## SMG Priorities April 2018 – March 2019

<table>
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<tr>
<th>Strategies</th>
<th>Priorities</th>
<th>Outcomes Desired</th>
<th>Activities to date (as of August 31&lt;sup&gt;st&lt;/sup&gt;)</th>
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| **Advocacy/ Government Relations** | • Identify sector-wide opportunities, develop advocacy strategies and key messages;  
• Coordinate Lobby strategy and strategic meetings, as required;  
• Coordinate the sector submission to the Standing Committee on Finance.  
• Liaise with Ministers, MPs, Senators and political staff – inform and educate about the benefits of sport, physical activity and recreation;  
• Support member organizations with government meetings related to specific requests made by the sector;  
• Work with physical activity and recreation partners to develop an advocacy strategy aligned to the Common Vision. | Increased knowledge and support from politicians and public servants for the issues that are key to the sport, physical activity and recreation sector. | • Presented to the Standing Committee on Health re: Bill S-228 with Erica Wiebe.  
• Hosted a SMG Planning workshop with key leaders from across the sector.  
• Met with Kristina Molloy, Director of Policy for the Minister of Sport to discuss Bill S-228 and the upcoming submission to the Standing Committee on Finance.  
• Hosted three webinars to seek input on SMG Brief to the Standing Committee on Finance (FINA).  
• Visited the COC offices in Montreal, the Olympic Experience, and discussed SMG priorities with Eric Myles.  
• Drafted, finalized and submitted SMG FINA Brief.  
• Assisted AthletesCAN with invitations for key government officials to the Canadian Sport Awards.  
• Met with key leaders from physical activity and recreation sector to discuss advocacy strategy aligned to Common Vision. |
| **Representation** | • Seek an appearance before the standing committee on finance, and/or standing committee on health, where appropriate;  
• Participate in FPTSC implementation plans for CSP 2.0 (2017-2022) and participate as appropriate on FPT work groups;  
• Participate on the ParticipACTION Advisory Network;  
• Seek opportunities to share the work of SMG at appropriate venues (Sport Leadership, CS4L, caucus meetings, CSTA Event Congress, etc.). | SMG is recognized on behalf of the sector and invited to contribute to key activities. | • Moderated a workshop at the Canadian Sport Tourism 2018 Event Congress in Halifax.  
• Attended the 2018 Recreation Framework conference.  
• Participated in FPT CSP Collective Management Work Group Meetings.  
• Attended the COC Congress on June 23<sup>rd</sup> and provided an update on SMG Activities during Joint Caucus meeting.  
• Participated in ParticipACTION Advisory Network meeting July 4<sup>th</sup>. Presented on preparing and submitting a Brief to the Standing Committee on Finance. |
## Sector Leadership

- Convene the sector on areas of interest and coordinate the development of position papers, reports, etc.
- Lead efforts to influence political platforms for the sport, physical activity and recreation sector in preparation for Election 2019
- Look for ways to link and connect the sport, physical activity and recreation frameworks;
- Lead various discussions with the Minister and key officials on behalf of NSOs/MSOs/others, such as Bill S-228, the link between sport and physical activity, and core funding envelope for Sport Canada;
- Provide Government Relations/Topic specific training support to organizations, as requested.

SMG is recognized as a convener of the sector and creates opportunities for the sector to discuss issues and opportunities.

- Invited to serve on the Common Good Champions Council (Common Good is a project to explore a group retirement plan for the not-for-profit sector).
- Met with Health Canada officials to seek clarification on status of Bill S-228.
- Met with Policy Advisor for Sport and Health in the Prime Minister’s Office to discuss SMG’s FINA Brief and various issues.
- Met with the Director of Policy from the Minister of Science and Sport’s office to discuss SMG’s FINA Brief and various issues.

## Operations

### Revenue Generation

- Solicit contributions from existing supporters;
- Solicit contributions from new supporters including continuing to make inroads into new market niches;
- Look to develop any possible new sources of income that are consistent with SMG’s mandate, such as supporting provincial sport federations in election years, etc.
- Consider fee for service opportunities such as provincial pre-election planning, facilitation services, government relations training, etc.

### Communications

- Social media account management
- Regular member communications
- Website updates

### Administration

- Monitor operations budget
- Plan, coordinate and host Admin group meetings

SMG revenue stream from contributions remains stable, are managed effectively and efficiently.

SMG members receive regular updates/insight from SMG.

- Drafted discussion paper on options for SMG Business Model.
- 2018-19 Budget finalized.
- Drafted regular communication updates for SMG contributors.
- Ongoing social media communication.
- Ongoing website management.
- Hosted Planning workshop with representatives from across the sector in April 2018.
- Admin Group meeting planned for September 13th