



PATHWAYS TO SPORT:
A STRATEGIC FRAMEWORK FOR SPORT IN BRITISH COLUMBIA
2020 – 2025



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INDIGENOUS RECOGNITION

British Columbia is making steps toward reconciliation by working in partnership with Indigenous peoples, communities, and sport organizations to ensure every person can share in the social, economic, cultural, and community development benefits that sport presents. B.C. is committed to implementing the United Nations Declaration on the Rights of Indigenous Peoples through the *Declaration on the Rights of Indigenous Peoples Act*, and is committed to ensuring Indigenous people and communities have equal opportunity to participate and compete in sport in a manner that recognizes and respects Indigenous cultures and traditions.





MINISTER'S MESSAGE

FROM THE HONOURABLE LISA BEARE MINISTER OF TOURISM, ARTS, & CULTURE

On behalf of Premier John Horgan and the Government of British Columbia, I am proud to announce the launch of B.C.'s new strategic framework *Pathways to Sport*.

Sport and active living contribute to our health and wellness, and the vibrancy of our communities. Every person should have the opportunity to be active – whether they take up recreational pursuits or engage in competitive sport, the benefits are limitless.

Pathways to Sport sets out a clear vision for a prosperous and sustainable sport sector in British Columbia. It identifies key priorities and actions for the sport sector and informs the Ministry's investments in sport. This is the first strategic document of its kind in more than a decade and will guide our path forward as we work to increase participation, strengthen high performance sport, and enhance hosting opportunities for our communities while ensuring our sport system meets the highest safety and ethical standards.

B.C.'s sport system includes people of all ages, backgrounds, and abilities. We have had great success providing programs, and services to more than 800,000 British Columbians who participate in organized amateur sport and many others who are physically active through recreation centres, other forms of organized sport, or other forms of physical activity. Sport also contributes to positive outcomes in other priority areas, including health, education, and family services. While we are proud of these successes, *Pathways to Sport* creates a foundation to achieve even greater outcomes and ensure that every person in B.C. has the opportunity to be active and engage in sport.



Together with our sector partners and stakeholders, government plays a vital role in ensuring sport and recreation opportunities are open and inviting to everyone. I am excited about a future in which each and every one of us can enjoy sport and active living. When we reduce the barriers to participation, everyone wins.

Sincerely,

Lisa Beare
Minister of Tourism, Arts & Culture



STRATEGIC FRAMEWORK AT A GLANCE

SPORT PARTICIPATION



British Columbia's sport system is safe and inclusive, and welcomes, attracts, develops, and retains participants of all ages and backgrounds.

MAKE QUALITY SPORT MORE ACCESSIBLE & AFFORDABLE

- Work with Sport BC to target and reach more children and youth from lower income families through KidSport.
- Provide targeted grant and funding opportunities for sport programs to increase participation and improve the quality of sport experiences for under-served populations.
- Invest in recreational sport infrastructure to create opportunities for people of all ages and abilities.

PROMOTE GENDER EQUITY AND INCLUSION

- Promote inclusive sport in a way that supports all British Columbians regardless of age, gender, language, culture, ability, or socio-economic status.
- Set targets to increase the number of girls, women, and gender diverse people in sport/ sport leadership, to ensure all genders are equitably represented, recognized, and served in all aspects of sport.
- Explore new opportunities for girls and women to get into sport and reduce sport drop-out rates.
- Develop pathways and supports to encourage more women to get into coaching and officiating.
- Support the development of resources to foster a welcome and safe space for those that identify with the LGBTQ2+ community.
- Recognize and promote sector achievements in enhancing inclusion and achieving gender equity.

RECONCILIATION THROUGH SPORT

- Support implementation of the renewed Indigenous Sport, Physical Activity and Recreation Council Strategy.
- Recognize and promote the culture and rich heritage of Indigenous people through sport.
- Work with the Indigenous Sport, Physical Activity and Recreation Council on opportunities for bridging Indigenous and mainstream sport systems so more Indigenous people and communities participate in and benefit from sport.

IMPROVE PHYSICAL LITERACY

- Continue to support sport programming that helps develop fundamental movement and sport skills.
- Support physical literacy training and workshops for educators, coaches, and community leaders.

STRIVE FOR SYSTEM EXCELLENCE IN SPORT

- Work with the sector to develop policies and practices that protect our athletes and emphasize safety, ethics, and fair play, aligned with the Red Deer Declaration.
- Build and sustain capacity in the system through the development of leaders, coaches, officials, and volunteers.

ATHLETE DEVELOPMENT



British Columbians engaging in sport are supported by trained and responsible coaches, officials, and sport administrators; and high-performance athletes, coaches, and officials have opportunities to develop and compete at the highest levels.

CONTINUE TO SUPPORT AND BUILD UPON A SYSTEMATIC HIGH-PERFORMANCE SPORT PATHWAY

- Continue to support B.C. athletes and coaches throughout the high-performance pathway.
- Better support talent identification and athlete/coach development through enhanced coordination and communication across sport organizations.
- Enhance athlete development opportunities for targeted groups, including athletes with a disability, girls and women, Indigenous athletes, and the LGBTQ2+ community.
- Continue to celebrate the achievements of B.C. athletes, coaches, and organizations through awards and other recognition events.

STRIVE FOR SYSTEM EXCELLENCE IN HIGH-PERFORMANCE SPORT

- Establish and implement a safe sport program that adopts the highest safety and ethical standards in sport, aligned with the Red Deer Declaration.
- Build and sustain capacity in the system through the strategic development of people – leaders, coaches, officials, and volunteers.

OPTIMIZE SPORT INFRASTRUCTURE

- Support collaborative, cross-sector partnerships that optimize the use of dedicated, high-performance infrastructure.
- Work across governments to support community and recreation infrastructure projects.

EVENT HOSTING



Sport contributes to the social and economic objectives of communities throughout British Columbia.

