



SUMMA

STRATEGIES

Canadian Olympic Committee
Leadership Summit

Summa Sport Success

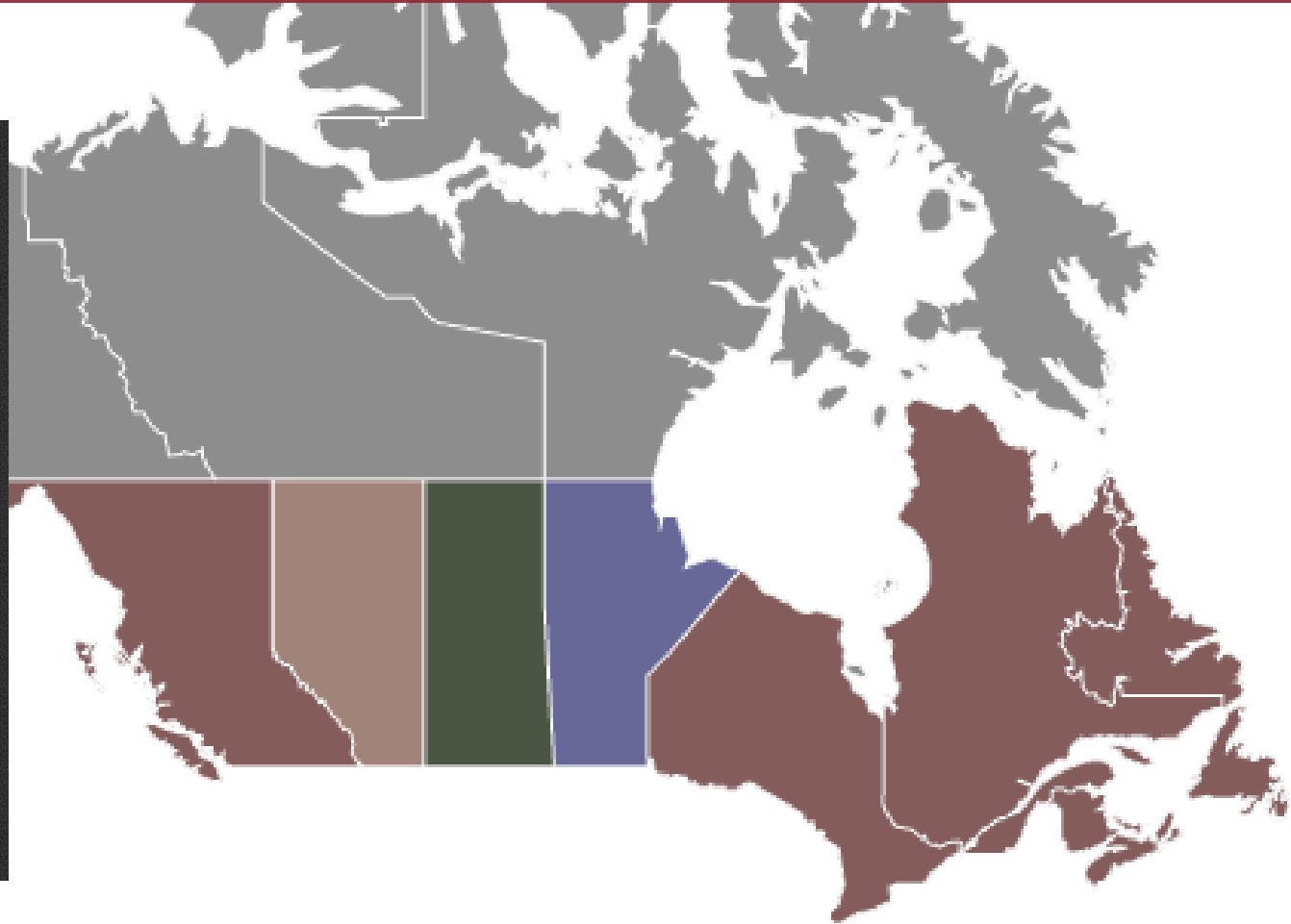
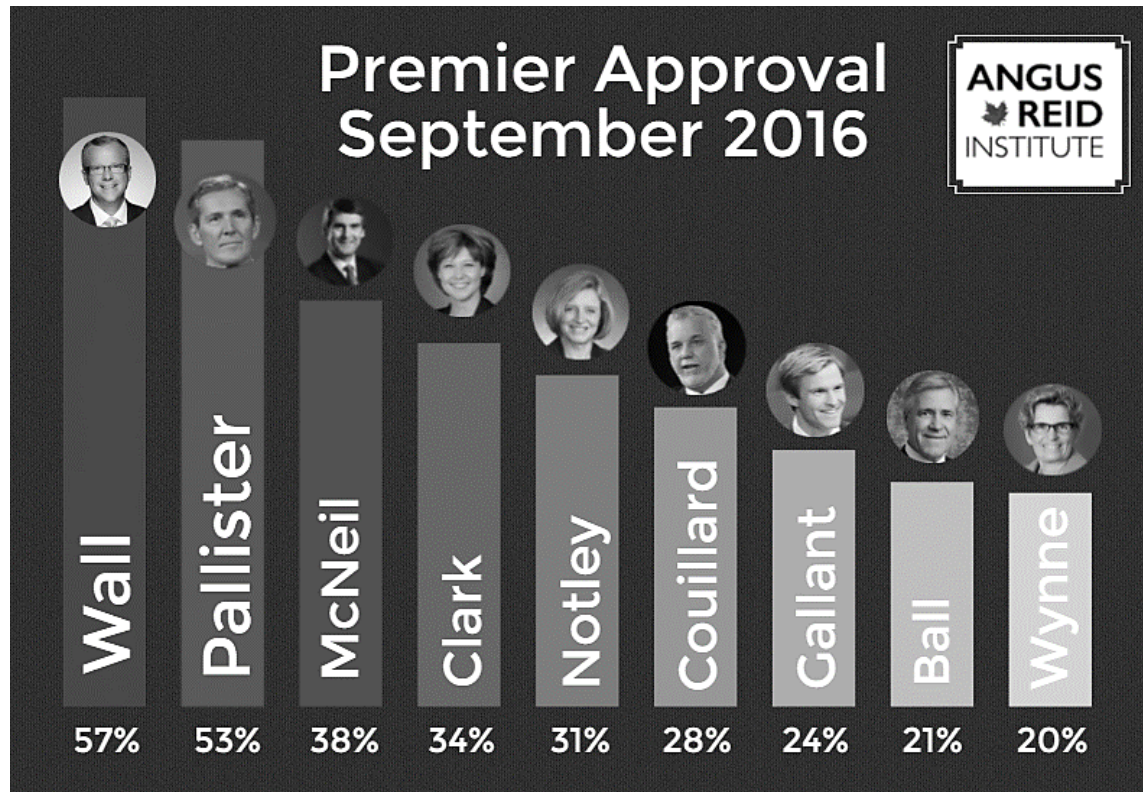




The Trudeau Government: One Year In

Understanding the Current Climate

Provincial Outlook





The Athletic Agenda

How Sport and Government Priorities Intersect

Women In Sport



"Canadians, especially our young women and girls, were incredibly inspired by our female Olympians who were a force to be reckoned with throughout the Games,"

– Justin Trudeau



Youth

Connecting With Liberal Voters

- “Millennial Government”
- High Value Transaction Points
- Youth and Leadership
- Young, Inspired and Inspiring Canadians



Hon. Carla Qualtrough
Minister of Sport and
Persons with Disabilities



Rt. Hon. Justin Trudeau
Prime Minister of Canada



Stéphane Lauzon
Parliamentary Secretary for Sport and
Persons with Disabilities

Key Decision Makers



Hon. Jane Philpott
Minister of Health



Hon. Scott Brison
President of the Treasury Board



Hon. Mélanie Joly
Minister of Canadian Heritage



Building Champions

Christine McKenna
Minister of the Environment
and Climate Change

Hon. Navdeep Bains
Minister of Innovation, Science
and Economic Development

Rt. Hon. David Johnston
Governor General of Canada

SPORTS FUNDING IN CANADA

How Canadians feel about public funding of sports

Fall 2016

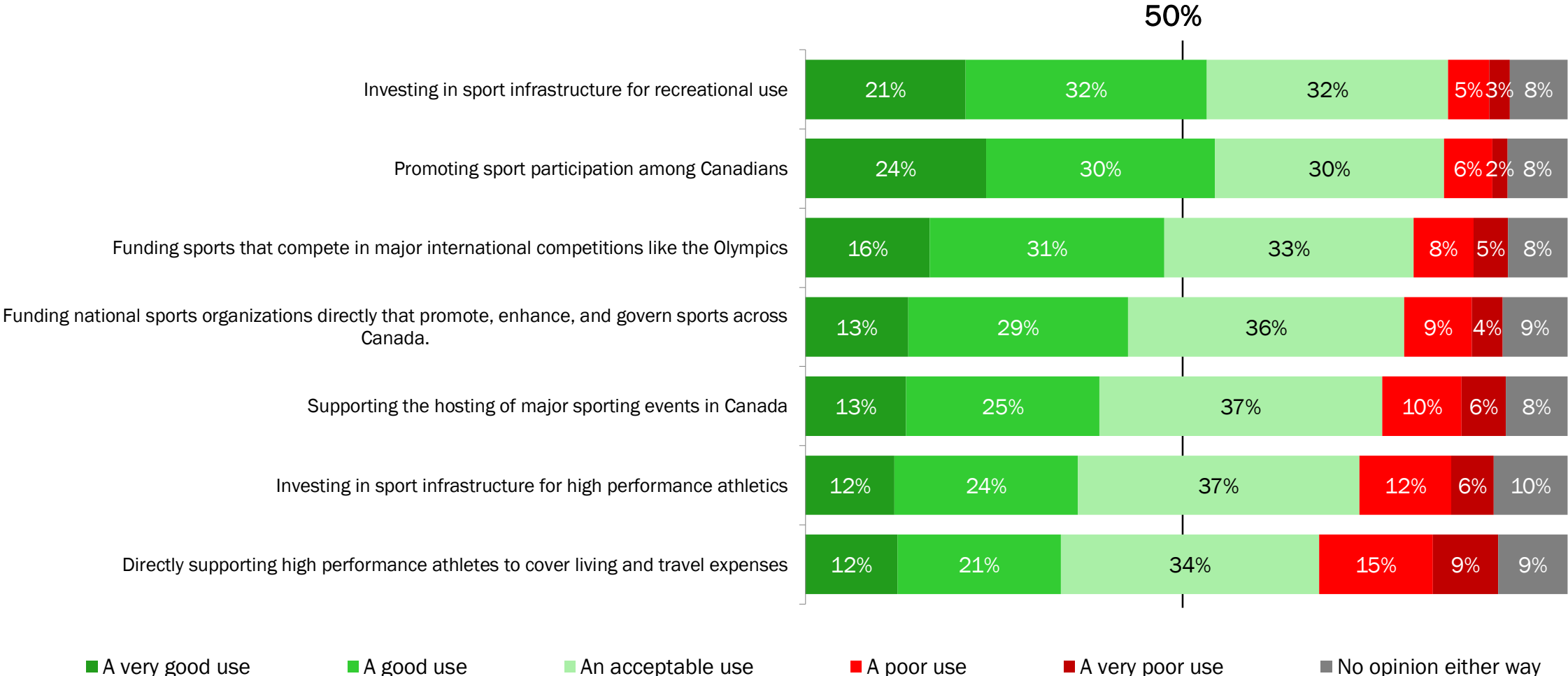
ABACUS DATA



Online survey	Survey was conducted among a representative sample of Canadians from Research Now panel.
Sample Size	2,200, aged 18 and over.
Field dates	November 11 th to 13 th , 2016
Statistical Weighting	Data weighted by age, gender, education and region.

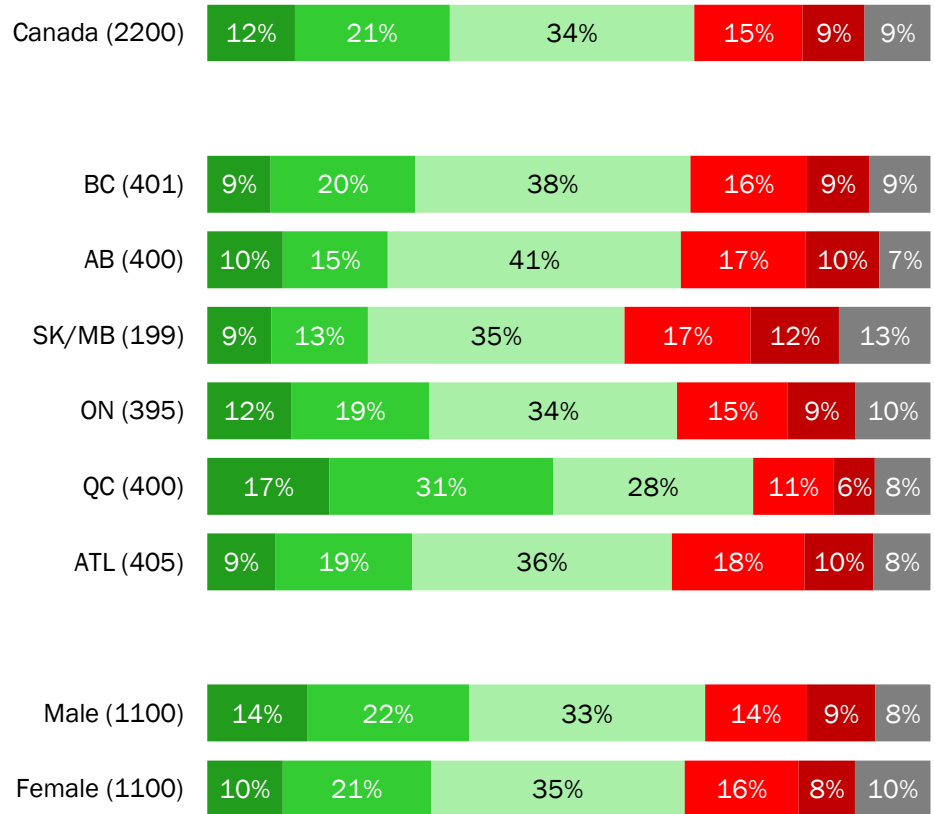
Methodology

GOVERNMENT FUNDING OF SPORTS

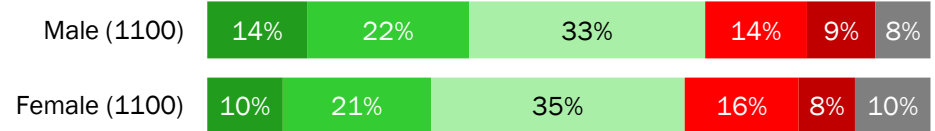


Are each of the following ways governments can fund sports in Canada, a very good use of public funds, a good use, an acceptable use, a poor use, or a very poor use of public funds, or do you not have an opinion either way?

