

Opportunity Through Sport



SportLink

Greater Sudbury Sport Council





Sudbury's Sport History

- The Sudbury Region has a proud history of achievement in sport & recreation
- The Sudbury and District Sports Central assisted the sporting community, and helped create a reputation for being a venue of choice for world class sporting events
- The organization also oversaw the development of high profile athletes coaches and officials in a variety of sports.
- Sports Central also gathered with many key community partners to make this all possible





The Future of Sport is Solid

- Sport and physical activity continues to be a dominant force in the lives of Greater Sudburians
- Reviving an organized body for sport has been made possible with SportLink, Greater Sudbury Sport Council
- SportLink, a non profit organization, exists to revitalize Greater Sudbury's sporting reputation by addressing needs based on research conducted in the community.
- Serving the needs of Greater Sudbury will result in meeting, even exceeding the success of the past





Mission Statement

- To utilize sport as a means for economic and community development by facilitating events, by leadership and educational opportunities, and by advocating communication and cooperation between community partners.





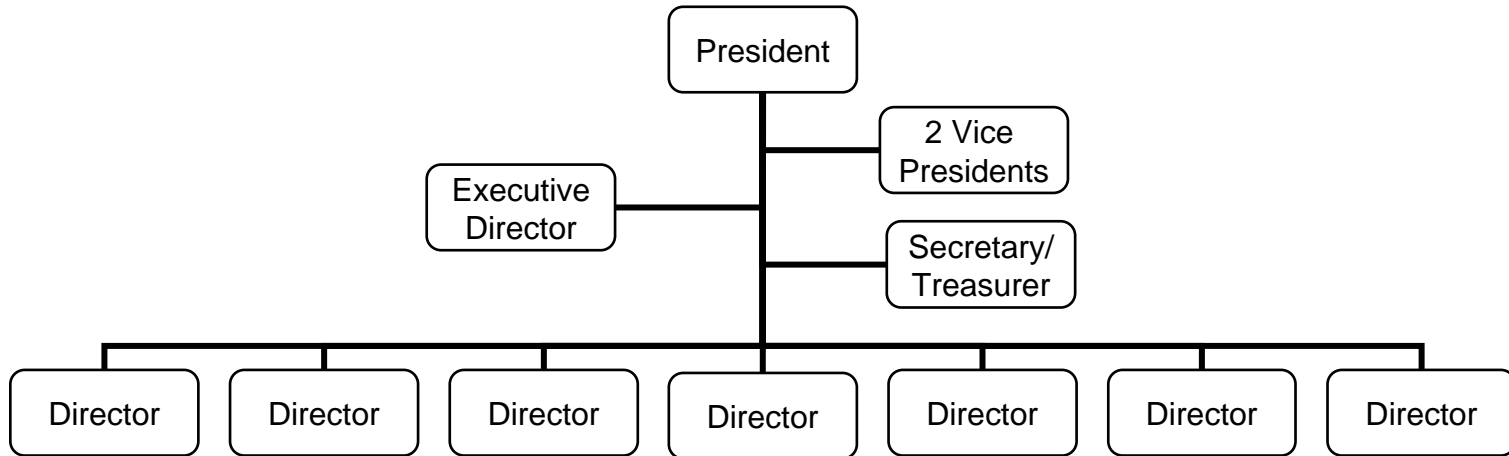
The Team

- SportLink is made up of Board Members who are prominent community members involved in sports and a variety of community efforts.
- An Executive Director is in place to assist in carrying out the Council's Mission.
- A web and graphics designer joins the team to carry out the organization's marketing efforts





Organizational Chart





Values and Principles

- Equal access to sport organizations for all members of the community
- Volunteerism as a vehicle to enhance the delivery of sport
- Sport as an opportunity for personal growth and development, and to enhance one's personal, social, fitness and life skills
- Partnerships as a means for developing and delivering sport opportunities
- Sport activities that operate within an environment of security, safety, integrity and mutual trust
- Responsibility and accountability to the community





Goals and Objectives

- **Promote Sport in the Community by:**
 - Assisting in the recruitment and training of volunteers, coaches, officials and administrators
 - Pursuing opportunities to host major events
 - Developing partnerships with the public and private sectors
 - Improving Media Coverage





Goals and Objectives

- **Improve Communication and Cooperation Through:**
 - A common voice for sport
 - Facilitating communication between groups and organizations
 - Partnership creation
 - Development of a database and website
 - Development of a Resource Centre





Goals and Objectives

- **Ensure the Development, Management and Utilization of Facilities by:**
 - Producing inventory of facilities in the form of a database
 - Identifying improvements needed of existing facilities
 - Assessing needs for new facilities
 - Assisting organizations in reviewing strategies and facility use agreements





Goals and Objectives

- **Create Economic Development Opportunities by:**
 - Assisting in bidding and hosting events
 - Facilitating with economic impact assessments
 - Facilitating transportation and accomodation
 - Promoting of events
 - Development of sponsorships and advertising campaigns





Goals and Objectives

- **Pursuing Funding Potential by:**
 - Leveraging government funding
 - Assisting in identifying and developing corporate sponsorships
 - Consultation and guidance in regards to funding sources
 - Creating a database of sources





Goals and Objectives

- **Seeking Out Educational Opportunities by:**
 - Fostering and developing linkages with various specialized organizations for targeted training
 - Providing specialized training for volunteers, athletes, officials, coaches and administrators of Greater Sudbury's sport groups





Goals and Objectives

- **Local Recognition Efforts Through:**
 - Formally and publicly recognizing volunteers, coaches, officials and administrators
 - Presenting awards to those who are role models to the community, and for outstanding achievement in the community
 - Supporting and promoting the Sudbury Hall of Fame

