



SPORT & BELONGING

WINDSOR-ESSEX'S
Vital Brief 2017

Presented by the:



With the Support of:



Introduction

The WindsorEssex Community Foundation (WECF), in partnership with Community Foundations of Canada and the True Sport Foundation, is pleased to present Windsor-Essex's very first Vital Brief on Sport and Belonging. This brief is a direct result of a Vital Conversation on Sport and Belonging held in Lakeshore at the Atlas Tube Centre on May 2nd, 2017 involving various community partners and stakeholders. This report is a summation of the feedback received from that community conversation.



Reference: CIBC & KidSport. (2014). CIBC – KidSport™ Report: Helping Our Kids Get Off the Sidelines.

Sport affects everyone in one way or another, whether as a participant, as a parent, as a coach, as an organizer, as a spectator, or as a volunteer. Sport has the ability to connect people and help us feel like we belong. This brief focuses on what obstacles our community needs to overcome to retain participants and bring people back to sport. It looks at five themes affecting sport and belonging in Windsor-Essex, the challenges of keeping people involved in sport, and the game plan for our community to respond to these challenges as outlined from the Vital Conversation.



SPORT & BELONGING REPORT THEMES:

- Participation
- Affordability
- Inclusivity
- Gaps
- Positivity

Participation

“ 7 in 10 Canadians do not participate regularly in sport. ”

Reference: Sport & Belonging. (2016). Community Foundations of Canada - Report: Sport & Belonging.

The Challenges



- Affordability
- Lack of value for non-traditional sports
- Scheduling conflicts
- Location/transportation barriers
- Lack of activity promotion in the workplace

The Game Plan



ACCESS FUNDING

Many local organizations offer funding to support individuals and groups with financial assistance through subsidies.

BRIDGE DIFFERENT CULTURES

Introduce or raise awareness of non-traditional sports, such as cricket, lawn bowling, table tennis, or fencing to new audiences.

BE FLEXIBLE

Provide more flexible schedules so participants are not limited in which sports they can participate in. Fitness classes or other opportunities for activity should be offered in alignment with work schedules to provide more opportunities for participation.

CHANGE IT UP

Alternate locations of sporting events or practices. Sport organizations should offer services in different locations to provide access to sport for different demographics. Encourage a more bike-friendly/walkable community by bringing sport activities closer to people.

ENCOURAGE

Create a work environment that encourages an active lifestyle. Get your workplace involved in a local fitness challenge or start a physical activity program at the office that gets people moving throughout the day.

Affordability

The Challenge

Participants or organizations don't know that financial assistance exists.



GET FUNDED

Access subsidy and grant programs that exist to involve more people in sports or assist organizations with costs to lower fees for participants.

The Game Plan



“ Canadian families spend an average of annually for one child to play in organized sports. ”
\$953

Reference: ParticipACTION. (2015). *The Biggest Risk is Keeping Kids Indoors. The 2016 ParticipACTION Report Card on Physical Activity for Children and Youth.* Toronto, p.19.

Inclusivity

The Challenge



Sport activities aren't involving everyone – some sports carry stereotypes of who can participate.

The Game Plan



GET THE WORD OUT

Dispel stereotypes and highlight the benefits - everyone can play! By bringing people of different backgrounds, skills, abilities, and ages together through sport, we're able to open doors to new opportunities for participants to feel included and connected to their community. Sport acts as a common denominator between people - differences should be seen as a positive contribution to sport, enhancing the experience for all involved.

“ In 2010, approximately one in three men and one in six women regularly participated in sport. ”

Reference: Canadian Heritage. (2013). *Sport Participation 2010*, p.8, p.18



Gaps

The Challenge

People of certain groups are participating in sport less and less, including women, LGBT, seniors, at-risk youth, teen girls, newcomers, and those with developmental disabilities.

The Game Plan

PROVIDE MORE OPPORTUNITY

Provide opportunities for international sports to be presented in Windsor-Essex to connect newcomers with the community and help them feel more included and connected.

INCLUDE EVERYONE

Provide opportunities for those with developmental disabilities to engage in sport with their caregivers.

ENCOURAGE

Encourage young females and women to step into leadership roles within sport. Involve at-risk youth and teen girls in sport to introduce them to a positive outlet and role models and help to increase their self-esteem and confidence. Provide more opportunities for seniors to engage in sport to improve quality of life and decrease isolation. Give seniors the skills and resources to teach sports.

“Women across all income, education levels and ethnicities are far less likely to participate in sport than men.”

Reference: Sport & Belonging. (2016). Community Foundations of Canada - Report: Sport & Belonging.

The Game Plan

Positivity

The Challenges

- Downplaying competition and making sport fun
- Parents, volunteers, coaches, organizers may not always be conscious of the needs of participants
- Creating a positive learning environment
- Utilization of physical activity as a form of punishment

LET PEOPLE PLAY

Create a fun, positive environment for participants to engage in sport; reinforce positive interactions and downplay competition.

LISTEN

Hear what participants are saying – what’s important to them? What makes sport fun for them?

BUILD-UP LEADERSHIP

Leverage leadership across all skills, abilities, and ages – encourage everyone to step up and lead.

DON'T TAKE THE FUN OUT OF IT

Never use physical activity as a form of punishment, this can take the fun out of playing.

Conclusion

This Vital Brief is intended to start conversations and guide our community to creating sport that is more welcoming for everyone. Let's use this as a starting point to get more people off the sidelines and engaged in sport, bringing people closer together, and helping to build a stronger and more connected community for all.

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About the WindsorEssex Community Foundation

The WindsorEssex Community Foundation, originally founded in 1983 as Heritage Windsor, is a perpetual community trust for philanthropic purposes. It exists to manage donors' legacy funds, and make grants to support local community programs. Through its grant-making activities, the Community Foundation is able to establish partnerships to assist a broad range of community organizations. To learn more about the many different ways you can work with your community foundation to give back to Windsor-Essex, please visit www.wecf.ca



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3200 Deziel Drive, Suite 511
519-255-6572 | info@wecf.ca
www.wecf.ca

