



City of Richmond


Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** January 12, 2010
From: Dave Semple
General Manager, Parks and Recreation **File:** 11-7200-01/2010-Vol 01
Re: Richmond Sport For Life Strategy 2010-2015


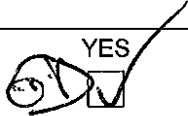
Staff Recommendation

That:

1. Staff seek feedback from stakeholders on the *DRAFT Richmond Sport For Life Strategy 2010-2015*, as attached to the report dated January 12, 2010 from the General Manager, Parks and Recreation, and then bring back a revised strategy document for endorsement.
2. The Richmond Sport For Life Strategy Working Group be thanked for their assistance in developing the *DRAFT Richmond Sport For Life Strategy 2010-2015* document.


Dave Semple
General Manager, Parks and Recreation

Att. 1

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Staff Report

Origin

At the meeting on November 13, 2007, Council endorsed the “Community of Excellence for Sport and Wellness” Initiative; a partnership-based initiative aimed at positioning Richmond to be the best place for residents to play and achieve their highest potential, while also being a model for a ‘Sport for Life’ community in Canada and the world.

The *Richmond Sport For Life Strategy (Attachment 1)* has been developed as a key component of that initiative, which comprises four complementary strategies, being:

- Richmond Community Wellness Strategy
- Olympic and Paralympic Involvement & Legacy Strategy
- Richmond Sport Hosting Strategy
- Richmond Sport for Life Strategy.

The need for a community sports strategy was also identified in the Parks, Recreation and Cultural Services Masterplan (2005 to 2015), as endorsed by Council in June 2006. The development of this strategy supports Council Term Goal 1 (Ensure Richmond remains a safe and desirable community to live, work and play in).

The purpose of this report is to provide Council with an overview of the strategy and to seek direction for staff to undertake broader consultation with stakeholders. Once stakeholder feedback has been incorporated, a revised document will be brought back to Council for endorsement.

Analysis

Background

The delivery of sports programs and services in Richmond is provided through a wide variety of organizations. The major players in sport delivery include the City of Richmond, Richmond School District, the Richmond Olympic Oval, 11 Community Associations¹, and 71 community sport organizations (most of which are members of Richmond Sport Council). There are also 21 Provincial Sport Organizations, the Canadian Sport Centre Pacific Regional Training Centre and 49 private sport and fitness clubs located in the Richmond.

Richmond Sport For Life Strategy

The strategy was developed collaboratively through the efforts of the City of Richmond and a group of Richmond based sport leaders - the Richmond Sport Strategy Working Group, which comprised:

- City of Richmond
- Richmond Sports Council
- Richmond Arena Community Association
- Richmond Oval Corporation
- Richmond School District No.38
- Richmond Aquatic Services Board

¹ City Centre Community Association, East Richmond Community Association, Sea Island Community Association, South Arm Community Association, Steveston Community Society, Thompson Community Association, West Richmond Community Association, Richmond Arenas Community Association, Minoru Seniors Society, and Richmond Fitness & Wellness Association.

- Community sports organizations
- Community Association representative.

The document is divided into two main parts:

- **Background and Context Setting:** Chapters 1, 2 and 3 provide an introduction, policy context, and a review of the current provision of sports services in Richmond.
- **Playbook for Action:** Chapter 4 provides the future vision and guiding principles, along with a 10 strategic goals and 50 actions.

Playbook for Action

The strategy is intended to provide a common vision and to guide the development of sport programs and services in Richmond.

Our future vision for sport in Richmond:	
<i>All Richmond residents have access to a full range of opportunities in order to experience the passion and joy of participating in sport and physical activity. Richmond will have an integrated delivery of recreation, school physical education/athletics and community sport, to enable all citizens to reach their full potential within the 'physical literacy', 'enhanced sport achievement' and 'active for life' framework.</i>	
To achieve this vision, the strategy outlines ten goals:	
1	<i>Integrated Sport for Life System</i> - Richmond is a model of cooperation and collaboration among government and non-governmental organizations in the delivery of sport in the community.
2	<i>Physical Literacy (development of fundamental movement skills)</i> . Every individual in Richmond, regardless of age, will be physically literate and have the fundamental movement and sport performance skills to enjoy sport & physical activity to the best of their ability.
3	<i>Enhanced Sport Achievement</i> - The Richmond sport community develops athletes, coaches, officials, administrators, volunteers and athlete training centres to provide opportunities for its citizens to reach their highest level of sport achievement.
4	<i>Healthiest & Most Active Community</i> - Richmond is the healthiest and most active community in Canada. The City of Richmond provides its citizens, regardless of culture, language, gender, economic status, physical ability and age, awareness and accessibility to whatever is necessary for participation and to stay active throughout their lives.
5	<i>Sport Hosting</i> - Richmond is recognized as a premier sport hosting destination.
6	<i>Facilities</i> - There will be an adequate number and quality of sport facilities to support expanding participation and ability to host sport events.
7	<i>Inclusion and Diversity</i> - The City of Richmond is recognized for its inclusivity of people with disabilities, visible minorities and those who are underserved.
8	<i>Leadership and Community Involvement</i> - Richmond will have a sufficient number and quality of volunteers and staff who are skilled in coaching, officiating and administering the sport system.
9	<i>Communication</i> - Citizens of Richmond are aware of and understand the key benefits of sport and physical activity.
10	<i>Accountability</i> - Richmond staff will monitor, evaluate and report back to City Council, Richmond Sport Council and other key stakeholders on the Richmond Sport for Life Strategy goals and actions.

Next Steps

It is recommended that staff seek feedback from a broad range of stakeholders on the draft strategy. Consultation would be sought with a range of organizations, including (but not limited to): Richmond Sports Council, community sports organizations, Richmond Oval Corporation, Community Associations, Richmond School District, Richmond Arenas Community Association, Richmond Aquatic Services Board, Vancouver Coastal Health, Richmond Committee for Disability, Richmond Intercultural Advisory Committee, along with some of Richmond's private sport delivery businesses.

The aim of the consultation would be to assess the level to which the strategy applies across the Richmond sports community, and to seek 'buy-in' on the strategy's vision, strategic directions, and actions. The consultation process would also assist in increasing knowledge and awareness about the Canadian Sport for Life model. A stakeholder consultation plan will be developed, which will likely involve discussions with key individuals from a range of organizations, along with presentations at Board meetings. Consultation is expected to be conducted over the Spring and Summer, and a revised strategy brought back to committee for endorsement in early Fall 2010.

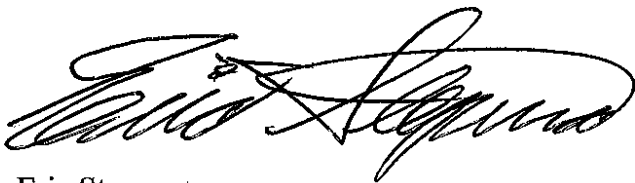
Financial Impact

There are no financial implications as a result of this report at this time. However, any sport program or facility improvement initiatives that arise through the consultation with stakeholders could be considered in future Capital and operating budgets.

Conclusion

The *Richmond Sport for Life Strategy* is intended to provide a common vision and actions to guide the development of sport in Richmond, as well as linking with other plans being developed. The strategy draws upon the knowledge and expertise of a wide range of stakeholders and addresses key areas such as an integrated sport system, enhanced physical literacy, leadership, accessibility, coaching, volunteer development, sport programming, infrastructure and event hosting. The strategy is one of the four foundational strategies comprising the Richmond Centre of Excellence for Sport and Wellness initiative, and its implementation will do much to 'move the ball up the field' to meet the outcomes of this Council-endorsed initiative.

This strategy provides the foundation for the development of an innovative and forward thinking set of strategic goals and actions, that with further feedback and buy-in from our community sport delivery stakeholders, will result in Richmond being recognized as a community of excellence for sport development and being a model "*Sport for Life*" community for Canada and the world.



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CITY OF RICHMOND PARKS & RECREATION DEPT.

Sport for Life Strategy (2010–2015)

Draft January 2010

“Sport is at the heart of Canadian life. It’s an activity that has benefits for each and every Canadian, for our communities and our country.

Sport puts front and centre the qualities we value as Canadians – fairness, team spirit, hard work, dedication and commitment. Our hard working, dedicated and committed high performance athletes are unquestionably role models for our children.

Sport promotes physical, mental, emotional and spiritual health and well-being. Sport develops character and teaches the rewards of discipline and perseverance. It is also a way for Canadians to get to know each other.”

Honorable Denis Coderre, former Secretary of State (Amateur Sport)

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Executive Summary

Richmond is an active, healthy community, with a strong tradition of sports participation and achievement, and home to many local, provincial and national sport organizations. As a Venue City and host of the long track speed skating for the Vancouver 2010 Winter Olympic Games, the City benefits from a new facility (the Richmond Olympic Oval) that adds to an already impressive array of sport, recreation and wellness facilities.

This *Richmond Sport for Life Strategy* is one of four inter-related strategies that serve to achieve a Council-endorsed initiative: the Richmond Community of Excellence for Sport and Wellness initiative. This partnership-based initiative aims to position Richmond as the best place for residents to play and to achieve their highest potential, while also being a model for a 'Sport for Life' community in Canada and the world.