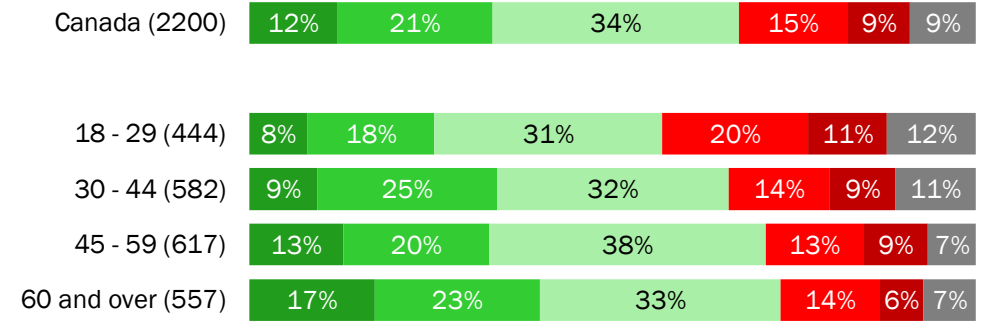
Region



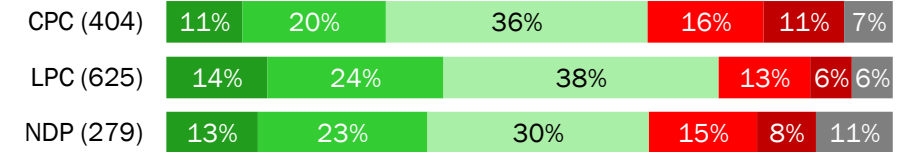
Gender



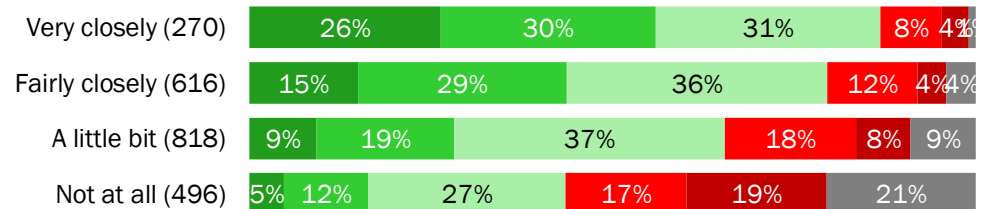
Age



2015 Vote



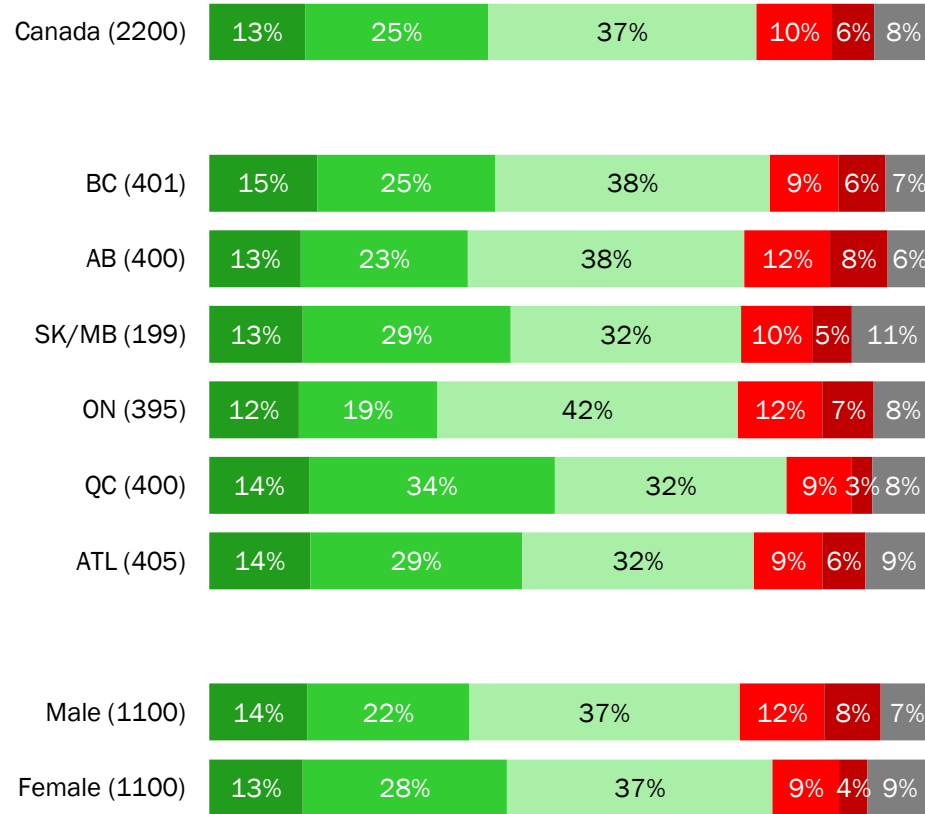
Followed Rio Olympics



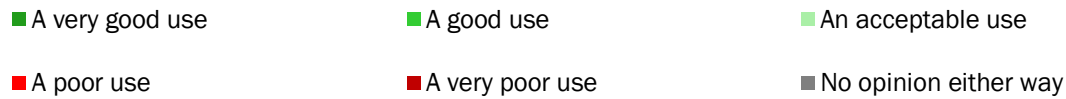
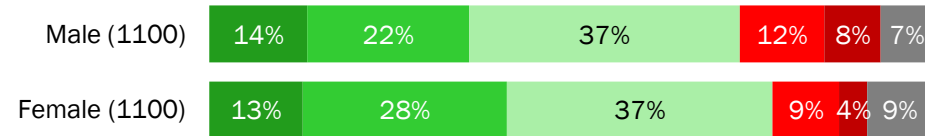
■ A very good use
 ■ A good use
 ■ An acceptable use
■ A poor use
 ■ A very poor use
 ■ No opinion either way

Directly supporting high performance athletes to cover living and travel expenses

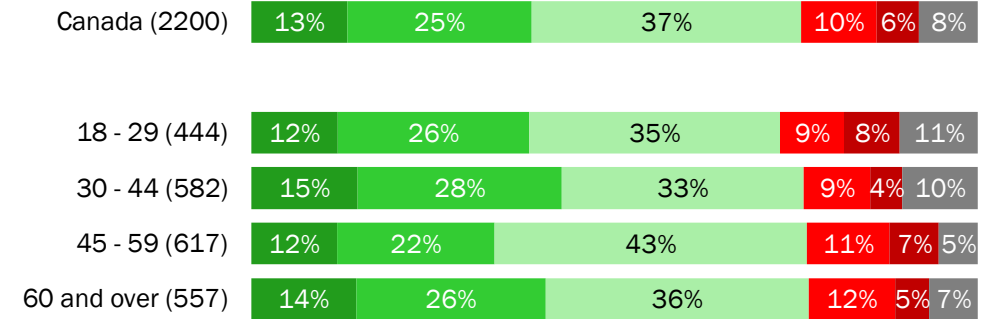
Region



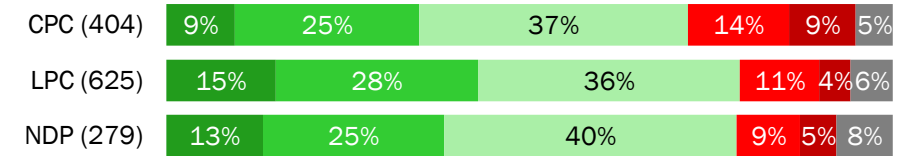
Gender



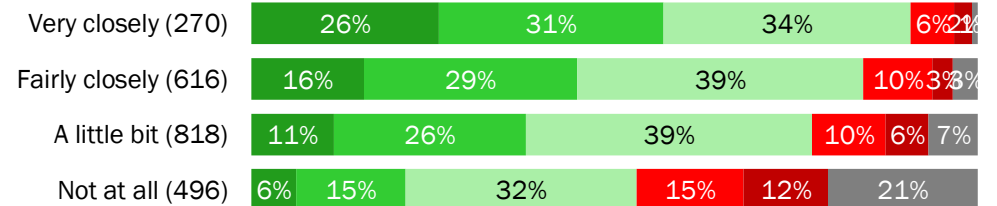
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2015 Vote

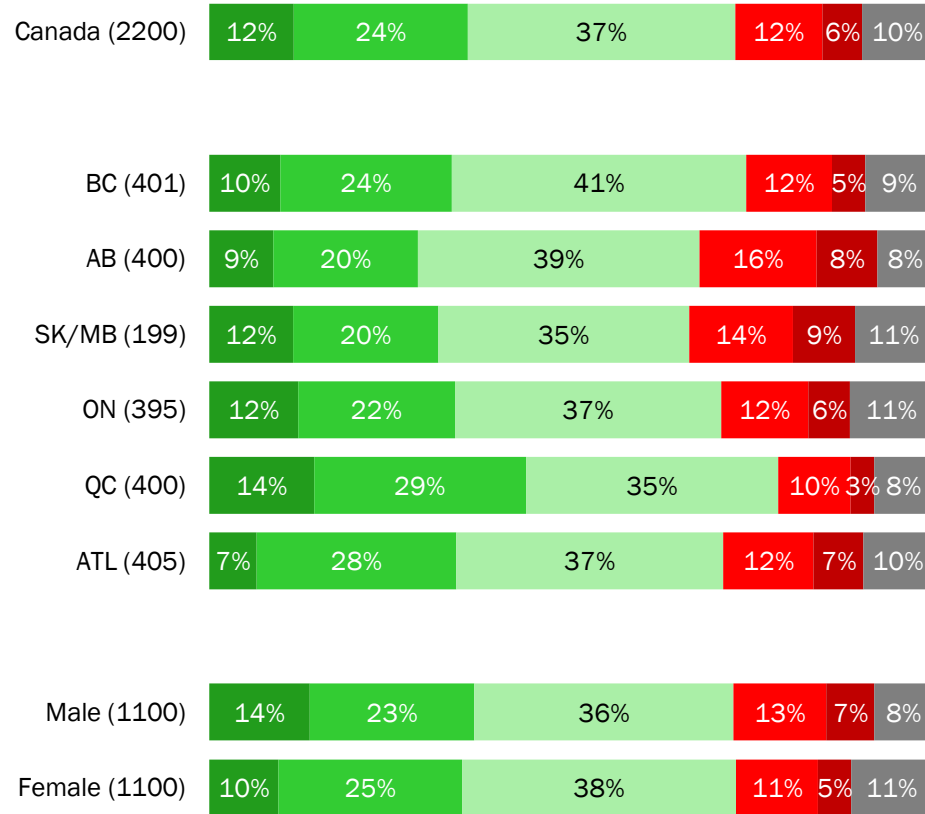


Followed Rio Olympics

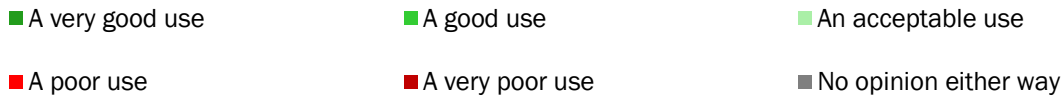
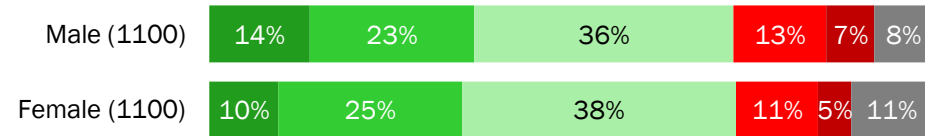


Supporting the hosting of major sporting events in Canada

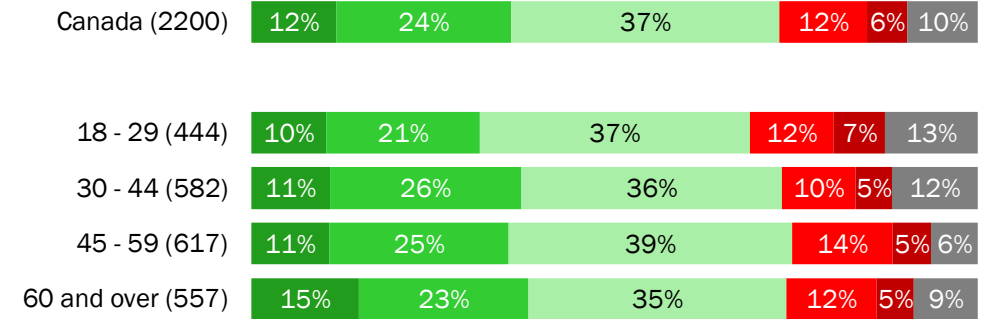
Region



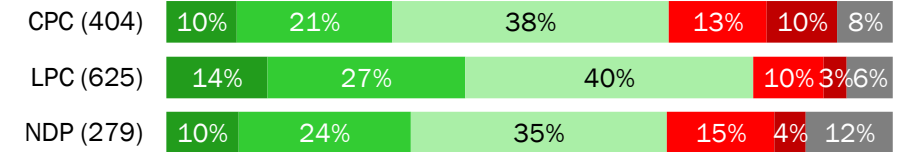
Gender



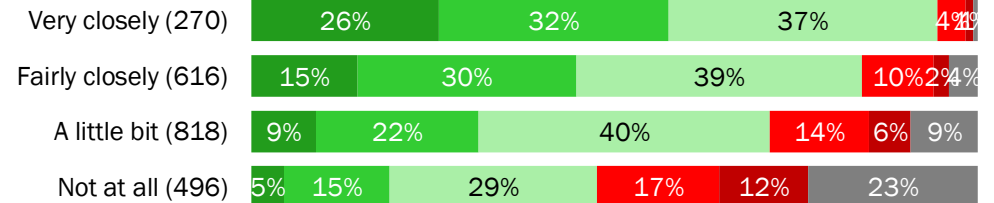
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2015 Vote