SUPPORT COMMUNITY ECONOMIC DEVELOPMENT THROUGH SPORT TOURISM

- Fund hosting programs that promote and support sport events in B.C.
- Support greater collaboration in bids for marquee-level events.
- Promote and support the BC Summer and Winter Games, and the 55+ BC Games to showcase B.C. athletes in multi-sport competitions.

- Share and promote the value of quality and inclusive sport to inspire communities and attract greater community support in terms of partners, volunteers, and new investment.
- Support collaborative, cross-sector partnerships that optimize community sport infrastructure.

VISION:

Make sport more accessible, inclusive, and safe for all British Columbians while supporting quality economic growth and social development in communities across the province.



INTRODUCTION

Sport is an integral part of our society. It is embedded in schools, in recreation, in entertainment and, more broadly, in our culture. Sport engages people – whether as a participant, athlete, coach, official, volunteer, parent, fan, or sport tourist.

The benefits of sport are undeniable – it supports happier and healthier people, better connected communities, and a stronger province. Participation in sport, whether it is community-based recreation or high-performance competition, can:

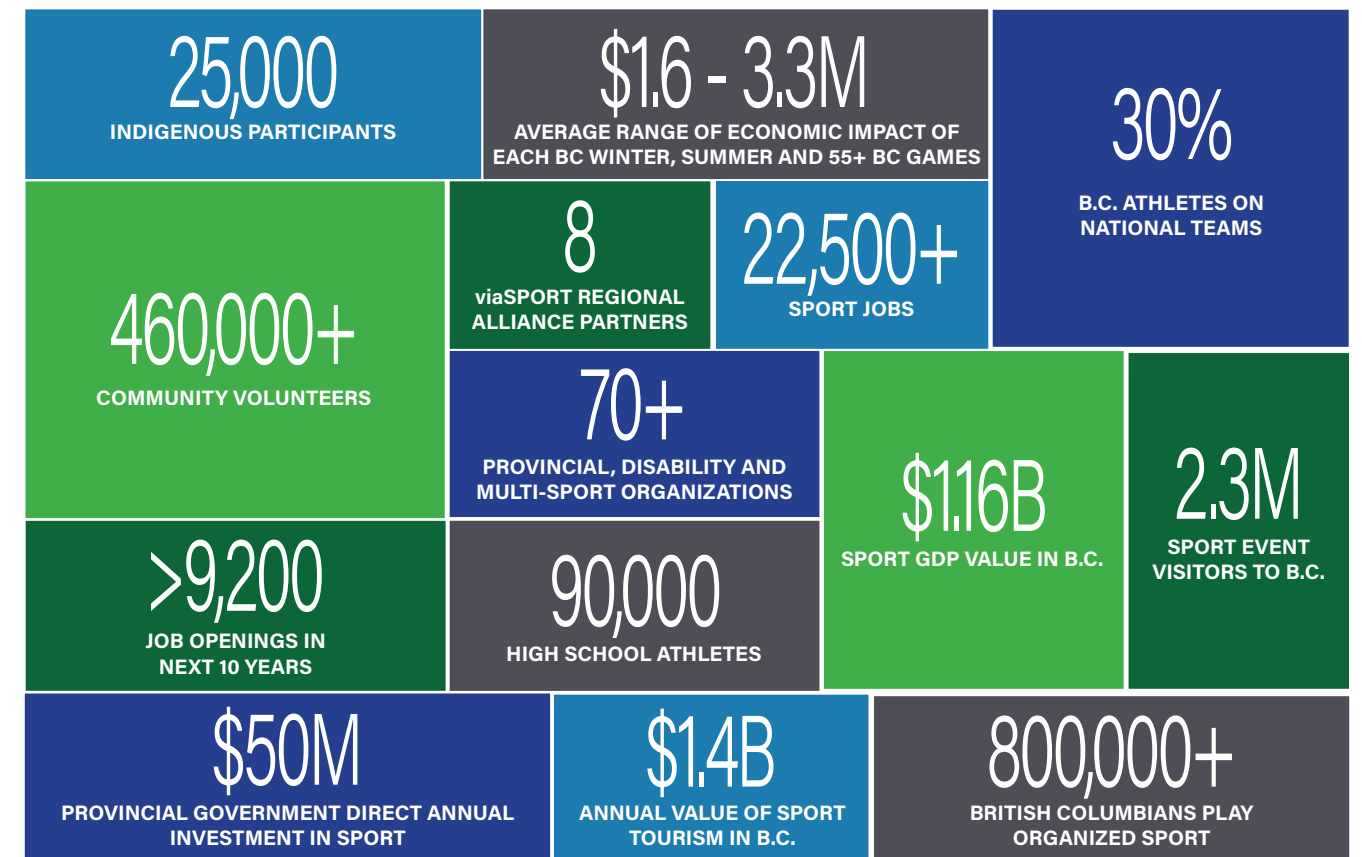
Enhance skills, learning and educational outcomes including: improved brain development and brain functioning; better focus and enhanced memory; and improved school connectedness and education transitions.

Improve physical and mental health and well-being including: reduced risk for chronic disease; improved mood; and reduced stress, anxiety, and depression.

Develop social connections and cohesion and create safer, more diverse and inclusive communities including: improved social skills and a stronger sense of connectedness and belonging; reduced risky and anti-social behaviours; and increased feelings of national pride and community engagement.

Support economic growth including: contributions to domestic and international tourism; job opportunities directly and indirectly related to the sport sector; and improved employee productivity and reduce absenteeism.

Communities across B.C. value sport. It can act as an agent of social change. It can influence who we are as individuals and as communities. It also contributes to a diversified economy that provides good jobs with family supporting wages.





A strong and vibrant sport sector supports what we value most. Things such as a more affordable life, services we can count on, good jobs, a sustainable economy, and new relationships with Indigenous peoples based on reconciliation and respect.

In B.C., we are fortunate to live in a natural environment that inspires forms of sport and recreation across every season. This has contributed to a well-established sport culture in communities throughout the province, leading to one of the highest levels of participation in both organized and recreational sports in the country¹. But there is much more we can do to ensure that our sport system is welcoming and inclusive of British Columbians of all backgrounds.

