

keep it fun play fair
go for it respect others
include everyone
stay healthy
give back



TRUE SPORT
lives here

EVOLVE Project

- An innovative project focused on shifting the culture of artistic swimming in BC to create a **healthier** space for children and youth to grow up, for people to swim, work, and volunteer, and one that is **collaborative, inclusive, and self-reflective**.

EVOLVE Project

The ask:

- Be open to sharing your challenges, insights, and wisdom
- Be willing to reflect individually on your role in our current climate
- Be open to personal change
- Recognize that each of us has something to offer to help us to be better
- Be thoughtful about how we communicate with one another

Values Exploration

Values...

- ...signify what is worthwhile
- ...are a judgement of what is important in life
- ...are a matter of what guides you through every day, every task, every encounter with another human being

BCAS Corporate Values

- **COMMUNITY**
- **EXCELLENCE**
- **INCLUSIVITY**
- **INTEGRITY**
- **RESPECT**

Transforming Culture

- Values → Behaviours → Culture
- Values drive behaviours
- Behaviours define culture

Transforming Culture

1. **Current** – existing behaviours (+ and -) & their impacts; which values are driving them?
2. **Desired** – desired behaviours and anticipated impacts; which values would drive those we seek?
3. **Assessment** – Are these consistent with our stated values? If not, what needs to change?

Making Your Mark

- Think of your favourite coach...
- Write down what it was/is about them that makes you think of them so fondly...

2 mins

Did you reflect on:

- 1) Something tangible like a skill or a result?
- 2) Something intangible like how they made you feel?

Vote now...

Let's be that coach...

- Long after the buzz of winning or achievement rings...athlete's will always remember how you made them feel.
- Let's focus on building better people and if we happen to develop great athletes along the way, bonus!

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True Sport Mission

Deliver programs and initiatives that:

- Enable participants, parents, coaches and officials to articulate and act upon their deeply held belief in the virtues of good sport
- Enable participants, parents, coaches and officials to identify with others holding similar values
- Create a fair, safe and open atmosphere where good sport can grow stronger through inclusive competition at all levels.

<https://www.youtube.com/watch?v=COYepHh2aAE>



**When sport
is good**

Good sport often happens
on its own, naturally.
But all too often **it does not.**

When sport turns bad...

How a Canadian investigator unravelled Russia's massive doping conspiracy

Spanish police link 28 tennis players to match-fixing

NHL'S CULTURE OF VIOLENCE REVEALS ITSELF, ONCE AGAIN, ON CROSBY HIT

McGill basketball player alleges hazing incident, teams put on probation

Parents Behaving Badly: A Youth Sports Crisis Caught on Video

Restraining aggressive hockey parents a 'battle that never ends', says B.C. Hockey CEO

Female hockey official feels thwarted in desire to work AJHL games

Soccer Match Fixing Has Infiltrated Canada




**When sport
stays bad**

Over **90%** believe that community-based sport can be a positive influence in the lives of children and youth
however ...

