



SPORT POLICY IN NEW BRUNSWICK



Progressive Conservatives Premier Bernard Lord 1999-2006

Bernard Lord: a Lawyer, and was the 30th Premier of NB from 1999 to 2006. Lord successfully revised the Provincial's Official Language Act and introduced widely praised measures to improve bilingual services in NB. During the Bernard Lord administration, 17 policies specific to Sport were identified. The emphasis of these policies included supporting Provincial Organizations (PSOs), hosting games and promoting youth participation in NB.

KEY POINTS:

- Between 1999 and 2006, Sport was housed under the Department of Health and Wellness, later renamed the Ministry of Wellness, Culture, and Sport in late 2006.
- Under the Progressive Conservatives, the sport and recreation branch did not exist from 1999-2006. However, there was a standalone Culture and Sport Secretariat named Peter Mockler between (2003-2006).
- Paul Robichaud served as the first minister from October 2001 to June 2003, followed by Joan MacAlpine, who held the position from June 2003 to October 2006.
- The implementation of the **Provincial Officials' Language Act** significantly impacts the PSOs' operations in terms of seeking translation services and ensuring communication in both official languages.
- In 2001, Policy 201 - **Provincial Organization Eligibility Criteria Funding Model 1** - was adopted. In 2004, a second funding policy Policy 202 - **Provincial Recreation and Multi-Sport Organization Eligibility Criteria Funding Model 2** - was created to include a multi-sports organization. The **Youth Assistant Act** is referenced in both policies previously mentioned. In addition, both funding models are the models that establish the funding amounts that a PSO is eligible for in conjunction their reports that are submitted annually.
- In 2002, Policy 709 (**Students Physical Activity Safety Standards**) was introduced to promote and support the participation of students in a variety of physical activities, in a safe manner. The policy references the **Education Act**.
- During 2004 and 2005 Multiple policies were created to provide support for two major games: *Canada Games* and *La Francophonie Games* (2005). The policies addressed staffing, volunteerism, team eligibility, coaching certification, doping education, and commercialization and sponsorship.

KEY POINTS:

- Structural developments under the Liberal Party included the creation of a dedicated Sport and Recreation branch within the ministry.
- Percy Mockler served as minister from February 2006 to October 2006, followed by Shawn Graham (October 2006 – October 2007) and Hédard Albert (October 2007 - October 2010).
- Policy 251 - **Persons with Disability** - was enacted on August 16th 2007. The goal of the policy was to increase participation for those with disabilities, improving awareness of opportunities, and reduce the barriers for persons with disabilities in New Brunswick.
- Policy 709 - **Student Physical Activity Safety Standards** - was enacted by the previous administration; yet had its first revision on September 22, 2009. The changes the revision brought about are unclear.
- **A Sport Plan for New Brunswick ...One day** was released in 2008. The plan:
 - *“contains 44 recommendations, addressing different components of the sports sector in New Brunswick, such as the development of athletes, coaches and volunteers; the sporting infrastructure; and a need for greater collaboration and co-operation within the New Brunswick sport system”*; and,
 - there is a suggested increase in investment of \$6 million by 2011.
- In 2009, the government announced a \$50,000 investment into the Canadian Tire Foundations for Families JumpStart program that encourages and removes obstacles for children in need to become more physically active through participation in sports and recreation.
- The province announced late in Premier Shawn Graham’s tenure that the athlete assistance program would see a 35.7% increase from 2009 for a total of \$132,950 to support 94 New Brunswick athletes. Athlete support ranged from \$400- \$4,000 depending on the level of competition.
- In 2010, there were five recipients of a multi-year funding agreements were announced by Minister Hédard Albert and Minister of State for Seniors Cheryl Lavoie, who is also minister responsible for the Community Non-Profit Organizations Secretariat. Those organizations were:
 - Sport New Brunswick (\$194,000);
 - Recreation New Brunswick (\$87,500);
 - la Société des Jeux de l'Acadie inc. (\$62,000);
 - New Brunswick Sports Hall of Fame Inc. (\$38,000); and,
 - Fitness New Brunswick (\$35,000).
- Between 2006-2010 the Liberal Government there was a heavy focus on infrastructure announces, where there over 10 announcements of financial support new recreation/sport facilities or upgrades to existing facilities



Liberal Party Premier Shawn Graham 2006-2010

Shawn Graham: a Teacher, Politician, and at the age of 38 became the 31st Premier of NB, from 2006 to 2010.

Graham’s administration promised transformational changes in key sectors like education, energy, health, municipal governance and the economy. During the Graham Administration, 3 policies were identified in relation to Sport. The focus seemed to be on supporting PSOs. These policies emphasized participation for persons with disabilities, students physical activity safety standards, and a sport plan for NB.





Progressive Conservatives Premier David Alward 2010-2014

David Alward: a civil servant, consultant, politician, and diplomat- was the 32nd Premier of NB from 2010 to 2014. Premier was characterized as 'caution and consultation.' This Progressive Conservatives agenda were heavily focused on the following areas: upgrades and new facility development, increased funding for athletes with disabilities, hosting the Canada Games, and increased funding for high-performance athletes. The primary announcements that consistently appeared were upgrades and new facility development.

