



BackSoftball: Softball Canada Blueprint

In efforts to get softball re-instated in the Olympic Programme for the Games of the XXXI Olympiad in 2016, Softball Canada is proud to announce the following campaign blueprint for the next year.

1. Increase Number of Nations Playing Softball

The International Softball Federation (ISF) is committed to increase the number of Nations playing softball. In order to do its part at the International level, Softball Canada will continue to involve itself by providing resources to those in need.

Softball is one of five sports identified by the Coaching Association of Canada (CAC) for the “Generations for Peace” program, a not-for-profit initiative originating from Jordan that trains community coaches and leaders from war-torn countries to provide recreation opportunities to children. Softball Canada is working with the CAC to provide Resource Manuals, Coach Workbooks and Learning Facilitator Guides for our sport, and has submitted names of possible candidates to the ISF for consideration to act as facilitators in Jordan.

2. Increase Number of Canadian Participants Playing Softball

In order to help the ISF reach its goal of increasing worldwide Softball participants by 25% (especially youth), Softball Canada aims to increase its own participant figures through the continuation of the “Make it your game” promotional campaign and the Learn to Play program.

Softball Canada and its Provincial and Territorial Associations will also organize activities surrounding World Softball Day (June 13) in order to get as many people across the country to “Try Softball”.

3. Increase the Amount of Youth Accessing Sport Through Softball

As the ISF is totally committed to increasing the worldwide number of young people playing Softball, Softball Canada will continue to target this group under the age of

fifteen who play softball by continuing to promote the Learn to Play program and develop an after-Learn to Play program.

Softball Canada will also pursue greater opportunities with Physical Health and Education Canada (PHE, formerly CAHPERD) and the Canadian Parks and Recreation Association (CPRA) to help encourage children to be physically active.

4. Place Even Greater Emphasis on Opportunities for Women in Sport

Nearly half of all softball participants in Canada are women. However, Softball Canada will continue to encourage women to participate in softball. Greater emphasis will also be placed in recruiting female coaches through the Coaching Association of Canada's "We are coaches" program. The goal of the program is to increase women's participation as coaches at the community level. Softball Canada will also attempt new initiatives to recruit more female officials.

5. Provide Even Greater Worldwide Access to People with Disabilities

The ISF is committed to develop further programmes and opportunities across the world to allow people with disabilities to play softball on a regular basis.

Softball Canada aims to increase participation of people with disabilities in order to help the ISF reach its goal for the sport of Softball by establishing stronger relationships with Special Olympics Canada, Canadian Wheelchair Softball, and the Canadian Deaf Sports Association.

6. Provide Softball Equipment / Coaching Where there is Most Need

The ISF pledges to further develop its initiative of providing regions of the world that are suffering from man-made or natural disasters with free softball equipment and coaching clinics to train new coaches.

Softball Canada aims to help the ISF deliver on this pledge by providing new and used softball equipment for distribution to regions of the world lacking these resources, and also within our own country through the KidSport initiative. The Canadian Senior Women's National Team will deliver equipment at the 2009 Pan American Championships in Mexico.

7. Increase the Amount of Worldwide Television the Sport Enjoys

The ISF recognizes the vital importance of television and pledges to increase by at least 25% the amount of free to air worldwide television coverage of Softball in two important categories:

- a. Number of countries broadcasting Softball competitions
- b. Number of worldwide viewers watching Softball events and activity

Softball Canada will continue to support the Canadian Amateur Sport Network (CASN/RSAC) initiative to have a channel completely dedicated to amateur sport in Canada. This initiative would help increase Softball's exposure in the country, and would also provide a large base of Canadians with the opportunity to watch softball events across the country.

Softball Canada is also in negotiations to secure a production team to cover the 2009 ISF Senior Men's World Championships in Saskatoon, Saskatchewan from July 17-26, 2009. As the last ISF World Championship before the 2009 vote, it is believed that this would be a very positive step for the BackSoftball campaign.

The Softball Canada Public Service Announcement will also continue to run in 2009 after a very successful summer of 2008.

8. Achieve Even Greater Inclusion and Internationalization in the ISF

As the ISF uses the BackSoftball campaign as a platform to internationalize even further the administration of the sport, Softball Canada is very pleased to have nominated Senior Women's National Team veteran Alison Bradley and Board Member Kaila Holtz as Ambassadors of the BackSoftball campaign.

9. BackSoftball Campaign to be Conducted in True Spirit of Olympism

Softball Canada shares the ISF's pledge to ensure that the *Back Softball* campaign will be run in the spirit of fair play and will uphold all the values of Olympism. The intent of the campaign is to succeed and not only to take part. Softball Canada and the ISF aim to prove that Softball is an asset for the Olympic Movement.