2004-2013 Business Plan Sport Branch

Ministry of Small Business and Economic Development

The Sport Branch facilitates and guides quality opportunities in, and impacts of, sport and physical activity in British Columbia through the development of public policy, effective intergovernmental relations, contracts and performance measurement systems.

The Branch's two broad goals are to promote and support 1) sport and physical activity for all and 2) opportunity to achieve. The Branch works with sector partners and other governments (and ministries) to identify and address systemic issues and opportunities related to these two goals.

The Sport Branch funds the 2010 LegaciesNow Society to deliver programs and services to organizations, athletes, coaches, participants, volunteers and others involved in sport and physical activity. This independent Society was established to help ensure the 2010 Olympic and Paralympic Games benefit sport, culture and literacy efforts throughout the province.

Goals of the Sport Branch include:

- Provide oversight for the sport development function of the 2010 LegaciesNow Society to ensure this government investment:
 - improves development and competition opportunities for young athletes and for high performance sport
 - contributes to broader health, economic and social public policy objectives.
- Develop and maintain partnerships with other Ministries, orders of government, stakeholders and the private sector in order to align priorities and bring new resources to BC's sport and physical activity sectors.
- Support the 2010 Vancouver Olympic and Paralympic Winter Games.
- Provide oversight for government investment in major sport event hosting.
- Ensure that accountability mechanisms such as contract deliverables, program standards and evaluation tools are current and result in desired effects.
- Through policy, strategies and alliances, contribute to the provincial target of reducing physical inactivity by 20% by 2010.

Goal			
Ensure government's investment in sport and physical activity promotes and supports			
opportunitie	s for all British Columbians to participate and achieve.		
Objectives	Strategies		
Develop and implement public policy and strategies that support improved sport and physical activity opportunities	 Provide oversight to government investments (e.g. major sport event hosting, 2010 LegaciesNow) to ensure consistency with policy and government's priorities and objectives. Partner with other Ministries, levels of government and other agencies to align priorities and bring more resources to sport. Maintain representation on national (F-P/T) committees and initiatives 		
Support athletes, coaches, provincial and multisport organizations.	 Transfer program and funding responsibility to 2010 LegaciesNow Society in order to facilitate more innovation in bringing new resources to sport and physical activity. Prepare highly competitive BC teams for national multi-sport Games. 		
Contribute to provincial target of reducing physical inactivity by 20% by 2010.	 Partner with other Ministries, levels of government and other agencies on physical activity initiatives in the school, community and organized sport settings. Research and review data to identify trends, opportunities, performance, best practices, etc. 		

Resources Required	Operating Expense		
	2004-05	2005-06	2006-07
FTEs: 7	\$10.3 million	\$13.4 million	\$13.4 million
Performance		Performance Measure	s
Measures			
	2004-05	2005-06	2006-07
Programs and funding	Transition year - \$8.2	Game Plan BC (plan	Continued
are transferred to 2010	million was	for high	implementation of
LegaciesNow Society	transferred;	performance) is	Game Plan BC.
	- HostingBC program	implemented.	- regional HostingBC
	is developed and	- regional HostingBC	grants
	implemented.	grants	
Branch works with	Action Schools BC	Action Schools BC in	Action Schools BC,
Ministries of Health	pilot project is	300 schools.	Active Communities
Services, Education,	successfully	Active Communities	and BC Babies
and other Ministries	completed and	and BC Babies	initiatives sustained.
on government wide	launched province-	programs	
health initiative. (with	wide. 150 schools in	implemented.	
2010 LegaciesNow as	program.		
key programs	Physical Activity		
deliverer)	indicators developed.		

Performance	Performance Measures		
Measures			
	2004-05	2005-06	2006-07
Prepare highly competitive Team BC for national games through development of mission staff, overseeing Team BC administration, supporting sport health (through LN funding).	Preparation for 2005 Canada Summer Games. (appointing and training mission staff, contracting through LN for sport science and medical support)	Team BC places 2 nd at 2005 Canada Summer Games.	Team BC places 3rd at 2007 Canada Winter Games. Team preparation for 2007 Western Canada Summer Games and 2008 North American Indigenous Games.
Aboriginal Youth FIRST, SportSafe, External Sport Credit Program increases access for British Columbians to participate in sport.	Aboriginal Youth FIRST initiative implemented, SportSafe and External Sport Credit programs expanded.	Aboriginal Team BC selected and prepared for 2006 North American Indigenous Games; 350 to 500 participants in each program component; SportSafe injury prevention module completed, continuation of External Sport Credit program.	Initial preparation of Aboriginal Team BC for 2008 NAIG; SportSafe program expanded to include safe supplementation, continuation of External Sport Credit program.
Bilaterals established between BC and Yukon Territory; BC and Alberta	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary
Increased federal resources for British Columbia's sport system.	Branch staff on Interprovincial Sport and Recreation Council; F-PT Sport / F- PT Physical Activity and Recreation Committees. Sport Participation bilateral agreement developed and funding (\$668,720) distributed to participating PSOs.	Sport Participation bilateral implemented (\$668,720) . Participation increases by 2%. Staff continue to take leadership roles @ various F-P/T tables.	Sport Participation bilateral implemented (\$668,720). Participation increases by 2%. Staff continue to take leadership roles @ various F-P/T tables.

Performance	Performance Measures		
Measures			
	2004-05	2005-06	2006-07
Branch staff work in	Increase (or	Increase (or	Increase (or
partnership with	maintenance) in	maintenance) in	maintenance) in
other Ministries to	government resources	government	government resources
ensure sport	going to sport through	resources going to	going to sport through
interests are	gaming, infrastructure,	sport through	gaming, infrastructure,
considered in	community, school	gaming,	community, school
government	funding.	infrastructure,	funding.
decision-making.	Government resources	community, school	Government resources
	and activities (other	funding.	and activities (other
	ministries) are aligned	Tax incentive options	ministries) are aligned
	with BC's Policy on	explored.	with BC's Policy on
	Sport and Physical	Government	Sport and Physical
	Activity and Branch	resources and	Activity and Branch
	strategies.	activities (other	strategies
	Branch staff work with	ministries) are	
	Gaming Branch on	aligned with BC's	
	aligning sport	Policy on Sport and	
	priorities with gaming	Physical Activity and	
	revenue distribution.	Branch strategies.	
Provide oversight	Successful staging of	Successful staging of	Ongoing preparation
and staff expertise	2004 World Junior	2005 World Curling	support to 2008 North
for government's	Badminton	Championships	American Indigenous
investment in	Championships	2005 Sovereign Lake	Games; 2009 World
international hosting	2005 World	World Cup	Police and Fire Games;
efforts.	Snowboarding	2006 World Junior	outreach for 2006/2008
	Championships	Hockey	Olympics/Paralympics
	Games.	Championships	
British Columbia	Sports are selected for	Bid package is	Host community is
hosts 2011 Western	inclusion in 2011	prepared and BC	provided funding and
Canada Summer	Western Canada	community is	guidance for 2011
Games	Summer Games	selected for 2011	Western Canada
		Western Canada	Summer Games
		Summer Games	preparation

Resources Required	Operating Expense		
	2007-08	2008-09	2009-2010
FTEs: 7	\$12.9 million	\$12.9 million	\$12.9 million
		·	,
Performance		Performance Measures	
Measures			
	2007-08	2008-09	2009-2010
Continued oversight	BC athletes preparing	BC athletes preparing	More British
to ensure	for 2010 receive	for 2010 receive	Columbians are on
LegaciesNow	specified coaching and	specified coaching	Team Canada and on
funding achieves	sport science support.	and sport science	2010 podium.
policy objectives		support.	
Branch works with	Action Schools BC,	Action Schools BC,	Action Schools BC,
Ministries of Health	Active Communities	Active Communities	Active Communities
Services, Education,	and BC Babies	and BC Babies	and BC Babies
and other Ministries	initiatives successfully	initiatives	initiatives successfully
on government wide	sustained.	successfully	sustained.
health initiative.		sustained.	
(with 2010			20% (from 2004 target)
LegaciesNow as key			reduction in physical
programs deliverer).			inactivity achieved
(Note: funding from			through government-
Health Services is			wide support of
committed up until			physical activity
2010.)			initiatives.
Prepare highly	Preparation for 2009	Preparation for 2009	Team BC places 2 nd at
competitive Team	Canada Summer	Canada Summer	2009 Canada Summer
BC for national	Games. (appointing	Games. (appointing	Games.
games through	and training mission	and training mission	Preparation for 2011
development of	staff, contracting	staff, contracting	Western Canada
mission staff,	through LN for sport	through LN for sport	Summer Games team
overseeing Team BC	science and medical	science and medical	and 2011 Canada
administration,	support)	support)	Winter Games team.
supporting sport			
health (through LN			
funding).			

Performance	Performance Measures		
Measures			
	2007-08	2008-09	2009-2010
Aboriginal Youth FIRST, SportSafe, External Sport Credit Program increases access for British Columbians to participate in sport.	Continued implementation of Aboriginal Youth FIRST Excellence bilateral with Sport Canada; external sport credit program maintained. SportSafe body image component developed.	Aboriginal Team BC selected and prepared for 2008 North American Indigenous Games; prevention module completed, continuation of External Sport Credit program. SportSafe body image component implemented.	Continuation of External Sport Credit program. Aboriginal Youth FIRST Excellence program evaluated.
Bilaterals established between BC and Yukon Territory; BC and Alberta	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary (CODA) 2020 Vision plan developed (to facilitate joint planning for post- 2010 facility use)	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary Yukon hosts 2009 Canada Winter Games.	Joint sport tourism marketing and info sharing network with Alberta; training reciprocal agreement with Calgary
Increased federal resources for British Columbia's sport system.	Branch staff on Interprovincial Sport and Recreation Council; F-PT Sport / F- PT Physical Activity and Recreation Committees. Develop bilateral agreement(s) with Sport Canada	Bilateral agreements with Sport Canada implemented. Staff continue to take leadership roles @ various F-P/T tables.	Bilateral agreements with Sport Canada implemented. Staff continue to take leadership roles @ various F-P/T tables.

Performance	Performance Measures		
Measures		T	
	2007-08	2008-09	2009-2010
Branch staff work in	Increase (or	Increase (or	Increase (or
partnership with	maintenance) in	maintenance) in	maintenance) in
other Ministries to	government resources	government	government resources
ensure sport	going to sport through	resources going to	going to sport through
interests are	gaming, infrastructure,	sport through	gaming, infrastructure,
considered in	community, school	gaming,	community, school
government	funding.	infrastructure,	funding.
decision-making.	Government resources	community, school	Government resources
	and activities (other	funding.	and activities (other
	ministries) are aligned	Government	ministries) are aligned
	with BC's Policy on	resources and	with BC's Policy on
	Sport and Physical	activities (other	Sport and Physical
	Activity and Branch	ministries) are	Activity and Branch
	strategies.	aligned with BC's	strategies
		Policy on Sport and	
		Physical Activity and	
		Branch strategies.	
British Columbia	Host community is	Host community is	Host community is
hosts 2011 Western	provided funding and	provided funding	provided funding and
Canada Summer	guidance for 2011	and guidance for	guidance for 2011
Games	Western Canada	2011 Western Canada	Western Canada
	Summer Games	Summer Games	Summer Games
	preparation	preparation	preparation
Provide oversight	Ongoing preparation	2008 North American	2009 World Police and
and staff expertise	support to 2008 North	Indigenous Games	Fire Games are
for government's	American Indigenous	are successfully	successfully staged (on
investment in	Games; 2009 World	staged.	time and on budget)
international hosting	Police and Fire Games.		
efforts.		Oversee that 2008	Oversee that 2009
	Participate in the	NAIG legacy plan is	World Police and Fire
	development of post-	implemented and	Games legacy plan is
	2010 Olympic and	post-Games audit is	implemented and post-
	Paralympic Games	monitored.	Games audit is
	wind-down and		monitored.
	transition plans.		
			2010 Olympic and
			Paralympic Games are
			successfully staged (on
			time and on budget)

Resources Required	Operating Expense		
•	2010-11	2011-12	2012-13
FTEs: 7	\$12.9 million	\$12.9 million	\$12.9 million
Performance	Performance Measures		
Measures			
	2010-11	2011-12	2012-13
BC hosts the 2011	Host community	Host community	Legacies from 2011
Western Canada	receives funding and	stages successful	Western Canada
Summer Games	guidance to prepare	Games (on time and	Summer Games benefit
	Games.	on budget)	sport and host
			community.
Provide oversight	Assist in wind-down of	Assist in wind-down	Complete transition to
and staff expertise	2010 Olympic and	of 2010 Olympic and	entity responsible for
for government's	Paralympic Winter	Paralympic Winter	maintaining Games
investment in	Games; implement	Games; implement	legacies.
international hosting	Legacy Plan for sport;	Legacy Plan for	
efforts.	participate in post-	sport; participate in	
	Games operational	post-Games	
	audit	operational audit	
Increased federal	Branch staff on	Bilateral agreements	Bilateral agreements
resources for British	Interprovincial Sport	with Sport Canada	with Sport Canada
Columbia's sport	and Recreation	implemented.	implemented.
system.	Council; F-PT Sport / F-	Staff continue to take	Staff continue to take
	PT Physical Activity	leadership roles @	leadership roles @
	and Recreation	various F-P/T tables.	various F-P/T tables.
	Committees.		
	Develop bilateral		
	agreement(s) with		
D 1:11	Sport Canada	T DC 1 1st 1	D C T
Prepare highly	Preparation for 2011	Team BC places 1st at	_
competitive Team BC for national	Canada Western	2011 Canada Western	BC for 2013 Canada
	Summer (appointing	Summer Games.	Summer Games.
games through	and training mission	Proporation for Toom	
development of mission staff,	staff, contracting through LN for sport	Preparation for Team BC for 2013 Canada	
overseeing Team BC	science and medical	Summer Games.	
administration,	support).	Juniner Games.	
supporting sport	Team BC places first in		
health (through LN	2011 Canada Winter		
funding).	Games.		
141141115).	Guilles.	<u> </u>	

Performance		Performance Measures	
Measures			
	2010-11	2011-12	2012-13
Branch staff work in	Increase (or	Increase (or	Increase (or
partnership with	maintenance) in	maintenance) in	maintenance) in
other Ministries to	government resources	government	government resources
ensure sport	going to sport through	resources going to	going to sport through
interests are	gaming, infrastructure,	sport through	gaming, infrastructure,
considered in	community, school	gaming,	community, school
government	funding.	infrastructure,	funding.
decision-making.	Government resources	community, school	Government resources
	and activities (other	funding.	and activities (other
	ministries) are aligned	Government	ministries) are aligned
	with BC's Policy on	resources and	with BC's Policy on
	Sport and Physical	activities (other	Sport and Physical
	Activity and Branch	ministries) are	Activity and Branch
	strategies.	aligned with BC's	strategies
		Policy on Sport and	
		Physical Activity and	
		Branch strategies.	