The *Richmond Sport for Life Strategy* has been developed collaboratively through a Working Group comprised of representatives from the City of Richmond, Richmond Sports Council, Richmond Arena Community Association, Richmond Oval Corporation, Richmond School District No. 38, Richmond Community Association and Richmond Aquatic Services Board.

The delivery of sports programs and services in Richmond is provided through a wide variety of organizations, much broader than those groups represented on the Working Group. Along with the City of Richmond, the Richmond School District, and the Provincial and National Sports Organizations based in Richmond, there are also 71 community sport organizations in Richmond, 8 Community Associations who deliver sports programs through community centres, as well as 49 private sport and fitness clubs in the city.

No one agency, organization or facility is solely responsible for the success of this strategy. However, they all play a part in its success. Therefore, the creation of strong partnerships, open communication and collaborative/complementary programs, all under the guidance of this framework, are essential to its success.

Our future vision for sport in Richmond as outlined in this Strategy is:

All Richmond residents have access to a full range of opportunities to experience the passion and joy of participating in sport and physical activity.

Richmond has integrated the delivery of recreation, school physical education/athletics and community sport, to enable all citizens to reach their full potential within the 'physical literacy', 'enhanced sport achievement' and 'active for life' framework.

To achieve this vision, the strategy outlines ten goals:

- **Integrated Sport for Life System** - Richmond is a model of cooperation and collaboration among government and non-governmental organizations in the delivery of sport in the community.
- **Physical Literacy (development of fundamental movement skills)** - Every individual in Richmond, regardless of age, will be physically literate and have the fundamental movement and sport performance skills to enjoy sport and physical activity to the best of their ability.
- **Enhanced Sport Achievement** - The Richmond sport community develops athletes, coaches, officials, administrators, volunteers and athlete training centres to provide opportunities for its citizens to reach their highest level of sport achievement.
- **Healthiest and Most Active Community** - Richmond is the healthiest and most active community in Canada. The City of Richmond provides its citizens, regardless of culture, language, gender, economic status, physical ability and age, awareness and accessibility to whatever is necessary for participation and to stay active throughout their lives.
- **Sport Hosting** - Richmond is recognized as a premier sport hosting destination
- **Facilities** - There will be an adequate number and quality of sport facilities to support expanding participation and ability to host sport events.
- **Inclusion and Diversity** - The City of Richmond is recognized for its inclusivity of people with disabilities, visible minorities and those who are underserved.
- **Leadership and Community Involvement** - Richmond will have sufficient number and quality of volunteers and staff who are skilled in coaching, officiating and administering the sport system.
- **Communication** - Citizens of Richmond are aware of and understand the key benefits of sport and physical activity.
- **Accountability** - Richmond staff will monitor, evaluate and report back to City Council, Richmond Sport Council and other key stakeholders on the *Richmond Sport for Life Strategy* goals and actions.

There are 50 actions listed to support these ten goals, many of which have multiple agencies or organizations involved. While many relate to the City, School District or community sports organizations, it is important to recognise the important role played by the private sector, such as fitness clubs, golf courses, etc. Dialogue and relationships need to be developed with them in undertaking many of the actions.

While the actions or goals have not been prioritized, a review of this strategy as a draft by the Working Group identified the following two areas as being key:

- educating parents and caregivers around the importance of children learning fundamental movement skills and developing physical literacy
- coaching and sport leadership development.

Through committing to work collaboratively to implement this strategy, we can significantly enhance the liveability of the city and be a model “Sport for Life” community for Canada and the world.

1.0 Introduction

1.1 Background

Richmond is one of Canada's most progressive and innovative cities, and has gained a reputation for excellence in a number of areas. The City of Richmond's vision is to be "the most appealing, livable and well-managed community in Canada" and many of Richmond's residents support this vision with their commitment to sport and recreation as a vital part of their lives.

In 2006, Richmond City Council adopted a 10 year Parks, Recreation and Cultural Services Master Plan. This plan was the outcome of a significant community process and input and is intended as a guide for policy development, decision-making and resource allocation. To Live, to Connect and to Grow are the key components of a well-being framework that the community identified as foundational to the development and delivery of parks, recreation and cultural services in Richmond. The development of a Community Sport Strategy was one of twelve priorities identified in this Master Plan.

City of Richmond's Well Being Framework

To Live focuses on the basic physical, mental and spiritual being needs of individuals and families and helping them to develop life skills that are essential to healthy living.

To Connect addresses the needs that an individual or family has to fit within their community by creating supportive and welcoming environments and relationships - essential to building a healthy and vibrant community.

To Grow addresses the needs an individual or family has to use discretionary time for fun, enjoyment and skill enhancement beyond basic levels – achieving potential.

1.2 The Value of Sport

Sport touches many aspects of Canadians' lives, yet many people are unaware of how powerfully sport affects them¹:

- It changes individuals – including their health and well-being, their social networks and sense of social connection and their skills.
- It affects communities – including the social cohesion and social capital of communities.
- It has an impact on the economy – creating jobs and providing work for thousands.
- Helps to shape our national cultural identities.



¹ Source: Conference Board of Canada – *The Socio-economic Benefits of Sport Participation in Canada*, 2005

The benefits of sports can be summarized² under three main areas:



- *Preventing negative health outcomes* – sport participation is increasingly a valuable strategy in preventing the negative consequences of inactivity, and addressing the increasing prevalence of obesity in children and youth.
- *Realizing the positives in health and education* - sport and physical activity play a valuable role in physical and emotional development and educational achievement.
- *Creating safe and supportive communities* - the role that sport and recreation programs and facilities play in the creation of safe and supportive communities links sport with social and humanistic skill development, reduced crime, improved community cohesion and economic development through sport related spending and the tourism benefits of sport event hosting.

Public investment in sport can bring many social advantages to a community or region and the City has committed to the development of a sport strategy for the benefit of its residents. With the Vancouver 2010 Winter Olympic and Paralympic Games quickly approaching, the timing to embrace a new sport strategy and capitalize on building momentum could not be more opportune.

1.3 A Richmond Sport for Life Strategy

Richmond is an active, healthy community, with a strong tradition of sports participation and achievement, and home to many national and provincial sport organizations. As a venue city and host of the long track speed skating for the Vancouver 2010 Winter Olympic Games, the City benefits from a new facility (the Richmond Olympic Oval) that adds to an already impressive array of sport, recreation and wellness facilities.



To build on these strengths and create a sustainable legacy from the Olympic Games, the City of Richmond has extended its commitment to excellence by declaring its intent to become a “Community of Excellence for Sports and Wellness” and to become recognized as “the best place to play and achieve your highest potential.”

The Richmond Sport for Life Strategy is intended to provide a common vision and set direction to guide the development of sport in Richmond, and to link with other plans being developed. The strategy draws on the knowledge and expertise of a wide range of stakeholders and addresses key areas such as leadership, accessibility, coaching, volunteer development, sport programming, infrastructure and event hosting.

By creating this community of excellence for sport development, the City of Richmond is committed to enhancing the liveability of the city and being a model “*Sport for Life*” community for Canada and the world.

² Source: *The Sport We Want—Realizing the Expectations: Youth, Character, and Community in Canadian Sport*

2.0 Policy Context

The development of this Richmond Sport for Life Strategy builds on the policy frameworks developed and endorsed at the Federal and Provincial levels.

2.1 Canadian Sport Policy (2002)

The vision of the Canadian Sport Policy is to have (by 2012) *“a dynamic and leading-edge sport environment that enables all Canadians to experience and enjoy involvement in sport to the extent of their abilities and interests and, for increasing numbers to perform consistently and successfully at the highest competitive levels.”*

The four key goals of the Canadian Sport Policy are:

- *Enhanced Participation*. A significantly higher proportion of Canadians from all segments of society are involved in quality sport activities at all levels and in all forms of participation.
- *Enhanced Excellence*. The pool of talented athletes has expanded and Canadian athletes and teams are systematically achieving world-class results at the highest levels of international competition through fair and ethical means.
- *Enhanced Capacity*. The essential components of an ethically based, athlete/participant centred development system are in place and are continually modernized and strengthened as required.
- *Enhanced Interaction*. The components of the sport system are more connected and coordinated as a result of the committed collaboration and communication amongst the stakeholders.

2.2 Canadian Sport for Life Long Term Athlete Development

The Canadian Sport for Life - Long Term Athlete Development (LTAD) model provides a framework for a national system that focuses on the well-being of Canadians and the achievement of sport excellence. Developed by Sport Canada and Canadian Sport Centres, the model embraces the participation of a whole population or community in a continuum of sport and physical activity from infants to seniors.

The shift to the new LTAD Model is viewed as a positive step that recognizes sport participation at all levels ‘for life’. The model is divided into three areas of focus:

- *Physical Literacy* - Giving children the tools they need to take part in physical activity and sport, both for life-long enjoyment and for sporting success – on the ground, in the water, on snow and ice, and in the air.
- *Active for Life* - Facilitating lifelong (adolescent to senior) participation in sport and physical activity for health, social and enjoyment benefits.
- *Sport Excellence* - Providing the training pathway for athlete success by outlining an optimal pathway from “playground to podium” and addressing the transition of the athlete back to being Active for Life after pursuing podium performances.

