

## **What is Sport Matters**

Sport Matters was founded in 2000 as a voluntary group of individuals and organizations that believe values-based, ethical and accessible sport, physical activity and recreation are integral to Canadian culture, the development of our people, communities and nation.

The SMG community includes over 80 contributing National, Provincial, and Multisport Organizations, sport tourism groups, physical activity and recreation organizations and over 1,000 interested supporters. SMG is a place where leaders connect with one another, where we address cross-cutting issues together, and where we innovate in finding solutions to complex issues involving sport systems, governments and citizens.

SMG's collective voice promotes the value of sport and physical activity to Canadians and advocates policies, programs and interventions that will ensure every Canadian has access to the sport and physical activity opportunities to which they aspire.

### ***How SMG Works***

Participants in SMG commit to setting aside personal and organizational agendas in order to focus on the collective good.

Our efforts are made possible through the voluntary leadership and in kind contributions of individuals and organisations. The small, dedicated staff, occasional contractors and administrative expenses that facilitate this effort are funded through voluntary contributions.

Working groups are established on matters of interest to the community and disbanded when the task is complete. Participation is open to all, remote participation is facilitated. Tasks that do not attract volunteer effort are assumed not to be sufficiently important to the community to warrant effort. The only ongoing working group is the Administration Committee which provides guidance to the coordination of SMG activities, oversight of its finances and staff.

Regular gatherings (including remote access), e-mail communication and the website are used to identify what is important, facilitate involvement and keep the community informed.

SMG respects that individuals and organizations will from time to time encounter situations where their interests cannot align with those of the community. The need to speak and act independently in one situation in no way limits the ability to participate where views do align. As a result of more than a decade of strong collaboration there are fewer and fewer instances where views and actions do not align.

### ***SMG Highlights***

- Successful protection of the core and high performance sport budgets over the past few federal budgets
- The renewal of the Canadian Sport Policy (CSP 2.0). SMG supported the inclusion of a 'sport for development' perspective in the policy, helped in an organizational capacity and served as a voice for the sport community in the development of the policy. SMG continues to play a role in the implementation of CSP 2.0

- Worked to convince the Federal Government of the need to institute a Children's Fitness Tax Credit – thanks to an increase in 2014 parents can claim up to \$1,000 per child as a refundable tax credit for the fees paid that relate to the cost of registering their child in a prescribed program of physical activity.
- Helped to influence the government of the need for the Recreation Infrastructure Canada (RINC) program - \$500 million to renew and to build sport & recreation facilities over 2 years (to March 2011)
- Helped to secure ongoing and enhanced federal government investment in high performance sport following the highly successful 2010 Olympic and Paralympic Winter Games in Vancouver
- Successfully lobbied, along with others in the sector, to get an extra \$20 million over the next four years added to the federal budget to assist in identifying podium potential Olympians and Paralympians at an earlier age
- SMG and our partners launched the Sport4Change ([www.s4c.ca](http://www.s4c.ca)) storytelling platform in March 2012. This bilingual, online platform features inspiring sport for development stories (video or text) and serves as an online community for storytellers
- SMG has convened several successful Sport for Development gatherings where interested individuals and organizations have met to discuss the benefits of using sport intentionally to achieve transformations in the lives of individuals and communities
- SMG successfully ran a Six Nations Running Pilot Project in conjunction with the Running Room, for youth residents of the Six Nations Reserve in south western Ontario over the spring and summer of 2012
- SMG has held a number of sector Lobby Days and receptions where interested individuals are able to take part in one-on-one meetings with Members of Parliament, Senators and key bureaucrats to discuss agreed upon issues of concern to the sector at large
- SMG has also played a key role, through the Working Together Initiative (WTI), in attempting to bring government departments together to collaborate on a single project
- SMG launched a campaign to save amateur sports coverage on CBC when it was apparent that much of it was to be cut (results still to be determined)

### **Contact**

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