When it comes to our sport system, B.C. can be very proud. Our sport sector is a dynamic network where governments of all levels and sector organizations, such as viaSport, the Indigenous Sport, Physical Activity and Recreation Council (ISPARC), Sport BC, Provincial, Disability, and Multi-Sport Organizations, and regional/community organizations, work collaboratively to advance shared objectives.

We have a strong network of coaches, officials, and administrators providing support to over 800,000 British Columbians who are members of organized sport. We have a vibrant regional structure – the Regional Alliance Partnership² – that supports the delivery of

sport and physical activity programming throughout the province. We have a vast network of sport volunteers who work hard to develop and grow their sport. We have exceptional training programs and facilities that have helped our high-performance athletes achieve unprecedented success at home and abroad. B.C. has achieved global recognition for our ability to host world-class sporting events, and sport tourism makes a significant contribution to the provincial and local economies, as well as to the social and cultural development of communities.

We have had an outstanding record of success, and we want to build on that. We will work to ensure our sport system meets the highest safety and ethical standards. We will take action to remove barriers for those who are currently unable to take full advantage of everything our sport system has to offer, and strive to foster a sport system that is accessible, welcoming, and inclusive for all who wish to participate. We will continue to make sure we give our high-performance athletes and coaches the best opportunities for success at the national and international levels. This work will ensure that all of the communities in our province can reap the benefits that sport provides.

Our sport framework provides the pathway for sport to better meet the needs of all British Columbians.

¹ Approximately 27.7% of British Columbians over the age of 15 regularly participate in sports, compared to the national average of 26.7%. (Statistics Canada, 2016 General Social Survey)
² The Regional Alliance Partnership is an initiative of viaSport, a not-for-profit organization supported by the Province of British Columbia, which provides strategic leadership to sport in B.C. through its mandate to increase awareness, opportunity and participation in sport across the province at every stage of life and in every community.



PATHWAYS TO SPORT: A STRATEGIC FRAMEWORK FOR SPORT IN B.C.

The new strategic framework, *Pathways to Sport*, envisions making quality, life-long, sport opportunities more accessible, safe, and inclusive for all British Columbians while supporting economic and social development through sport within communities across the province.

It sets out clear direction to increase sport participation, ensuring the sport system is accessible, welcoming, and inclusive of all British Columbians regardless of age, gender, sexual orientation, culture, background, or ability.

It will ensure we have the programs, services, and infrastructure for athletes and coaches pursuing sport excellence so that they can compete at the highest levels.

It will support communities to benefit socially, culturally, and economically from sport and sport tourism, including event hosting. It will also focus on encouraging continuous improvement in the sector and ensuring the sector is strong, resilient, and sustainable for the long term, while also meeting the highest safety and ethical standards.



While *Pathways to Sport* sets out a clear direction for the Province of B.C., it also recognizes the important role the Government of Canada plays and the need to harmonize approaches to important cross-jurisdictional matters. The framework therefore aligns with current strategies and policy at the national and provincial-territorial level.

Pathways to Sport will be guided by the following three priority areas and supporting objectives:

PRIORITIES

<p>SPORT PARTICIPATION</p> <p>British Columbia's sport system is safe and inclusive, and welcomes, attracts, develops, and retains participants of all ages and backgrounds.</p>	<p>ATHLETE DEVELOPMENT</p> <p>British Columbians engaging in sport are supported by trained and responsible coaches, officials, and sport administrators; and high-performance athletes, coaches, and officials have opportunities to develop and compete at the highest levels.</p>	<p>EVENT HOSTING</p> <p>Sport contributes to the social and economic objectives of communities throughout British Columbia.</p>
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Pathways to Sport is premised on the key principles of Accessibility, Affordability, Equity and Inclusion, and Safety and Ethics which are integral to the success of the framework's priorities and have informed the development of actions.

KEY PRINCIPLES

AFFORDABILITY

Government and B.C.'s sport sector must work together to ensure the cost of sport is not a deterrent to participation.

ACCESSIBILITY

Government and B.C.'s sport sector must work together to find innovative ways to ensure every individual with physical or cognitive barriers can access the sport programs and services they need.

EQUITY AND INCLUSION

B.C. sport sector programs and services must be assessed using a Gender Based Analysis Plus (GBA+) approach to ensure all British Columbians are welcome participants.

SAFETY AND ETHICS

Government and B.C.'s sport sector must ensure programs and services meet the highest standards of safety and ethics.





The framework is also influenced by overarching commitments to:

- Reconciliation with Indigenous peoples and communities.
- System Excellence: information-driven policy and leadership.

These commitments and principles are the foundation for our three priority areas, as summarized in Figure 1.

By working together within the provincial government, with federal and municipal partners, with the sport sector, and in full partnership with Indigenous peoples and communities throughout the province, we will be successful in expanding access to safe, quality, and inclusive sport and in better supporting amateur sport and recreational activities.

FIGURE 1



GBA+

GBA+ is an analytical tool adopted by the Province of British Columbia to assess how diverse groups may experience policies, programs, and initiatives. GBA+ can help B.C.'s sport sector to identify who is getting left behind and identify possible solutions. The "plus" indicates that the analysis goes beyond sex and gender and includes the examination of a range of other identity factors (e.g. Indigeneity, age, education, language, race, ability, class, etc.) The goal of GBA+ is to continue to advance evidence-informed policy-making, and to monitor the spending of public money.

SPORT PARTICIPATION

Participation underpins all aspects of sport, whether it's kids just starting on a sport pathway, casual and recreational athletes, outdoor enthusiasts, rising stars, or established high-performance athletes.

B.C. is a recognized leader in Canada for sport participation. Currently, more than 800,000 British Columbians play organized sports and are members of one of the more than 70 Provincial Sports Organizations (PSO), Multi-Sport Organizations (MSO), or Disability Sport Organizations (DSO); more than 90,000 high school students participate on school sports teams; and countless others participate in organized sport through municipal sport programs, recreation centres, social clubs, or other not-for-profit organizations (e.g., YMCA, recreation leagues), community sporting events (e.g., running events), and for-profit organizations (e.g., sport academies, martial arts centres). The Province of British Columbia supports and encourages this broad participation.

