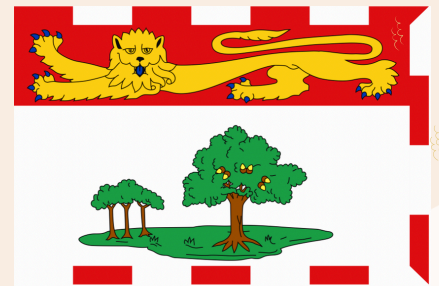


Sport Policy in PEI

Pat Binns (1996-2007)

Progressive Conservative Party



Pat Binns, a Canadian diplomat, was the Premier of PEI from 1996 to 2007. The Binns administration was committed to the health care system as well as preservation of rural Island community life. Binns passed the Freedom of Information and Protection of Privacy Act, the 2002 Smoke-Free Places Act, and the Disability Support Program to assist those with disabilities to access assistive devices and social integration opportunities.

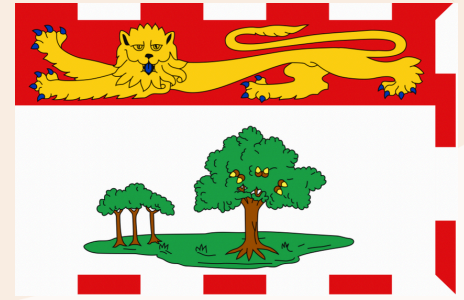
In 2003, Elmer MacFayden Minister of Community and Cultural Affairs, announced that the former division of Culture, Heritage, Recreation and Sport would become two separate divisions: A Sport and Recreation Division and Culture, Heritage, and Library Division.

Key Points:

- In 1999, the Government of PEI announced the official opening of “**PEI’s Sport Resource Centre**” partnership with the **National Sport Centre - Atlantic Canada**. The Centre in PEI provided athletes and coaches with access to online resources, coaching computer software, and other athletic resource material.
- In 1995, the Province of PEI created a **five-year plan** for Sport in PEI, which focused on addressing the positive developments and drawbacks of the sport system in PEI. In conjunction, the **Development for PEI Sport Strategy** was released in 2002, addressing many of the recommendations listed within the plan including the implementation of a two-year planning process for PSO’s. The Strategy highlighted the need for a provincial government led policy framework for sport.
- In 2003, the government and community partners launched a new provincial strategy entitled **Healthy Living Strategy**. This Strategy was implemented to address chronic diseases through promoting regular physical activity and healthy living and eating habits.
- The Department of Community and Cultural Affairs released the **2004-2009 Physical Activity Strategy**. The strategy contained 28 recommendations addressing various elements of the sport and physical activity sector. This Strategy was seen as a response to PEI being considered the most physically inactive province in Canada.
- In 2006, Minister MacFayden announced that PEI would host the 2009 Canada Summer Games. The Government of PEI contributed approximately \$2 million toward the capital cost of the games, and \$1.1 million towards operating cost. In the same year the PEI Active Living Alliance launched the **Summer Active Campaign**.
- Between 1996-2007 the Department of Education invested more than \$10 million in physical education facilities for community schools. There was also a push to upgrade existing sports facilities and constructing new ones, to provide better access to sport activities.

Robert Ghiz (2007-2015)

Liberal Party



Robert Ghiz became the 31st premier after 11 years of Progressive Conservative government. The Ghiz administration was remembered for committing to make education a priority. Ghiz implemented a full day public early childhood education program and bursaries for Islanders attending university and college.

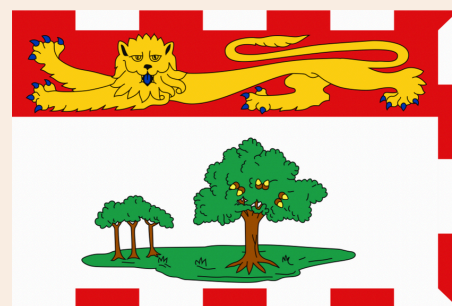
The Ghiz administration introduced the Harmonized Sales Tax on PEI. Between 2007-2009, sport and recreation remained a division under the Department of Community and Cultural Affairs. Sport was then moved to the Department of Health and Wellness in 2010. The major development during this administration was Go!PEI.

Key Points:

- In 2010 the **Go!PEI** initiative was created which merged sport, active living, and recreation programs into one broader organization that provided free to low-cost physical activity programs.
- In 2009, the Mi'kmaq Confederacy of PEI was awarded \$50,000 towards assisting the **Aboriginal Sport Circle** build a healthy and strong Aboriginal population in PEI through sport and recreation.
- Following the 2009 Canada Summer Games in PEI, the Dreams and Champions Legacy Trust fund was established.
- In 2010, Minister Bertram introduced a revised Provincial Amateur Sport Support Program document, highlighting criteria to qualify for assistance and support for high performance athletes.
- In 2011, a renewed **Bilateral Agreement to Advance Sport Participation** was created between the federal Government of Canada and PEI from 2007-2011. In the same year, the **Bilateral Agreement for Aboriginal Sport in PEI** was renewed.
- In 2013, Minister Currie announced contributions from the Federal Government and Government of PEI for sport development and sport participation through a 3-year renewed Bilateral Agreement.
- In 2014, the PEI cabinet approved amateur level competitions in selective combative sports. This decision was prompted by the federal **Combat Sports Act**.
- Go!PEI launched a walk/run club for kids, and youth in 2014. The initiative was created following the 2012-2013 **School Health Action Planning and Evaluation System** which indicated only 45% of students in grades 5-12 were achieving the recommended 60 minutes of physical activity per day.

