

SMG Priorities April 2018 – March 2019

Strategies	Priorities	Outcomes Desired	Activities to date <i>(as of August 31st)</i>
<p>Advocacy/ Government Relations</p>	<ul style="list-style-type: none"> • 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. 	<p>Increased knowledge and support from politicians and public servants for the issues that are key to the sport, physical activity and recreation sector.</p>	<ul style="list-style-type: none"> • 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.
<p>Representation</p>	<ul style="list-style-type: none"> • 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.). 	<p>SMG is recognized on behalf of the sector and invited to contribute to key activities.</p>	<ul style="list-style-type: none"> • 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 23rd and provided an update on SMG Activities during Joint Caucus meeting. • Participated in ParticipACTION Advisory Network meeting July 4th. Presented on preparing and submitting a Brief to the Standing Committee on Finance.

<p>Sector Leadership</p>	<ul style="list-style-type: none"> • 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. 	<p>SMG is recognized as a convener of the sector and creates opportunities for the sector to discuss issues and opportunities.</p>	<ul style="list-style-type: none"> • 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.
<p>Operations</p>	<p>Revenue Generation</p> <ul style="list-style-type: none"> • 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. <p>Communications</p> <ul style="list-style-type: none"> • Social media account management • Regular member communications • Website updates <p>Administration</p> <ul style="list-style-type: none"> • Monitor operations budget • Plan, coordinate and host Admin group meetings 	<p>SMG revenue stream from contributions remains stable, are managed effectively and efficiently.</p> <p>SMG members receive regular updates/insight from SMG.</p>	<ul style="list-style-type: none"> • Drafted discussion paper on options for SMG Business Model. • 2018-19 Contribution invoices sent. • 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