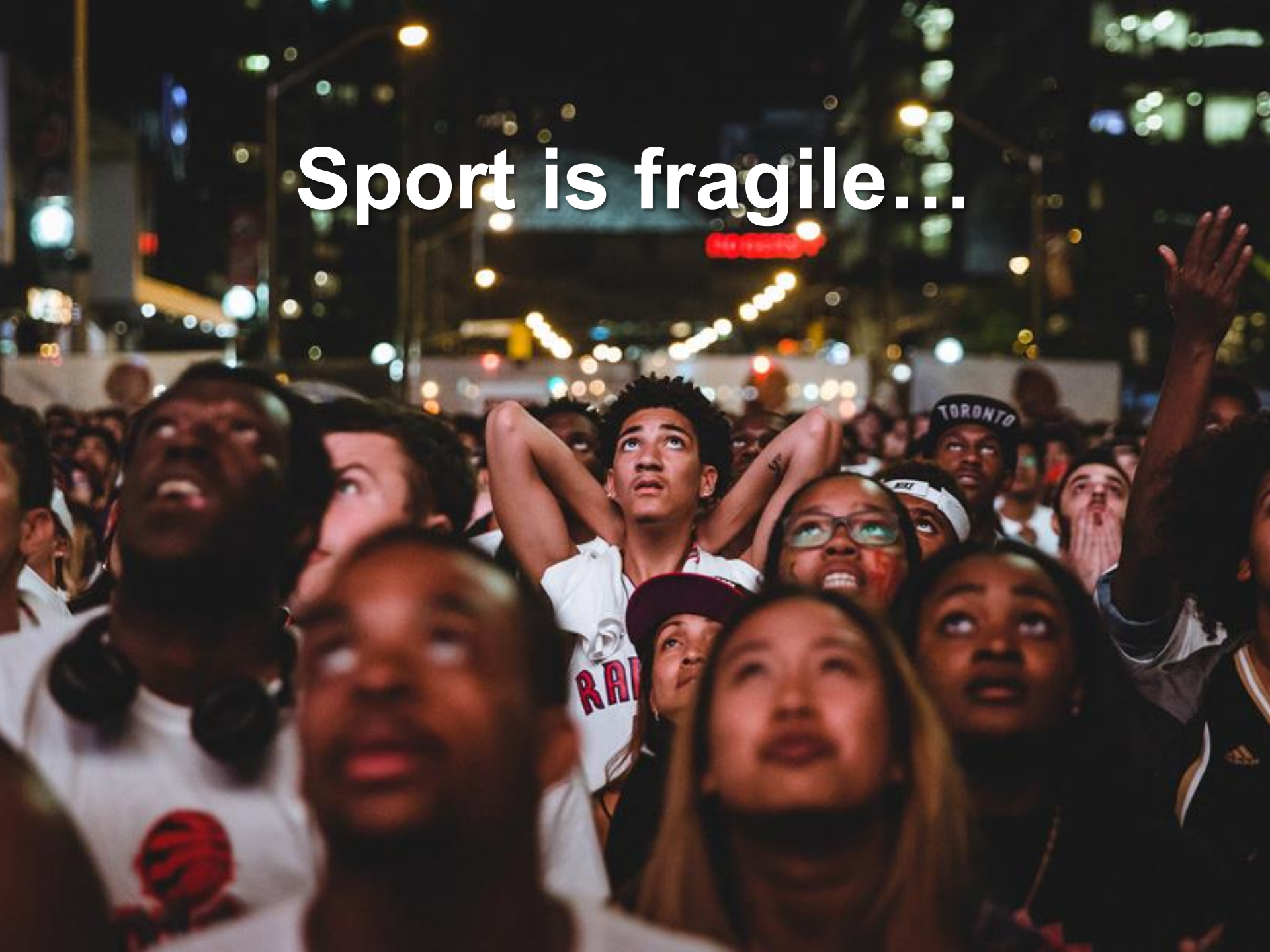
less than **20%** believe sport is living up to its full potential

Sport is **never** neutral.

A high-angle, wide shot of a massive crowd of people filling a large stadium or arena. The crowd is dense, and many individuals in the foreground are wearing white t-shirts. Some people are waving white cloths or flags. In the center of the arena, a stage area is visible with several figures standing on it. The lighting is dramatic, with bright spotlights illuminating the stage and the crowd. The overall atmosphere is one of a large-scale public event or concert.

WE THE
NORTH

Sport is fragile...



True Sport **Values**

Fairness



Excellence



Inclusion



Fun

True Sport **Principles**

Go For It



Play Fair



Respect Others



Keep It Fun



Stay Healthy



Include Everyone



Give Back

Looks Like/Sounds Like/Feels Like - Coaches

<p>Go For It</p>	<p>Educate myself as a coach and stay on top of current best practices Provide opportunities for all levels and goals Provide opportunities to try new things without fear Encourage everyone at every level</p>
<p>Play Fair</p>	<p>Listen to all Take time to listen Model good sportsmanship</p>
<p>Respect Others</p>	<p>Collaborate with colleagues on the pool deck Ask your athletes what works for them and make them part of the plan. Respect their opinions and ideas. Put myself in other people's shoes</p>
<p>Keep It Fun</p>	<p>Turn drills into games Discuss what fun is</p>
<p>Stay Healthy</p>	<p>Modelling and encouraging a healthy lifestyle (nutrition, fitness, recovery, mental health, etc.) Encourage healthy eating and sleeping patterns Take actions to be at your best – body, mind, spirit Provide positive feedback verbally and on digital channels - build up</p>
<p>Include Everyone</p>	<p>Integrate adaptive athletes into regular team training. Integrate different programs and athletes or all ages and abilities on a daily basis Accept the everyone's individuality and differences</p>
<p>Give Back</p>	<p>Get out there and volunteer Foster gratitude</p>

Good Sport



Winning At All Cost





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Good Sport

Positive
Experiences

Retention &
Increased
Participation

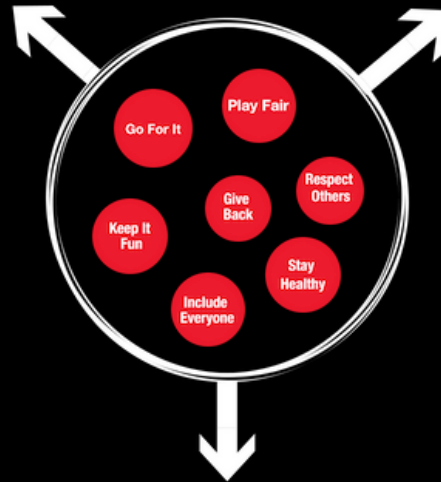
Benefits of
Good Sport



Benefits of Good Sport

**Instill Character
in our Children**

**Strengthen
Communities**



**Increased
Opportunities for
Personal Excellence**

www.truesport.ca



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