



## True Sport Movement

**Description:** The True Sport Movement is a national movement for sport and community. True Sport is made up of communities, organizations, clubs, teams, facilities and schools across Canada working to ensure a positive, meaningful and enriching experience for all who participate in sport.

**Mission:** is to be a catalyst to help sport live up to its full potential as a public asset for Canada and Canadian society, making a significant contribution to the development of youth, the well-being of individuals, and quality of life in our communities.

**Key leaders:** Canadian Centre for Ethics in Sport, True Sport Foundation, True Sport Secretariat

**Background:** The True Sport Movement was set in motion by Canadians to advance the call for values-based sport in Canada. The Movement now has thousands of members across Canada. There are growing numbers of schools, clubs, leagues, teams, and communities across Canada joining the True Sport Movement.

In 2001, Canada's Federal-Provincial/Territorial Ministers responsible for sport gathered to address the need to restore ethical and respectful conduct in sport. The leaders outlined that damaging practices – cheating, bullying, violence, aggressive behavior, and even doping - were beginning to undermine the positive impact of community sport in Canada. Consequently, in August 2001 the London Declaration outlining the vision to incorporate ethics and ethical behavior in sport was signed.

The following year the Canadian Centre for Ethics in Sport conducted a nationwide survey, which outlined the importance of sport in the lives of Canadians. The survey indicated that Canadians wanted sport that reflected positive values like fairness, inclusion, excellence and fun.

In September 2003, leading sport officials, sport champions, parents and youth from across Canada came together through a forum entitled, “The Sport We Want,” and several strong messages emerged from this gathering:

- Canadians believe sport has the power to foster community engagement and teach young people important skills and principles.
- Canadians feel sport can do more to fulfill its potential.
- Canadians at many levels of sport – from parents and community coaches to Olympians and other elite competitors – were eager for a national movement that engage communities and sport organizations across the country.

As a result, nine months later the True Sport Movement was born. The Movement outlines six principles that are supported by those who declare – go for it, play fair, respect others, keep it fun, stay healthy, and give back. Since 2003, the Movement has grown tremendously, and the values of fairness, inclusion, excellence, and fun, continue to inspire Canadians to declare their support for True Sport.

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