In this model, all children become physically literate. This lays the foundation for later sport excellence and ultimately being active for life – which results in healthier citizens and healthier communities.

Physical Literacy

Research shows that without the development of physical literacy, many children and youth withdraw from physical activity and sport and turn to more inactive and/or unhealthy choices during their leisure time. Physical literacy is, therefore, the key both to developing habits of life-long physical activity for enjoyment and health, and to the development of athletes who have the strong foundation that will permit them to reach the highest levels of international sporting excellence – to become world-class athletes. Making physical literacy a priority will require changes from all those involved in the care and education of children, and will require care-givers, the education system and the recreation and sport community to work more closely together. With cooperation and joint action, programs can be put in place that will be truly child centred.”

In the past there has been little communication between schools delivering physical education and school sport and those community groups delivering elite or recreational sport. Development has been separate and uncoordinated. With a focus on developing physical literacy, these three areas of operation need to work more closely together to ensure a seamless pathway for the young person developing their physical literacy skills.

“To ensure that every child has a wide range of opportunities, and the quality instruction, to develop physical literacy will be a challenge.

The challenge will be particularly difficult for those children growing up in difficult circumstances, or those who come from populations that have traditionally been under-represented in physical activity, recreation, and sport.

Those under-represented groups have included: aboriginal youth, youth with a disability, girls; especially those from ethnic groups that have not traditionally valued physical activity and, disadvantaged inner-city youth.

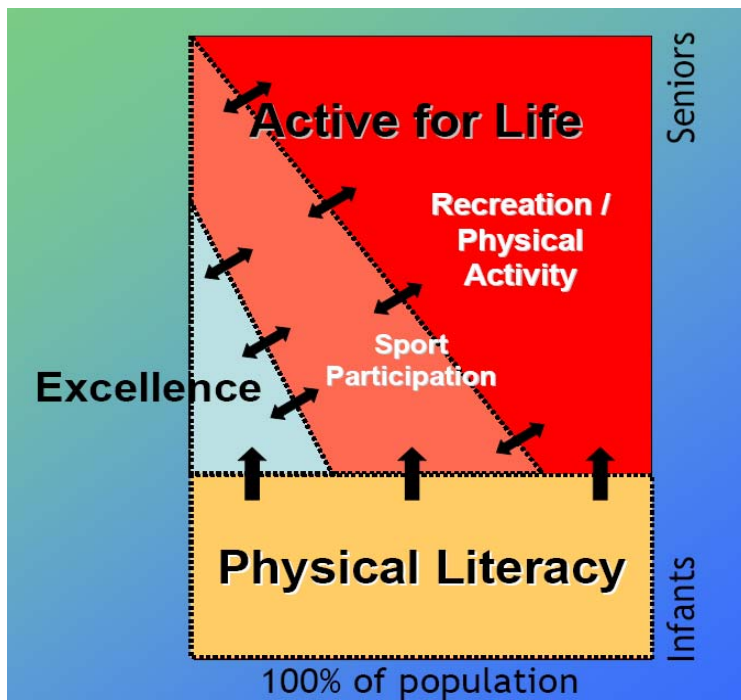
The challenge of ensuring that children from these disadvantaged groups develop physical literacy will only be met when parents and care-givers demand that schools, pre-school and daycare centres, community recreation centres and sport organizations make physical literacy a priority.

This means making programs child-development centred, rather than sport centred, and it means that parents and care-givers need to hold the organizations that work with their children accountable.”

(Source: Developing Physical Literacy, A Guide for Parents of Children Aged 0-12 – A supplement to Canadian Sport for Life)

The LTAD Model:

- Helps all children to be physically literate - possessing the motivation, confidence, fundamental movement skills and physical competence, understanding and knowledge to maintain physical activity at an individually appropriate level, throughout life.
- Recognizes that children play to have fun.
- Provides a pathway to excellence from “playground/pond to podium”.
- Allows all Canadians to be physically active through sport and recreation participation.



Canadian Sport for Life Model

LATD Model

Canada's progress in Long-term Athlete Development is starting to change the way some organizations think about developing physical literacy. Groups of sports, led by the "on-ice" sports of ice hockey, ringette, speed skating, and figure skating are collaborating to introduce young children to the world of skating – working to develop skating skills, on-ice agility, balance, and co-ordination so that the child can later enter any one (or more) of these sports for healthy recreation or to develop sport excellence. Approaching this in a different way, some local recreation organizations are offering young children the opportunity to sign-up for year-round programs that combine exposure to a number of different sports, with fundamental movement skill learning opportunities and lots of skill-developing mini-games.

2.3 BC's Policy on Sport and Physical Activity (2004)

BC's Policy on Sport and Physical Activity recognizes the health, economic and social benefits and the contributions of sport and physical activity to the well-being and enrichment of individuals and communities. It adopts the following vision: ***“Participation in sport and physical activity is valued and embraced as a way of life in British Columbia, sustained by a province-wide, balanced commitment to healthy, active lifestyles and the ethical pursuit of excellence.”***



The two key sport and physical activity goals for BC are:

1. *Sport and Physical Activity for All* – whereby British Columbians have access and ability to participate in sport and physical activity opportunities regardless of their socio-economic background, age, gender, ethnicity, geographic location or ability.
2. *Opportunity to Achieve* – whereby British Columbians have access and ability to achieve to their highest potential and that our sport system supports these aspirations.

These two goals are fluid, in the sense that participants in one stream can move to another and they are supportive, meaning that success in one stream positively affects the other and aspirations in one stream are inspirations for the other.

BC Sport and Physical Activity Values

Sport and physical activity:

1. *Provide essential health benefits including prevention of chronic illness and disease.*
2. *Provide significant economic benefits and will be considered in the same light as other industry sectors...*
3. *Promote multiculturalism, social cohesion and encourage harmonious interaction ...*
4. *Shape our sense of identity and uniqueness as British Columbians and Canadians, while celebrating our diversity.*
5. *Encourage investment in green spaces and community infrastructure.*
6. *Can be used as an instrument to break the cycles of poverty, substance dependency, idleness, violence and anti-social behaviour.*
7. *Help individuals build self-esteem, confidence and positive life-long health habits.*
8. *Allow us to test our physical limits and realize our true potential.*
9. *Should be centred on the participant.*
10. *Should be open and accountable for the use of taxpayers' and members' dollars.*

3.0 The Current Situation

To develop an effective Richmond Sport for Life Strategy requires an understanding of the current environment, the existing community strengths/assets to build upon and the current challenges and opportunities.

3.1 Demographics

The current population of the City of Richmond is approximately 188,100 people - 8.24% of the total population of the GVRD. The population of the city has increased by almost 25% over the last 10 years, and is forecast to continue to grow at an annual rate of approximately 1.2%. By 2021 the population is forecast to have reached 212,000³.

3.1.1 An Ageing Population

The population of Richmond, like Metro Vancouver and Canada, is aging. Older adults (over 55 years old) are the fastest growing age group. A quarter of Richmond's population is now 55 and over (43,600 people). This is a 26% increase over 2001 (when there were 34,700 people over 55), and a 52% increase over 1996 (when there were 28,800 people over 55)⁴.

At the same time, the number of children below the age of 15 has declined in both absolute and percentage terms. In 1996, 18.8% of the City's population was under the age of 15. In the 2006 Census, this percentage had decreased to 15.5%.

3.1.2 An Ethnically Diverse Population

Immigrants comprise 57.4% of Richmond's population, which is the highest proportion of any municipality in Canada. While the number of new immigrants (arriving in the last 5 years) has decreased from 1996, new immigrants still represent 10.8% of the City's total population. The specified areas of origin for these immigrants are 26.8% China, 23% Hong Kong and 10% other Eastern Asia countries.

In Richmond, visible minorities are in the majority. 65.1% of the population is a visible minority. Richmond has the highest proportion of visible minorities of any municipality in BC and the second highest (after Markham, Ontario) in Canada. The predominant minority group in Richmond is Chinese, at 44% of the total population – the highest proportion in Canada by a wide margin.



3.1.3 Working and Living in Richmond

About 46,300 people choose to live and work in Richmond and approximately 30,200 Richmond residents leave the city each day to work elsewhere in the region. An estimated 61,150 people come to work in Richmond each day from neighbouring municipalities. As a result and because of the high number of jobs in Richmond relative to the workforce, Richmond sees a net influx of approximately 31,000 workers each day.

3 Source: 2005 Parks, Recreation and Cultural Services Master Plan

4 Source: Parks, Recreation and Cultural Services – Older Adults Service Plan

Richmond residents are well educated. More than half (56%) of Richmond's population aged 15 years and over have a post-secondary certificate, diploma or degree. A decline in the number of school-aged children has, and will continue to impact the public school system in terms of number of teachers employed, school closures and fewer class options.

3.1.4 Population Health



Richmond has been identified as a community where people live longer. According to a recent report by Statistics Canada people in Richmond, BC still has the greatest life expectancy in Canada. People in Richmond are living an average of 83.4 years, almost four years longer than the national average of 79.5. The World Health Organization (WHO) reports that in 2001 Canada had the ninth highest life expectancy in the world, while Japan, had the longest life expectancy at 81.4 years. In Richmond, life expectancy is two years longer than in Japan.