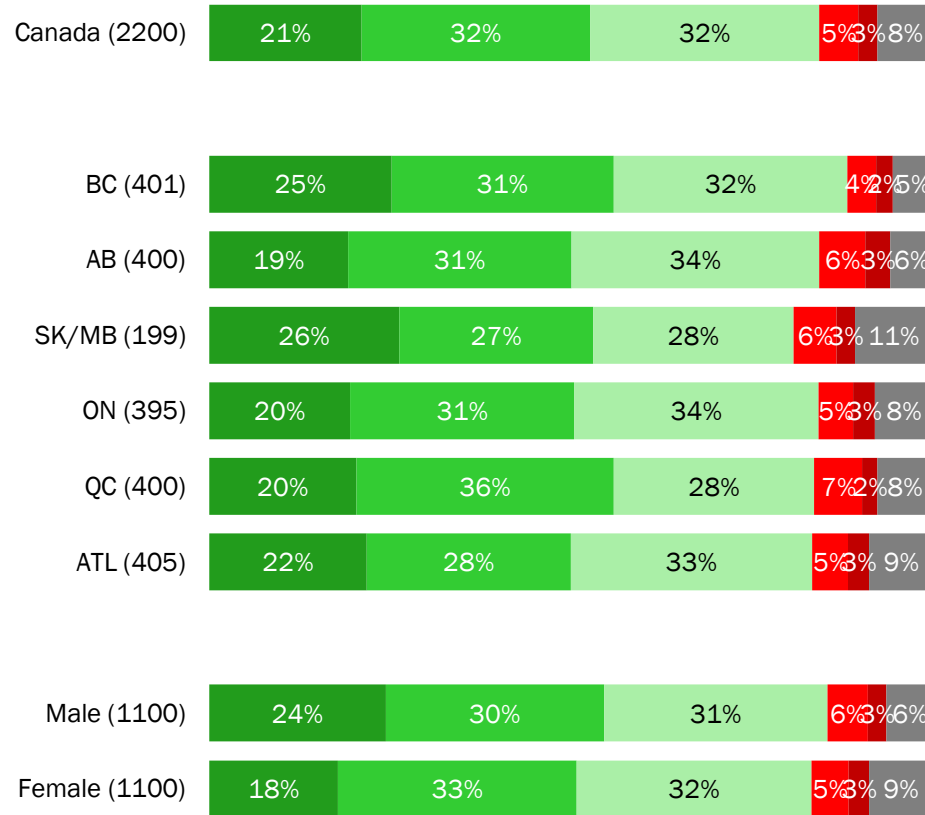


Followed Rio Olympics

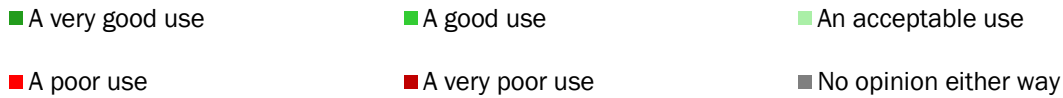
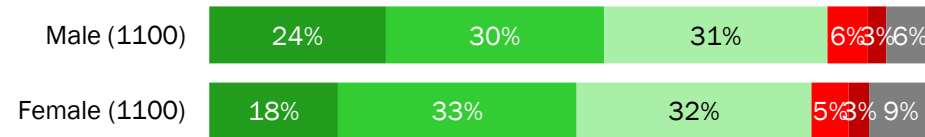


Investing in sport infrastructure for high performance athletics

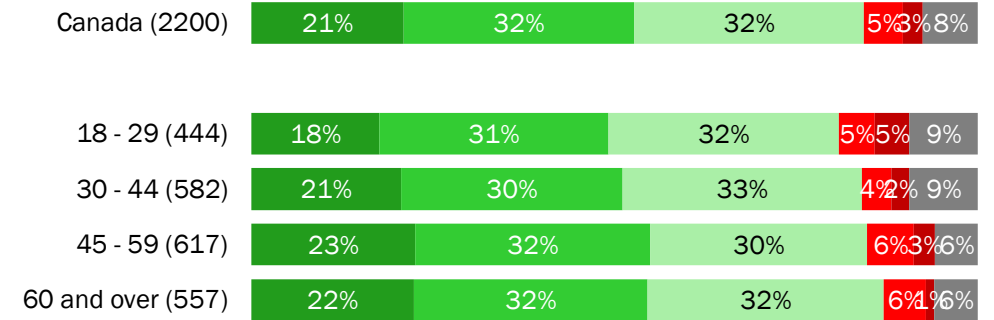
Region



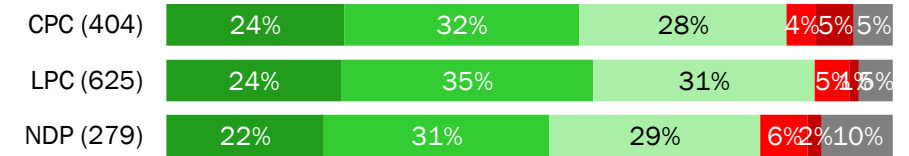
Gender



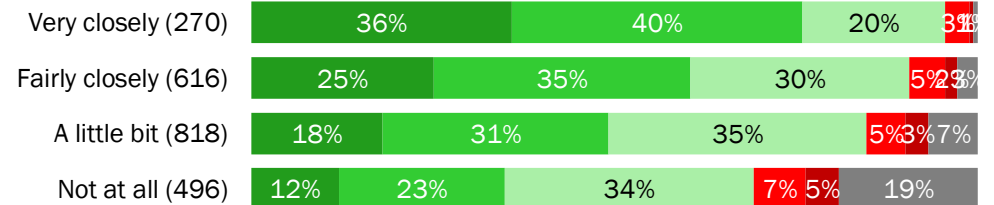
Age



2015 Vote

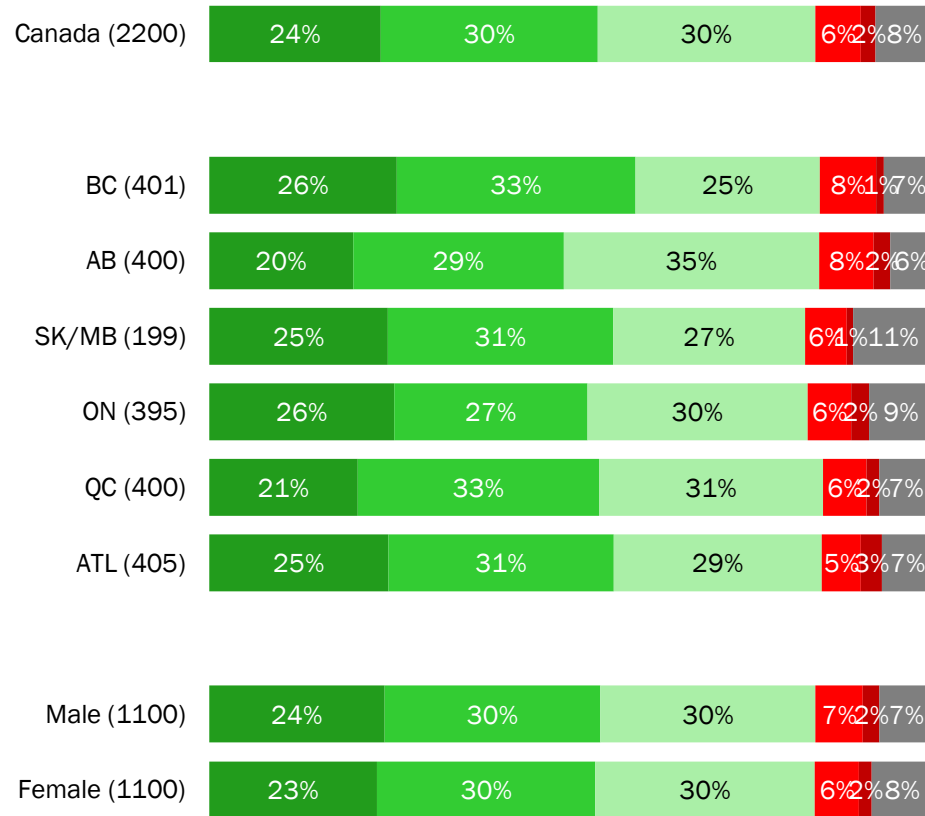


Followed Rio Olympics

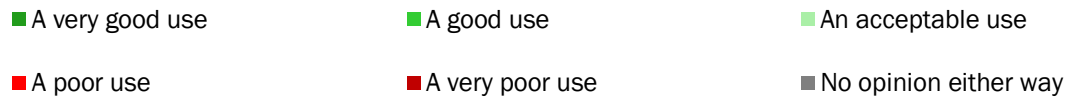
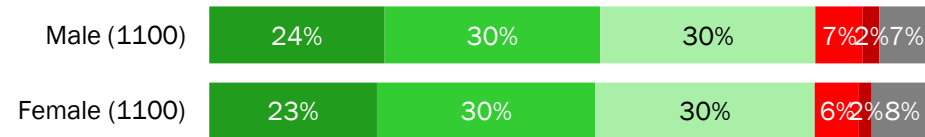


Investing in sport infrastructure for recreational use

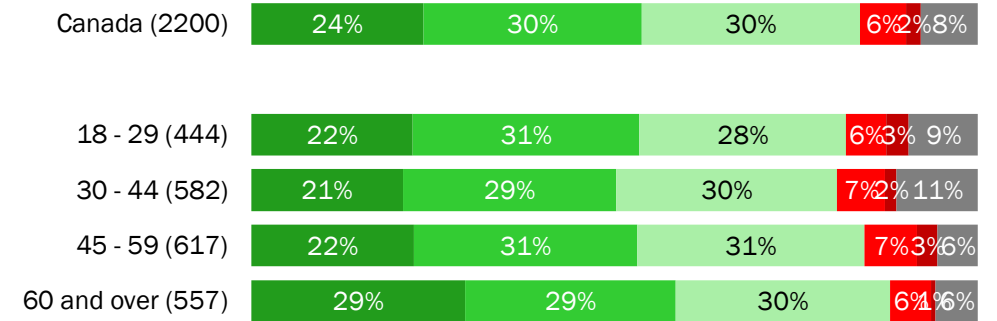
Region



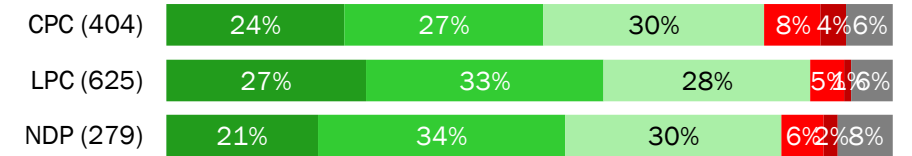
Gender



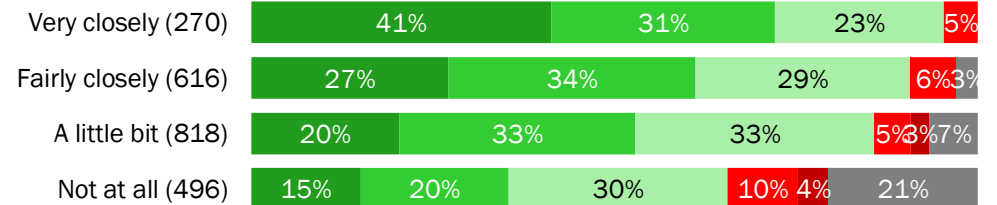
Age



2015 Vote

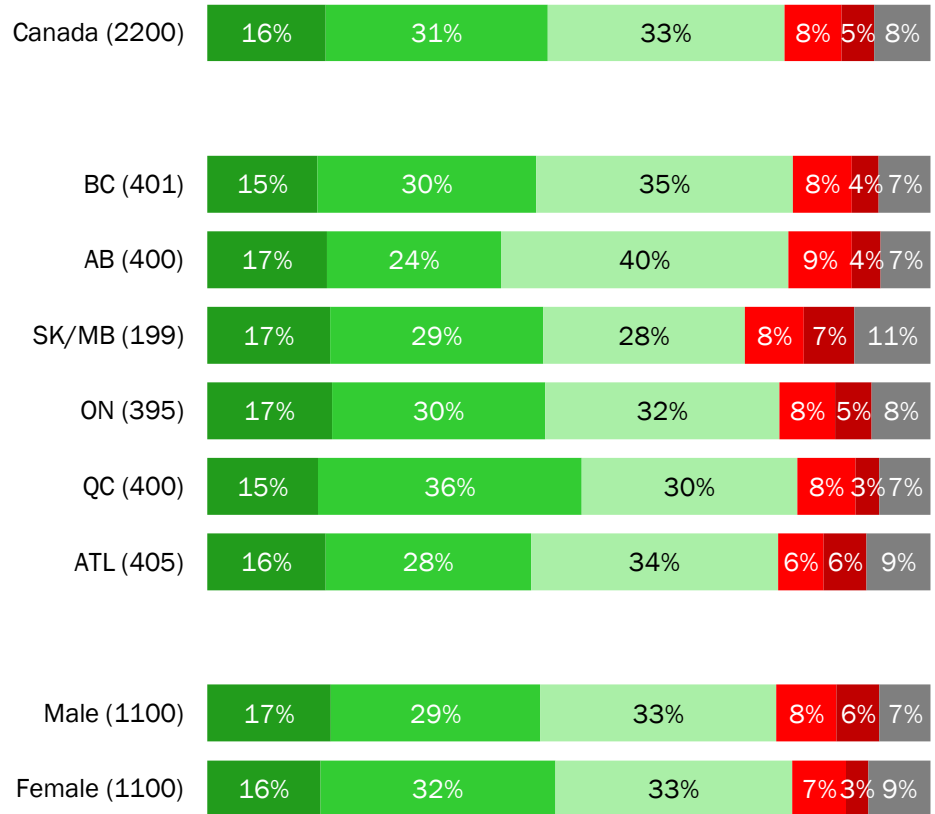


Followed Rio Olympics

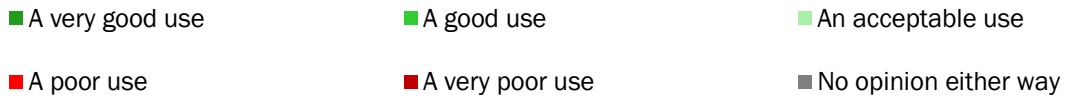
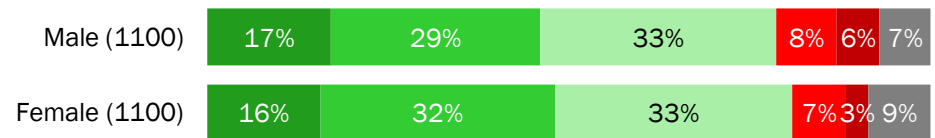


