



To the Future of Sport Commission

Securing the Future of True Sport in Canada

A Values-Based Vision for Sport Built on Integrity, Inclusion, and Community



Why True Sport Matters

Introduction

We are a collective of True Sport Champions united in ensuring that the incredible work and positive impact of True Sport continues to inspire a quality, accessible and safe sport environment for all Canadians.

We believe in the power of healthy, human sport to make a positive and lasting difference in the lives of Canadians. It is for this reason that we write to the Commission, inviting you to take a stand on behalf of values-driven sport.

Our Vision

- A future where everyone has a place to play, compete, coach, volunteer and lead.
- A safe, equitable, diverse, accessible, and inclusive Canadian sport system.
- A strong, modernized, integrated sport system supporting healthy community sport.
- A place for athletes and coaches to strive together to reach the podium.
- An environment where children learn cooperation and developing physical literacy.

To achieve this vision, we need a dedicated, independent entity that preserves and expands True Sport's impact on ethical, inclusive, and community-driven sport experiences nationwide.



The True Sport Values

Since the early 2000s, following recommendations from the Dubin Inquiry, True Sport emerged as a social movement fostering principles to enrich individual development, strengthen communities, and enhance national pride. Dubin himself reminded Canadians that we didn't have a doping issue, but rather a moral crisis in sport – paralleling today's maltreatment issues. Rather than treating symptoms, we advocate for a proactive approach: prioritizing values-based sport by ensuring True Sport's sustainability.

Through a comprehensive, evidence-based approach, True Sport has guided ethical sport participation for decades through seven core principles: Go For It, Play Fair, Respect Others, Keep It Fun, Stay Healthy, Include Everyone, and Give Back.



These principles, identified through extensive research and public engagement processes, are deeply embedded in sport communities across Canada. They provide an essential foundation ensuring that sport is not just about winning, but about fostering character, respect, and inclusion.



Recommendations

We recommend that the Future of Sport Commission take immediate action to ensure the continued operation of True Sport by transitioning its stewardship from CCES to a new independent entity dedicated to promoting ethical, inclusive, and community-driven sport experiences

Proposed Actions

Establish a New Stewardship Model for True Sport

- Identify a new, independent organization or collaborative partnership to house, sustain, and expand True Sport's work.
- Ensure True Sport remains a nationally recognized movement, maintaining its branding, values, and guiding principles.
- Create a multi-sector leadership team including representatives from sport organizations, community groups, educators, and policy leaders.

Secure Sustainable Funding for True Sport's Growth

- Allocate designated federal funding to ensure True Sport remains accessible to all communities, schools, and organizations.
- Develop a grant or partnership program enabling sport clubs, schools, and municipalities to embed True Sport principles.
- Encourage corporate and philanthropic investment to strengthen long-term sustainability.

Integrate True Sport into Canada's Sport and Physical Activity Policies

- Ensure federally funded sport organizations embed True Sport principles into governance and programming.
- Align True Sport values with Safe Sport, equity, and inclusion initiatives.
- Collaborate with relevant Ministries to implement True Sport values in school programs, recreation initiatives, and high-performance sport.

Engage True Sport Champions and Community Leaders

- Revitalize the True Sport Champions program, recognizing local leaders, coaches, and athletes who promote values-based sport.
- Develop new education resources for coaches, teachers, and sport organizations.
- Launch a national awareness campaign to reintroduce True Sport as vital to Canada's sporting future.

Ensure Sport Organizations Align with True Sport Principles

- Make commitment to True Sport Principles a condition of government funding.
- Require all certified and professional coaches to adhere to the True Sport Principles.
- Reward holistic performance outcomes measuring more than medals and money.



A Future for True Sport

True Sport has been instrumental in shaping a sport culture that prioritizes integrity, inclusion, and ethical leadership. If Canada is serious about fostering a sport system that is safe, welcoming, values- and rights-driven, then True Sport must not only survive—it must evolve and expand.

By acting now, the Future of Sport Commission can preserve and strengthen one of Canada's most influential sport movements. This recommendation ensures that True Sport continues to inspire generations of athletes, coaches, and communities to engage in sport for the right reasons, in the right way.



Signed by the True Sport Champions