Sport is something we can enjoy throughout our lives, but creating a strong foundation for life-long participation begins when we are young. Fundamental movement skills, or physical literacy, is typically developed in childhood and youth. Without this, many young people withdraw from being active in sports.³ In recognition of its importance, physical literacy is now being incorporated into local community and school physical activity curriculums (often at the early childhood level), and we are seeing traditional sport organizations introduce new approaches to promote physical literacy.

LGBTQ2+

LGBTQ2+ is an acronym for Lesbian, Gay, Bisexual, Trans, Two-Spirit, Queer, and additional identities. There are many variations of this acronym; the plus is meant to represent and acknowledge other identities not explicitly listed in the acronym.



Innovative programming that can be adapted to meet the needs of people of all abilities has an immediate and lasting benefit in terms of lifelong participation in sport.

Sport can benefit everyone. Sport promotes mental and physical well-being, which supports people to live healthy, active, and independent lives. Sport creates cross-cultural interaction and celebrates diversity, inclusivity, and understanding which enhance the social fabric of B.C.

Volunteers are essential to B.C.'s sport system, and B.C. has one of the highest overall volunteer rates in the country, at nearly 50 percent⁴. Volunteers perform a variety of roles, whether it is coaching, officiating, operating community-based sport and recreation organizations, or organizing and hosting sports events. Competent and trained community coaches, officials, and supporting volunteers help to ensure British Columbians can learn, develop skills, and play sport.

Infrastructure is vital to the delivery of quality, accessible sport. It's where we practice, train, play, and compete. It's where individuals come together to watch and participate, and it's a community resource for all to share. It is the literal bricks and mortar where sport occurs. Having easy, affordable access to community infrastructure is a cornerstone to sport participation. Infrastructure that meets accessibility standards – socially, culturally, and/or based on ability – means that everyone can participate fully in sports activities and can feel that facilities are welcoming and inclusive of their needs.

³ Source: Longmuir, P.E., Boyer, C., Lloyd, M., Yang, Y., Boiarskaia, E., Zhu, W., & Tremblay, M.S. (2015). *The Canadian Assessment of Physical Literacy: methods for children in grades 4 to 6 (8 to 12 years)*. *BMC public health*, 15(1), 767.
⁴ Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2010



Our sport system must be safe, ethical, and free from maltreatment. In February 2019, British Columbia endorsed the Red Deer Declaration for the Prevention of Harassment, Abuse and Discrimination in Sport. Our Government will continue to work with the Government of Canada and other provinces and territories to harmonize approaches.

However, our Government is leading the development of a new made-in-B.C. Safe Sport Program in partnership with viaSport and the B.C. Sport Sector. The Program will create standards, policies, and practices to ensure sport is delivered free of physical, emotional, sexual, and mental harm. Participants must be safeguarded from bullying, physical abuse, sexual abuse, harassment, discrimination, verbal abuse, and neglect.

Our framework provides the pathway to safe sport through specific commitments to adapt the National Universal Code of Conduct for B.C.; require mandatory training and education; and support prevention, reporting, investigation, and compliance processes.

Our framework also provides the pathway to more accessible, affordable, and inclusive sport through specific commitments, including increased investment in the KidSport BC Program so that more children and youth from low income families can play a season of sport, and increased investment in accessible community and recreation infrastructure through the Community, Culture and Recreation Infrastructure Program.

B.C. is also the first jurisdiction in Canada to embed targets for gender equity in sport within its annual Ministry Service Plan.

RED DEER DECLARATION

In February 2019, Federal, provincial, and territorial Ministers responsible for sport, physical activity, and recreation endorsed the *Red Deer Declaration for the Prevention of Harassment, Abuse, and Discrimination in Sport*. This pan-Canadian declaration is the first of its kind. As part of this declaration, Ministers committed to developing a collaborative approach to increase awareness, prevention, identifying and reporting, and monitoring to address harassment, abuse, and discrimination in sport.

We will further build on these achievements by focusing additional effort on those who continue to be under-represented in our sport system – people with disabilities, lower income families, Indigenous peoples, immigrants and new Canadians, 55+ adults, and girls, women, and non-binary genders.

Using the GBA+ analytical tool we can promote inclusive sport in a way which embraces all British Columbians regardless of age, gender, language, ability, or socio-economic status. This way, everyone can benefit from all that sport has to offer.

SUPPORTING INDIGENOUS SPORT PARTICIPATION

Successful participation in sport occurs when people feel welcome and included. The Indigenous Sport, Physical Activity and Recreation Council in partnership with the Aboriginal Sport Circle and the Sport for Life Society, have developed the Indigenous Long-Term Participant Development Pathway (ILTPD) resource and accompanying Supporting Indigenous Participation workshop. These resources advance reconciliation by providing Provincial Sport Organizations (PSOs) the opportunity to enhance their understanding of Indigenous cultures and implement their own unique action plan to create welcoming environments for Indigenous participants through culturally appropriate programming. PSOs benefit from enhanced capacity through mutually beneficial partnerships with Indigenous sport leadership, increased participation, and positive podium performances.

ADOLESCENT GIRLS

Among youth aged 15 and older, boys are more physically active than girls. Female participation in sport declines over time, especially in the adolescent years. The Province and Government of Canada's B.C. Sport Participation Program is trying to change that. Through this support, three school districts – Nanaimo, Prince George, and Kamloops – involved in the Ministry's afterschool sport initiative are piloting sport and physical activity programming created by and for adolescent girls.

Pathways to Sport recognizes that a safe and inclusive sport community will make people feel welcome, giving them a broader choice of experiences, and providing sport offerings that meet their needs. It sets out actions to ensure:

- Sport opportunities are relevant and available to all British Columbians in a more inclusive, safe, and welcoming environment.
- Affordability is not a barrier to sport participation.
- Sport infrastructure supports accessibility.
- Sport programs meet the highest safety and ethical standards.
- Work is undertaken collaboratively with other Ministries and sectors for health, education, mental health, and child development to provide children and youth with a strong foundation in physical literacy.
- Indigenous peoples and communities have access to sport that recognizes and respects Indigenous culture and heritage.
- Gender equity in sport is achieved so that all women, girls, and non-binary genders are equitably represented, recognized and served across all aspects of sport in B.C.