Promoting sport participation among Canadians

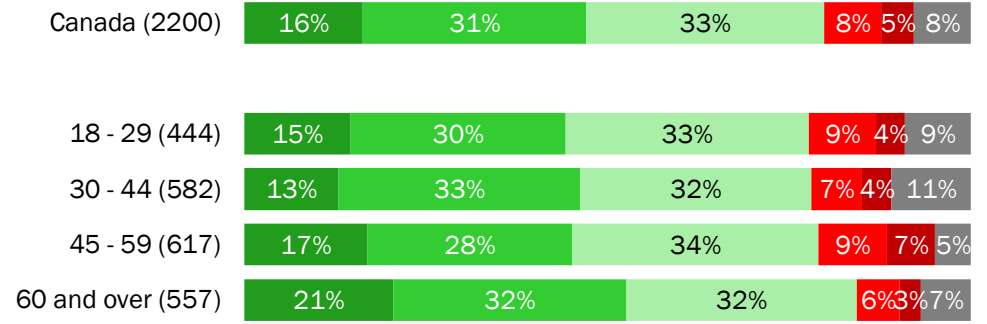
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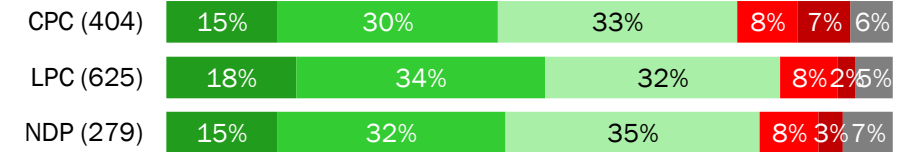
Gender



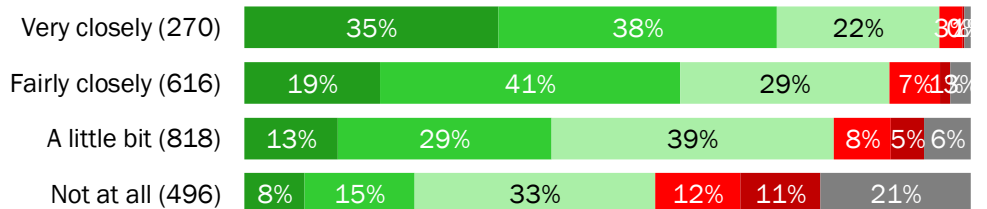
Age



2015 Vote

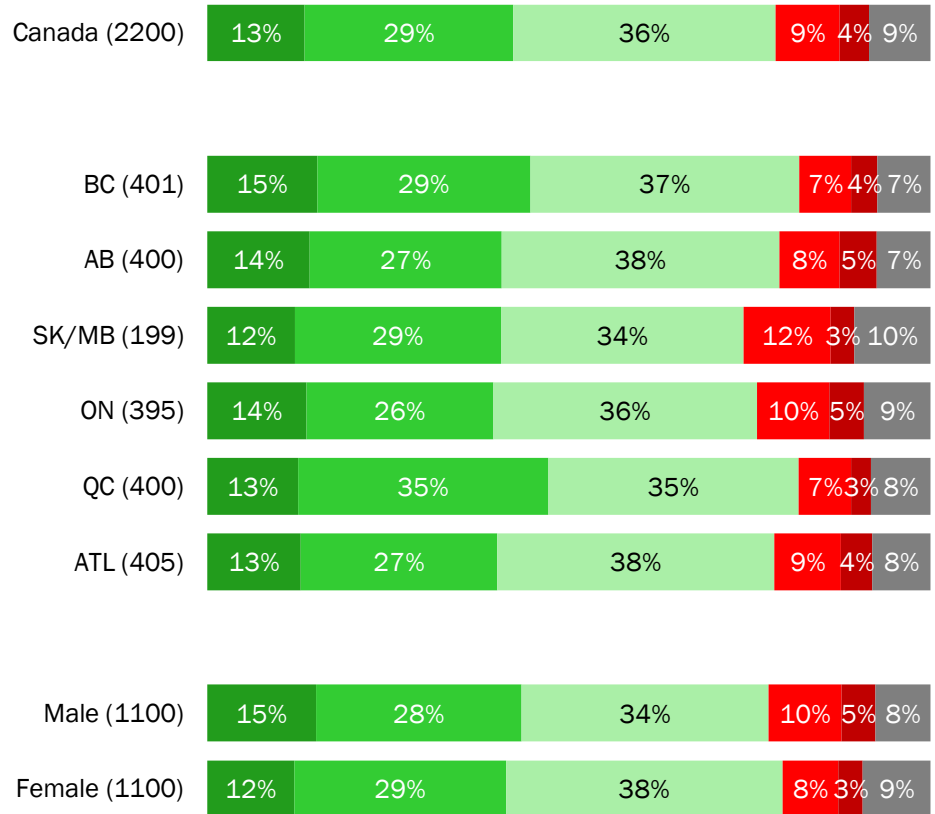


Followed Rio Olympics

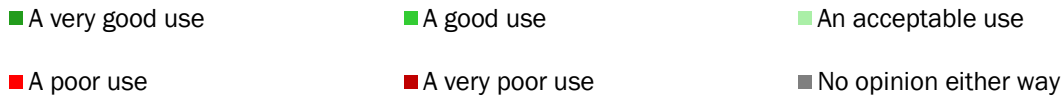
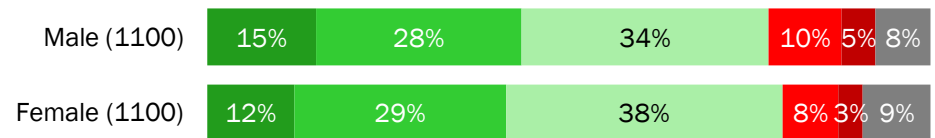


Funding sports that compete in major international competitions like the Olympics

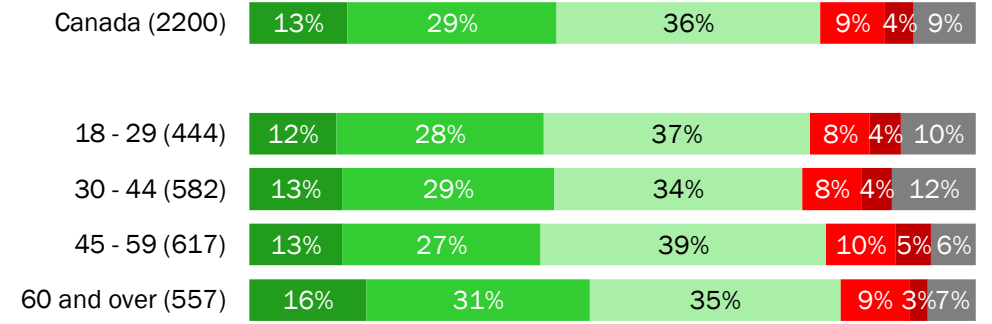
Region



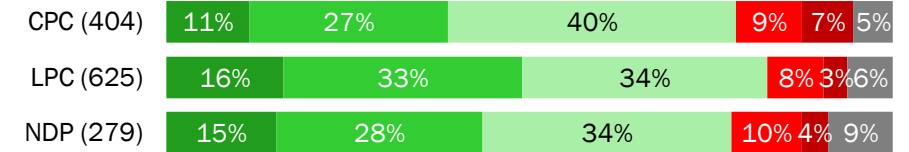
Gender



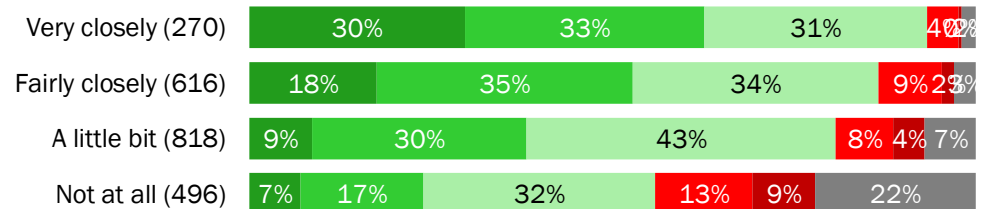
Age



2015 Vote

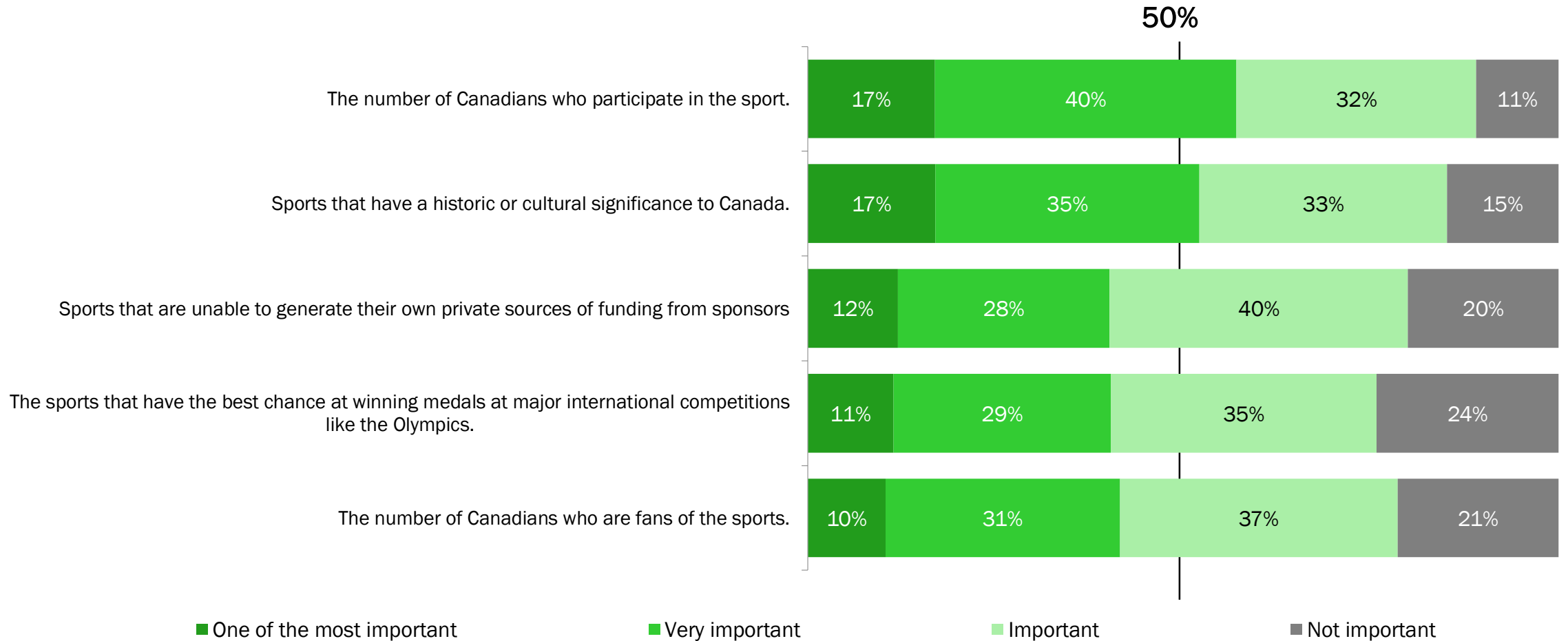


Followed Rio Olympics



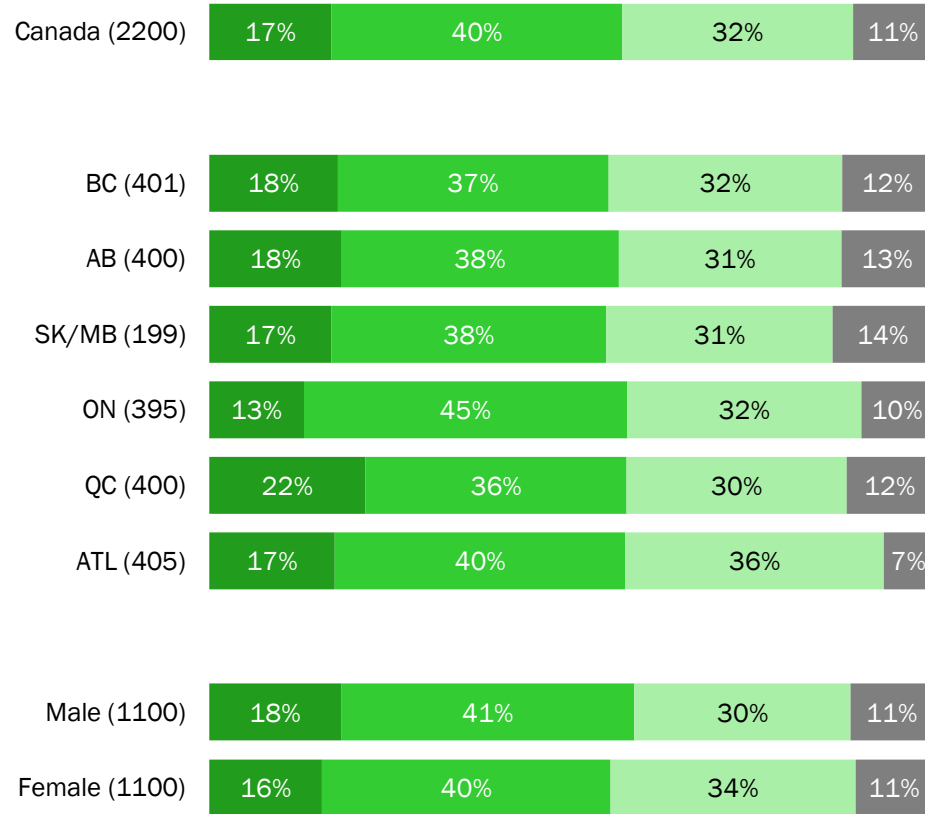
Funding national sports organizations directly that promote, enhance, and govern sports

DETERMINING HOW FUNDING IS DECIDED

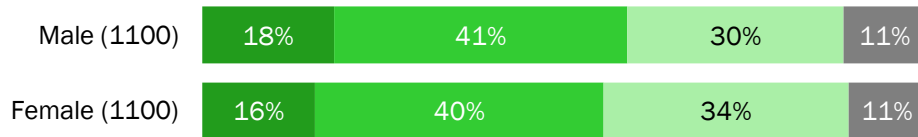


How important do you think each of the following factors should be when governments decide which sports to fund?

