

LIVE ACTIVE EXECUTIVE SUMMARY

A Collaborative Strategy for Active Living,
Active Recreation, and Sport in Edmonton
2016-2026

The core principles are reflected in the vision, mission and strategic goals. Together, the core principles, vision, mission and the strategic goals act as the framework to form the foundation and road map for *Live Active*.

VISION

A healthy, vibrant Edmonton in which people embrace active lifestyles that improve their individual well-being as well as that of their families, neighbourhoods and communities.

MISSION

To encourage Edmontonians to become passionate about, and committed to, physical activity throughout their lives. Regardless of their age, gender or background, Edmontonians participate across the spectrum of active living, active recreation and sport activities to the level of their ability throughout all seasons.

WHAT IS LIVE ACTIVE?

At its heart, this Strategy is about shifting attitudes and behaviours about active living, active recreation and sport in our community, encouraging and supporting people of all ages, abilities and interests to become more physically active. It envisions a future in which all Edmontonians cultivate their own physical literacy, develop an appreciation for the benefits of active living and strive for personal excellence in ways that best suit their needs and desires. Ultimately, it strives to create an Edmonton where making an active choice is the easy choice.

Physical Literacy: Physical literacy is the cornerstone for all activities along the active living, active recreation and sport spectrum. Those who are physically literate are able to move with greater competence and confidence in a variety of physical situations, an ability that enables and motivates them to understand, communicate and apply different forms of movement. Not only does physical literacy help enhance an individual's physical and psychological health, it contributes to the collective well-being of our community.

THE PHYSICAL ACTIVITY SPECTRUM

The Physical Activity Spectrum includes many of the activities that people do at home, at work or school, and at play.



Living

Moderate to vigorous housework, gardening or DIY - do it yourself projects.

Occupational activities, manual work, etc.

Lifestyle, healthcare programs.



Travel

Active transport, walking, cycling, using the stairs, school travel, etc.



Recreation

Exercise, active play, dance, walking, or cycling as leisure pursuits on green space, or in parks.



Sport

Informal sport:
Unstructured activities

Organized sport:
Organized participation, structured, competitive activity, talent development programs

CORE PRINCIPLES

INCLUSION

Edmontonians of all ages, abilities and communities have opportunities to be involved in active living, active recreation and sport.

ACCESSIBILITY

Active living, active recreation and sport choices be accessible in every sense in order to ensure inclusion. While it is impossible to make every activity affordable for everyone, organizations can lower the barriers to a range of quality options so every Edmontonian can be more active.

PHYSICAL ACTIVITY HAS A SOCIAL BENEFIT

Edmontonians choose their own ways to be active, and be encouraged and supported in their choice.

SUPPORTING EXCELLENCE

By fostering an environment committed to excellence, including world-class infrastructure and programs, Edmonton will support people who train and compete at the highest levels of their ability.

COLLABORATION AND INNOVATION

No one agency, community or government can achieve this vision on its own. The City of Edmonton and partners need to work together collaboratively and in innovative ways across the spectrum of activity, among diverse types of organizations and across communities.

CONTINUED CONNECTIONS

In order for collective action to be successful, there be ongoing, regular connection, information sharing and collaborative action among all partners.

STRATEGIC GOALS

#1 By developing their physical literacy, Edmontonians continuously develop their competence, confidence and motivation to be active.

#2 Edmontonians remain physically active throughout their lives.

#3 All Edmontonians have quality opportunities to realize their individual potential for physical activity in our community.

#4 Partners and individuals share a commitment to create a vibrant active living, active recreation and sport ecosystem in Edmonton, encompassing a diversity of quality activities and experiences that reflect the engagement of those who participate in, and use, the system.

DESIRED OUTCOMES

#1 All Edmontonians, regardless of age, ability, background or income level, are empowered to participate in active living, active recreation and sport activities.

#2 Educational and communications strategies and initiatives encourage, inform and motivate Edmontonians to develop physical literacy through all stages of life.

#3 A collaborative working environment is rooted in a shared commitment to innovation and excellence and enables partners to work together toward common objectives.

#4 All sectors (public, private, non-profit) align to efficiently develop and support resources, facilities and programs for quality active living, active recreation and sport experiences for all Edmontonians.

#5 Access to spaces and a wide range of facilities (neighbourhood, district, specialty and city wide) enable Edmontonians to enjoy quality experiences across the active living, active recreation and sport spectrum.

#6 Edmonton's infrastructure attracts more provincial, national and international events. These facilities and resources fully support Edmontonians who excel in their chosen activities as they strive to succeed at high-level competitions.

WHERE TO FROM HERE

The most ambitious and comprehensive active living, active recreation and sport strategy in our city's history, *Live Active* represents a once in a generation opportunity. If we act today, we can help to shift Edmontonians' attitudes and behaviours about physical activity, generating benefits for decades to come.

OVERSIGHT AND SUPPORT: TWO IMPLEMENTATION STREAMS - LIVE ACTIVE

City of Edmonton Live Active Secretariat

Internal City Departments (management/staff levels across subject matter areas) for specific City of Edmonton collective activation and coordination of Strategy goals.

Live Active Champion Group

City of Edmonton and the Edmonton Sport Council, along with key partners to collaborate and provide governance, direction, collective action and reporting of city wide partner activation and coordination of Strategy goals.

City Multi-year Implementation Phase

Develop a specific City of Edmonton Action Plan:
Integrated, harmonized efforts across departments, as well as liaising with the Champion Group.

Stakeholder Multi-year Implementation Phase

Develop a Multi-partner Action Plan:
Collective implementation by each partner stakeholder;
Integrated, harmonized efforts across partner stakeholders and liaising with the Live Active Secretariat.

