

# A NEW KIND OF LEADER FOR A NEW KIND OF CANADIAN SPORT:



**SPORT FOR LIFE LEADERS SCHOOL 2017**

## THE CHALLENGE

Sport and physical activity can be a powerful force for individual and social growth and development – or it can fall short. Sport for Life believes quality sport and physical activity enables the development of healthy individuals who in turn make positive contributions to society. For Sport for Life, quality sport is delivered with a focus on the optimal holistic development of each individual, using a developmentally appropriate approach that puts a priority on long-term success over short-term gains. Quality sport is inclusive, accessible, and ethical, based upon one vision and one system for linking the strengths of organizations and institutions at all levels.

Since the publication of Canadian Sport for Life in 2005, a group of experts drawn from Canadian sport and education have worked to advance the Canadian Sport for Life Movement. Sport-specific Long-Term Athlete Development frameworks and resources have been created, hundreds of presentations have been delivered and conferences held to broaden and deepen the understanding of Sport for Life across Canada and around the world. Sport for Life has been integrated into the Canadian Sport Policy and the programs of National and Provincial-Territorial Sport Organizations. Physical literacy has become a major focus in communities across the nation. Now, as the Canadian Sport for Life Movement engages tens of thousands of community-based sport, recreation and physical activity organizations, coaches and participants, we face the need for a new kind of leadership in Canadian sport.

*We need Sport for Life Leaders in every community.*

## INTRODUCING SPORT FOR LIFE LEADERS SCHOOL

Sport for Life Leaders School (SLS) is a Sport for Life initiative. The concept is simple: support the personal learning and development of community leaders as they integrate Sport for Life and Long-Term Athlete Development into Canada's communities.

Over a one year span, SLS participants will plan, launch, and lead individual community projects, guided, and mentored by members of the Sport for Life team. Each month, SLS will convene for a seminar conducted by leading Canadian sport and community development experts. Participants will take the opportunity to discuss, share, and explore ideas and progress on their projects. At the end of the year, the record of each project will become a new contribution to knowledge of how to advance Sport for Life.



## OUR APPROACH

Sport for Life Leaders School is not “school” in the conventional sense. We expect registrants to be leaders and experts in their own right, often with many years of experience in sport and physical activity. This is not about exams, essays, and classes. Our approach is to share our experience and expertise leader-to-leader, to build a growing leadership network to drive the Canadian Sport for Life Movement. Seminars are only one learning opportunity. Participants are encouraged to contact each other and members of the Sport for Life team as they work to implement their own community projects. A collaborative approach to problem solving based on the sharing of ideas and expertise is fundamental to SLS.

SLS begins late January at the annual Sport for Life Canadian Summit, where Canada's sport and physical activity leaders, Sport for Life champions and key stakeholders come together to explore how to advance Sport for Life in our communities and organizations. This will be an opportunity for SLS participants to meet, interact, and learn. Later, participants take part in monthly online seminars featuring individual and panel presentations by experts. Each participant will present monthly progress on their project in the form of an electronic journal, which will become a resource to other leaders and to the movement as a whole.

Successful completion of the SLS program leads to the designation “Sport for Life Leader” by the Sport for Life Society, but more important, to powerful, supported experiential learning and to connection to the growing network of Sport for Life leaders. A number of SLS participants have been invited to become Sport for Life workshop leaders and to participate in other Sport for Life projects.

## SEMINAR CONTENT

Seminars will present a range of topics of interest to community sport and physical activity leaders. The content will be based on the Sport for Life Long-Term Athlete Development Framework and community development, with a focus on implications for community sport and practical implementation. In 2016, seminars included:

1. **How Change Happens in Organizations:** Overview of organizational change theory. Reasons for resistance/acceptance of change. Roles of social networks, change-agents, and leadership/power in change processes. Practical approaches to supporting change in community organizations.
2. **Foundations of Physical Literacy:** Overview of physical literacy theory and concepts. Current examples of physical literacy programming in Canadian sport for AS-FUN-L2T stage participants. Assessment and remediation of T2T-T2C stage participants. Integrating physical literacy in community youth sport programs.
3. **Sport for Inclusion and Development:** Sport for social good has a tradition in international aid but is sometimes overlooked in our communities. Lately, an increasing number of Canadian sport programs have been developed for youth at risk, Aboriginal populations, the homeless, new Canadians, and others. How can we harness the growing interest in Sport for Development? What can it mean in our programs? What might it mean in the future based on current trends in Canadian society?
4. **Becoming a Sport for Life Community:** What defines a "Sport for Life Community"? How do you become one? In this session, some learning from the Sport for Life Community Connections and other community projects will be shared, and use of the "Are We a Sport for Life Community?" questionnaire and the "Becoming" Mini-Summit is reviewed. What's working in Canadian communities?
5. **A Community Approach to Physical Literacy – Planning, Programs and Places:** It takes a community to build a physically literate individual. Only by integrating planning, programs and places, and focusing on social catalysts including access and leadership, can we fully support the development of physical literacy. In this session a framework for community physical literacy development is presented and illustrated with leading examples from across Canada.
6. **"Creating Space or Just Juggling?":** How do Provincial Sport Organizations (PSOs), municipal recreation departments, and other factors influence community sport organization (CSO) adoption of an innovation? Do CSOs see Long-Term Athlete Development as an advantageous new technology or a standard imposed by the National Sport Organizations and PSO? How do they react? The session will focus on two case studies: how Ontario soccer introduced a new high performance youth league and the effect on league CSOs, and how a "house league" soccer CSO worked through the challenges of Long-Term Athlete Development implementation. Other Canadian research about PSO, CSO and coach implementation of Long-Term Athlete Development is also reviewed.
7. **Aligning Canadian Sport:** How can sport at national, provincial/territorial and community levels work together? How can sport work with municipal recreation, education, public health and other sectors? How do those sectors view sport, and what do they want from it? What are good examples of partnerships and what organizations and people act as "matchmakers"?
8. **The Future of Sport for Life – Plans and Visions:** What is the long-term vision for Sport for Life? What plans are in place? What are some key initiatives underway now? This session gives an overview of what is happening across Canada and internationally so leaders can tap into a broader base of expertise and resources, and have a clearer sense of direction and continuity for their own community efforts.

## WHO CAN APPLY?

The SLS is open to anyone with the desire and ability to become a Sport for Life Leader and make an ongoing contribution to the movement. Applicants present a resume and a brief but detailed overview of the proposed project. The SLS participant is the leader of the project in the community, and he or she, either independently or with the support of sponsoring community organizations, provides resources to complete the project. Applications will be assessed based on the quality of the proposed community project, the background of the applicant, and his or her capacity to carry out the project and participate fully in SLS activities.





## LEADERS AND LOCATIONS

The SLS will be organized and led by members of the Sport for Life team. This team consists of some of Canada's best-known sport leaders and experts, with lengthy experience in sport and teaching. In addition, experts in subject areas such as community development, group facilitation, and specific sport programs will be invited to lead seminars.

In January 2017, the SLS will launch at the Sport for Life Canadian Summit in Gatineau, Quebec. All participants will be expected to attend the Summit. Monthly seminars are conducted on-line and participants can attend from any location.

## FEES AND REGISTRATION

The cost to attend the Sport for Life Leaders School 2017 is \$975 plus applicable taxes. Our intent is to create a sustainable program with fees that cover the cost of the organizing, location, technology, and presenters.

A registration application is attached. Note that enrolment is limited. Applications must be received by November 30, 2016.

## CONTACT

For more information about the SLS, contact:

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