Region

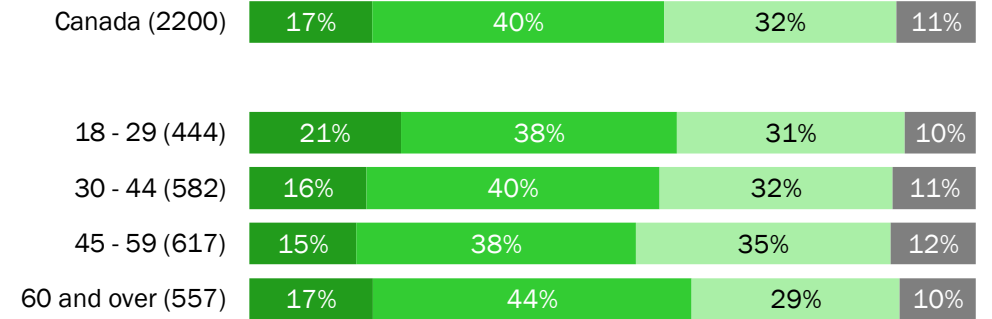


Gender

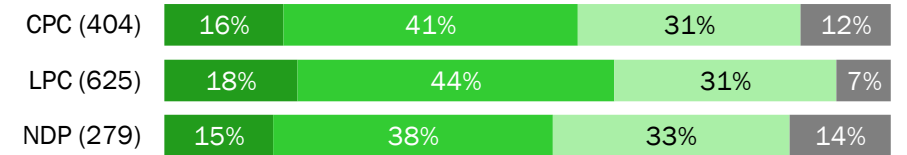


■ One of the most important
 ■ Very important
 ■ Important
 ■ Not important

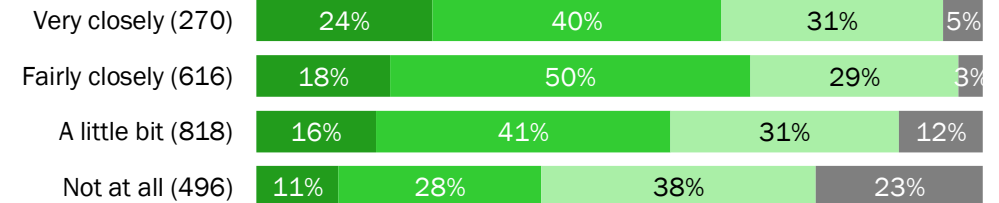
Age



2015 Vote

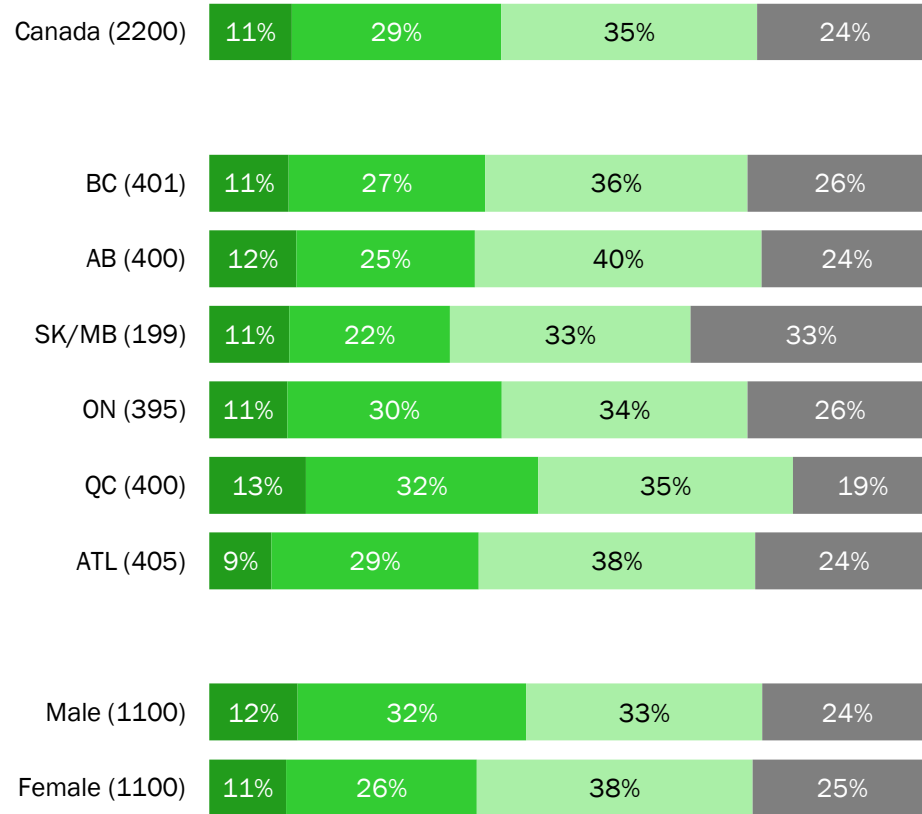


Followed Rio Olympics

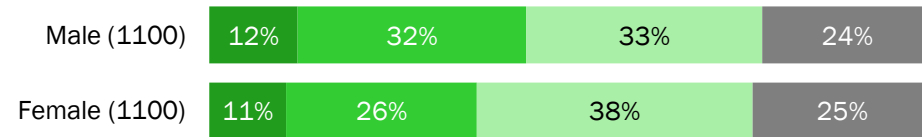


The number of Canadians who participate in the sport

Region

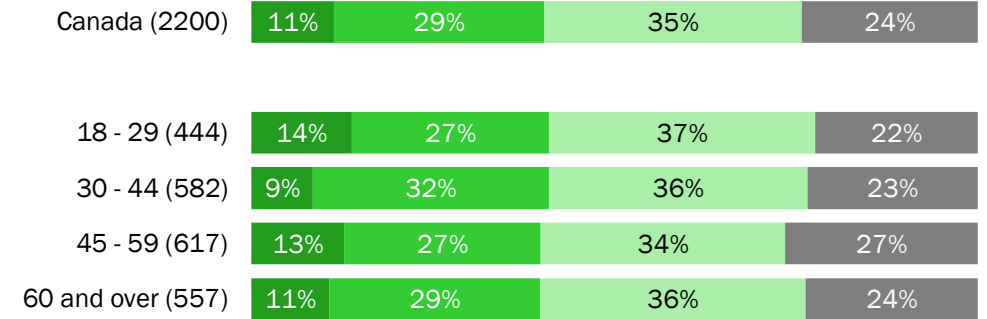


Gender

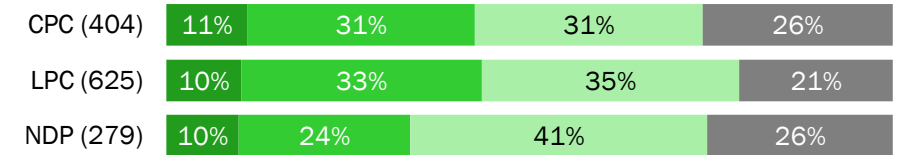


■ One of the most important
 ■ Very important
 ■ Important
 ■ Not important

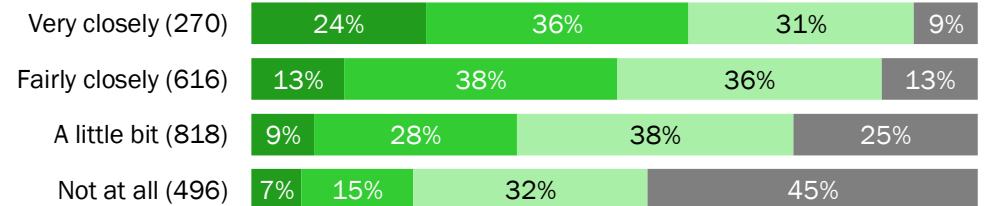
Age



2015 Vote

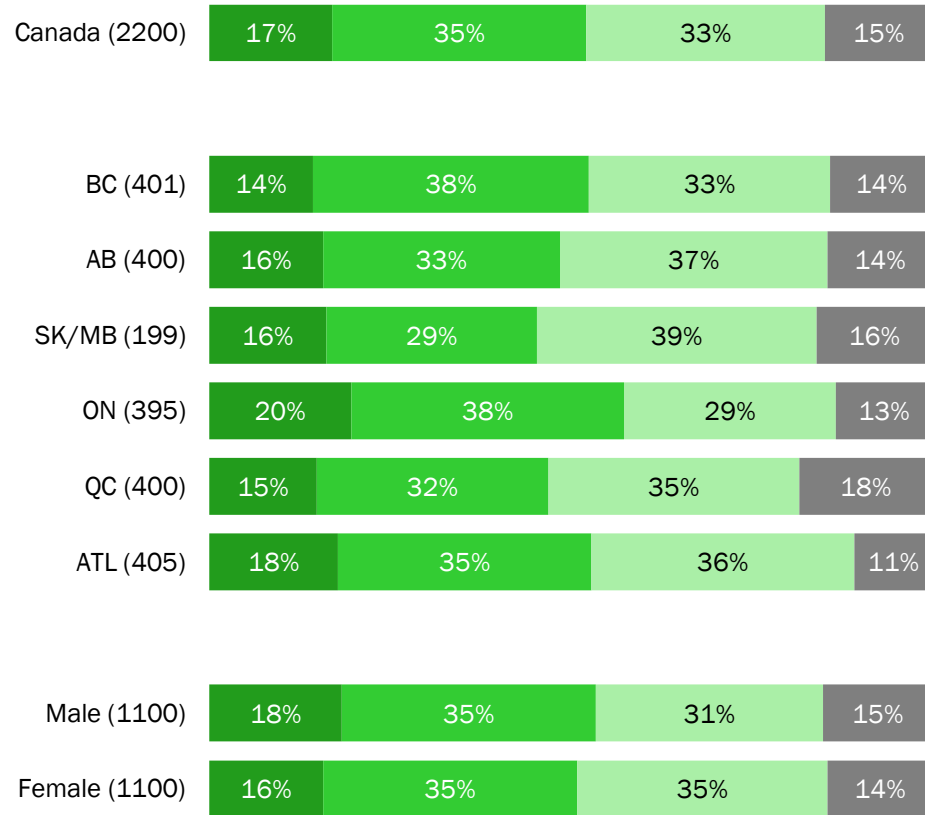


Followed Rio Olympics

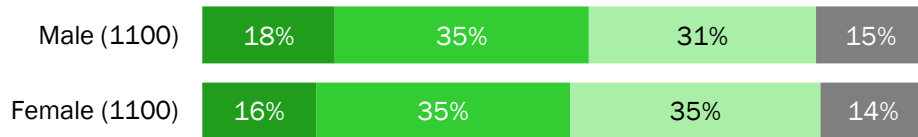


The sports that have the best chance at winning medals at major international competitions