KEY POINTS:

- Between 2012 and 2014, the name of the ministry changed 3 times:
 - Ministry of Tourism, Culture, and Healthy Living
 - Ministry of Healthy Living
 - Ministry of Healthy and Inclusive Communities
- During this period, Trevor Holder served as acting minister from 2010 to 2012, followed by Dorothy Shepard from 2012 to 2014.
- Policy 709 - **Student Physical Activity Safety Standards** - continued undergo another revision on September 2nd 2013. As this document deals with school sports, it falls under the Ministry of Education and the NBIAA. The New Brunswick sport delivery systems has struggled to collaborate between club and school sports.
- As Trevor Holder took over as Minister, the focus was on tourism because of the economic income it brought to the province.
- To fund infrastructure requests for sports facilities upgrades and development, the provincial government often partnered with the Regional Development Corporation and looked to ensure financial contribution from all levels of government.
- In April of 2014, Minister Dorothy Shephard announced that the **Combat Sports Act** came into effect to regulate professional and amateur combat sports events. The act *"also includes exceptions for amateur judo, boxing, wrestling, taekwondo and karate as those sports are already governed by provincial organizations."*
- In conjunction with the announcement of of the **Combat Sports Act** the formation of the New Brunswick Combat Sport Commission was created.
- In 2014, the Government of New Brunswick announced an increase of \$1.5 million to the sport, recreation, and wellness budget. The focus was on financial support of the following initiatives:
 - School Wellness Grant Program;
 - Wellness Movement;
 - Tobacco-free living and food security;
 - Employee, school and community mental fitness promotion;
 - Wellness promotion with First Nation and aboriginal people; and,
 - Get Outside! NB
- In September of 2013, there was a renewal of an agreement between the Federal Government and the New Brunswick Government to support the development and participation of sport for three years at \$1.7 million with the provincial investment being \$865,920.

KEY POINTS:

- The ministers during 2014 to 2018 were: Bill Fraser (October 2014 – June 2016), John Ames (June 2016 – October 2018), and Gilles LePage (October to November 2018).
- The focus of the Liberal Government was on *Canada Games* and funding for new facilities and upgrades to facilities throughout the province.
- In August of 2017, the **New Brunswick's Recreation and Sport Policy Framework** was released. This document aligns with the Canadian Sport Policy 2012 and the Framework for Recreation in Canada 2015 Pathways to Wellbeing. The focus of the document had three goals:
 - Clarify the recreation and sport delivery partners;
 - Coordinate the roles and responsibilities within the sport and recreation delivery system;
 - Influence and guide the work of the partners of the sport and recreation delivery system to improve the lives of New Brunswickers.
- In 2016 and 2017, \$20,000 in funding for the New Brunswick Indian Summer Games was provided to support Aboriginal athlete development in recognition of the Calls to Action as set out by the Truth and Reconciliation Commission (recommendation #88).
- The provincial government proposed regulatory changes to the **Employment Standards Act** that impacted the employment of athletes. The changes to the act would exempt athletes from:
 - vacations
 - paid public holidays
 - minimum wage
 - hours of work and weekly rest periods
 - protection with respect to dismissal and termination of employment.
- There was a focus by the Liberal Government in supporting Indigenous sport events like the *Indian Summer Games* and the *North American Indigenous Games* (NAIG).
- An initiative that started in New Brunswick in 2016 was the Safe Sport Network. The original reason for establishing this Network was in response to strategic actions within the “*Keeping Children and Youth Safe from Harm in New Brunswick*” Strategy (November 2015). Initially the Safe Sport Network was developed through survey data that focused on two main areas: concussions in sport and ethics in sport.

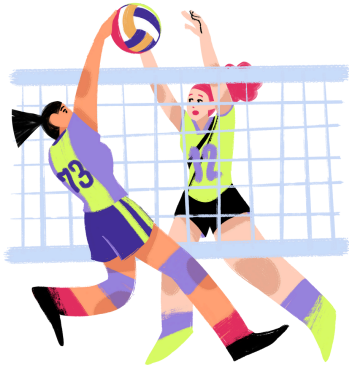


Liberal Party Premier Brian Gallant 2014-2018

Brian Gallant: a Lawyer, and the 33rd Premier of NB from 2014 to 2018. Gallant administration produced 3 major documents (policies) to inform the Sport and Recreation systems in New Brunswick.

1. NB's Sport and Recreation Branch strategic Plan
2. NB's Recreation and sport policy Framework
3. NB's Wellness Strategy





Progressive Conservatives Premier Blaine Higgs 2018-2021

Blaine Higgs: Engineer, Politician, and 34th & 35th Premier of NB from 2018 to 2024. During his first administration there were issues surrounding the 'Official Languages Act', 'The Charter of Rights and Freedom', unionized nursing home workers, and the federal carbon tax. Under the Higgs administration, there was a focus on Safe Sport, the Advancement of Women's and Girls, and stated the process for evaluating the sport delivery system. The Higgs administration, also, was responsible for the leading the province through COVID.

