



Aiming Higher



**An Overview of the National Strategy
for Sport and Physical Activity in Malta**



PARLIAMENTARY SECRETARIAT FOR YOUTH,
SPORT AND VOLUNTARY ORGANISATIONS



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MALTESE ARE KNOWN FOR THEIR DETERMINATION, PASSION AND COMPETITIVE NATURE.

We are building a positive reputation around the world for being a nation that achieves success in many sectors in spite of our geographical size. For the benefit of our children and for the benefit of our country, we want sport to help us shape our identity, to be the ethos of who we are. We believe that our sports ambassadors who proudly display the red shirts with the Maltese cross should be instantly recognized around the world. In order to earn such a reputation and recognition, we have to work hard in various sectors with one constant goal in our mind: We must aim higher. We want sport to be part of our communities' fabric. We want sport played in schools, clubs and communities every day of the year. We want to inspire and motivate individuals whilst also fostering our national prestige.

We are launching a national strategy to ensure success in the years to come. We need to motivate and attract more people to be involved in physical activity and sports throughout their life. We need to invest in sport in order to be truly able to achieve our true potential as a nation. This strategy maps out a clear way which will lead to excellence in sports with an emphasis on the fundamental basics which are needed to achieve success. Our education system



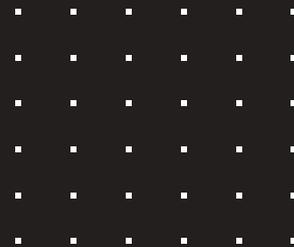
will play a crucial role to serve as a solid foundation for improved participation in physical activity and excellence in sports. We need to continue investing in facilities, collaborate with local industries and focus our efforts on our communities whilst protecting sports integrity and providing the right platform for high-performance individuals.

This ambitious plan and its implementation will provide us with a strong basis for long-term success. Let us ensure that together we build something which will last in time, a milestone, an achievement for the thousands of volunteers, athletes, coaches and administrators that work in silence every day. Let us work to have elite athletes who bring medals, honour and satisfaction to our beloved country.

We owe it to these unsung heroes, we owe it to our country, let us aim higher!

Our Vision

Sport and physical activity as a way of life





Introduction

Aiming Higher is an ambitious undertaking to move Malta towards a more physically active and sport competent nation. It is a strategy dependent on the support, hard work and accountability of all stakeholders towards building the foundations of sport, increasing physical activity, whilst implementing new structures and support incentives. It is expected to act as a catalyst for change to occur over three phases - short, medium and long term. The strategy recognizes the value of sport and physical activity towards a healthier, inclusive, economically-productive, ecologically-educated and balanced society.

Mission Statement

Driving forward a nation towards a new culture of physical activity and sport by promoting an inclusive framework for participants at all levels. Instilling a new generation of successful athletes with the self-belief of achieving their full potential at the highest level, whilst recognising the benefits of physical activity in creating a healthier nation





Strategic Values

The following set of values will serve as guiding principles during the term of this strategy.

- BE DETERMINED IN OUR ATTITUDE**
Everyone is intrinsically motivated to achieve
- BE INCLUSIVE IN OUR PRACTICES**
Everyone has the same opportunities for participation
- BE INTEGRATED IN OUR APPROACH**
Everyone works together for the benefit of all
- BE ACCOUNTABLE IN OUR OPERATIONS**
Everyone shoulders responsibility for proposed projects and actions
- BE INNOVATIVE IN OUR ORGANISATIONS**
Everyone employs advanced systems to achieve growth

Strategic Themes

Aiming Higher identifies five recurrent strategic themes which emerged following widespread consultation with the sporting community and other stakeholders. From these themes, seven strategic pillars were established



Strategic Pillars

HIGH-PERFORMANCE



INTEGRITY



GOZO



INDUSTRY



FACILITIES



PARTICIPATION & QUALITY OF LIFE



EDUCATION



These seven strategic pillars which, although separate in nature, are interlinked, will help achieve the main themes and hence the goals of this strategy. The objectives and actions included in these strategic pillars are expected to transform the landscape of sport and physical activity over the next years.



Education

- Physical Education as a tool for holistic education and to increase participation in physical activity and sport
- Participation in physical activity and sport from pre-school to tertiary institutions
- A national educational campaign to promote physical activity and sport
- Dual career paths
- Initial and continuous development of the sport workforce and other contributors



Participation & Quality of Life

- Changing the mind-set - change the culture and the way a nation thinks
- Mandatory screening of all registered athletes
- Accessibility of facilities
- Availability of multiple sport through regional sport hubs
- Financial incentives for participants and providers of physical activity and sport
- Environmentally friendly measures that promote physical activity and sport
- Supporting all the functions of associations and federations



Facilities

- Specialised facilities for sport
- More open spaces for physical activity
- Sustainability of facilities for physical activity and sport
- Commercialisation of sport facilities



Industry

- Strengthening local sport bodies through collaboration and collegiality
- Promoting partnerships through locally represented international companies
- Developing more employment opportunities in sport
- Sustainable sports organisations
- Sports tourism
- Efficiency in approval of projects
- Malta as a centre for sporting excellence

Gozo

- Increasing participation
- Establishing regional leagues
- Developing multi-sport hubs
- Increasing sporting facilities



Integrity

- Sports Integrity Unit
- National Sports Tribunal
- National Anti-Doping Organization
- Safe Sport Malta – child protection policy, health and safety of facilities
- Ensuring best practice governance



High-Performance

- High performance tiered sport model with clear paths for support
- Malta National Centre for Sports Science
- State-of-the-art expertise in the nutritional, physical, psychological and medical fields
- Substantive rewards for sporting achievement
- International exposure
- Supporting the Malta Olympic Committee, Malta Paralympic Committee, Special Olympics, and other bodies responsible for high-performance athletes



“ **Aiming Higher comprises objectives and actions which integrate the experiences, ambitions and realities of all stakeholders. The strategy necessitates long-term commitment and good governance.** ”





Aiming Higher is a comprehensive strategy geared towards achieving a paradigm shift in the way we approach sport and physical activity. It comprises objectives and actions which integrate the experiences, ambitions and realities of all stakeholders. The strategy necessitates long-term commitment and good governance. It recognizes the need for the appointment of a Strategic Unit responsible for delivering the strategy by working closely with all stakeholders. This unit will ensure periodic review to satisfy the needs of today, but more importantly to surpass those of tomorrow



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