Although general speaking, citizens in Richmond live longer, there is cause for concern. According to the McCreary Foundation, Adolescent Health Survey Report 2006, daily physical activity is considered optimal for teens, yet only 18% of BC youth exercise seven days a week. The level of physical activity decreases with age.

Girls are half as active as boys: just 11% of girls exercised daily, compared to 24% of boys. Students in Vancouver and Richmond are some of the least active. In addition, over a third of BC youth (38%) spend more than four hours watching TV or playing on the computer on school days.

Clearly, engaging youth in sport and physical activity must be a priority in Richmond.

3.2 Sport in Richmond



3.2.1 Sport Participation Levels

Richmond is a vibrant growing city with a diverse population of active people - many of whom frequently participate in sport-related activities. Some are athletes, coaches or officials, while others are administrators, volunteers or spectators. They utilize a wide variety of indoor and outdoor facilities including arenas, pools, playing fields, gymnasiums, outdoor courts, running tracks, sports pavilions, rowing courses, a pitch and putt golf course, and the new Richmond Olympic Oval - a world class indoor sport and wellness centre.

Sport is an integral part of life in Richmond. A range of healthy recreation activities is available to residents of all ages. There is also a wide range of choice based on ability, from recreational participation to elite level competition, as well as opportunities for people with special needs.

In 2008, an estimated 40,882 people (represents roughly 22% of the population) participated in sports at a public facility in Richmond, as follows:

- *Field Sports* – (e.g. soccer, football, rugby etc.) an estimated 10,000 participants and 2,500 volunteers (coaches, officials and administrators) for a total of 12,500.
- *Arena Sports* - (e.g. hockey, figure skating, speed skating, lacrosse etc.) an estimated 2,360 participants⁵ and 400 volunteers (coaches, officials and administrators) for a total of 2,760.
- *Aquatic Sports* - (e.g. swim clubs, water polo, diving etc.) an estimated 750 participants and 100 volunteers (coaches, officials and administrators) for a total of 850. In addition, hundreds of Richmond residents are involved in swim lessons every year.
- *Court Sports* – (e.g. gym users, volleyball, tennis, badminton etc.) an estimated 15,980 participants and 700 volunteers (coaches, officials and administrators) for a total of 16,680.
- *Miscellaneous Outdoor Sports* - (eg. equestrian, shooting sports, rowing, sailing, track and field, lawn bowling etc.) an estimated 2,500 participants and 250 volunteers (coaches, officials and administrators) for a total of 3,000.
- *School Athletics* – 4,689 participants and 403 coaches/officials/administrators for a total of 5,092.

It is important to note, that the above numbers do not reflect the total sport participation in Richmond, as they do not include sport activities held at the many private sport businesses or casual use of public sport facilities for activities such as pickup basketball, tai chi, tennis or cycling. On any given day, but especially in the summer, many hundreds of Richmond residents can be seen enjoying casual games of soccer, touch football, basketball, softball, tennis etc., on Richmond's many informal outdoor play areas. They play individually and in groups. They range from toddlers to seniors. Together they enjoy the many benefits which sport can provide.

3.2.2 Richmond's Sport Delivery Providers

City of Richmond Facilities

The City of Richmond's Parks and Recreation Department, in partnership with 19 community organizations, provides a wide range of sport activities, programs and events at City owned or leased facilities. In the Vancouver region, Richmond is recognized for its wide range of parks, recreation, cultural and heritage facilities. The city has over 90 parks that total approximately 1400 acres and an additional 200 acres in a recreational trail system. The city houses a wide range of recreational amenities including pools, arenas, community centres, tennis courts, playgrounds, picnic areas, golf courses, lacrosse boxes, running tracks and playing fields.

⁵ Total number of individual participants signed up with Richmond Minor Hockey, Richmond Girls Ice Hockey, Seafair Minor Hockey, Richmond Ringette, Richmond Rockets, Richmond Lacrosse or the Connaught Skating Club for the 2007/2008 arena year.



The City of Richmond builds and maintains public sport facilities, provides land on which facilities are built and allocates the use of space in both City-owned and School District No. 38 facilities. This partnership has kept the cost of providing sport services to the community quite cost-efficient for the City and affordable to participants.

The City of Richmond Parks and Recreation Department, in partnership with its community associations, operates the following indoor sport facilities:

- 2 ice arena facilities with a combined 8 rinks
- 2 indoor aquatic facilities (4 tanks)
- 8 community centres (most with gymnasiums)
- 1 martial arts centre.

The City also maintains and allocates the use of the following outdoor sports facilities. (Note: Some of these facilities are owned by Richmond School District No. 38):

- 46 adult size, natural turf soccer/ rugby/football fields (5 lit)
- 1 cricket pitch
- 7 adult size lit artificial turf fields
- 2 lawn bowling greens
- 62 mini soccer fields
- 1 competition standard track and field facility
- 92 softball diamonds (3 lit)
- 25 asphalt ball hockey courts
- 23 baseball diamonds (2 lit)
- 1 pitch and putt golf course
- 4 lacrosse boxes
- 1 skateboard park
- 61 tennis courts
- 2 outdoor pools
- 78 basketball courts
- 3 outdoor fishing piers

The City also owns facilities that are operated by others. These include; Richmond Curling Club, Richmond Lawn Bowling Club, Richmond Rod and Gun Club, Richmond Tennis Club, the Richmond Gymnastics Club and, the Richmond Olympic Oval.



The newest facility, the Richmond Olympic Oval, is a 32,000 sq. meter, multi-use indoor facility capable of hosting a wide variety of summer and winter sports, recreation, health and wellness activities and cultural and community events. Home to speed skating for the Vancouver 2010 Winter Olympic and Paralympic Games, the Oval will come an international gathering place for wellness, sport hosting, high performance athlete development, sport medicine research, injury prevention and rehabilitation services.

Post-games, the Richmond Olympic Oval's main activity area will house two international-size ice sheets, eight gymnasiums; and a 200m running track and 100m sprint track. The post-games configuration allows for re-activation of the long course speed skating track as needed. Other features include an indoor rowing tank, community wellness programs and services, fitness studios, multi-purpose activity areas, office space for tenants (including some national sport organizations) and restaurant and

retail space. Two outdoor plazas provide venues for many outdoor festivals and events.

Richmond Community Sport Organizations

There are 71 community sport organizations in Richmond. For the past 30 years, much of the community-based sport delivery in Richmond has been operated through a partnership between the City of Richmond and members of the Richmond Sports Council. Richmond Sports Council's members are the local community based sport organizations that deliver programming for sport specific activities.

These organizations are made up of dedicated volunteers that: recruit players, coaches and officials; co-ordinate player registration and league scheduling; train players, coaches, officials and volunteers and; organize activities, events and tournaments that bring out-of-town visitors to the community.

School Sports

Richmond has 48 public schools, for which the Richmond School District No. 38 provides physical education programs, intramural activities and school athletic opportunities for public school age children in Richmond. In 2007/2008, 4,689 secondary school students participated in athletic activities organized by the Richmond School District. There were 391 teams and 403 coaches represented in 18 different sports. Participation by gender was 55% boys and 45% girls.

In Richmond's *elementary* schools, students

- participate in a minimum of 30 minutes/day of physical activity, and a minimum of 90 minutes/week of physical education classes.
- in grades 3-7 participate in the annual elementary school track and field meets.
- in grades 6 and 7 take swimming and skating lessons and outdoor recreation activities as part of their physical education classes.
- have the opportunity to participate in extracurricular interschool competitions in basketball, volleyball, cross country running and soccer.
- in some schools lunch time or after-school intramural programs are offered.

In Richmond's *secondary* schools, students:

- in grades 8 and 9 participate in a minimum of 30 minutes of physical activity/day.
- in grades 10-12 are required to complete an average of 150 minutes of physical activity/week.
- up to grade 10 are required to take physical education courses.
- in grades 11 and 12 are offered physical education as an elective.

Richmond also has 13 private schools that provide varying levels of physical education programs and school athletic activities.

Community Associations

Richmond has a long history of community based not-for-profit delivery of sport and recreation programs and events through its many community association

partners. Richmond has 11 community associations that offer a wide variety of sport activities, programs, leagues and events for Richmond residents. They are:

- City Centre Community Association
- East Richmond Community Association
- Hamilton Community Association
- Minoru Seniors Society
- Richmond Arenas Community Association
- Richmond Fitness and Wellness Association
- Sea Island Community Association
- South Arm Community Association
- Steveston Community Association
- Thompson Community Association
- West Richmond Community Association

There are also three community advisory committees that provide information and advice to Richmond City Council on sport related business, they are:

- Richmond Aquatic Services Board whose mandate is to work with City staff to develop a policy framework for service standards, operating hours, fees and charges, scheduling and marketing of Richmond's four aquatic facilities.
- Richmond Sport Council whose mandate is to be the collective voice for over 50 sports groups in Richmond; provide a forum for discussing matters of interest amongst local sports groups; provide information and advice to various levels of government on sport issues in Richmond and to provide resources to assist sporting and recreational pursuits in Richmond.
- Richmond Athletic Commission whose mandate is to regulate, control, supervise or prohibit professional boxing contests in the City of Richmond.

