



SPORT POLICY IN BRITISH COLUMBIA 1996 - 2001



**New Democratic Party
(NDP) formed
government**

**Glen Clark until 1999
Dan Miller interim
Ujjal Dosanjh until 2001**

There were 8 documents
relating to sport policy
found during this period.

Other documents
including news releases
or funding
announcements were
also identified.

Summary:

While there are few documents for sport policy, this time frame is important for two reasons. First, following political scandal with Premier Glen Clark, the NDP lost the 2001 election, leading to the BC Liberals forming government and remaining in power until 2017. Second, the Vancouver/Whistler Bid Society formed in 1997.

KEY POINTS:

- Sport was housed in the **Ministry of Small Business, Tourism and Culture (MSBTC)** which was formed in 1993. Ian Waddell was the Minister and had a significant role in supporting the formation of the Vancouver/Whistler Olympic Bid Society.
- Vancouver/Whistler Bid Society received an initial donation of \$50,000 from the provincial government.
- The Vancouver/Whistler Olympic Bid Society becomes the **Vancouver 2010 Bid Corporation** in 1999, which led to the Olympic Bid for the 2010 Winter Olympic and Paralympic Games.
- In 2000, **2010 Legacies Now (2010LN)** was created between the Province and the Vancouver 2010 Bid Corporation to help build support for the bid. The aim was to leverage the games as a way to build a strong and lasting sport system in BC. In 2001, 2010LN provided \$25,000 to KidSport BC.
- In 2000, MSBTC passed *SafeSport Phase 2*, which included a contract for parents to be used by community sport organizations and tools to help educate coaches and officials. This province-wide initiative was established following a review and report on violence in sport focused on BC Amateur Hockey.
- In 2001, the government honoured New Era Funding with Bill 23, increasing the **Physical Fitness and Amateur Sports Fund** from \$22 million to \$44 million to promote physical fitness and participation in amateur sport. The New Era Funding also aggressively supports the 2010 Winter Olympic Games Bid.



University
of Regina



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada

Brock
University

2001 - 2003

Summary:

With the Liberal majority win in the 2001 election, there was a major reshuffling of the provincial government. This period saw a financial commitment to the Olympic bid, and the eventual awarding of the Games to Vancouver and Whistler. There was limited sport-specific policy during this time.

KEY POINTS:

- Following the Liberal majority win, sport was transferred to the **Ministry of Community, Aboriginal and Women's Services** under the **Sport and Physical Activity Branch**. Its' focus was on promoting health and well-being by supporting opportunities for sport and physical activity.
- In 2002, The Province commits \$310 million to the Olympic bid, with the federal government matching the commitment.
- The **Ministry of Competition, Science and Enterprise (MCSE)** released a study in 2002 indicating that hosting 2010 Winter Olympic Games could generate between \$5.7 to \$10 billion to the economy, particularly around tourism.
- In 2003, The IOC awarded Vancouver the 2010 Winter Olympic and Paralympic Games. The **Vancouver Olympic Committee (VANOC)** takes the responsibilities of planning, organizing, financing, and staging the Games.



Liberal Party

Elected in 2001

**Gordon Campbell is
Premier**

There were 5 documents relating to sport policy found during this period. Other documents including news releases or funding announcements were also identified.



University
of Regina



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada

Brock
University



2004 - 2008

Summary:

The BC government shifted the responsibility for funding of sport to 2010LN. The upcoming Olympic and Paralympic Games targeted legacies dominated Provincial objectives related to sport. This led to a focus on high performance achievement, participation, and leveraging opportunities presented by the 2010 Olympics.