SAFE SPORT

Sport should be inclusive and welcoming for all British Columbians, regardless of age, ability, or backgrounds. This means ensuring safe, positive, and quality experiences free from harassment, abuse, and discrimination. The Ministry and viaSport are committed to improving the sport environment through the new B.C. Safe Sport Program. This citizen-centred program, to be operational by the fall of 2020, was developed in collaboration with sport organizations, participants, coaches, and experts in the field of child protection. The B.C. Safe Sport Program will include prevention, reporting, investigation, and compliance measures which will help all those involved in sport continue to foster and improve sport experiences leading to greater inclusiveness and growth in sport.

SPORT PARTICIPATION

OBJECTIVE British Columbia's sport system is inclusive and welcomes, attracts, develops and retains participants of all ages and backgrounds.

PRIORITY

Make quality sport more accessible and affordable

ACTIONS

- Work with Sport BC and other partners to target and reach more children and youth from lower income families through KidSport.
- Provide targeted grant and funding opportunities for sport programs for key populations to increase participation and improve the quality of sport experiences.
- Support collaborative, cross-sector partnerships that expand access to sport infrastructure.

PRIORITY

Reconciliation through sport

ACTIONS

- Support implementation of the renewed Indigenous Sport, Physical Activity and Recreation Council Strategy.
- Recognize and promote the culture and rich heritage of Indigenous peoples through sport.
- Work with the Indigenous Sport, Physical Activity and Recreation Council to identify opportunities for bridging Indigenous and mainstream sport systems so more Indigenous people and communities participate in and benefit from sport.

PRIORITY

Improve physical literacy

ACTIONS

- Continue to support sport programming that helps develop fundamental movement and sport skills.
- Support physical literacy training and workshops for educators, coaches, and community leaders.

PRIORITY

Gender equity and inclusion

ACTIONS

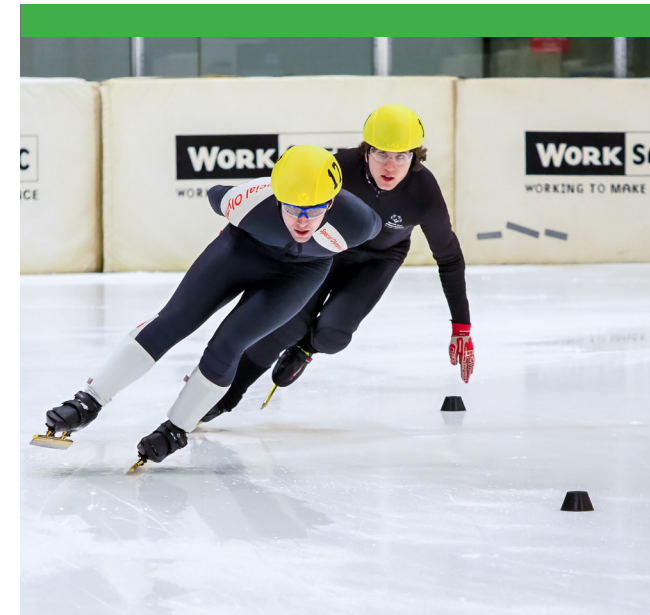
- Promote inclusive sport in a way that supports all British Columbians regardless of age, gender, language, culture, ability, or socio-economic status.
- Set targets to increase the number of girls, women, and gender diverse people in sport/sport leadership, to ensure all genders are equitably represented, recognized, and served in all aspects of sport.
- Explore new opportunities for girls and women to get into sport and reduce sport drop-out rates.
- Develop pathways and supports to encourage more women to get into coaching and officiating.
- Support the development of resources to foster a welcome and safe space for those that identify with the LGBTQ2+ community.
- Recognize and promote sector achievements in enhancing inclusion and achieving gender equity.

PRIORITY

Strive for system excellence in sport

ACTIONS

- Work with the sector to develop policies and practices that protect our athletes and emphasize safety, ethics, and fair play, aligned with the Red Deer Declaration.
- Build and sustain capacity in the system through the development of leaders, coaches, officials, and volunteers.



ATHLETE DEVELOPMENT

To have the best chance for success, high performance athletes need world-leading programs, support services, and facilities, so they can focus solely on performance.⁵ We are fortunate in B.C. to have world-class training facilities and the optimal climate and geography to develop our talent. B.C. is home to national training centres and groups – such as the Canadian Sport Institute Pacific which supports 25 National Training Groups and 12 NextGen Training Groups in B.C. – this creates an advantage for B.C. athletes who are able to train and develop close to home.

B.C. is one of the best in Canada for high-performance sport. About 34 percent of athletes on national teams are from B.C. – this is over two and a half times our per capita share of Canada's population.⁶ And B.C. athletes have achieved record success in national championships, the Canada Games and the North American Indigenous Games, in World Cups, World Championships, and the Olympic and Paralympic Games. B.C. athletes won 38 percent of Canada's 29 medals at the 2018 Olympic Winter Games in South Korea and won 57 percent of Canada's 28 medals at the 2018 Paralympic Winter Games.⁷ The achievements of B.C. athletes not only evokes provincial pride, but British Columbians can also share in the success of our hometown heroes as we watch and are inspired by our athletes at sporting events throughout the province.

ATHLETE PROFILE: NATE REICH, PARA-ATHLETICS

Nate Reich is one of Canada's strongest medal hopefuls heading towards the Tokyo 2020 Paralympics. At 10 years old, Nate was hit with a golf ball and the result of the injury was paralysis on the right side of his body.

Nate recalls this event as the best thing that has ever happen to him, teaching him many lessons and bringing incredible individuals into his life.