Region

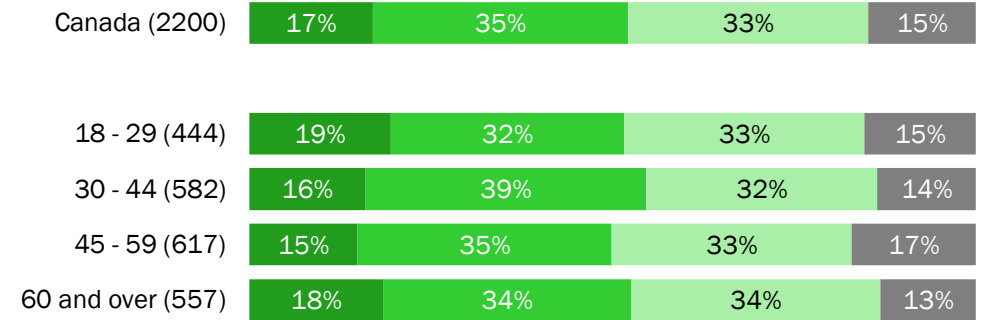


Gender

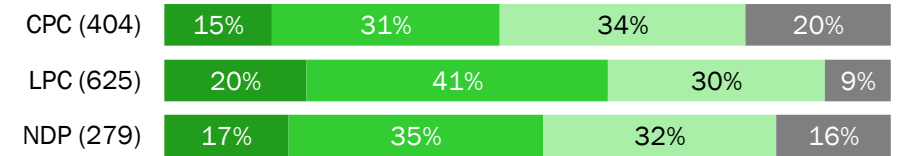


■ One of the most important
 ■ Very important
 ■ Important
 ■ Not important

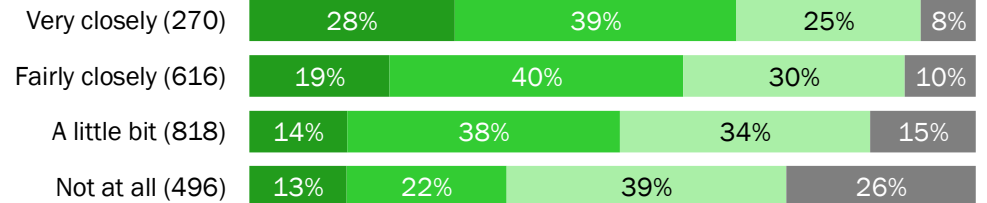
Age



2015 Vote

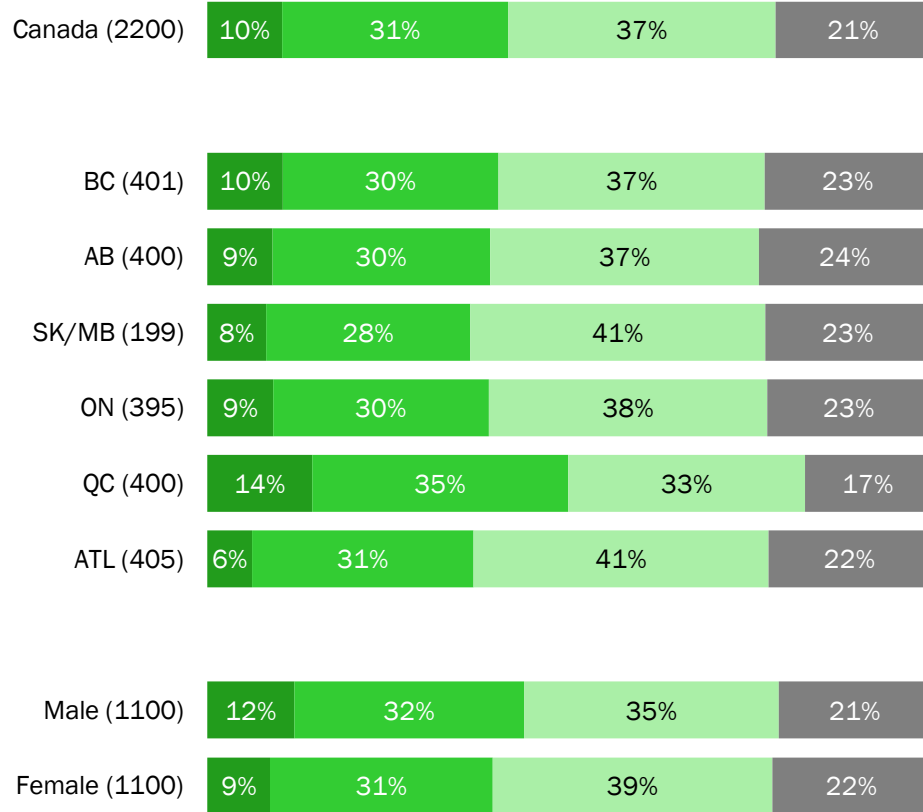


Followed Rio Olympics

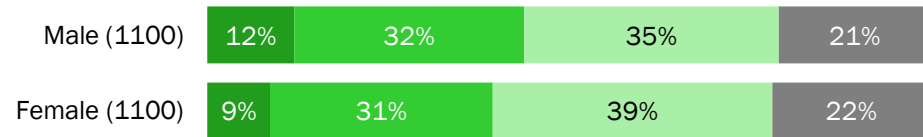


Sports that have a historic or cultural significance to Canada

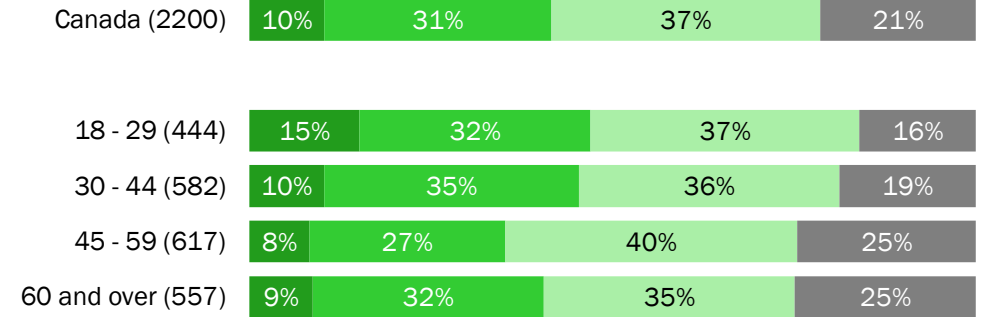
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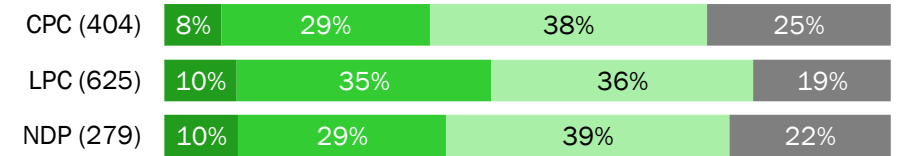
Gender



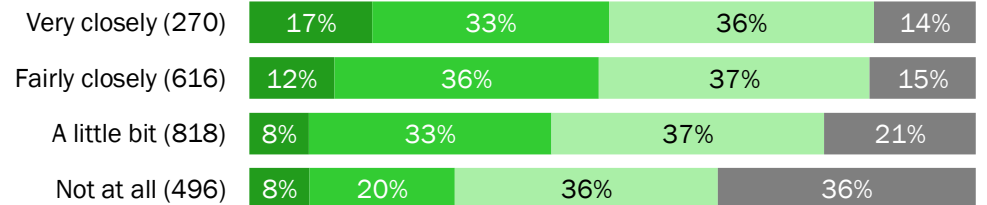
Age



2015 Vote



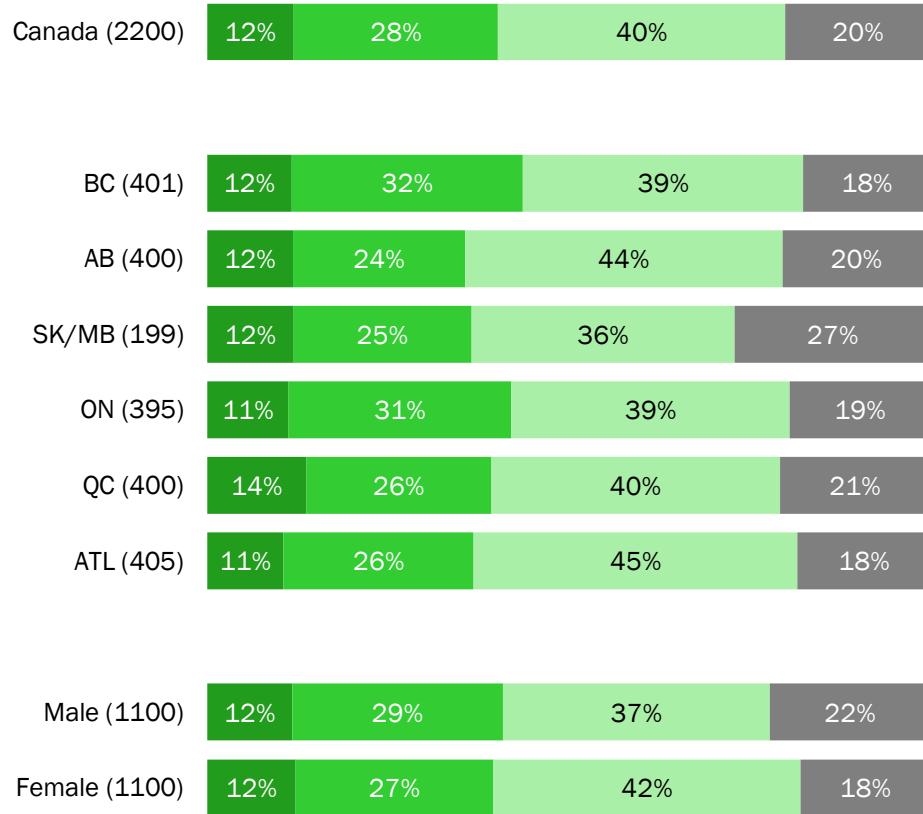
Followed Rio Olympics



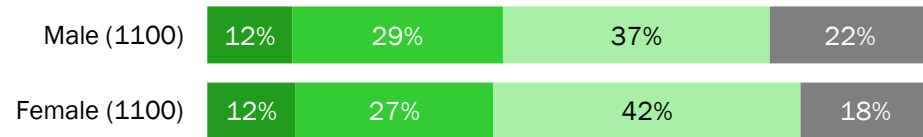
■ One of the most important
 ■ Very important
 ■ Important
 ■ Not important

The number of Canadians who are fans of the sports

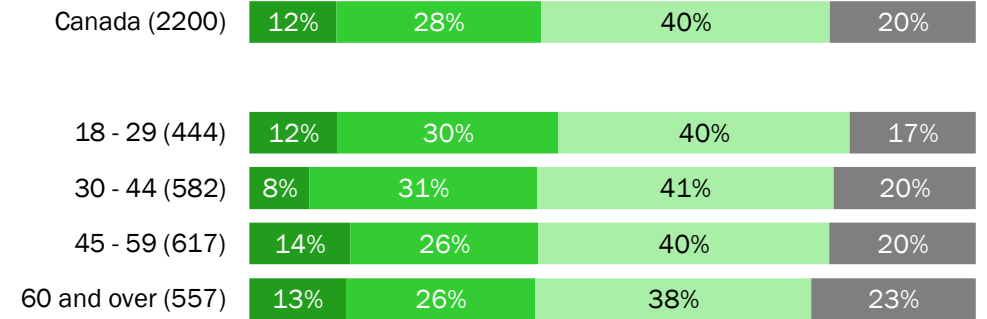
Region



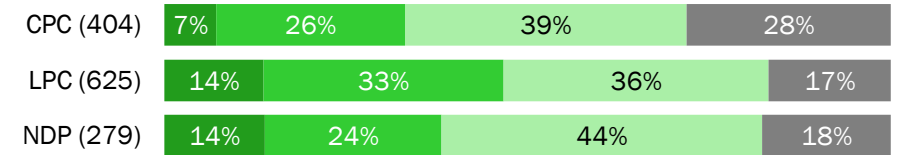
Gender



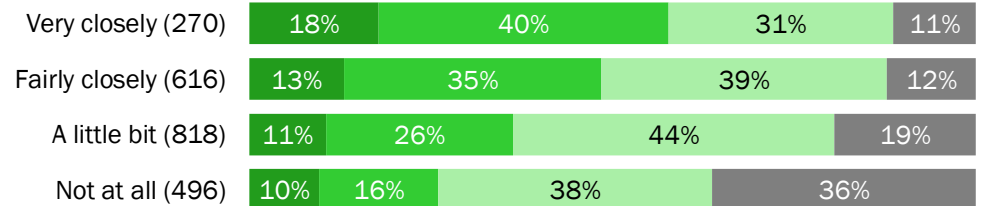
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2015 Vote



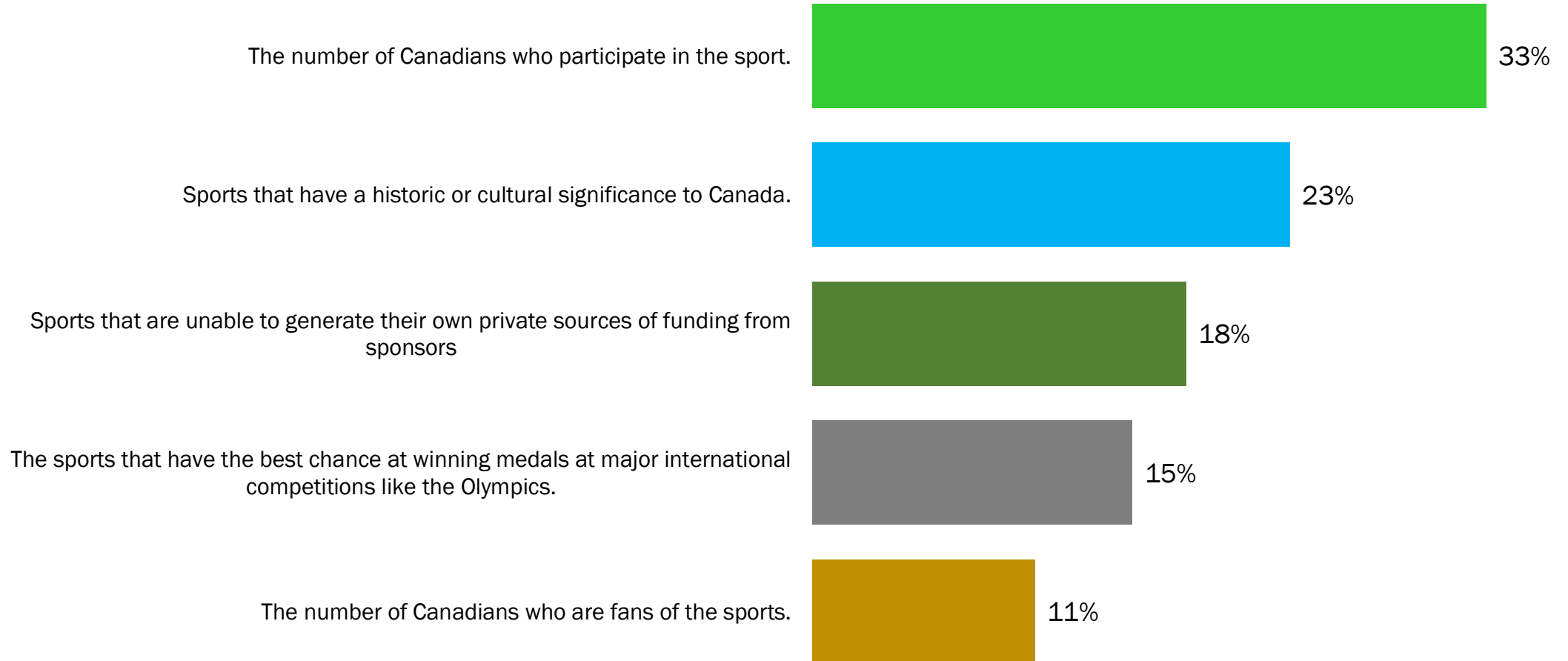
Followed Rio Olympics



■ One of the most important
 ■ Very important
 ■ Important
 ■ Not important

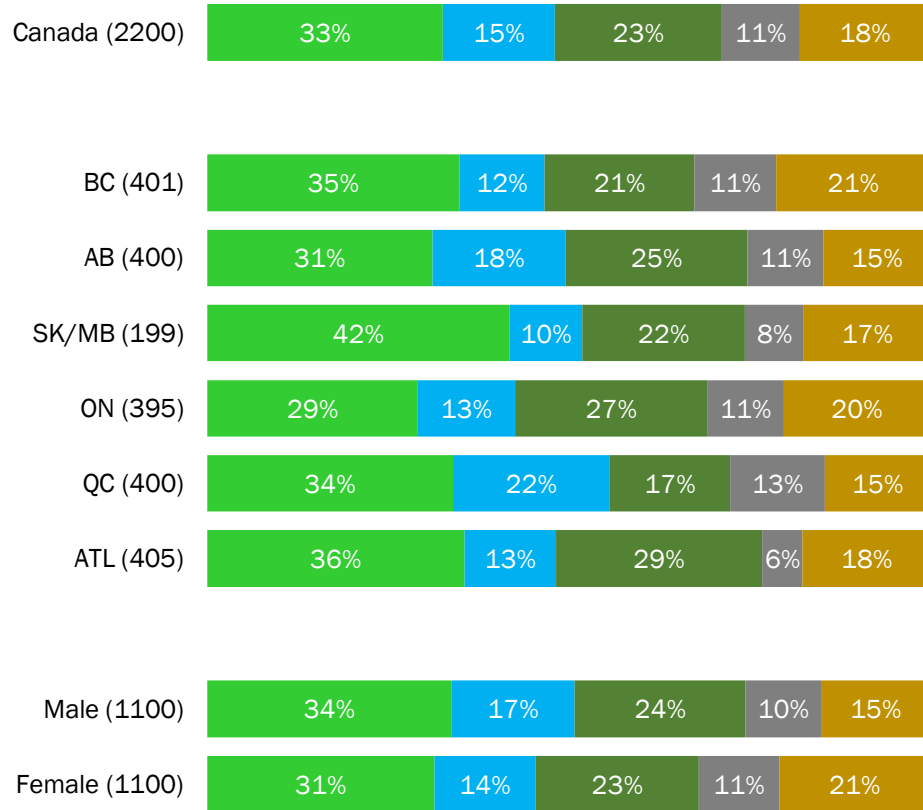
Sports that are unable to generate their own private sources of funding from sponsors

MOST IMPORTANT FACTOR FOR FUNDING...