Wade MacLauchlan (2015-2019)

Liberal Party



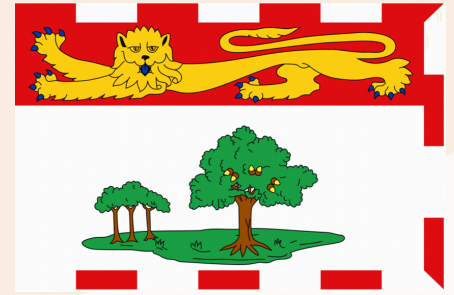
Wade MacLauchlan, a Canadian legal academic and former president of UPEI, became the 32nd Premier of PEI keeping the Liberal party in office. During the MacLauchlan administration the emphasis was on expanding and developing the economy to respond to previous budget deficits. The provincial slogan at the time was “a government that would live within its means.” Between 2015-2019 PEI led all provinces in population and immigration rates, creating new challenges and opportunities for the Liberal party. Sport was often addressed in the context of supporting the economy and promoting inclusion and integration. The major announcement during this administration was the Provincial Wellness Strategy.

Key Points:

- Between 2015-2019, sport, recreation, and physical activity remained a division under the Department of Health and Wellness.
- In 2015, the **Healthy Islanders Healthy Communities Strategic Framework** was implemented.
- In 2016, the Government of PEI released the **Provincial Wellness Strategy**, which provided a framework aimed at mobilizing and guiding all Island communities, organizations, and government departments to create a province that supports healthy living.
- In 2016, the Government of PEI announced upgrades to the UPEI field through the **Canada 150 Community Infrastructure Program**.
- The PEI **Active Start Program** commenced in 2016.
- In 2017, Minister Henderson announced that PEI had launched a bid process to host the 2023 Canada Winter Games.
- In 2018, the Prince Edward Island School Athletic Association released a **Policy and Procedure Manual**. The document focused on identifying the role of the PEISAA in delivering and governing school sports in PEI as well as corresponding guidelines and rules under the **Education Act**.
- In 2018, the Government of PEI announced that 13 community groups received funding for projects promoting physical activity, wellness, and healthy living. The grant provided \$50,000 to support community-led wellness initiatives that aligned with the 5 pillars of the **Provincial Wellness Strategy**.
- In 2018, the Department of Health and Wellness introduced the **Girls at Bat** program. The program was aligned with the provincial focus on promoting women and girls in sport.

Dennis King (2019-2024)

Progressive Conservative Party



Dennis King became the 33rd Premier for PEI, marking a move back to the Progressive Conservative party. The King administration faced various challenges as PEI was hit with two major storms and the global pandemic in 2020. Under the Progressive Conservative agenda, approximately \$48 million was spent on infrastructure for the 2022 Canada Winter Games.

A development during this time saw sport being officially included in the title of the Department of Fisheries Tourism, Sport and Culture, marking the first time any government in PEI included sport in the title of the Department. With this move, Corey Deagle was appointed as Minister responsible for sport.

Key Points:

- In 2020, The Government of PEI released a new **Healthy Recreation Facilities Grant Program**.
- In 2022, the Department of Education and Lifelong Learning updated the External Credential Policy, introducing the **External Sport Credit Program**, through SportPEI, allowing student athletes in grades 10-12 to earn graduation credits.
- In 2023, Minister Deagle released a mandate letter highlighting the responsibility to collaborate with SportPEI and PSOs to ensure that organizations receive training on inclusivity and anti-racism.
- In 2023, the Department of Fisheries, Tourism, Sport and Culture released a **Sport Participation Bilateral- Sport Partnership and Engagement Small Grants Program**. The Small Grants Program provided financial support to organizations whose projects demonstrate increasing or enhancing participation in sport for underrepresented and/or marginalized individuals and groups.
- A renewed **Community Leadership Program** was released, focusing on providing sport, physical activity, and healthy living services to rural PEI based on designated regional sport areas.
- In 2024, Minister Deagle announced a provincial commitment to KidSport PEI, by providing over \$377,000 to more than 900 children in 25 different sports.
- 2019-2024 was marked by an emphasis on gender, equity, safety, and inclusion in sport. Investments were directed at encouraging underrepresented groups, children, youth (**KidSport**), and women and girls (**She's Good and She Leads**) to engage in sport activities.