After his recovery, Nate, already an athletic youth, decided to try running. In Para-athletics, Nate was classified as a T-38 (category is motor impairment for athlete with traumatic brain injury and Cerebral Palsy). A month after he was classified, Nate flew to Germany to run in the Berlin Grand Prix where he broke the world records in both the 1500m and 800m for his classification.

In 2019, Nate won the gold medal in the men's T38 1500-m at both the IPC World Championships and the Parapan American Games in meet record times.



⁵ "This context is most often associated with the Train to Train, Train to Compete, and Train to Win stages of participant development, as described in Canadian Sport for Life or the equivalent stages described in other participant development models." (p. 11)

⁶ Canadian Sport Institute Pacific

⁷ Ibid



These outstanding performances of B.C. athletes were an outcome of B.C.'s investment in facilities, programs, coaches, and athlete development which builds upon the work of our world-class provincial and multi-sport organizations. Our investment into our athletes reaps further rewards as these events generate considerable social and economic benefits that can be shared by all British Columbians. To maintain our momentum, we need to continue to increase sport participation rates starting in childhood, support high-performance athletes from traditionally under-represented groups, replenish talent pools through a sustainable high-performance sport pathway, and ensure our sport infrastructure is optimized. This approach will ensure British Columbians have the opportunity to excel in sport and pursue a spot on the podium.

A vital component of athlete development is having a strong coaching and officiating environment. Having a trained coach is a key factor that contributes to a quality sport experience, and coaches play an important role in creating inclusive environments that support participant retention and development. Supporting coaching excellence is important to encourage people to engage with and remain on the coaching and officiating pathway, both to ensure the success of these highly trained professionals, but also to support athlete excellence.

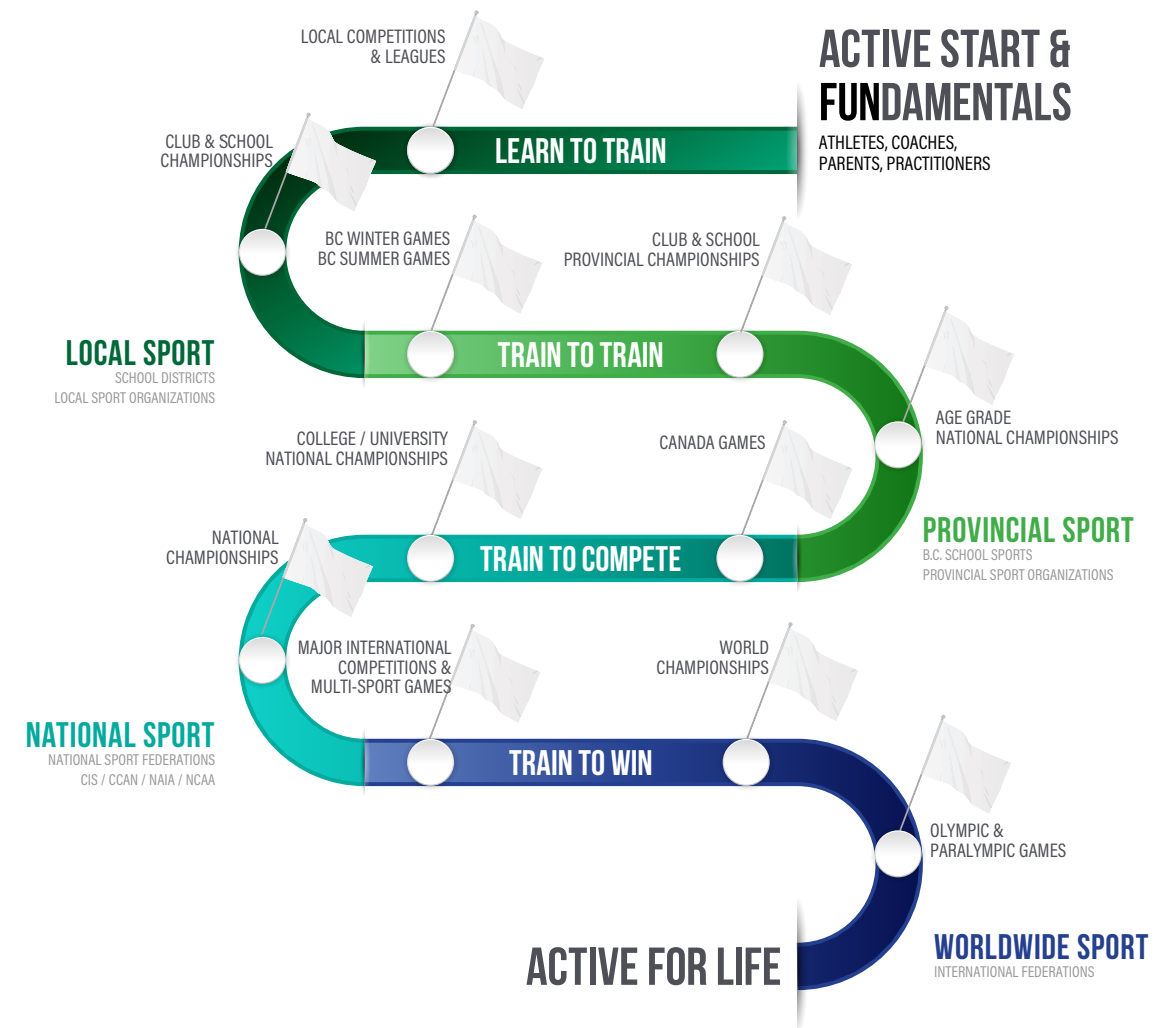
High-performance athletes need to compete in a system that is safe, ethical, and free from bullying, harassment, and abuse. Our government is taking action to ensure that athletes and sport participants are safe on the playing field. We will continue to lead the country in our commitment to safe sport, by utilizing best practices and implementing standards, policies, and practices that will ensure sport is delivered free of physical, sexual, emotional, and mental harm. A greater emphasis on injury prevention and injury management, clean sport, and fair play, and elimination of harassment, bullying and abuse will help our athletes succeed on the world stage.