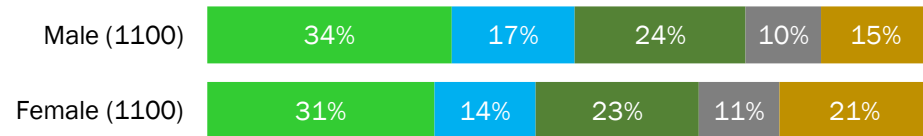


Which ONE factor do you think is MOST important?

Region



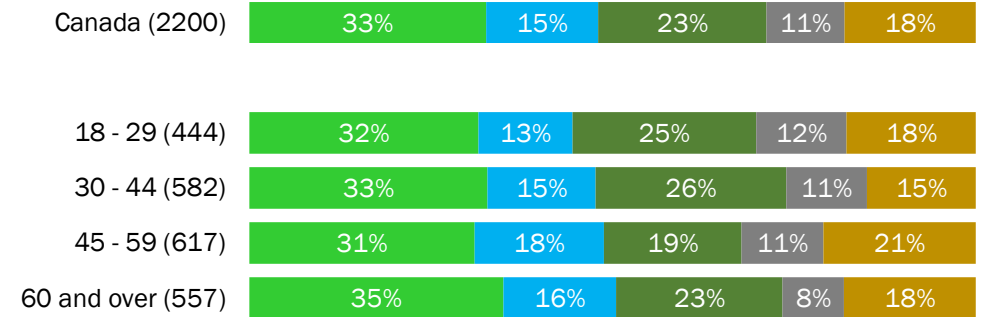
Gender



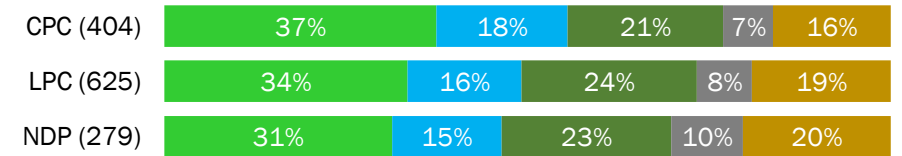
■ The number of Canadians who participate in the sport.

■ The sports that have the best chance at winning medals at major international competitions like the Olympics.

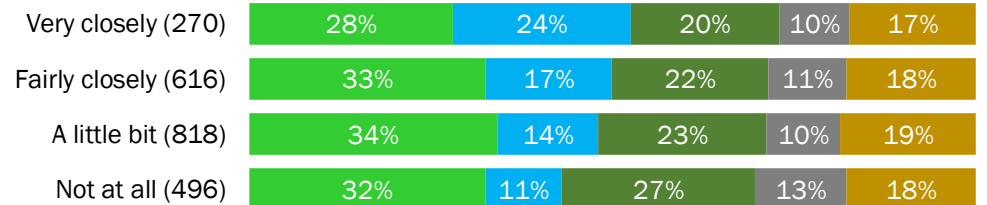
Age



2015 Vote



Followed Rio Olympics



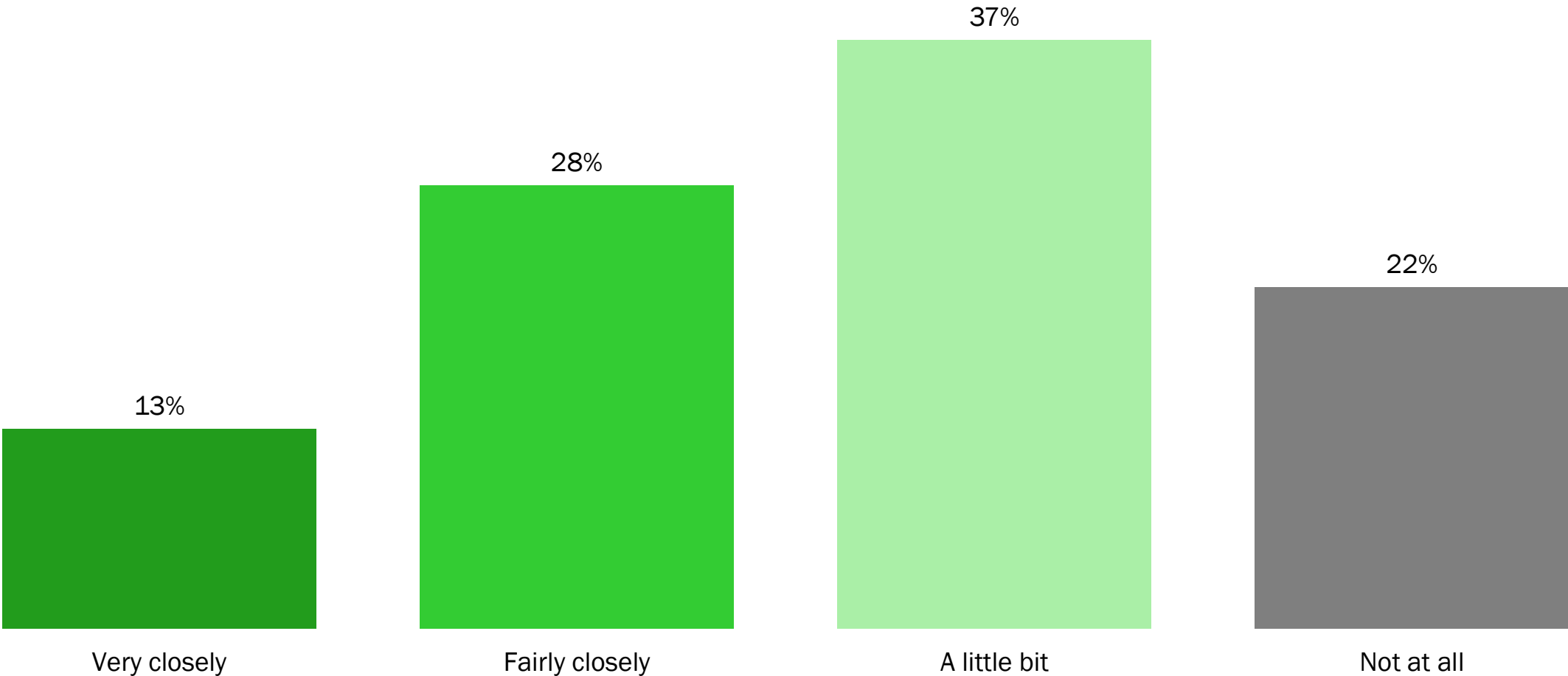
■ Sports that have a historic or cultural significance to Canada.

■ The number of Canadians who are fans of the sports.

■ Sports that are unable to generate their own private sources of funding from sponsors

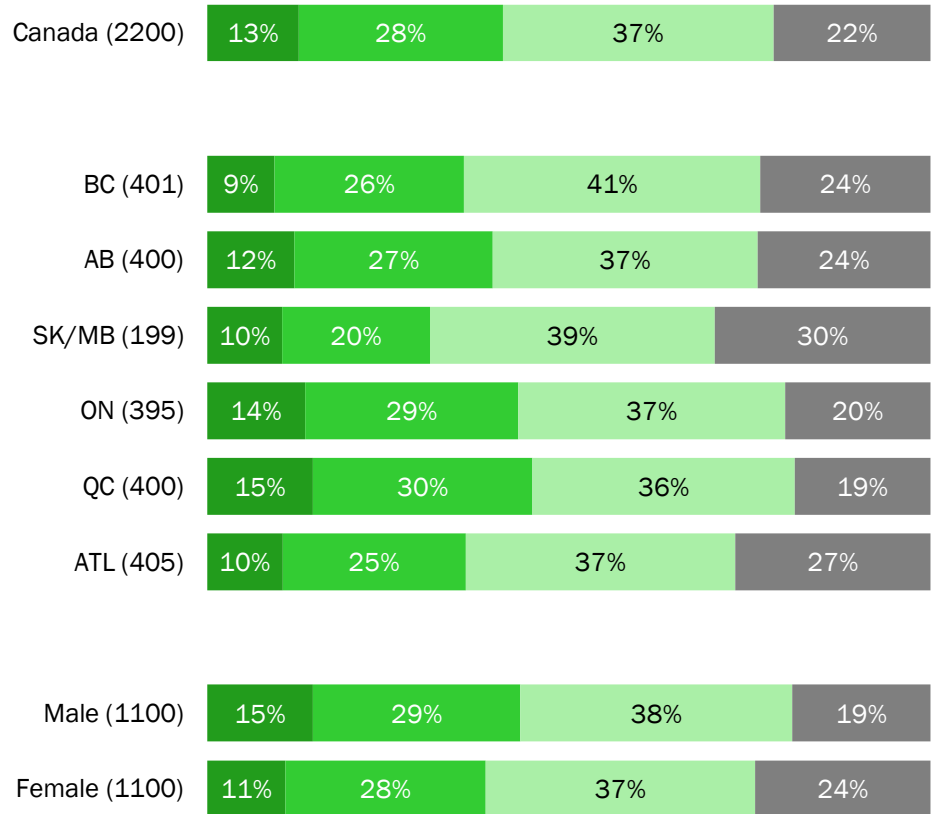
Most important Factor

HOW CLOSELY DID CANADIANS FOLLOW THE RIO OLYMPICS?

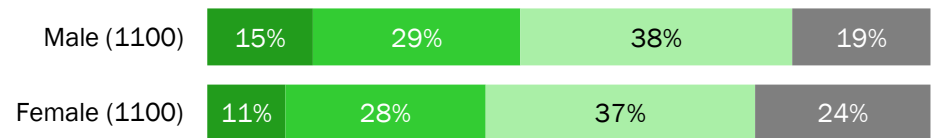


How closely did you follow the Summer Olympics in Rio de Janeiro this past summer?

