

Draft Community Sport Plan

Strategic Goals

1. **Increase participation in sport & physical activity for all ages** – promote sport participation for all citizens, increase the awareness and understanding of the benefits of physical activity through sport, and address barriers that may inhibit participation in sport.
2. **Create quality, inclusive programs and services that are available at every stage of the CS4L continuum and the entire LTAD spectrum** - create programs and supports that are evidence based, accessible to all including those with disabilities and that are consistent with the most up-to-date knowledge about health, wellness, physical activity and sport participation.
3. **Strengthen interaction and collaboration between sport delivery agencies and allied partners** - solidify existing relationships with our partners in sport and expand the number of those within or contributing to the sport community through the development of a collaboration framework.
4. **Improve organizational capacity and sustainability of Local Sport Organizations** - develop services that support the development and sustainability of Local Sport Organizations and adopt a planned and progressive method of strategically investing in sport.
5. **Provide exceptional facilities for sport participation and performance initiatives** - develop and maintain sport and recreation infrastructure that is consistent with the evolving needs of our sport partners.
6. **Create a comprehensive sport tourism framework to facilitate event procurement and hosting** - through collaboration, create a framework that advances and celebrates sport tourism to the extent that Kelowna is recognized as the premier sport event destination in Western Canada.