B.C.'s sport system does not function in isolation – it is part of a larger national system. Coordination and sharing of information across community, provincial, and national levels is necessary to ensure the developmental needs of athletes, coaches, officials, and administrators are being met. B.C. has an integrated and collaborative performance pathway that guides the systems, programs, and services that support athlete progression from learning sport skills through to the achievement of podium results, and recognizes that there are many ways an athlete moves through the pathway.

PERFORMANCE PATHWAY

Under our new strategic framework, we will maintain and enhance our focus on a systematic pathway so we can continue to lead Canada in the delivery of high-performance sport. We will also strengthen safety in sport, maximize our sport infrastructure, and promote system excellence and continuous improvement to ensure the B.C. sport system is sustainable for the long-term. Specifically, *Pathways to Sport* sets out actions to ensure:

- B.C.'s high-performance athletes, coaches, officials, and sports administrators have opportunities, supports, and infrastructure that enable them to develop and compete at the highest levels.
- Information is better coordinated and shared across sport organizations.
- High-performance sport programs meet the highest safety and ethical standards.



ATHLETE DEVELOPMENT

OBJECTIVE British Columbians engaging in sport are supported by trained and responsible coaches, officials, and sport administrators. High-performance athletes, coaches, and officials have opportunities to develop and compete at the highest levels..

PRIORITY

Continue to support and build upon a systemic, high-performance sport pathway

Continue to support B.C. athletes and coaches throughout the high-performance pathway.

Better support talent identification and athlete/coach development through enhanced coordination and communication across sport organizations.

Enhance athlete development opportunities for targeted groups, including athletes with a disability, girls and women, Indigenous athletes, and the LGBTQ2+ community.

Continue to celebrate the achievements of B.C. athletes, coaches, and organizations through awards and other recognition events.

ACTIONS

PRIORITY

Strive for continuous improvement in high-performance sport

Establish and implement a safe sport program that adopts the highest safety and ethical standards in sport, aligned with the Red Deer Declaration

Build and sustain capacity in the high-performance system through the strategic development of people – leaders, coaches, officials, and volunteers.

ACTIONS

PRIORITY

Optimize sport infrastructure

Support collaborative, cross-sector partnerships that optimize the use of dedicated, high-performance infrastructure.

ACTIONS

Work across governments to support community and recreation infrastructure projects.



EVENT HOSTING

Sport events help to raise the profile of sport and provide inspiration to local athletes, parents, coaches, officials, and volunteers – this has the spin-off benefit of increasing participation rates and encouraging high-performance athlete development. Hosting sports events provides opportunities for sport tourism and economic development for communities, including employment opportunities. It enables communities to showcase their natural beauty, local attractions, and cultural treasures. It builds capacity and expertise for volunteers and event staff to attract and host larger and more prestigious events. It provides opportunities for British Columbians to experience and compete in high-level competitions close to home. It also provides invaluable social and cultural benefits that make communities strong and resilient.

Sport tourism expenditures in B.C. are valued at \$1.4 billion annually.⁸ B.C. ranks third among provinces (behind only Ontario and Quebec) in sport tourism visits, but ranks first in the percentage of sport tourism revenues generated by international visitors (51 percent)⁹. Sports events draw more than 2 million visitors to B.C. annually, with a large share coming from the U.S. and abroad.¹⁰

Bringing sport competitions to communities throughout the province also allows B.C. athletes, teams, and coaches access to the right level of competition without significant travel costs – in support of the framework's commitment to athlete development.

Events also provide volunteers with experiences, memories, and friendships that last a lifetime. They enable communities across the province to experience sports events and attract the tourism and economic benefits of hosting. Through annual funding, the Province of B.C. supports events in communities across the province, bringing significant economic value. For example, the economic impact of hosting the B.C. Games is significant – the BC Games generate economic impacts ranging from \$1.6 million (BC Winter Games) to \$2 million (BC Summer Games)¹¹.

The Province of B.C. also supports larger marquee events, like the IIHF 2019 World Junior Hockey Championships, that generate a significant economic benefit to B.C.

2019 IIHF WORLD JUNIOR HOCKEY CHAMPIONSHIPS: A CASE STUDY IN THE ECONOMIC IMPACT OF SPORT HOSTING

The success of the 2019 IIHF World Junior Hockey Championships in Vancouver and Victoria showcased British Columbia as a world class sport event host. The tournament attracted over 300,000 spectators and an international audience of 60 million viewers. Communities across the province were united and engaged to cheer on Team Canada and experience the best of hockey and sport participation.

With a \$43 million¹² economic benefit to British Columbia the event contributed to the economy but also to our social and cultural development - through initiatives such as a physical activity outreach program involving over 10,000 students in 40 schools across the province.

B.C. has world-class facilities for hosting sport events and a vast network of community sport and recreation infrastructure. By working collaboratively across the sector and across government, we will be able to ensure communities can maximize the full potential of sport infrastructure and support B.C.'s reputation as a top sport jurisdiction.

Pathways to Sport recognizes that sport event hosting can have a substantial benefit for provincial and local economies, contributing to the broader social and cultural development of communities and helping to improve quality of life and well-being. It sets out actions to ensure:

- Sport tourism continues to grow and benefit communities throughout the province.
- B.C. athletes have opportunities to compete closer to home.
- B.C. communities reap the economic, social and cultural benefits that sport can provide.

⁸ <https://canadiansporttourism.com/news/international-visitors-drive-sport-tourism-spending-canada-68-billion.html>

⁹ Ibid

¹⁰ <https://www.bcgames.org/Games/Stats-and-Facts/Economic-Impact>

¹¹ Ibid

¹² 2019 World Junior Hockey Championship Final Report submitted to the Ministry of Tourism, Arts and Culture

EVENT HOSTING

OBJECTIVE Sport contributes to the social and economic objectives of communities throughout British Columbia.

PRIORITY

Support community development through sport tourism

Continue to fund the hosting programs that promote and support sport events in B.C.

Support greater collaboration in bids for marquee-level events.

Promote and support the BC Summer and Winter Games, and the 55+ BC Games to showcase B.C. athletes in multi-sport competitions.