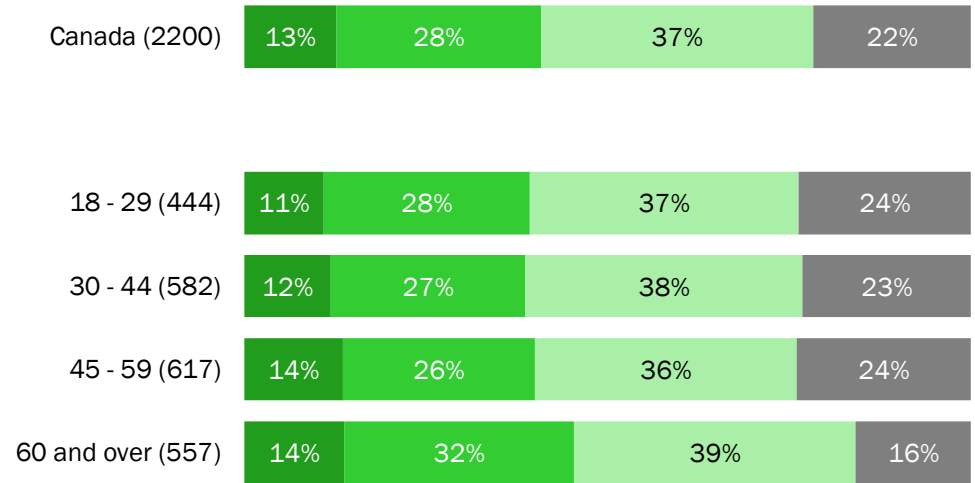
Region



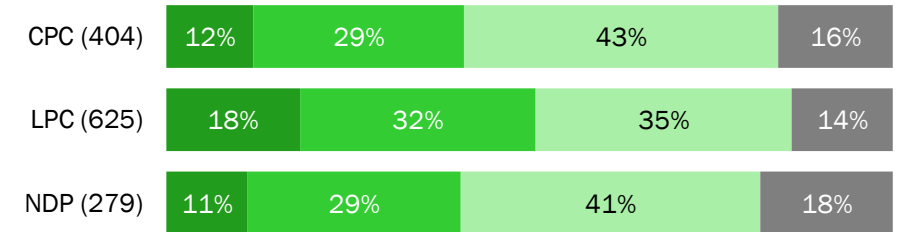
Gender



Age



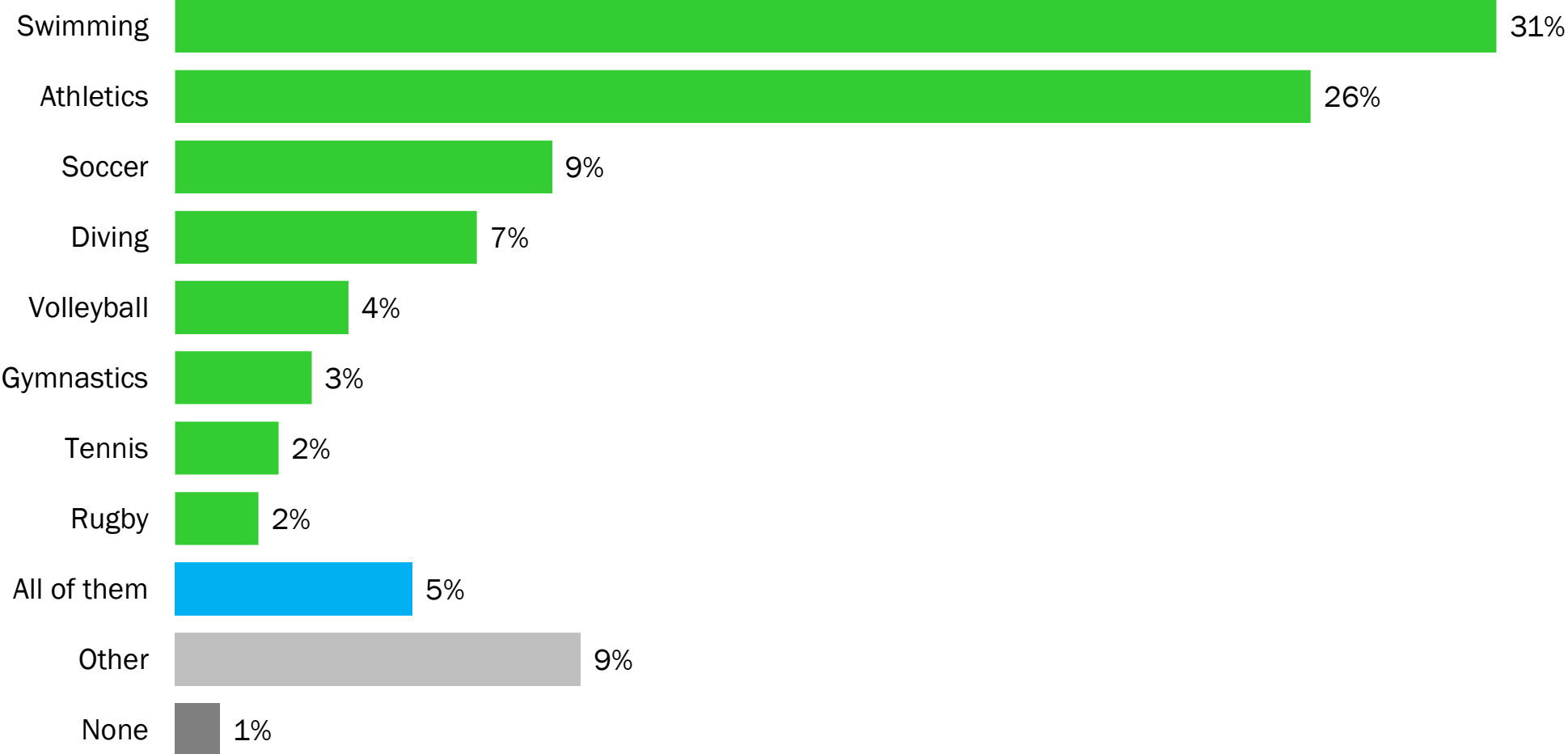
2015 Vote



■ Very closely
 ■ Fairly closely
 ■ A little bit
 ■ Not at all

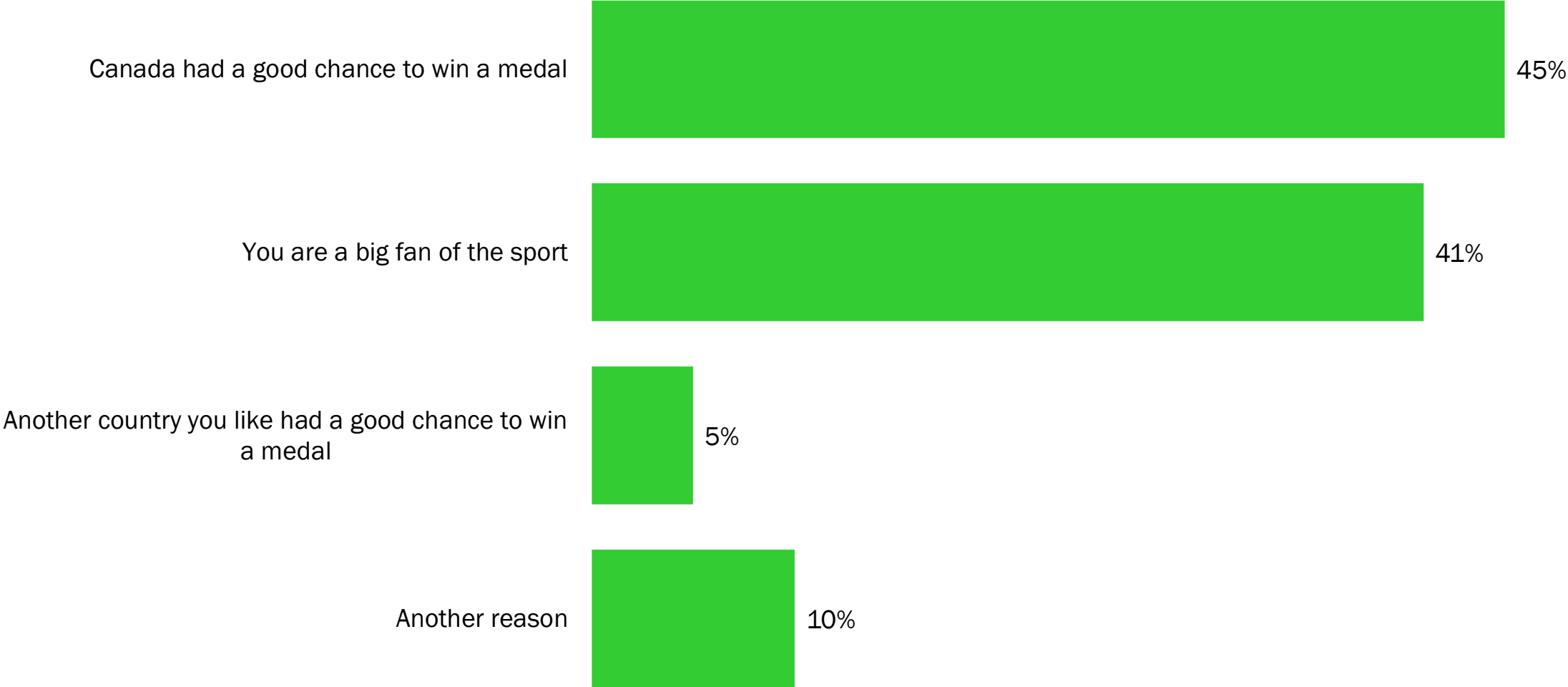
FOLLOWING THE RIO OLYMPICS

WHICH SPORT DID CANADIANS FOLLOW CLOSEST?



In the Summer Olympics, which sport did you follow most closely? [unprompted]

WHY DID YOU FOLLOW THE SPORT?



Which reason best describes why you followed {{ sport }} most closely?

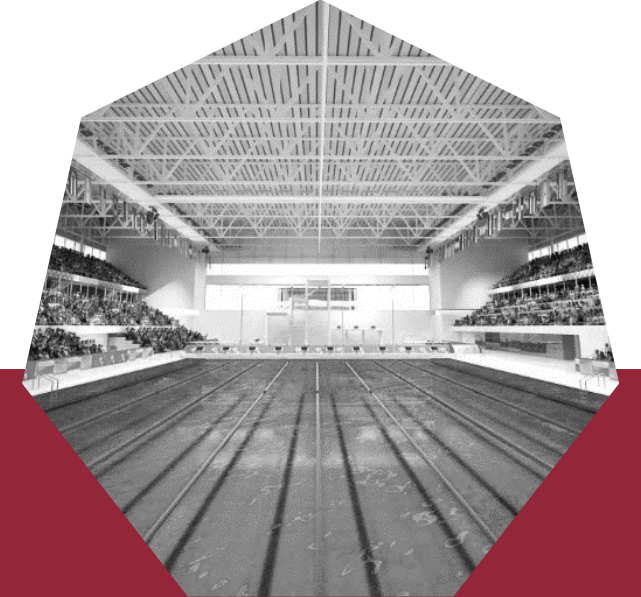
	Swimming	Athletics	Soccer	Diving	Volleyball	Gymnastics	Rugby	Tennis
You are a big fan of the sport	30%	43%	47%	39%	36%	66%	53%	74%
Canada had a good chance to win a medal	59%	46%	42%	46%	19%	19%	16%	24%
Another country you like had a good chance to win a medal	3%	5%	6%	1%	17%	11%	8%	0%

WHY DID YOU FOLLOW...By SPORT

Which reason best describes why you followed {{ sport }} most closely?

Federal Opportunities

Capitalizing on Government Initiatives



Mandate

- Sport not a priority in Liberal Minister's mandates
- Sports are important to Justin Trudeau on a personal level

Targeted Excellence Review

- Need for advocacy
- Capitalizing on Rio and Pan-Am successes
- Discussion around Athlete Assistance Program

Infrastructure

- \$20 billion increase in spending over 10 years
- Includes parks, recreational and cultural facilities

5 Keys to Effective Government Relations

1 No one delivers your message like you can.

Understand your brand and promote it.

2

3 Identify your priorities and stick to them.

Understand your environment.

4

5 Establish relationships before making your “ask”.

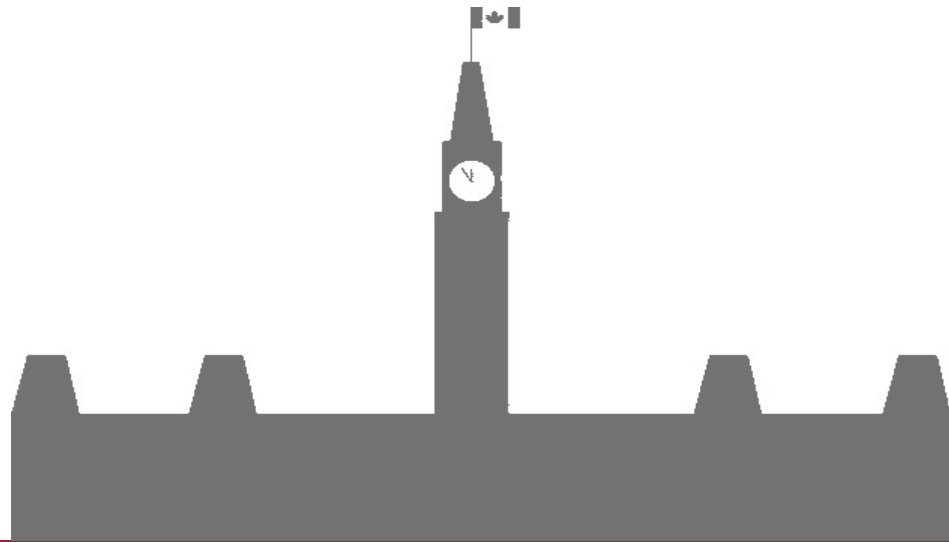


“Reputation Matters”

Be a storyteller. You are your own best advocate.

Building a Winning Brand

How to Craft Your Story to Connect With Government



Tell your story so the right people hear it, support it, and are compelled to act for you.



Be a policy entrepreneur. Participate in ongoing consultation and discussion offered by the GoC.



Tying advocacy and outreach in priority areas back to documents released by the GoC will help motivate action.



Having a robust key contact plan that crosses ministries and plays up collaboration is necessary for success.



A decentralized approach to governance also means developing relationships with all levels of government – not just the centre (PMO/PCO).

Canadian Olympic Committee

Developing Compelling Narratives



U Sport Canada

Developing Compelling Narratives

STAY TUNED

The transformation of university sport is here. Introducing U Sports.

New name and look for Canadian university
sport: U Sports unveiled

BY FOOTBALLCANADA · OCTOBER 22, 2016

CIS rebrands as U Sports, aims to bring
student stories to Canadians

DAVID SHOALTS
TORONTO — The Globe and Mail
Published Thursday, Oct. 20, 2016 11:42AM EDT
Last updated Thursday, Oct. 20, 2016 8:50PM EDT



The background is a red-tinted photograph of a city street. On the left, a tall clock tower with a large clock face is visible. The street is lined with multi-story buildings, and the overall scene is captured from a low angle, looking up the street.

Developing An Advocacy Plan

Objectives Setting

Establishing Priorities for Your Outreach

- Identify three priorities for your advocacy
- Understand and become the expert on your priorities
- Be clear in your communications, use plain language and ask for exactly what you want
- Active advocacy keeps your issues fresh

SWOT Analysis

Strategic Considerations Should Guide Advocacy

Strengths

- What are your best assets?
- Where are your athletes?
- Participation numbers?
- Who are your champions?

Weaknesses

- What are your vulnerabilities?
- Do you have opponents?
- What will the Minister's briefing book say?

Opportunities

- What events do you have that reinforce your narrative?
- How can your organization or advocacy align itself with the government's agenda?

Threats

- What obstacles do you have to your 'ask'?
- Think about issues that impede your advocacy?

Narrative/Messaging

Speak the Language of Government

- Use the Right Language
- Use the Right Metrics:
 - Public Opinion Data
 - Events
 - Being Seen
 - Symbols
 - Themes
- Utilize Social Media Presence and Platform

Key Contact Strategy

Connecting Your Priorities With the Right People

- What are the major government commitments?
- Who is responsible for them?
- Who is working with who?
- Who are the key file champions?
- Who is most open to working with outside stakeholders

Tactics

How to Reinforce Your Message

- Events
- Civil service relationships
- Grassroots engagement
- Social Media
- Connecting with Your MP
- Facility Tours
- Leveraging Your Athletes
- Kids Camps
- Polling





Examples of Success



**RUGBY
CANADA**



**SWIMMING
CANADA
NATATION**



CANADA
BASKETBALL



Exercise

Building Your Advocacy Plan