

FOR RELEASE  
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## **Government of Yukon releases action plan to shape the future of sport in the territory**

WHITEHORSE—The Government of Yukon released a Sport Action Plan today to improve sport and recreation opportunities for all Yukoners.

"The Yukon Sport Action Plan sets out our government's goals for sport in the territory for the next seven years," Minister of Community Services Currie Dixon said. "We are committed to making sport and healthy living more accessible for all Yukoners and to increasing support for our high-performing athletes and coaches."

The plan's priorities also include enhancing community sport skills and knowledge and strengthening coaching and leadership.

"The Yukon Sport Action Plan was developed in consideration of the entire sport community, including athletes, coaches, officials, board members, volunteers and parents," Cross Country Yukon head coach Alain Masson said. "The plan provides important direction for Yukon's sport community and will help all Yukoners become healthier and more active."

The Yukon government also released the Community Recreation Planning Toolkit, which supports the Sport Action Plan. The toolkit will help communities create recreation plans that meet their unique needs.

The Yukon Sport Action Plan and Yukon Community Recreation Planning Toolkit were developed by the Department of Community Services' Sport and Recreation branch in partnership with territorial sport organizations and the Recreation and Parks Association of the Yukon.

Learn more: [www.community.gov.yk.ca/cd/resources](http://www.community.gov.yk.ca/cd/resources)

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### **See backgrounder.**

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## **Backgrounder**

### **Yukon Sport Action Plan**

Six guiding principles establish the basis of how the Yukon Sport Action Plan will develop, deliver and pursue excellence in sport:

- Sport promotes ethical behavior and the values of respect, fair play and fun.
- Sport for Life, based on the Long Term Athlete Development Framework, promotes opportunities for people to participate, perform and excel in sport from childhood to adulthood, whether in the playground, the podium or the park.
- Inclusion, equitable access and sport development in Yukon's rural and remote communities are essential elements of Yukon's sport system.
- Partnerships and collaboration within the sport system strengthen capacity and impact sport delivery and success.
- Quality sport requires capacity and training for athletes, coaches, officials and volunteers.
- Sustainability of our sport system demands accountability, monitoring and evaluation.

These six principles underlie the Yukon Sport Action Plan's goals and objectives, which are grouped in four key areas:

- **Sport Participation** offers opportunities for all Yukoners to develop and apply fundamental movement skills, attitudes, and basic knowledge of sports in a variety of organized and unorganized settings. This will be accomplished with a focus on physical literacy, inclusion and access. For example, the Sport and Recreation branch will lead the implementation of the Yukon Framework for Physical Literacy.
- **Sport Performance** combines support, resources and opportunities for individuals to systematically improve and excel through sport pathways in competitive and high performance sport. This will be accomplished with a focus on competitive sport and support for major games like the upcoming Arctic Winter Games. For example, the Sport and Recreation branch will manage Team Yukon at major games like the Arctic Winter Games and Canada Games.
- **Sport Capacity** seeks to strengthen capacity and leadership of Yukon's sport system to foster environments that promote and

support opportunities to participate and excel in sport. This will be accomplished with a focus on training, partnerships and collaboration, and improved sport infrastructure. For example, the Sport and Recreation branch will strengthen community leadership for recreational sport through resources like the Recreation Leaders Guide.

- **Sport for Community Benefit** increases awareness of the positive power of sport and its contribution to healthy, vibrant and sustainable communities. This will be accomplished through sport hosting and tourism, recognition and measurement, and promotion and marketing of the value of sport and recreation. For example, the Sport and Recreation branch will increase opportunities for female participation in sport.

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