KEY POINTS:

- Minister Tammy Scott-Wallace served throughout this administration.
- There was less financial support for the development of new facilities and upgrades to existing facilities.
- The Advancement of Women and Girls in Sport and Recreation report on gender equity policies was based on a Think Tank organized by the Sport and Recreation Branch of the Department of Tourism, Heritage and Culture on June 12th, 2018.
- In 2018, Moncton hosted the Safe Sport Summit, which had 59 individuals attend from 35 different organizations and the Government of New Brunswick. This was an important summit for New Brunswick in taking the lead as a Canadian province regarding Safe Sport initiatives.
- The development of the She Is Active NB program was specific outcome of the Think Tank in 2018. *"She is Active is an inclusive, barrier-breaking, ceiling-busting voice for girls and women, because when we're physically active, our world is a better place."*
- In September of 2021, **Envisioning Sport** exercise began where the purpose was: *"To build a stronger, valued provincial sport system that increases participation, supports athletes, and assists those responsible for developing and delivering sport programs, making New Brunswick a leader in Canadian sport."* Consultation occurred with over 700 individuals and 25 organizations.
- Policy 201-**Provincial Organization Eligibility Criteria Funding Model I** - section 6.8 (**Safe and Ethical Sport**) was revised to ensure that PSOs are providing a safe, positive, and fair environment for all those involved.
- Policy 283 - **Provincial Organization Recognition Criteria / Combat Sport** - was revised, as this policy *"relates to all combat sports with a province wide mandate that exclusively govern bouts, and are not listed on the programme on the International Olympic Committee."*
- As the definition of Safe Sport continued to evolve, between 2018-2019 the definition was modified to include not only harassment and abuse, but also maltreatment.
- New Brunswick Safe Sport Dispute Resolution Program was introduced in October 2021, making New Brunswick one of the first jurisdictions in Canada to have launched a dispute resolution program.
- Another notable change occurred when Policy 713 - **Sexual Orientation and Gender Identity** - crossed over into Sport to support efforts of inclusivity and equal access in Sport and Recreation.
- In 2020, the spread of the COVID virus resulted in suspending sports and recreation activities and programs. In 2021, the New Brunswick moved into a colour coding system to regulate sport and recreation activities to prevent the spread of the COVID virus.

KEY POINTS:

- Minister Tammy Scott-Wallace also continued to serve throughout this administration. Furthermore, the Sport and Recreation Branch also added Physical Activity to the name of the branch.
- The envisioning report was released publicly and provided direction for the NB sport moving forward to 2035. The reports highlighted the need for an increase in resources, centralizing resources, an emphasis on developing a lead agency in sports and removing the silos that currently exist within the NB sport system.
- In 2023, based on the envisioning document, negotiations began between Sport NB and Coach NB for the amalgamation of a new lead agency for sport.
- In June 2022, the Policy 536 -**Team New Brunswick Code of Conduct** - was created as Team NB are comprised of athletes competing at the Canada Games. *"The purpose of this Code of conduct is to ensure a safe and positive environment for all Team New Brunswick (Team NB) participants by making Individuals aware that there is an expectation, at all times, of appropriate behaviour consistent with our core values and policies."*
- Policy 713 - **Sexual Orientation and Gender Identity** - was reviewed by this administration in July and August of 2023. *"This policy sets minimum requirements for school districts and public schools to create a safe, welcoming, inclusive, and affirming school environment for all students, families, and allies who identify or are perceived as LGBTQI2S+."*
- In May of 2024, the **Accessibility Act** was introduced into legislation with the aim of creating a more accessible and inclusive New Brunswick. This is relatively new, so the full impact and expectation have not been identified.
- There was a 7.4% increase in funding to the Ministry of Tourism, Heritage, and Culture.
- A bid was launched for New Brunswick to host the 2029 Canada Summer Games.
- A grant funding policy for non-profit organizations was introduced to provide a more consistent and transparent approach to funding these types of organizations (i.e., Provincial Sport Organizations).
- In 2022, the Minister of Tourism, Heritage and Culture expressed that a focus will be on Safe Sport, and the participation of women and girls in sport through promotion, mentorship, and programming, such as the She Is Active initiative.



Progressive Conservatives Premier Blain Higgs 2022-2024

In Blain Higgs second administration, the emphasis included continued support for the Sport and Recreation System, where two (2) additional documents were developed:

1. The Core Support Policy
2. Gaining Momentum Together, envisioning NB Sport 2035

One policy was created and another policy was revised. All in an attempt to further develop the sporting systems of New Brunswick.



PI: Dr. Kyle Rich; Co-PI: Dr. Jonathon Edwards

Research Assistants: Neela Cezair; Andrew Bartlett; Julia Dalley

