

Strategic Plan 2018

CREATE. SHARE. MOBILIZE.





PURPOSE

OF SPORT FOR LIFE

Improve the Quality of Sport
and Physical Literacy.

“The Long-Term Athlete Development Framework has been one of the most impactful development initiatives that our organization has undertaken in the past decade. It [has] been fully integrated into everything we do in tennis development grassroots to high performance including our community, coaching, competition rankings, high performance, seniors and wheelchair departments. The Board of Directors of Tennis Canada were, and still are, in full support the Tennis Canada [Long-Term Athlete Development] Framework.”

~**Debbie Kirkwood,**
Tennis Canada



VISION

Sport for Life's vision is for everyone to have the opportunity to participate in quality sport and physical literacy experiences.



The community of South Surrey White Rock has partnered with the Peace Arch Hospital Foundation (PAHF) and Sport for Life to help 33,000 children, youth, adults, and seniors increase their confidence, competence, and motivation to be physically active for life. The PAHF has made a five-year commitment to this project, as it is dedicated to investing in a healthy community where people are committed to physical, social, and mental well-being.

MISSION

Sport for Life's mission is to develop physical literacy and improve the quality of sport. This is done by creating, sharing, and mobilizing knowledge, which acts as a catalyst for governments, institutions, and organizations to improve programs and services.



IDENTITY STATEMENT

We create, share, and mobilize knowledge to develop physical literacy and improve the quality of sport.

We provide expertise to governments, institutions, and organizations to change programming from the national to the local level resulting in people having better experience in sport and physical activity.

VALUES

COLLABORATION

Our success is the success of our partners and stakeholders. It can only be achieved when we work together.

INNOVATION

We believe in Kaizen, or continuous improvement. We are dedicated to finding a better way forward in everything we do.

INCLUSION

To truly build quality sport and physical literacy, no one can be left behind.

INTEGRITY

We are determined to walk our talk, to improve every day, to collaborate openly, and to build partnership and inclusion in every aspect of the change we seek to achieve.



“The Sport for Life Leaders School was a fantastic opportunity to focus in on an under-served population in our programming. Learning from others across the country helped to target my programming ideas and avoid making the mistakes that others had already learned from. I’d recommend the program to anyone working in amateur sport in Canada.”

~Chris Acton,
BC Speed Skating Association



THINK GLOBALLY, ACT LOCALLY

The Sport for Life Society aspires to contribute to the United Nations' sustainable development goals, specifically:

3 Good Health and Well-being

4 Quality Education

5 Gender Equality

10 Reduced Inequalities

11 Sustainable Cities and Communities

17 Partnerships for Goals

This global aspiration is a catalyst to activating change in communities and organizations.

WHAT WE DO

Sport for Life works to create whole system change that requires actions focused in a number of areas, including:

- Creation of resources
- Educating, training, and mentoring
- Improving programming

To innovate change we also provide expertise to:

- Support awareness
- Embed in strategy and upgrade policy
- Encourage assessment and mobilize research

In 2014, Sport for Life Society was established as a non-profit society, a natural evolution in the 10-year development of the Canadian Sport for Life movement. Sport for Life Society receives (some) public funding; however, to be a thriving sustainable organization, it generates revenue from the private sector, philanthropic community, and international operations.

“[The Aboriginal Communities: Active for Life] resource will help our children and youth across the country enjoy long, healthy, happy, and good lives. This work seeks to address the Truth and Reconciliation Calls to Action, and serves as a tool for addressing fundamental rights of Indigenous Peoples—the right to health, the right to education, the right to culture, and
the right to play.”

~Chief Wilton Littlechild,
Commissioner of the Truth and
Reconciliation Commission of Canada



Photo Credit: Anthony Sauve

GOALS

1. Create, share, and mobilize knowledge.
2. Increase expertise and quality physical literacy experiences in communities and regions.
3. Advance quality sport by being catalysts, guides, and experts.
4. Advance quality sport and physical literacy for indigenous populations, persons with a disability, women and girls, and newcomers to Canada.
5. Seeks to advance *Sport for Life* principles and programs on all continents as a means of contributing to the United Nations' sustainable development goals and furthering Canada's contribution to the world while generating resources that help sustain the organization.





Photo Credit: Dan Mathieu

“The [Caribbean Association of National Olympic Committees] project created ‘unity’ in our sport system and opened up discussion and new collaborations that will lead to wonderful things for sport in our country. [Long-Term Athlete Development] gave us a common language.”

~**Michael Watson**,
Former Director of Sport for Government of Surinam

These are achieved via...

- Collaboration with existing and new partners along with academics and experts.
- Collaboration with multi-sectoral and multi-jurisdictional agencies.
- Long-term development with national organizations through to community and club programming.
- Partnerships with national, provincial/territorial, and community organizations and governments.
- Work with and through Canadian experts as well as by engaging with domestic and international partners, organizations, and movements.

SUCCESS FACTORS

To create, share, and mobilize knowledge, Sport for Life must form partnerships, advocate, work collaboratively, generate revenue, and manage funds with efficient operations to support the following initiatives:

CREATE.
SHARE.
MOBILIZE.

CREATE

KNOWLEDGE

Develop sustainable products and services.

In partnerships, build business in international arenas.

Provide expertise to national and provincial organizations.

Support world-leading research.

Track progress of implementation.

Translate research into resources and tools.

A SUSTAINABLE ORGANIZATION

Ensure collaborative leadership and supportive work environment.

Establish diverse governance and stable financials.

Deliver efficient business and corporate services.

Embed evaluation and performance improvement.

SHARE

KNOWLEDGE

Deliver education through blended learning practices and tools.

Host events in Canada and internationally.

Integrate quality sport programs into grassroots programming.

Be a knowledge hub for practitioners advancing physical literacy and quality sport.

Scale education using a variety of channels.

Support international projects.

Champion sport for development.

MOBILIZE

KNOWLEDGE

Advance athlete pathways.

Improve quality of sport and physical literacy for indigenous populations, persons with a disability, women and girls, and newcomers.

Build business for Canadian national sport organizations.

Improve competition systems and more meaningful competition.

Expand quality sport and physical literacy experiences in communities.

Increase developmentally appropriate training.

Progress multi-sectoral alignment in sport and physical activity.



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