



Ontario Sport Network Strategic Plan 2021

Ontario's sport sector is a community of passionate people who believe in the power of sport. With a new Board of Directors and staff team, Ontario Sport Network (formerly SPORT4ONTARIO) is proud to work with this community to harness that power by bringing sport organizations, non-profits and government together across the province for the benefit of all Ontarians.

Defining a new way forward for our organization has been a vital step in our process to get Ontario moving again following COVID-19. This strategic plan represents our vision to build on our collective, existing strengths and enhance our province. This plan is the result of much consultation and collaboration with our stakeholders to ensure it reflects a collective voice, enables forward momentum, and directly benefits the sector and community at large.

Our redefined vision, mission and values speak to our core focus of being a unified voice for the sport community through collaborative leadership and continuous excellence. Our key priorities areas, as explained in this plan, are Sector Support, Governance, Sustainability, and Promotion & Awareness. Collectively, these individual pillars combine to create a strategic plan that is focussed on meaningful and tangible action.

Ontario is home to world-class sport organizations and facilities, as well as an active, fun-loving population so with innovative and integrity-based leadership, we believe we can work together to support a sport and recreation system that is even more welcoming and accessible for all Ontarians across our province.

Michele O'Keefe

Chair, Board of Directors
Ontario Sport Network



ONTARIO SPORT NETWORK

Vision

An active and inclusive Ontario, unified through sport

Mission

We unite sport in Ontario through collaborative and innovative leadership

Values

Active We promote recreation and sport for an active, fun-loving Ontario

Collaboration We work together, sharing best practices to maximize wellbeing

Team We focus on inclusion, diversity, equity, and accessibility to build a culture of belonging

Integrity We are honest, with sound ethics, that showcase good citizenship

Visionary We continuously grow and innovate to build a better tomorrow

Excellence We pursue to be the best we can be at everything we do

Areas of Focus

What We Will Achieve

How We Will Achieve It

1. Sector Support

Provide support to enhance priority initiatives.

A robust and evolving hub of resources, tools, programs, and services.

1a. HUB FOR SECTOR: Create a hub to share resources, toolkits, Year of Sport, for the safe return to activity and the future of safe sport environments.

1b. COMPLAINT MANAGEMENT SERVICE PROVIDER LIST: Generate a pool of safe sport personnel for members to access.

1c. ALIGNMENT: Manage sector-wide safe sport policies, inclusion, diversity, equity, and accessibility initiatives and Rowan's Law implementation.

1d. SECTOR ENGAGEMENT: Leverage knowledge of the sector through networking, mentorship, and professional development for administrators.

1e. ECONOMIC GROWTH OPPORTUNITY: Deliver the National Sport Trust Fund and establish partnerships with private sector and corporate businesses to enhance sector growth.

2. Governance

Establish a foundation for the transparent leadership of the organization, to achieve its vision, mission, and values.

A modern corporate governance structure that creates sustainability of Board and Membership, that exemplifies best practices and has a positive, collaborative link to government.

2a. CORPORATE GOVERNANCE - Develop, maintain, and renew the Board's governance mandate and structure, including modernizing governing documents, policies, and procedures.

2b. BOARD STRUCTURE - Establish a collaborative, transparent and inclusive board structure with clear roles and responsibilities and a recruitment and nominations process.

2c. MEMBER RELATIONS - Clearly define membership categories, voting privileges and engaged stakeholders.

2d. RESOURCES / BEST-PRACTICES - Promote and collaborate with sector stakeholders and members on governance best-practices, resources, research, and trends.

2e. GOVERNMENT RELATIONS - Clarify expectations and cultivate positive relationships with government.

Areas of Focus

What We Will Achieve

How We Will Achieve It

3. Sustainability

Develop a business model that will drive incremental revenue to implement new/existing programs.

A sustainable business model to become a respected and welcome organization.

3a. GRANT REVENUE SOURCES - Pursue grants that will support organizational sustainability.

3b. NATIONAL SPORT TRUST FUND - Explore receipting opportunities for the National Sport Trust Fund.

3c. FINANCIAL DEVELOPMENT - Build a revenue plan with marketing agency - sponsors, etc.

3d. GOVERNMENT REVENUE SOURCES - Explore revenue sources originating from government.

3e. MEMBER VALUE PROPOSITION - Create and express value for membership.

4. Promotion/Awareness

Build a reputable brand that continuously innovates and evolves with the sport and recreation sector.

A united sport and recreation sector for Ontario.

4a. LAUNCH a rebranding process with the outcome to have a brand identity that clearly showcases our new vision, mission, and values.

4b. RECOGNIZED GOVERNMENT ORGANIZATION - Become the recognized sports and recreation sector organization by the Ministry of Heritage, Sport, Tourism and Culture Industries.

4c. DELIVER & PROMOTE fully operational programs and services for the sector.

4d. PROMOTION FOR THE PUBLIC - Promote the value and importance of sport participation for all Ontarians.

4e. NATIONAL SPORT TRUST FUND - Revamp, improve and promote the National Sport Trust Fund.