

TRUE SPORT
lives here

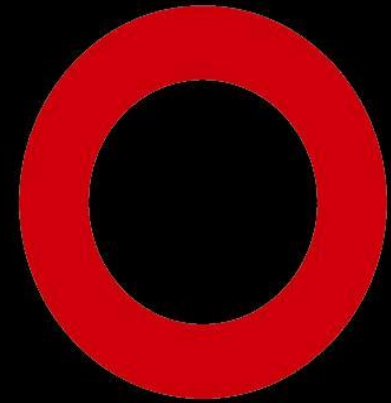
Mount Pearl True Sport Symposium

October 2, 2010
Jennifer Keith

True Sport

National movement for sport and community...

to help sport live up to its full potential as a public asset by making a significant contribution to the development of youth and quality of life in our communities.



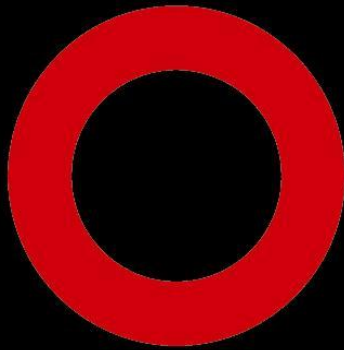
TRUE SPORT
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True Sport is a Social Movement

- Environment
- Anti-tobacco
- Drinking and Driving
- AIDS Awareness
- Values-driven (**GOOD**) sport

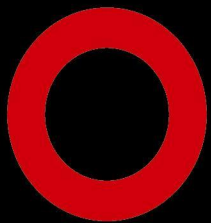


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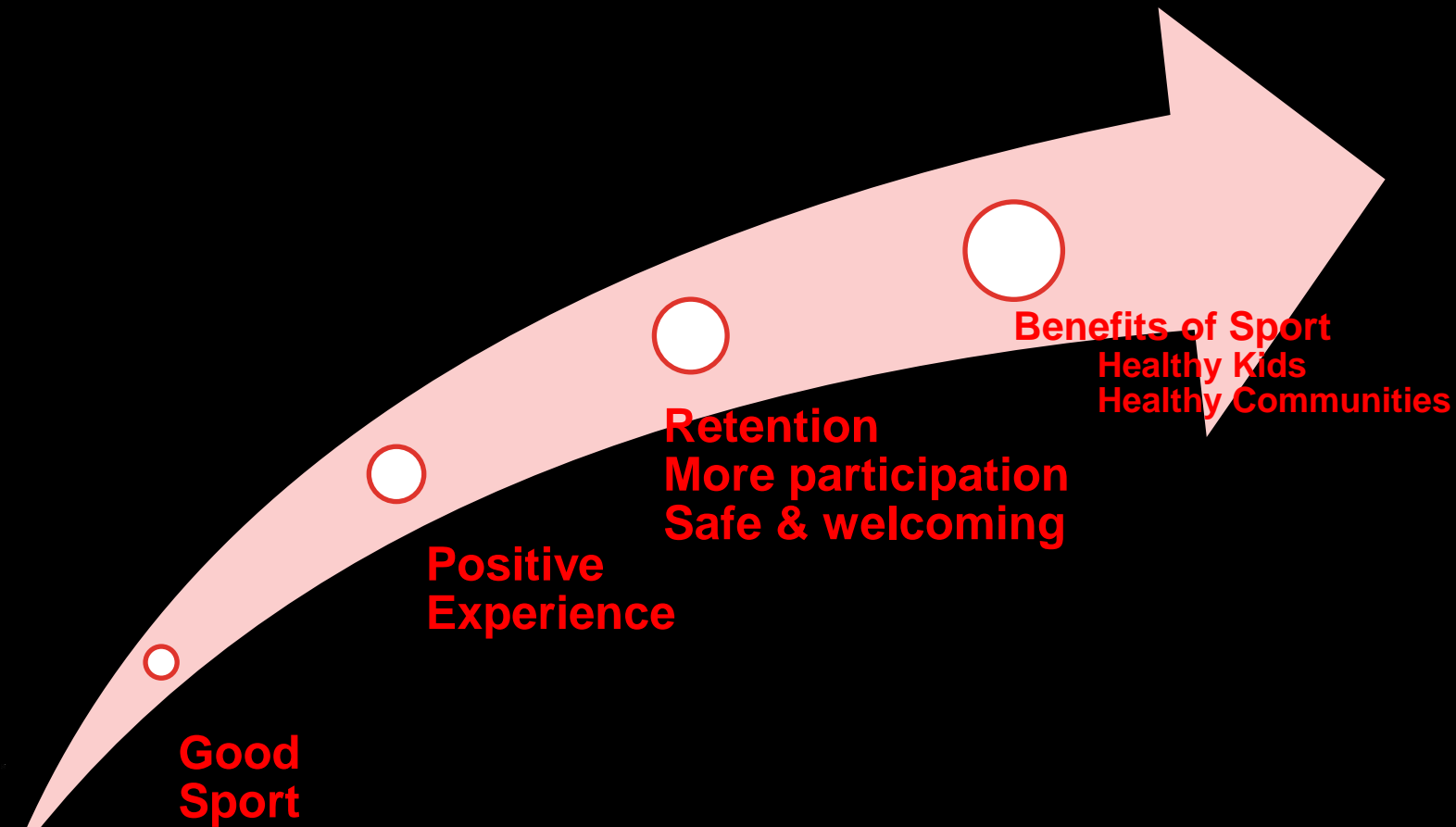


TRUE SPORT
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**At the heart of True Sport is a simple idea:
GOOD sport can make a GREAT difference.**



TRUE SPORT
lives here



Research Tells Us

Community sport ... is highly valued by Canadians

**72% believe that sport is a key contributor
to quality of life in their communities**

**Ranked second only to families as a highly
positive influence in the lives of young people**

**92% believe that community-based sport can be
a positive influence in the lives of children and youth**

**But less than 20% believe sport
is living up to its full potential**

Research evidence supports ...what Canadians intuitively know

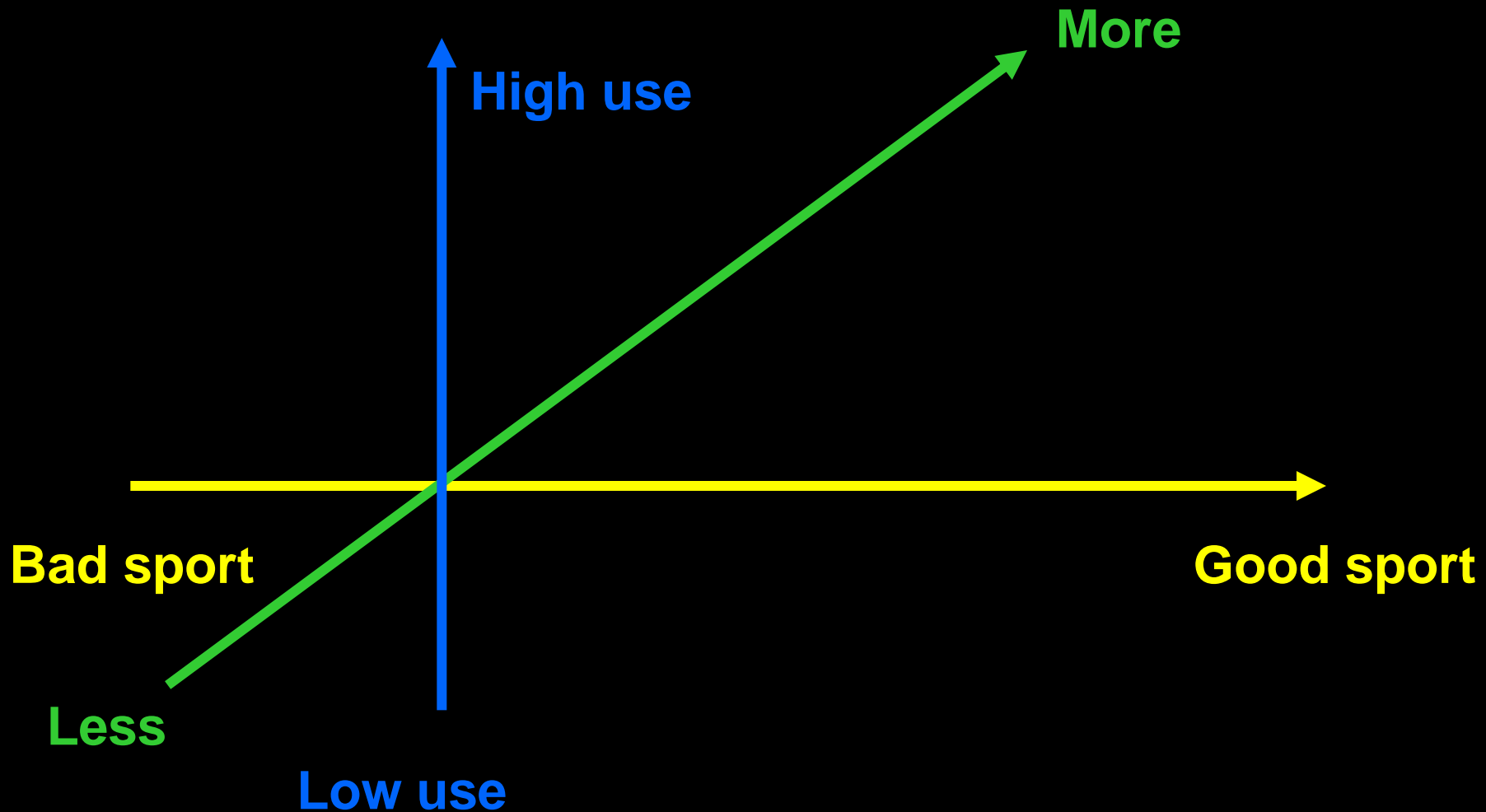
GOOD sport can make a **GREAT** difference

- Improved health and wellbeing
- A positive life course for children and youth
- Stronger and more inclusive communities
- Community economic development and renewal
- Greater environmental sustainability

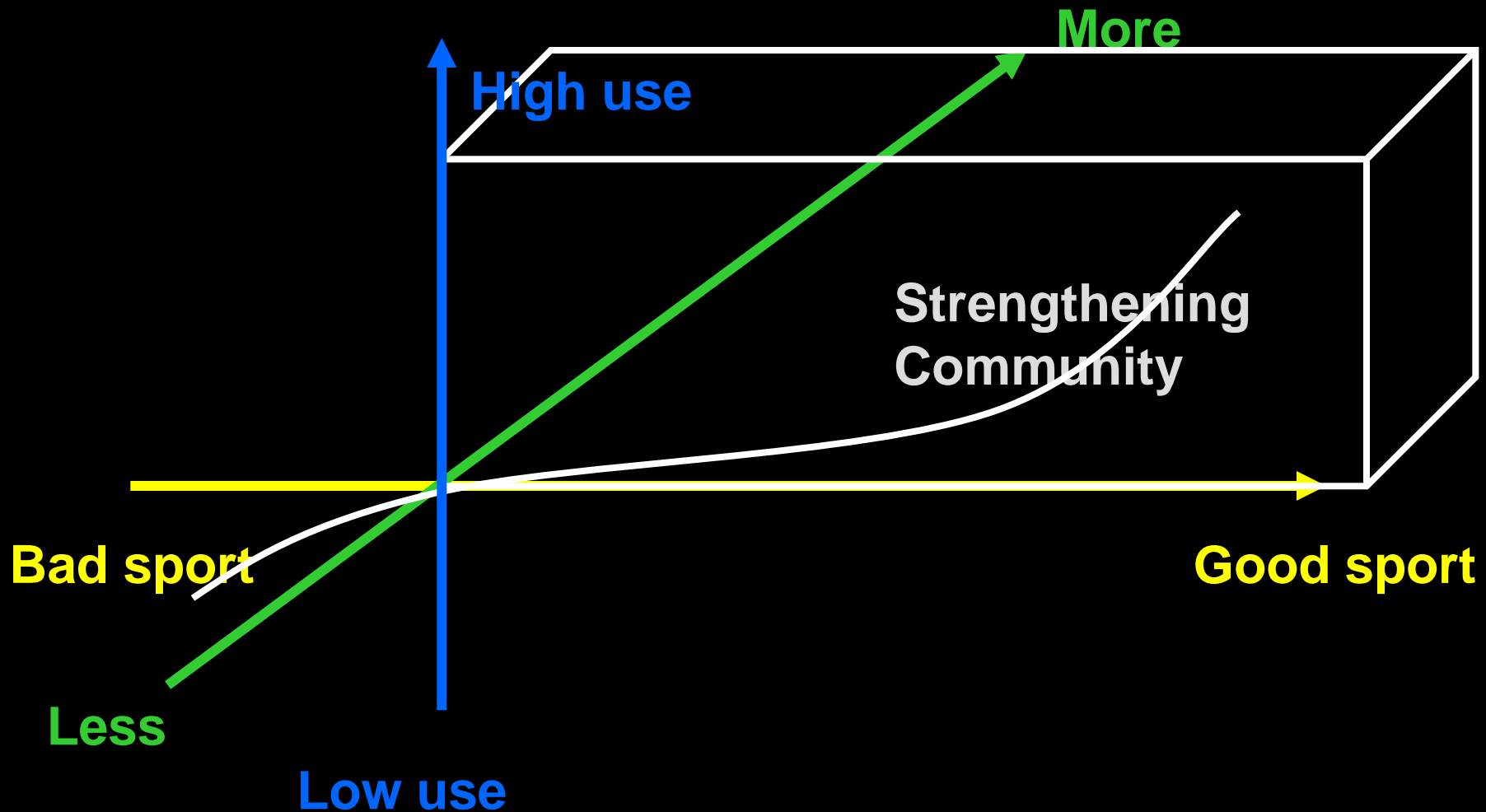


www.truesport.ca/truesportreport

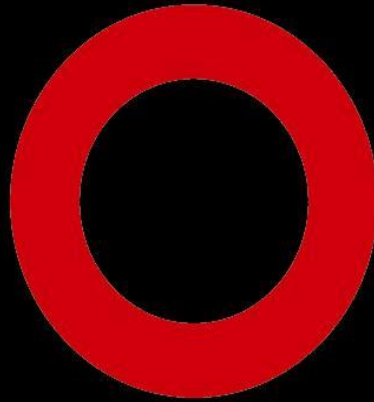
Building Community Through Sport



Building Community Through Sport



Getting to the Sport Canadians Want...



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True Sport Values

Fairness

◦

Excellence

◦

Inclusion

◦

Fun



Principles for Communities

Recognize Sport as a Valuable Community Asset



Champion Ethical Conduct



Promote Inclusion



Strengthen Connections



Support Excellence



Foster Healthy, Active Lifestyles



Create Safe and Welcoming Environments



Celebrate Contribution

Principles for Sport

Go For It



Play Fair



Respect Others



Keep It Fun



Stay Healthy



Give Back

True Sport Communities

- Teams & Clubs
- Sport Organizations
- Schools
- Facilities
- Communities
- Allies
- Citizens



