

Ontario Sport Tourism Stakeholders Session

**CSTA Congress
Ottawa, ON**

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Welcome

- *SAO Sport Tourism Development Project Update*
- *Vancouver 2010 Steering Committee Update – What's in it for Ontario?*
- *FEO – Online Education Tools*
- *Quest for Gold and the Ontario Games*
- *Tourism Toronto Sport Initiatives*
- *Sport Tourism is a Decision: Huntsville*

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Sport Tourism Development Project Update

Paul Charbonneau

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Initial Project

- *Based on recommendations from the Stakeholder Action Plan from 2003 Stakeholder Session*
- *Develop workshops to assist community development*
- *Create online “Best Practices” tool*
- *Develop reference material for writing bids, marketing plans, etc.*
- *Create Ontario Sport Tourism Body*

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Year 1

- *Met with Advisory Committee*
- *Prioritized projects*
- *Narrowed focus to workshops and collection of reference documents*
- *Agree to partner with CSTA to build “Best Practices” tool*

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Year 2

- *Held 7 workshops between Sept. 05 and Mar 06*
 - *Huntsville, North Bay, Oshawa, St. Catharines, Mississauga, Sarnia, Brantford*
 - *Met with 5 communities to assist in developing Community Sport Councils*
- *Contributed to Sport – Momentum for the Future Conference to help focus SAO objectives*
 - *Community Development programs like Sport Tourism and Sport Councils deemed a priority, by Sport Stakeholders, for the SAO*
- *Conducted STEAM assessment of the Ontario Winter Games – Collingwood*
- *Assisted with planning for Sport Tourism learning workshops for ACOA members in London, Brantford and Hamilton*

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Workshops

- *Received interest from several other communities for workshops*
 - *Brockville, Kingston, Belleville, Markham, Cambridge, Kitchener, Sudbury, Elliot Lake, Dryden*
- *Each workshop package included:*
 - *CSTA Sport Tourism Planning Template*
 - *FEO Pageantry Template*
 - *Centre for Sport & Law resource order form*
- *Workshops individually designed for each community*
- *Created introductory presentation template that can be modified and adjusted to audience and by personal experiences of the individual speakers*



The future

1. *Continuance of the Development Workshops (3 tiers)*
 - *Intro to Sport Tourism*
 - *Topic Specific*
 - *Sponsorship, STEAM training, Creating Partnerships, Bid Writing, Volunteer Management, Fundraising, etc*
 - *“The Extra Mile”*
 - *Volunteer Recognition and Retention, Long-Term Strategic Planning, Grant Writing, Non-Sport event partnerships, etc.*



The future

2. Relaunch Ontario Sport Leadership Conference

- Awards*
 - Community Sport for All*
 - Community Sport Leader Recognition*
- Semi-Annual*
 - Fall, with SAO AGM (Toronto)*
 - Spring, traveling (East, SW, North)*
- Include workshop topics, Provincial and Ministry updates, FEO, CSTA, Sport Council, PSO, CAO, and private sector speakers*

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The future

3. Teaching Modules

- Work with Post-Secondary on correspondence programs, designed curricula for sport volunteer administrators in Tourism, Recreation and Event Management*

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The future

4. Online resources

- Create member-based subscriptions*
- Purchase published material, academic studies*
- Post workshop/conference materials*
- Message board and list-serve to share information (LIN)*



The future

5. CSTA Partnership

- STEAM assessment of Ontario Summer Games*
- Coordinate training sessions for CSTA tools for province*
- Participation in new projects like Transfer of Knowledge*

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The future

- *Partners*
 - *Already in discussions with CSTA and FEO*
 - *To approach Sport Councils, OTMP, Regional Tourism associations (GetNorth, Ontario East, NCC, etc)*
 - *Post-secondary institutions to work with:*
 - *Durham, Centennial, George Brown, Georgian*
 - *Brock, Windsor, Laurentian*

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Questions & Comments?

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