

# OVERVIEW

***GO NB – Taking Action through Sport*** is the Bilateral Agreement on Sport Development between the Government of New Brunswick (Department of Wellness, Culture and Sport) and the Government of Canada (Sport Canada).

- This Agreement features three programs under the name GO NB.

# OUTCOMES

- An increased and sustained level of participation by children and youth in sport activities
- More trained leaders for learn-to programs throughout the province
- Strengthened sport-school-community partnerships
- New clubs formed
- Additional opportunities to participate in local sport programming created
- Improved availability of sport equipment as required
- Reduced barriers to participation for children and youth from under-represented populations

# GO NB GRANT PROGRAM

- Its purpose is to provide funding to support partnerships among NB sport and recreation organizations, schools and youth organizations, and communities.
- The aim is to offer successful “Learn To” / Introductory sport participation programs and initiatives for school-aged children and youth.
- Focus is on inactive students and those who are not familiar with a particular activity.

# GO NB GRANT PROGRAM

- Eligibility: Not-for-profit provincial, regional or local organizations that are: 1) involved in the delivery of sport and recreation programs and services AND 2) have partnered with a school(s) or youth organization to deliver a sport or recreation initiation project.

# GO GIRL! FESTIVALS



- An initiative within GO NB to support and encourage school-aged girls to pursue sport and an active lifestyle
- Girls are invited to “see and try” a variety of sport and physical activity pursuits and to access resources

# KEY SUCCESS FACTORS

- Clearly defined project with committed partners and a leader
- Well-planned initiation activities (“Learn To” program generally adopted from a PSO or NSO)
- Coach or instructor in place or being trained
- Ongoing access to facilities / club / equipment
- Activities introduced during school time and connected to extracurricular opportunity
- Fun and engaging activities, focus on new participants