strategy Group joined one of the Mayors Roundtable of Sport Meetings to provide information and guidance on business operations, employment, insurance, social media best practices, Annual General Meetings and managing fees and refunds through the pandemic. Furthermore, Mr. Indig provided a sample Informed Consent document for minors and Release of Liability for those 19 years plus with additional recommended language related to contagious diseases. These templates were used by many sport organizations.

Variations in the execution of initiatives have occurred due to the impact of COVID-19 and meeting Provincial Order

Adapting and making change to ensure safety of the community and alignment with Provincial Orders impacted the delivery of Sport Plan initiatives. The Town adjusted and identified opportunities to move forward for the benefit of the community.

Female Leaders in Sport Summit – The Town of Aurora was not able to move forward with the Female Leaders in Sport Summit scheduled for September 13, 2020 due to COVID-19. Work is currently being done to develop alternative delivery model options for January 2021. Options being considered include a full reschedule of the event, development of mini in-person events for each of the target markets of coaches, youth and administrators or full event delivered in a virtual format.

In order to provide the community with information and resources to support women and girls in sport, the Town of Aurora is hosting a virtual keynote address by Sheilagh Croxon, 3-time Olympic Coach and one of Canada's top Artistic Swimming coaches. Sheilagh's presentation will focus on Excellence and Retention of Women in Sport on September 13, 2020. Participants will learn about the high dropout rates of females in

sport as well as the vital components to keeping girls engaged, inspired and motivated for the long term.

Mayors Roundtable of Sport - In Spring 2020, the Mayors Roundtable of Sport was launched and played a vital role in connecting sports through an unprecedented time. Starting on April 8, 2020, virtual meetings were hosted bi-weekly with a focus on various topics specific to returning to sport in the midst of COVID-19. Some of the topics covered through the virtual meetings included effective communication, engaging members virtually, risk management, waivers, and supporting volunteers. A total of seven meetings have taken place with up to 38 participants from local sport organization plus Town staff and Council members at each meeting.

The Mayors Roundtable of Sport meetings will now be hosted on an as needed basis to provide sport organizations with an opportunity to engage in discussion with the Mayor on their needs, current challenges and opportunities for the Town to further support sport.

Evaluating the future delivery of initiatives to ensure individuals can return to sport and physical activity

As the Town cautiously moves forward to re-open, an evaluation of some Sport Plan deliverables has taken place to determine how to ensure the community can return to sport and physical activity and engage with Sport Plan initiatives in a safe manner.

Engaging with Culturally Diverse Groups - The Town is currently evaluating alternative options to connect and hear from the community in order to move forward on this priority in the Sport Plan. Plans to run focus groups at the Welcome Centre Immigrant Services and students within both School Boards could not proceed. The Town will engage with all organizations to explore the option of having individuals complete online surveys about their experience and needs in sport and physical activity.

Play in the Park Program - Staff in Community Services including the Sport & Community Development Specialist are evaluating the idea of expanding the delivery of the Play in the Park program to low income neighbourhoods throughout Aurora in Spring 2021. The Town will be reaching out to York Region District School Board and York Catholic District School Board to request a meeting in order to share the idea and obtain feedback on programming, timing and opportunity to promote to families in the school.

Sport Tourism Strategy - A Sport Tourism Strategy was identified as a priority in the Sport Plan and the Economic Development Strategic Plan. As a result of the pandemic and the impact on sport tourism, similar to all other tourism industries the development of a Sport Tourism Strategy was put on hold. All local, provincial, national and international events came to a halt for a number of months. As some sporting events start again, majority are at an international level with a very controlled environment. Many of our local sports organizations have been directed to put on hold any planning related to events in the upcoming year. As well, in many cases, sport participation is remaining local with little to no travel permitted.

When the re-opening process continues to progress, the Sport & Community Development Specialist will work in collaboration with the Economic Development Department to begin the development of a Sport Tourism Strategy.

Advisory Committee Review

The Accessibility and Community Advisory Committees will be provided with an update on Sport Plan progress as appropriate.

Legal Considerations

None

Financial Implications

As part of the 2020 budget process, a total of \$103,400 in funding was preserved in the budget for a full time, Sport and Community Development Coordinator and associated Sport Plan deliverables. Any incremental funding requirements arising from the implementation of the Sport Plan will be brought to Council for its review and approval in the year in which they are expected to occur.

Communications Considerations

The Town of Aurora will use 'Inform' as the level of engagement for this report. There are five different levels of community engagement to consider, with each level providing the community more involvement in the decision making process. These levels are: Inform, Consult, Involve, Collaborate and Empower. Examples of each can be found in the Community Engagement Policy. These options are based on the International

Association of Public Participation (IAP2) Spectrum and assist in establishing guidelines for clearly communicating with our public and managing community engagement. In order to inform, this report will be posted to the Town's website.

Link to Strategic Plan

The work on the Sport Plan supports the Strategic Plan goal of ***Supporting an exceptional quality of life for all*** in its accomplishments in satisfying requirements in the following key objective within these goal statements:

Encourage an active and healthy lifestyle

Alternative(s) to the Recommendation

1. None

Conclusions

The purpose of the Sport Plan is to place focus on increasing participation in sport through the provision of a safe, supportive and inclusive sport environment. Community sport builds community vitality and can be a tool for social change, foster greater inclusion of excluded groups and have a significant impact on the quality of life we all enjoy.

The eight priority areas that are currently the focus of the Sport and Community Development Specialist focus on reaching and engaging underrepresented groups in the community through a safe sport experience.

Staff will report back to Council on the progress of the Sport Plan in Winter 2021.

Attachments

None

Previous Reports

CMS19-004 Sport Plan – Update

CMS19-010 Sport Plan – Recommendation for Implementation

CMS20-009 Sport Plan – Progress Report

Pre-submission Review

Reviewed by the CAO on September 11, 2020

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer