



# Ministry of Tourism, Sport and the Arts

SERVICE PLAN SUMMARY

2006/07 - 2008/09



Ministry of  
Tourism, Sport  
and the Arts

## Message from the Minister

Maximizing the social and economic benefits of three important sectors of the British Columbia economy is the primary goal of the Ministry of Tourism, Sport and the Arts. A number of important initiatives will enhance all of these sectors, and also support Government's *Five Goals for a Golden Decade*.

The ministry has set out several initiatives to enhance tourism, including: long-term planning to leverage the benefits of hosting the 2010 Olympic and Paralympic Winter Games, a cross-ministry Charter for Tourism Growth, and implementing the B.C. Resort Strategy and Action plan to support a vibrant and sustainable resort and outdoor adventure recreation sector.

Our arts, culture and heritage sectors will look to us for strategic direction to foster the growth of B.C.'s creative economy, celebrate our heritage and cultural diversity, and create stronger linkages to tourism. Our film and television industry is also a vital contributor to the creative economy and the ministry is actively working to ensure that B.C. remains one of the most competitive production centres in North America.

In 2008 British Columbia will celebrate its 150th anniversary as a Crown colony, an important step towards becoming a province. We want to ensure that every British Columbian in every community has an opportunity to reflect on our rich heritage, our diverse culture and our exciting future. Starting this year, our ministry will lead in planning events and opportunities to showcase B.C.'s cultural and creative talent, while also preparing the province to take the international spotlight in 2010.

Hosting the 2010 Olympic and Paralympic Winter Games opens the door for new opportunities for a variety of other major sporting events leading up to and following the Olympic games. Building on the momentum of such events will help solidify our growing reputation as one of the world's premier international sport event locations.

The ministry is expanding efforts to create a comprehensive strategy to ensure our amateur sport system develops and supports young athletes and encourages all citizens to pursue a healthy and active lifestyle. This is a key goal for the Province's ActNow BC initiative.

Volunteers are the lifeblood of our social fabric and critical to the future success of amateur athletics, arts and culture and sport hosting. The ministry is committed to working with partners to build even greater capacity within this important sector.

We will continue to enhance the province's extensive forest recreation campsites and trails, which attract more than 40 million visits each year.

Our province has established a solid foundation for future growth in these vital sectors. By drawing on our creativity, and by planning and working together, we can realize the tremendous promise and potential that our province holds.



A handwritten signature in black ink, appearing to read 'O. Ilich'.

Honourable Olga Ilich  
Minister of Tourism, Sport and the Arts  
February 2006

# Purpose of the Ministry

The Ministry of Tourism, Sport and the Arts, created in June 2005, brings together tourism and resort development; sport, recreation and volunteers; arts, culture and heritage; and the British Columbia Film Commission. All are essential to the health of our economy and communities.

The ministry's mandate is to provide leadership and focus to the tourism, sport and arts sectors in order to foster job creation, business development, dynamic communities, and healthy, active citizens.

## *Ministry Goals*

- 1. A tourism sector that delivers lasting regional economic and social benefits.*
- 2. Vibrant and creative communities in which people have diverse opportunities to participate in recreation, sport, arts and culture.*
- 3. Effective joint stewardship of British Columbia's outdoor recreational resources and heritage.*

## *Support for the Five Great Goals*

### *Create more jobs per capita than anywhere else in Canada*

Work with partners to maximize opportunities related to hosting many events and an influx of tourists before, during and after the 2010 Games, will ensure lasting economic benefits through resort and tourism investments, will increase tourism visits, will build a creative economy and will expand economic and cultural opportunities for Aboriginal communities.

### *Lead the World in Sustainable Environmental Management*

Support for integrated management of tourism and nature-based recreation ensures that land and resource decision-making support sustainability. Effective partnerships also foster a shared commitment to the stewardship of heritage places and archaeological sites.

### *Lead the Way in Healthy Living and Physical Fitness*

Helping British Columbians' access and participate in sport, recreation, arts and cultural activities, as well as maintaining B.C.'s system of forest recreation sites and trails, promotes early physical literacy and lifelong active lifestyles.

### *Make B.C. the Best-Educated, Most Literate Jurisdiction*

The ministry works to ensure that people of all ages have opportunities to participate in the arts and develop an awareness of their heritage and culture.

### *Build the Best System of Support*

The ministry supports access to sports, recreation and arts for seniors and people with special needs, as well as strengthening the volunteer sector.

## *Cross Ministry Initiatives*

### *A New Relationship with First Nations*

The ministry will be working with others to enable and support First Nations and Aboriginal communities to tap into new economic and social opportunities related to tourism, sport, recreation, arts and culture. BC 2008 initiatives will highlight the culture, heritage and history of First Nations across the province.

### *ActNow BC*

As a partner, the ministry funds programs and services to encourage and provide access to physical activity and recreation.

### *2010 Olympic and Paralympic Winter Games*

By promoting and supporting successful hosting of major sport events, an effective sport performance system, and showcasing B.C.'s arts, culture, and heritage to the world, the ministry helps enhance tourism before, during and after the games.

### *Mountain Pine Beetle*

The ministry will assist communities affected to make the transition to a more diverse, creative economic base and take full advantage of tourism-related opportunities such as All Seasons Resorts and Adventure Tourism.



## Ministry Vision and Mission

### *Vision*

A province where citizens embrace participation, and celebrate and maximize the social and economic benefits from tourism, sport and the arts.

### *Mission*

To build strong partnerships that will foster sustainable tourism, sport and arts sectors and creative vibrant communities where people want to live, visit and invest.

# Core Business Areas

- 1. *Tourism and Resort Development*** - Develops and implements plans and policies to support sustainable tourism growth; issues crown land tenures and agreements to support development of all-season resorts and adventure tourism; supports product and sector development; and manages the provincial system of forest recreation sites and trails.
- 2. *Sport, Recreation and Volunteers*** - Supports increased activity for all ages, through the development of an effective recreation and sport system; promotes enhanced opportunities for communities to host major sport events, coordinates Government's involvement with the voluntary sector, and works in partnership to enhance volunteer capacity.
- 3. *Arts, Culture and Heritage*** - Promotes the growth of a sustainable arts and cultural sector and a creative economy. The ministry will lead local and provincial efforts to celebrate B.C.'s 150th anniversary in 2008. The Ministry also works to build awareness and implement policies to facilitate the protection, conservation, and rehabilitation of heritage places and archaeological sites for the benefit of present and future generations.
- 4. *British Columbia Film Commission*** - Promotes the benefits of British Columbia's locations and film industry infrastructure for use by the world's film, television and commercial production industry. It also offers production and post-production support for film-making.
- 5. *Transfers to Crown Corporations and Agencies*** - The ministry is responsible for seven Crown corporations and agencies: Tourism BC, Royal BC Museum, the BC Pavilion Corporation, the Vancouver Convention Centre Expansion Project, the Provincial Capital Commission, the British Columbia Arts Council and the BC Games Society.

# Ministry Performance Plan Summary

This section details each of the ministry's goals, objectives and performance measures and illustrates how they contribute to government's Five Great Goals.

| Links to the Five Great Goals   | Ministry Mission  |   |  |
|---|---|---|--|
|   | To build strong partnerships that will foster sustainable tourism, sport and arts sectors and creative vibrant communities where people want to live, visit and invest. |   |  |
|   | Ministry Goals  | Ministry Objectives   | Performance Measures   |
| <p>Goal 5: Create more jobs per capita than anywhere else in Canada</p> <p>Goal 4: Lead the world in sustainable environmental management with the best air and water quality, and the best fisheries management, bar none.</p> <p>Goal 2: Lead the way in North America in healthy living and physical fitness</p> | <p>1. A tourism sector that delivers lasting regional economic and social benefits.</p>   | <p>1.1 Strategic and collaborative relationships to support tourism growth.</p>   | <p>New outcome measures for assessing growth in the tourism sector.</p>  |
|   |   | <p>1.2 Expanded exposure and appeal as a quality world-class destination, through progressive market and product development.</p>   | <p>Dollar amount of new capital investment (All Seasons Resorts and Commercial Recreation).<br/>Approvals of resort developments.</p>                                      |
|   |   | <p>1.3 Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented by the 2010 Olympic and Paralympic Winter Games.</p>   | <p>Percentage of ministry-led sector planning processes that include a 2010 Games focus</p>  |
|   | <p>2. Vibrant and creative communities in which people have diverse opportunities to participate in recreation, sport, arts and culture.</p>                            | <p>2.1 Dynamic and sustainable sport, arts, culture and heritage sectors.</p>   | <p>Self-generated revenue as a percentage of total budget in key arts and cultural organizations.</p>  |
|   |   | <p>2.2 An integrated and accessible range of sport, arts, culture and heritage products, events, festivals, and destinations with strengthened contributions to the provincial economy.</p>             | <p>Ratio of incremental tax revenue to investment for major sport events.<br/>Arts, Culture and Heritage Strategy.</p>   |
|   |   | <p>2.3 A physically active population where citizens have diverse opportunities to participate and excel in recreation and sport.</p>   | <p>Percentage of British Columbians who are physically active enough to derive health benefits.<br/>Percentage of nationally-carded athletes training in the province.</p> |
|   |   | <p>2.4 Citizens are supported in contributing to the well-being of their communities through volunteerism.</p>  |  |
|   | <p>3. Effective joint stewardship of British Columbia's outdoor recreational resources and heritage.</p>  | <p>3.1 Shared commitment to effective stewardship that enables the protection and management of British Columbia's heritage assets and tourism-related resources in a balanced and sustainable way.</p> | <p>Number of local governments committed to the stewardship of community heritage.</p>   |
|   |   | <p>3.2 Effectively maintain British Columbia's historic places and recreation sites and trails.</p>   | <p>Number of recreation sites receiving regular maintenance.</p>   |





## Contact Information

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For more information on the Ministry of Tourism, Sport and the Arts and its programs, please visit our website at:  
**[www.gov.bc.ca/tsa](http://www.gov.bc.ca/tsa)**

The complete ministry Service Plan for 2006/07 – 2008/09 is available at: **[www.bcbudget.gov.bc.ca/2006/sp/tsa](http://www.bcbudget.gov.bc.ca/2006/sp/tsa)**

*Inside photo, courtesy of Big White Ski Resort, BC, photographed by Gavin Crawford; Last page photo, Kaslo Jazz Festival courtesy of Glenna Turnbull; Front page photo, Kwagiuth dancers courtesy of Tourism BC; Back page photos, 'Ksan, Hazelton and English Bay paddler (photographed by Albert Normandin), courtesy of Tourism BC.*