Stages of Engagement

Join TRUE SPORT
Commit

Live TRUE SPORT
Lead by example

Grow TRUE SPORT
Encourage others

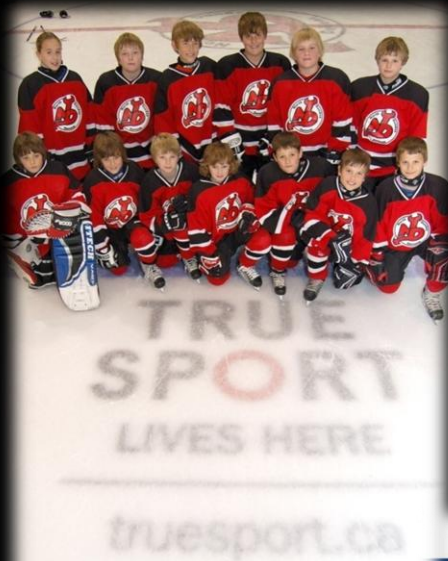


Why True Sport?



- Initiate a discussion
- Come together as a community AND become part of our larger True Sport community
- Gain access to our tools and resources
- Public expression of what you stand for
- Work towards the “good sport” that Canadians want

Great Things are Happening across Canada...



BRINGING
TRUE
SPORT
TO MOUNT PEARL

At the heart of
True Sport is a simple idea:

Good sport can make a great difference



What Mount Pearl's YOUTH are saying...

Are you participating? Why not?

- Commitment / competition / pressure
- Unbalanced/unfair playing time
- Frustration with pace of progression/development
- Tired of it
- Cut from team – stopped playing
- Cost/transportation
- Unaware of opportunities available
- Frustration with coaches
- Drawn to the screen

What Mount Pearl's YOUTH are saying...

MISSING LINKS:

- Tackle football
- Lacrosse
- Skiing
- Archery
- Bike park
- Swimming
- Golf
- Cricket
- Ultimate frisbee
- Martial arts

What Mount Pearl's YOUTH are saying...

What Can YOU Do...

Development – Coach, Officials

Opportunities & encouragement for everyone at all levels /
balanced competition

Recognize social aspects of sport (not just physical)

Respect the rules of the game – no cheating!

More “un”organized sport opportunities

Define success. Establish expectations & goals (strive for
excellence vs. demanding excellence)

What Mount Pearl's YOUTH are saying...

What Can YOU Do...

Support for grassroots

Selection process – fair shot for all (“**what**” you know not “**who**” you know)

Funding – fundraisers, charities, government, corporate \$, equipment lending/trading/sharing

Ensure balance – academics, social, sports, leisure, technology

Welcoming opportunities to get started/try

Communication of opportunities

Go For It

*Always rise to the challenge.
Discover how good you can be.*

Play Fair

*Play honestly and obey the rules.
Winning is only real when
competition is fair.*

Respect Others

*Respect teammates, competitors
and officials both on the field and off.
Win with dignity and lose with grace.*

Keep It Fun

*Have a good time.
Keep a positive attitude and
contribute to a positive atmosphere.*

Stay Healthy

*Respect your body.
Keep in shape.
Avoid unsafe behaviours.*

Give Back

*Do something that helps
your community.*

Join the Movement.

Joignez-vous au Mouvement.



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PUR**
LE SPORT À SON IDÉAL



Vas-y

*Relève le défi!
Dépasse-toi et sois-en fier!*

Fais preuve d'esprit sportif

*Joue honnêtement et adhère aux règles du jeu.
Une victoire n'est réellement méritée
que lorsque la compétition est honnête.*

Respecte les autres

*Respecte tes coéquipiers et coéquipières, tes adversaires
et les officiels sur le terrain et en dehors du terrain.
Montre-toi un digne vainqueur et un bon perdant.*

Amuse-toi

*Amuse-toi bien.
Par ton attitude toujours positive,
crée autour de toi une bonne atmosphère.*

Garde une bonne santé

*Respecte ton corps et tiens-toi en bonne forme.
Ne t'engage pas dans des comportements dangereux.*

Donne en retour

Viens en aide à ta communauté.

truesport.ca

sportpur.ca

**TRUE
SPORT**

**SPORT
PUR**