Private Sport and Fitness Clubs

Richmond is fortunate to have 49 private sport and fitness clubs that provide a wide range of sport and fitness activities for local residents. Activity choices include fitness classes, weight training, dance classes, yoga, personal training, martial arts, boxing, self-defence, badminton, tennis, table tennis, squash, basketball, billiards, darts, indoor soccer, gymnastics, cheerleading, golf, swimming, equestrian sports, archery and shooting sports.



Provincial and National Sport Organizations

In 2008, Sport BC moved its administration centre into Richmond. As the provincial federation for sport, Sport BC represents more than 80 member organizations including 64 provincial sport organizations. Sport BC serves approximately 700,000 sport participants in the province and has 24 partners sharing space at its new Sport BC Campus in Richmond. There are 21 Provincial Sport Organizations, the Canadian Sport Centre Pacific along with three sport - service providers (BC Athlete Voice, Coaches Association of BC and ProMOTION Plus). The role of Provincial Sport Organizations, in part, is to provide administrative and technical support to its participants, member organizations, coaches and officials; organize playoffs and championships and select provincial teams.

Canadian Sport Centre Pacific is a regional multi-sport athlete development centre that provides programs and services for athlete development, coaching excellence and long-term sport development initiatives for elite athletes and coaches in the Greater Vancouver Region.

In 2008, there were 27 high performance athletes living in Richmond that are registered with Canadian Sport Centre Pacific. Ten were national level athletes and 17 were provincial level athletes. In addition, Richmond is home to several high calibre coaches that train elite athletes.

Other

There are also a number of other providers of sports programs and activities in Richmond, including several local businesses, service clubs, cultural groups, community churches and temples provide sport programs and events.

3.3 Aging Facilities

In Richmond, like other cities in Canada, many facilities are approaching the end of their lifecycle and will require investment decisions. A Parks, Recreation and Cultural Services *Facilities Strategic Plan* was endorsed by City Council in June 2007. The Plan addresses a long-term strategy for replacing, retrofitting and upgrading existing City parks, recreation and cultural buildings, along with new facility development. A Field Tournament Centre is proposed under Phase 2 of the strategic plan.

When considering retrofitting or replacement of community facilities, the sporting community will need to be engaged, and their emerging and future needs considered.



3.4 Existing Strengths and Opportunities

Developing and implementing a successful sport for life strategy requires an understanding of the strengths, opportunities, constraints and barriers within the current environment. Ultimately, seizing opportunities and reducing barriers will build the roadmap to success. In Richmond, the following have been identified as having the greatest potential impacts on sport development in the community

Strengths and Opportunities
Richmond residents are some of the most active and healthy people in the world. The City won the top award for healthy lifestyles at the International Awards for Liveable Communities in 2007.
In a 2008 Ipsos Reid Poll, 87 per cent of respondents said they were either very satisfied or somewhat satisfied with Richmond's recreation facilities, exceeding the municipal norm. The quality and variety of recreation programs and services rated at 81 and 83 percent, respectively. Also, the City scored 67 per cent in the area of encouraging residents to become more active.
Richmond Sports Council provides a coordinated 'voice for sport' within the city and is often viewed as a model for other communities. All community sport organizations in Richmond have the opportunity to be a part of this network.
As a Venue City for the Vancouver 2010 Winter Olympic and Paralympic Games, host of the 2010 World Wheelchair Rugby Championships and the 2009 BC Seniors Games, Richmond has developed a number of community assets, which makes embarking on an action plan for sport development timely. These assets include: <ul style="list-style-type: none"> • Increased volunteer capacity in hosting major sporting events. • The Richmond Olympic Oval – a 32,000 square metre sport and wellness facility. • Legacy opportunities related to an increased interest (and increased investment) in sport nationally, provincially and locally. • An increased profile of Olympic athletes as role models/sport heroes as a catalyst for increased participation in sport. • Increased awareness and opportunities for people with disabilities and seniors to engage in sport and physical activity. • International profile and economic benefits for Richmond as a sport hosting destination.
Being home to several BC Provincial Sport Organizations, Canadian Sport Centre Pacific and other sport agency resources, improves the City's ability to connect, communicate with and increase overall participation and awareness of sport within the community.
KidSport Richmond, recently established by Richmond Parks and Recreation, Richmond Sport Council and Sport BC, will assist in providing funding to help overcome financial obstacles that prevent some children from participating in organized sport.
In 2007 the Government of Canada introduced a non-refundable tax credit of up to \$500 per year for eligible fitness expenses paid by parents to register a child (under the age of 16) in a prescribed program of physical activity.
Unlike other countries where sport and recreation are one system, Canada has typically treated these as separate entities. There is recent movement nationally and provincially (through BC Recreation and Parks Association) to better integrate sport, recreation and health for the benefit of communities.
The 'Getting Richmond Moving' campaign is one way the City of Richmond is getting behind the movement to increase the physical and mental well-being of its residents.
The City of Richmond, Vancouver Health Authority, School District No. 38 and the Richmond Sport Council have already had success in working together on a variety of initiatives to the benefit of Richmond residents.
There is opportunity to capitalize on the high performance teams, athletes, and coaches that reside and train in Richmond as role models and mentors in providing community education.
Sport and recreation can serve as an important means to assist in the integration of immigrant and aboriginal youth and families into the local community.

3.5 Existing Challenges and Barriers

Challenges and Barriers
Between 2003 and 2006, the number of obese children and youth in Canada increased a further 35.7 percent. 91 percent of Canadian children and youth are not meeting Canada's physical activity guidelines for their age group.
There is an overall lack of awareness of the importance of physical literacy in a child's early development stages, inequities in terms of the opportunities available and, a lack of integration of physical literacy principles within school and community programs.
Richmond has a large number of first generation immigrants. As the second generation that are born and educated in Canada increases, so will the numbers demanding opportunities to participate in sport and physical activity. The impact of this trend is a predicted, rapid escalation of demand on facilities, programs and services.
System integration is weak and there is a lack of awareness of and lack of clear pathways for sport development, from physical literacy to opportunities to achieve excellence.
Lack of coordination between sport, recreation and school sectors emerged repeatedly through discussions as a consistent and critical barrier. While many good programs exist, there is a lack of coordination, communication and sense of shared purpose among schools, sport groups, community associations, daycares/preschools and the City of Richmond.
There is a lack of awareness and understanding of new Canadian Sport for Life - Long Term Athlete Development model amongst sport organizations.
The LTAD model promotes general skill development and multi-sport participation in the early stages of development (physical literacy and fundamental movement skills). Many parents and coaches insist on a singular sport focus for their young athletes.
With volunteerism declining in many communities, a focus on volunteer recruitment, training and development needs to be supported in order to attract the volunteers required to sustain sport program and organizational development.



CITY OF RICHMOND PARKS & RECREATION DEPT.

Playbook for Action

4.0 Playbook For Action

4.1 Vision and Guiding Principles

Our future vision is:

All Richmond residents have access to a full range of opportunities to experience the passion and joy of participating in sport and physical activity.

Richmond has integrated the delivery of recreation, school physical education/athletics and community sport, to enable all citizens to reach their full potential within the 'physical literacy', 'enhanced sport achievement' and 'active for life' framework.

4.2 Guiding Principles

Achieving this vision requires strength of commitment from the City of Richmond, the Richmond School District, the Richmond Sports Council and the numerous partnering agencies and stakeholders involved in delivery sports services in Richmond. The following fundamental guiding principles provide a values-based foundation for determining priorities, measuring outcomes and working together:

- The benefits of sport and physical activity, including leadership development, dedication, teamwork, skill development and respect for fair play are integral to the health, social, cultural and economic fabric of Richmond and fundamental to the community's health, wellness and cooperative spirit.
- Inclusive, accessible, diverse and high quality opportunities for physical activity and sport participation are available for all regardless of age, race, gender, language, economic status or physical ability.
- Good sport is about the joy of participation, a sense of achievement and opportunity to reach one's highest potential.
- A belief in the benefits of shared services and collaboration, respect for each organization's uniqueness and individual mandates and a commitment to partner-based leadership, effective connectivity and open communication.
- Ethical sport participation and fair play are fundamental to physical activity and sport programs and are beliefs embedded in the physical activity and sport delivery system.

4.3 Desired Outcomes

The following identifies the desired outcomes for Richmond's Sport for Life Strategy. This list has been adapted from "Community of Excellence for Sport and Wellness – Report to Committee, City of Richmond, 2007".

- Richmond is the healthiest and most active community in Canada with the highest sport participation rate per capita and the highest percentage of physically active residents whose health levels exceed those of other populations.
- Richmond has the best sport development system that is integrated, participant-centred and embraces the principles of the Canadian Sport for Life (LTAD) model. The system:
 - promotes integration of service amongst those delivering sport services, integrating externally by engaging with and welcoming groups such as provincial and national sport organizations and, integrating internally by bridging the gaps between community recreation, education, health, business and tourism sectors;
 - increases basic physical literacy for all Richmond residents;
 - provides opportunity for all citizens to achieve sport excellence by supporting athletes, coaches and officials;
 - supports participants, athletes, coaches, officials, volunteers and spectators at all levels and promotes the principles of "participation for life" both within and outside of organized sport.
 - aims to ensure that Richmond has the highest percentage of high performance athletes per capita in Canada and is home to many national/provincial level athletes;
- Richmond has enviable, high quality and comprehensive sport and wellness facilities.
- Richmond is the best location to host sport and wellness events (facilities, amenities and services) and the system supports the development and pursuit of hosting opportunities.
- Richmond is recognized for its leadership as a world class model community for sport, physical activity and wellness – a source of pride for Richmond residents.
- Richmond values the significant role that arts and culture play in the celebration of sport achievement and in developing the fundamental physical literacy components of movement and rhythm.