Support collaborative, cross-sector partnerships that optimize community sport infrastructure.

ACTIONS

Share and promote the value of quality and inclusive sport to inspire communities and attract greater community support in terms of partners, volunteers, and new investment.





TRACKING RESULTS AND MEASURING PROGRESS

Ambitious targets and effective performance measurement will keep us focused on our objective to increase participation in sport in B.C., and ensure it is safe, accessible, affordable, welcoming, and inclusive for all British Columbians.

We have set a target in our Service Plan focusing on achieving gender equity for our funded sport organizations' leadership. We are expecting to exceed our 2019/20 target of 39 percent of female sport leaders and have set the 2020/21 target at 44 percent. As we implement our framework, we expect to establish baselines so that we can add further targets to lead Canada both in sport participation rates and results by high-performance athletes and teams. These targets not only reflect and build upon our strong culture and tradition in sport, but they also recognize the need to extend participation to all British Columbians.

We will monitor, track, and report publicly on a number of key indicators which will demonstrate progress against our strategic framework:

SPORT PARTICIPATION

In the absence of individuals having "sport identification numbers" there is no ideal way to track sport participation in the province. The framework will track a number of proxy indicators to assess progress.

- Membership in funded Provincial and Multi-Sport Organizations.
- Number of participants and communities reached for each funded program.
- National or provincial physical activity/health surveys.
- Provincial and federal investment in community sport and recreation infrastructure.
- Provincial and federal investment in enhancing accessibility of provincial infrastructure (buildings and transportation).
- Number of coaches/officials trained and certified in B.C. (by gender).
- Percent of board members and sport leaders who are female.
- Percent reliance on government funding (revenue diversity).
- Number of Provincial, Disability and Multisport Organizations that have adopted B.C.'s Safe Sport program.

ATHLETE DEVELOPMENT

- Number and percent of B.C. athletes on national teams.
- National and international podium results by B.C. high-performance athletes (individuals and teams).
- Number of athletes representing Canada/B.C. who are Team BC/BC Games Alumni.
- Number of Organizations who have completed *Commit to Kids* training at the Board and leadership levels.

EVENT HOSTING

- Value of sport tourism revenue (Canadian Sport Tourism Alliance – custom data tabulations from the Travel Survey of Residents of Canada and the International Travel Survey).
- Percent of sport tourism revenues coming from international visitors (Canadian Sport Tourism Alliance)
- Economic impact studies for marquee events.
- Amount of federal investment in B.C. sport events through Sport Canada.

The Ministry of Tourism, Arts and Culture and its partner, viaSport, currently collect and report on many of these indicators and will continue to do so on an annual basis to inform policy, program, and investment decisions. However, there are some areas that we have not previously tracked where specific measures, indicators, and baselines will need to be developed.

The Ministry will continue to work closely with viaSport and sector partners to establish a clear set of performance indicators to measure success and provide insights into where there may be challenges to or opportunities for growth across the province. Taken together, this will provide us with a comprehensive assessment of the sport sector in B.C.

Efficiency, effectiveness, inclusiveness, quality, and excellence provide the foundation for a comprehensive and robust sport network. Governments (provincial, federal, and municipal), the sport sector, Indigenous peoples and communities, and community partners across the province need to work together to advance our shared objectives for sport in B.C.





SECTOR PARTNERS AND WORKING TOGETHER

Visible leadership that builds alignment, connection, and collaboration across the provincial government, with other governments, and with the sport sector will drive sport programs and initiatives forward throughout the province. Joint planning, coordination, and partnerships at all levels will increase capacity within the sector. A planned and intentional approach to the use of data, and leveraging technology more effectively for information and resource-sharing will support a culture of continuous improvement and sport excellence.

As part of *Pathways to Sport*, we will strengthen relationships with our partners to ensure we continue to be seen as a leader in sport across Canada and around the world.

Specifically, we will act to:

- Identify opportunities to leverage technology to drive efficiencies, effectiveness, and shared best practices.
- Use data and information to drive policy and program development and decision-making.
- Bolster sector capacity to enhance philanthropy and attract more supporters, partners and other non-governmental funding.

The development of this strategic framework has been undertaken collaboratively with our partners in the sport sector and across government, and their input and advice has been invaluable in identifying future directions and priorities for action. Working in collaboration with all our partners will be fundamental to how we will deliver on the framework and to identify further opportunities for sport that are consistent with Government's priorities.

We will continue to work with the Indigenous Sport, Physical Activity and Recreation Council, and with Indigenous peoples and communities to support initiatives that increase Indigenous participation in sport and improve access to sport and recreation facilities in Indigenous communities throughout the province. This will help create long-term health, social, and economic benefits for Indigenous peoples, and provides opportunities to advance lasting and meaningful reconciliation with Indigenous peoples.

By working together, we will advance the priorities in *Pathways to Sport* and ensure we continue to lead Canada in sport participation and high-performance sport.



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BC ALLIANCE FOR HEALTHY LIVING SOCIETY
 BC GAMES SOCIETY
 BC RECREATION AND PARKS ASSOCIATION
 BC SCHOOL SPORTS
 BC SENIOR GAMES SOCIETY
 BC SPORTS HALL OF FAME AND MUSEUM
 CANADIAN SPORT INSTITUTE PACIFIC
 DISABILITY SPORT ORGANIZATIONS
 INDIGENOUS SPORT, PHYSICAL ACTIVITY AND RECREATION COUNCIL

KIDSPORT BC
 PACIFIC INSTITUTE OF SPORT EXCELLENCE
 PROMOTION PLUS
 PROVINCIAL SPORT ORGANIZATIONS
 REGIONAL ALLIANCE PARTNERS
 SPORT BC
 SPORT FOR LIFE
 SPORTMED BC
 viaSPORT
 WHISTLER SPORT LEGACIES

We would also like to recognize the important contributions from representatives of municipalities, community parks and recreation organizations, school districts, post-secondary institutions, our federal colleagues, and our partner ministries across the B.C. Government.



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