"Richmond is home to many world class athletes who return to the community to mentor aspiring athletes... this is grassroots sport development at its best"

Dave Semple, General Manager, City of Richmond Parks and Recreation

4.4 Strategic Goals

The following is a list of the overarching goals that will help fulfill the Richmond Sport for Life vision of enabling all Richmond residents *to experience the passion and joy of participating in sport and physical activity, and to reach their full potential within the 'physical literacy', 'enhanced sport achievement' and 'active for life' framework.*"

Goal Name	Goal Statement
Integrated Sport for Life System	Richmond is a model of cooperation and collaboration among government and non-governmental organizations in the delivery of sport in the community.
Physical Literacy (developing fundamental movement skills)	Every individual in Richmond, regardless of age, will be physically literate and have the fundamental movement and sport performance skills to enjoy sport and physical activity, to the best of their ability.
Enhanced Sport Achievement	The Richmond sport community develops athletes, coaches, officials, administrators, volunteers and training centres to provide opportunities for its citizens to reach their highest level of sport achievement.
Healthiest and Most Active Community	Richmond is the healthiest and most active community in Canada. The City of Richmond provides its citizens, regardless of culture, language, gender, economic status, physical ability and age, awareness and accessibility to whatever is necessary for participation and to stay active throughout their lives.
Sport Hosting	Richmond is recognized as a premier sport hosting destination
Facilities	There will be an adequate number and quality of sport facilities to support expanding participation and ability to host sport events.
Inclusion and Diversity	The City of Richmond is recognized for its inclusivity of people with disabilities, visible minorities and those who are underserved.
Leadership and Community Involvement	Richmond will have sufficient number and quality of volunteers and staff who are skilled in coaching, officiating and administering the sport system.
Communication	Citizens of Richmond are aware of and understand the key benefits of sport and physical activity.
Accountability	Richmond staff will monitor, evaluate and report back to City Council, Richmond Sport Council and other key stakeholders on the Richmond Sport for Life Strategy goals and actions.

Acronyms used on following pages:

CoR City of Richmond

CSCP Canadian Sport Centre Pacific

NGO Non Governmental Organization

NFP Not for Profit Organization

CA Community Associations

CS4L Canadian Sport for Life Policy

LTAD Long Term Athlete Development

SD 38 Richmond School District

SMCBC Sport Medicine Council of BC

PSO Provincial Sport Organization

LSO Local Sport Organization

NSO National Sport Organization

Oval Richmond Olympic Oval

UBC University of British Columbia

RSC Richmond Sport Council

RACA Richmond Arena Community Association

CABC Coaches Association of British Columbia

Goal 1. Integrated Sport for Life System

Goal Statement: Richmond is a model of cooperation and collaboration among government and non-governmental organizations in the delivery of sport in the community.

Background: A key factor in the successful implementation of the Richmond Sport for Life Strategy is increasing the interaction between various government agencies, community organizations, schools and local sport organizations and private sport businesses that all play a role in the delivery of sport in Richmond. Key community sport partners include (but are not limited to):

- City of Richmond
- Richmond Sport Council
- Richmond Aquatic Services Board
- Vancouver Coastal Health
- Richmond School District No. 38
- Richmond Oval
- Tourism Richmond
- Richmond Community Associations
- BC Govt - Ministry of Healthy Living and Sport
- Canadian Sport Centre Pacific
- 2010 Legacies Now
- BC Disability Games Society
- Richmond Arena Community Association
- Provincial Sport Organizations
- National Sport Organizations
- Local Sport Organizations
- BC Games Society
- Act Now BC
- Sport BC
- Sport Canada
- Coaches Association of BC
- ProMOTION Plus
- BC Special Olympics
- Private sport businesses in Richmond

Recommended actions to enhance the integrated delivery of sport in the community include:

#	Action	Involved	Timeline
1a	Develop opportunities for inter-sport collaboration with respect to training, support, venue access and athlete development amongst athletes, coaches, administrators.	CoR, SD 38, RSC and LSOs	Fall 2010
1b	Develop a committee for the implementation of the Richmond Sport For Life Strategy.	CoR, SD 38, RSC, CAs, Oval and LSOs	Fall 2010
1c	Educate Community Associations about their important role in the delivery of sport in the community.	CoR	Fall 2010
1d	Initiate meetings with Sport BC and Canadian Sport Centre Pacific on facilitating the delivery of their sport development programs and services in Richmond.	CoR, RSC	Winter 2011
1e	Build relationships with private sector sports operators to ensure the 'full picture' of sports service delivery in meeting community need is understood.	CoR, RSC	Fall 2010

Goal 2. Physical Literacy (developing fundamental movement skills)

Goal Statement: Every individual in Richmond, regardless of age, will be physically literate and have the fundamental movement and sport performance skills to enjoy sport and physical activity, to the best of their ability.

Background: Physical literacy is the development of fundamental movement and sport performance skills that permit a child to move confidently and with control, in a wide range of physical activities and sport situations. Physical literacy also includes the ability to 'read' what is going on around them in an activity setting, and react appropriately to those events. To be truly effective, recreation services, local sport organizations and physical education and school sport must work together rather than compete against each other for athletes and sport leadership resources. For full physical literacy, children should learn fundamental movement skills and fundamental sport skills in each of the four basic environments:

- On the ground – as the basis for most games, sport, dance and physical activities
- In the water – as the basis for all aquatic activities
- On snow and ice – as the basis for all winter sliding and skating activities
- In the air – for gymnastics, diving and other aerial activities

Recommended actions to address physical literacy amongst children in Richmond include:

#	Action	Involved	Timeline
2a	Raise awareness amongst community associations, community sport organizations and elementary school teachers on the importance of learning fundamental movement skills (i.e. physical literacy development) for Richmond youth.	CoR, CAs, LSOs, RSC, Action Schools BC	Summer 2010
2b	Implement a 'first contact and awareness program' in partnership with City of Richmond, School District #38, local sport organizations and community associations to educate parents of young families and caregivers on the importance of the development of fundamental movement skills (using the new NCCP workshops for schools, community leaders and coaches). This information needs to be made available early on to new parents (e.g. in hospitals, daycares, doctors offices, etc)	CoR, SD 38, LSOs, CAs, Daycares, Preschools, PSOs, NSOs	Fall 2010
2c	Incorporate opportunities for physical literacy skill development into the design of children's playgrounds in Richmond.	CoR	Fall 2010
2d	Develop and implement physical literacy programs (such as Run, Jump, Throw, Kids Can Move, dance/rhythm etc.) at all City of Richmond facilities that provide sport activities in the community.	CoR, Oval, CA, PSOs, and LSOs	Fall 2010
2e	Provide resources on physical literacy to school administrators, teachers, recreation administrators, recreation program leaders, community associations, LSOs, community coaches of young athletes, preschools and daycares.	CoR, SD 38, LSOs, CAs, Daycares, PSOs, NSOs	Fall 2011
2f	Encourage Richmond School Board to reinstate physical education specialists at Richmond elementary schools.	RSC, LSOs	Spring 2012

Goal 3. Enhanced Sport Achievement

Goal Statement: The Richmond sport community develops athletes, coaches, officials, administrators, volunteers and training centres to provide opportunities for its citizens to reach their highest level of sport achievement.

Background: Life-long participation in sport and the development of high performance athletes both require that skills and abilities are maximized to allow athletes to reach their highest potential achievement. It is important that Richmond citizens have access to and benefit from the best quality leadership, coaching, officiating, administration and sport science

While Richmond has a long history of developing elite and recreational athletes in many sports, the Canadian sports landscape is changing with the preparation of sport-specific “Canadian Sport For Life models” and Implementation Plans for most major sports. These models outline the age-specific, athlete-centred principles necessary to optimize athlete development and lays out the development pathway for aspiring high performance (i.e. national team program) athletes. Typically the pathway begins at the local level, with development of skills in an age-appropriate program based on sport science and physical and emotional development as defined by the sport’s NSOs.

At the appropriate time, the high performance athlete is identified, then guided to provincial and national team programs. Some athletes continue to play for their school and/or club teams while participating in provincial or national team programs. The role of the local sport stakeholders in development of high performance athletes is to maximize their chances of reaching these higher levels and to support them in their quest for success. Of particular importance is to recognize that the success of these elite athletes makes them very attractive to numerous sport agencies, and that avoiding abuse from multiple conflicting demands is critical to the athlete’s well-being.

While the Canadian Sport For Life model lays out development programs and a pathway for high performance athletes, it is important to acknowledge that the vast majority of athletes will not follow the pathway to national teams, or will return to community sport activity at a later stage. It is critically important that these “Active for Life” athletes (i.e. teenagers and adults) are provided with high quality development programs and coaching which will help them achieve their own maximum potential.

“The health and well-being of a nation and the medals won at major games are simple by-products of an effective sport system.” (Istvan Balyi).

Recommended actions to enhance sport achievement in Richmond include:			
#	Action	Involved	Timeline
3a	Encourage all Richmond sport groups (LSOs) to have a formal development plan for their sport under the direction of a qualified technical director/head coach	LSOs	Fall 2010 and beyond
3b	When available, LSOs to adopt the CS4L/LTAD model and Implementation Plans specific to their sport, supplemented with a development plan for the non-elite teens and adults outside the national high performance pathway.	LSOs	Fall 2010 and beyond
3c	All sport stakeholders involved in Richmond promote the development pathway defined by PSOs/NSOs for elite athletes in their sport.	All	Fall 2010 and beyond
3d	All sport providers in Richmond ensure sport development programs conform to LTAD models and curricula.	All	
3e	Encourage the provision of high quality and certified coaches for all Richmond based youth sport organizations (LSOs).	CoR, RSC, LSOs, CABC	Winter 2010 and beyond
3f	Investigate establishing a grant funding program for the development of local volunteer coaches, officials and sport administrators.	RSC, LSOs	Spring 2011
3g	Build collaborative partnerships between local sport organizations (LSOs), SD #38, Canadian Sport Centre Pacific (CSCP), Sport BC, Provincial Sport Organizations (PSO;s), National Sport Organizations (NSOs), Richmond Olympic Oval and other athlete skill development service providers, to develop mutually beneficial leadership training programs, clinics and resources for developing athletes, coaches, officials and volunteers.	LSOs, CoR, CSCP, Sport BC, PSOs, Oval, SD 38, Private Sport Facilities	Winter 2011
3h	Within the framework of the sport specific LTAD model and Implementation Plan, work with Sport BC, CSCP and the Richmond Olympic Oval to facilitate high performance athlete development training programs and support services (physical assessment, physical trainers, physiotherapy, sport psychology, biomechanics, specialized training equipment, nutrition counselling etc.) needed to enhance individual athlete sport performance.	LSOs, CoR, CSCP, Sport BC, Oval	Fall 2011
3i	Establish a mentorship program whereby elite athletes act as role models to local youth through sport camps (i.e. Give It A Go days), hosting professional or elite amateur exhibition games, etc.)	CoR, Oval, CSCP, PSOs, NSOs, LSOs	Spring 2012 and beyond
3j	Create a Richmond Sport “Hall of Fame” to recognize Richmond’s accomplished athletes, coaches and sport builders.	CoR, RSC	Spring 2012
3k	Develop a code of conduct agreement amongst Richmond based sport delivery agencies (LSOs and S D 38) to ensure that athletes are not being denied the ability to play both school and community sport activities.	SD 38 and LSOs	Fall 2012

Goal 4. Healthiest and Most Active Community

Goal Statement: Richmond is the healthiest and most active community in Canada. The City of Richmond provides its citizens, regardless of culture, language, gender, economic status, physical ability and age, awareness and accessibility to whatever is necessary for participation and to stay active throughout their lives

Background: Residents of Richmond boast the longest life expectancy in Canada. Our overweight and obesity rates are lower than the BC average and we have fewer smokers per capita than anywhere in BC. However, our level of physical activity is lower than the BC average. Act Now BC is a provincial initiative to support communities and citizens of BC to be the healthiest jurisdiction to ever host the Olympic and Paralympic Games. Increasing physical activity and becoming an Active Community are all part of Richmond's commitment to a healthier population and decreased chronic disease occurrence. Statistics Canada data indicates that almost 60% of Canadians over 20 years of age are inactive. The Canadian Sport for Life approach has the potential to reduce health care costs, increase participation in recreational sport, increase social inclusion, keep seniors independent in later years and provide a positive life experience for young adults who might otherwise turn to drugs and anti-social behaviour. (Source: BC Atlas of Child Development 2005). Participation in sport is a proven method of providing essential health benefits including prevention of chronic illness and disease.

Recommended actions to help make Richmond the healthiest and most active community in Canada are as follows.

#	Action	Involved	Timeline
4a	To promote increased participation in community sport activities by 20% by 2015.	CoR, LSOs, CAs, RSC, SD 38, Oval	By 2015
4b	Inventory existing levels of participation in sport activities in Richmond.	CoR	Fall 2010
4c	Identify the gaps in sport participation in Richmond and develop and promote more high quality recreational caliber sports programs, leagues and events that allow participants of all ages, abilities and financial means to play sports throughout their lives.	CoR, LSOs, CAs, Oval	Fall 2010
4d	Offer programs at City facilities that encourage and teach skills for life-long leisure activities, such as running, cycling, walking, bowling, hiking, curling, kayaking etc.	CoR, CAs, Oval	Spring 2011
4e	Develop a marketing and promotional campaign to raise awareness about the many benefits of participating in sports for life.	CoR, CAs, Rmd Health Authority	Fall 2011
4f	Offer services and work with partner organizations for citizens that are typically underserved in the sport and recreation sector, with a view to creating opportunities to encourage their life long participation in sport.	NGO's, NFP's, Richmond Health Authority, Seniors groups, Special Olympics etc.	Spring 2012
4g	When planning new parks and recreation facilities, consider including sport facilities that encourage participation by residents of all ages, abilities and financial means.	CoR	By 2015
4h	Capitalize on the increasing interest in social marketing technologies to attract more youth into sport activities (e.g. Facebook, Twitter, MySpace, etc.)	CoR, LSOs, CAs	ongoing

Goal 5. Sport Hosting

Goal Statement: Richmond is recognized as a premier sport hosting destination.

Background: Sport hosting in Richmond is the staging of competitive sporting events and sport related meetings that attract visitors to Richmond as spectators, officials, competitors or delegates. In March 2009, Richmond City Council adopted the following principles for a Sport Hosting Strategy:

- Establishment of a Sport Hosting Office within the City with a mandate to serve as a one stop shop for sport hosting in Richmond and proactively pursue attraction of major provincial, national and international sporting events.
- Establishment of a Richmond Sport Hosting Task Force comprised of key stakeholders from the City, sport, tourism and the Richmond Olympic Oval with a mandate to provide assistance and guidance to the Richmond Sport Hosting Office.
- Recruitment of an experienced Sport Hosting Manager.
- Establishment of a benchmarking and operational performance measurement process, compliant with the Sport Tourism Economic Assessment Model (STEAM guidelines) developed by the Canadian Sport Tourism Alliance.

Over the next few years, the Richmond Sport Hosting Strategy will be further developed to include a Sport Hosting Implementation Plan that will guide the goals and actions needed to achieve the vision of making Richmond a premier sport hosting community in Canada.

Recommended actions to support the Richmond Sport Hosting Strategy are as follows:

#	Action	Involved	Timeline
5a	Work in cooperation with the Richmond Sport Hosting Office (currently being developed) and encourage representatives from relevant sport hosting service providers and local sport organizations to participate in the planning, development and implementation of the Sport Hosting Implementation Plan.	CoR, SD38, Private clubs, LSOs, RSC, Oval, Tourism Richmond	Spring 2010
5b	Build on the community assets (such as new facilities and skilled volunteers) that are developed as a result of hosting the Vancouver 2010 Winter Olympic Games and the BC Seniors Games by continuing to engage local sport organizations, the Richmond Olympic Oval and private sport facility operators with hosting future sporting events.	CoR, Oval, RSC	Winter 2010
5c	Develop a methodology for financially supporting those local sport organizations that host major sporting events in Richmond.	CoR, RSC	Spring 2011

Goal 6. Facilities

Goal Statement: There will be an adequate number and quality of sport facilities to support expanding participation and ability to host sport events in Richmond.

Background: Richmond has a wide variety of sport facilities ranging from local neighbourhood facilities up to world class venues suitable for hosting national and international events. Many of these facilities are managed (in conjunction with City staff) by community based partners. In addition there is a successful relationship with School District No. 38, which generally sees the City of Richmond maintaining school playing fields facilities in return for free use of the school gymnasiums and fields for community based youth sports and recreation programs outside of school hours. In recent years, Richmond City Council has made considerable investment in new high quality sport facilities including, the Richmond Olympic Oval, the synthetic sports fields at Hugh Boyd, King George and Minoru Park and new ball diamonds at Manoah Steves and Blundell Park.

In Richmond, like other cities in Canada, some facilities are approaching the end of their lifecycle and will require infrastructure upgrading investment decisions. As well, with expected population increases, new facilities are needed to address increasing community demands for sport, culture and recreation activities. In June 2007, Council adopted the Parks, Recreation and Cultural Services Facilities Strategic Plan which outlined a prioritized list of sport, recreation and cultural facility projects. Some of these proposed new or upgraded facilities include facilities and amenities for hosting sport programs and events including: two new community centres in the City Centre, a new Minoru Aquatic Centre, a new Seniors Activity Centre, and a Field Sport Tournament Centre.

Recommended actions to address future needs for sport participation and event hosting facilities include:			
#	Action	Involved	Timeline
6a	Work with community sport groups to undertake a 3-5 year sport facility needs assessment/development plan.	CoR, RSC, LSOs	Winter 2010
6b	Establish an annual maintenance assessment program that ensures appropriate maintenance of existing facilities.	CoR	Spring 2011 and beyond
6c	Inventory Richmond's public sport facilities relative to their capacity for hosting local, regional, provincial, national or international competition, and make recommendations for upgrading those facilities that are suitable for hosting more or higher calibre sporting events.	CoR, Sport Hosting Office, LSOs	Winter 2011
6d	Explore joint funding of new sport facility development projects with stakeholders including, other levels of government, sport hosting office, community associations, local sport organizations, Richmond School Board, colleges and universities, Richmond Olympic Oval, professional sport clubs and private businesses.	CoR	Spring 2012 and beyond
6e	Establish facility replacement reserves for existing major facilities such as arenas, pools and gymnasiums.	CoR	Spring 2012 and beyond

Goal 7. Inclusion and Diversity

Goal Statement: The City of Richmond is recognized for its inclusivity of people with disabilities, visible minorities and those who are underserved.

Background: Immigrants comprise 57% of Richmond's population, which is the highest proportion of any municipality in Canada. While the number of new immigrants (those who arrived in the last 5 years) has decreased from 1996, new immigrants still represent 11% of the City's total population. The specified areas of origin for these immigrants are 27% China, 23% Hong Kong and 10% other Eastern Asia countries. Visible minorities comprise the majority in Richmond (65% are a visible minority). Richmond has the highest proportion of visible minorities of any municipality in BC and the second highest (after Markham, Ontario) in Canada. The predominant minority group in Richmond is Chinese, at 44% of the total population – the highest proportion in Canada by a wide margin.

Richmond Parks and Recreation Department provides accessible facilities, services and programs for people with disabilities and special needs. No Accidental Champions (Athletes with a Disability) is a companion policy for the Canadian Sport for Life framework. Sport for individuals with a disability has grown tremendously over the last few decades. Today, virtually any sport available to an able-bodied athlete can be pursued by a person with a disability at both the recreational and competitive levels. The same factors that impact able-bodied athletes also impact athletes with a disability. However, additional tools must be available, such as modified equipment and facilities, specialized coaching and other supports.

Recommended actions to improve inclusivity of people with disabilities, visible minorities and those who are underserved in sport activities and events in Richmond include:

#	Action	Involved	Timeline
7a	Schedule multi-cultural entertainment/activities in concert with major sport events (such as multi-sport Games) to showcase and celebrate the diversity of the community.	CoR, Oval, LSOs, CoR Community Services	Fall 2010
7b	Encourage and facilitate training opportunities and competition events for athletes with disabilities.	CoR, Oval	Fall 2010
7c	Encourage people of visible minorities and people living with disabilities to become involved in sports-based community groups as participants, coaches, officials administrators and/or volunteers.	LSOs, CAs	Spring 2011
7d	In partnership with our community partners, develop pricing and facility access policies that reflect the diversity of our community.	CoR, RSC, CAs	Fall 2011
7e	Research barriers to participation in sport by our diverse population and build capacity to address their program and facility needs.	CoR	Spring 2012
7f	Encourage sport activities, tournaments and events that reflect the interests of our diverse community.	CoR	Spring 2013

Goal 8. Leadership and Community Involvement

Goal Statement: Richmond will have sufficient number and quality of volunteers and staff who are skilled in coaching, officiating and administering the sport system.

Background: Volunteers are the backbone of community sport and their development is critical to the future success of an integrated community sport system. Traditional sport volunteers (coaches, officials administrators) need to be educated and migrated through to other elements of the sport development system. Building capacity and skill sets of volunteers for sport administration and program delivery is essential to the future success of increased participation, excellence and sport for life.

Recommended actions to improve sport leadership and community involvement in Richmond include:			
#	Action	Involved	Timeline
8a	Conduct best practices research and develop methods to attract and retain skilled coaches, officials, administrators and volunteers in local community sports organizations.	CoR, RSC, LSOs	Spring 2010
8b	Determine and assign resources for leadership (staff and volunteers) needed to implement new programs and initiatives emanating from the Richmond Sport for Life Strategy.	CoR, CAs	Summer 2010
8c	Provide capacity building support to local sport organizations through the City's Volunteer Development Coordinator.	CoR	Fall 2010
8d	City to work in conjunction with Richmond Sport Council, local sport organizations and community associations to develop and implement guidelines for minimum standards for instructor/coach training/ education, coaches code of conduct, harassment prevention and Fair Play, to ensure a high quality of program delivery and to reduce in the negative aspects of sport which have been perceived as barriers to participation.	CoR, LSOs, RSC	Winter 2010
8e	Develop program curriculum standards and instructor qualifications for all sport leaders who teach Parks and Recreation sport programs.	Parks and Rec	Winter 2010
8f	To engage "retirees" in the business end of sport development (sport hosting, sport administration, etc.) to give back to community sport associations.	CoR, LSOs, Volunteer Richmond	Spring 2011
8g	Encourage current and former elite athletes to give back to the community as coaches, officials, volunteers, etc.	CoR, RSC, LSOs	Winter 2011
8h	Promote the sport leadership expertise and assets within the community (Richmond Olympic Oval, CABC, Sport BC, PSOs, NSOs, CSCP) to support the training and development of local coaches, officials and administrators.	Oval, CABC, Sport BC, CSCP	Spring 2012

Goal 9. Communication

Goal Statement: Citizens of Richmond are aware of and understand the key benefits of sport and physical activity.

Background: Increasing participation and achieving progress with the population being active for life is contingent upon people being knowledgeable about the opportunities and the positive health outcomes that sport and physical activity provides. Increased awareness of the benefits of physical activity is accomplished with an effective communication plan.

Recommended actions to improve community awareness about the benefits of participation in sport and physical activity include:			
#	Involved	Timeline	
9a	Develop a series of coach and parent education lectures and workshops on topics such as the benefits of physical activity, LTAD (long-term athlete development), physical literacy, Sport For Life, plyometrics, strength training, athlete nutrition, Fair Play, Code of Conduct, harassment prevention, gender differences in athlete training methods, sport hosting, etc.	CoR, LSOs Oval, RSC	Fall 2010 and beyond
9b	Develop appropriate communication methods to attract more participation by visible minorities and new immigrants into community sport activities.	CoR, LSOs, CAs, Oval, SD 38	Spring 2012

Goal 10. Accountability

Goal Statement: Richmond staff will monitor, evaluate and report back to City Council, Richmond Sport Council and other key stakeholders on the Richmond Sport for Life Strategy goals and actions.

Background: There must be actions taken to ensure the accountability to deliver the Richmond Sport for Life Strategy goals and actions. This includes periodic reporting on the progress made in implementing the sport strategy. Consultation with various City of Richmond advisory bodies to gather feedback around factors affecting sport participation (i.e. user fees, facility access, capital improvement planning, etc.) is regularly undertaken by City staff to ensure accountability back to citizens.

Recommended actions to ensure ongoing progress and accountability in terms of meeting the goals of the Richmond Sport for Life Strategy:			
#	Action	Involved	Timeline
10a	Develop methods for monitoring the achievement of the Richmond Sport for Life Strategy goals and actions.	CoR	Fall 2010
10b	Report back periodically to Richmond City Council, Richmond Sport Council and Richmond Community Association on the progress made on the Richmond Sport for Life Strategy goals and actions.	CoR	Periodically to 2015
10c	Continue advocacy for higher levels of government grants/funding to replace aging infrastructure.	CoR, RSC, LSOs, CAs	ongoing

Appendix A – Glossary of Acronyms

CoR	–	City of Richmond
CSCP	–	Canadian Sport Centre Pacific
NGO	–	Non Governmental Organization
NFP	–	Not for Profit Organization
BCRPA	–	British Columbia Recreation and Parks Association
CABC	–	Coaches Association of British Columbia
SMCBC	–	Sport Medicine Council of British Columbia
Parks and Rec	–	City of Richmond, Parks and Recreation Department
RSC	–	Richmond Sport Council
RACA	–	Richmond Arena Community Association
SD No. 38	–	Richmond School District
CA	–	Community Associations
PSO	–	Provincial Sport Organization
LSO	–	Local Sport Organization
NSO	–	National Sport Organization
Oval	–	Richmond Olympic Oval
UBC	–	University of British Columbia
CS4L	–	Canadian Sport for Life Policy
LTAD	–	Long Term Athlete Development

Appendix B – Directory and References

Directory of BC and National Sport Related Organizations

Aboriginal Sport and Recreation Association of BC - www.asra.ca

Action Schools! BC – www.actionschoolsbc.ca

Active Communities BC – www.activecommunities.bc.ca

ActNow BC – www.actnowbc.ca

BC Disability Sports – www.disabilitysport.org

BC Games – www.bcgames.org

BC Recreation and Parks Association – www.bcrpa.bc.ca

BC School Sports – www.bcschoolsports.ca

Canadian Sport Centres – www.pch.gc.ca/progs/sc/prog/cns-nsc

Canadian Sport Centre Pacific – www.cscpacific.ca

Canadian Sport Tourism Alliance – www.canadiansporttourism.com

Coaches Association of BC – www.coaches.bc.ca

ProMotion Plus – www.promotionplus.org

Sport BC – www.sport.bc.ca/

Sport Matters – www.sportmatters.ca

Sport Med BC – www.sportmedbc.com

Tourism Richmond – www.tourismrichmond.com

2010 Legacies Now – www.2010legaciesnow.com

True Sport Foundation – www.truesportpur.ca

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