KEY POINTS:

- Sport is housed in the **Ministry of Small Business and Economic Development** until 2005 when it was moved to the **Ministry of Tourism, Sports and the Arts (MTSA)**. Provincial funding (valued at \$8 million CDN) for the **Sport Branch** was shifted to 2010LN to simplify funding, maximize efficiency, and capitalize on Olympic and Paralympic opportunities.
- 2010LN began several initiatives such as **Sport & Recreation Now**, **Sportfit**, and **Action Schools!BC**. All aimed to build a strong and lasting sport system, increase participation, and support healthy communities.
- 2010LN focused on leveraging the sport system and presenting opportunities for corporate sponsorship expanding funding availability. 2010LN also took an increased role in volunteerism leading up to the Olympic and Paralympic Games.
- Other 2010LN programs were formed including the **BC Sport Participation Program (2004)**, **Hosting BC (2004)**, **Integrated Performance System (2005)**, and **Sport Capacity Building (2005)**. These were funding programs targeting participation, increasing sport tourism and event hosting capabilities, funding high performance athletes, and developing BC sport organizations.
- In 2006, MTSA announced the **SportsFunder Lottery** that would focus on four areas of sport development: (1) KidSport, (2) Travel Program, (3) Coaching, and (4) Game Plan/Team BC.
- MTSA had the *Sport, Recreation and Volunteers Division*, which supports the development of sustainable recreation and sport systems in BC.
- Starting in 2006, MTSA began using performance measures including the percentage of British Columbians who are physically active and percentage of nationally-carded athletes training in the province.
- MTSA identified sport tourism as the fastest growing tourism sector in the province.

Liberal Government

Gordon Campbell is
Premier

There were 58 government documents related to sport identified during this period. A majority of them were funding announcements pertaining to the 2010 Olympic and Paralympic Games.

2009 - 2013



Summary:

Following the 2010 Olympics, the BC sport system was significantly transformed with the creation of **ViaSport**. Created as a legacy project, ViaSport assumed responsibility for the entire amateur sport system. Working with the Province, all subsequent sport policies were drafted and implemented by ViaSport. The impact of the Olympic Games remains evident in provincial policy and the sport system.

KEY POINTS:

- The **Ministry of Healthy Living and Sport (MHLS)** was created and takes over the sport and recreation portfolio in 2009. The 2010 Olympic and Paralympic Games remained part of the former ministry (**MTSA**), demonstrating the Province connected sport and recreation to healthy lifestyle.
- MHLS continued to measure performance using physical activity rates. There is also increased focus on staging sporting events going forward.
- Leading up to the 2010 Olympics, the Province hosts several major events including the **Triathlon World Championships** and the **World Women's Curling Championship**. There was also increased provincial funding to sport facilities.
- Following the conclusion of the Olympic and Paralympics, MHLS had specific goals for creating a robust provincial sport sector.
- 2010LN transitioned to the **BC Sport Agency**. It was established to encourage strategic guidance and input from sport sector leaders including the BC Games Society, Sport BC, the Province, and provincial sport organizations. This was rebranded as **ViaSport** in 2012. This significantly changed the way the sport system in BC functioned by shaping the involvement of the government and Sport BC's role.
- The **Athletic Commissioner Act (Bill 50)** established a BC Athletic Commissioner to regulate and supervise professional combat sport events in 2012.
- In 2011 following Christie Clark's leadership win, sport and recreation was moved to the **Ministry of Community, Sport and Cultural Development (MCSCD)**. This demonstrated a perspective shift from the government connecting sport to community development more than health objectives.



Liberal Government

Gordon Campbell is Premier until 2011, followed by Christie Clark

There were 43 documents published by the Province, ministries, or sport governing bodies.



University
of Regina



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada





2014 - 2017

Summary:

ViaSport took a prevalent role in sport during this time. They published two strategic plans, setting pillars to guide the sport sector in BC. They also handled all funding distribution. The Province emphasized participation for Aboriginal sport in line with the Truth and Reconciliation Commission's Call to Action.

KEY POINTS:

- Sport remained in the MCSCD. The service plan identified that provincial funding (distributed through ViaSport) is to support a robust sport system, specifically focusing on the province's changing demographics.
- ViaSport published their first strategic plan for 2014 - 2017. This plan relied heavily on Sport Canada's Long Term Athletic Development model.
- The Ministry of Health published Active People, Active Places. This is mentioned by the MCSCD and discusses how sport can be used to ensure British Columbians are becoming and remaining physically active.
- In 2016, viaSport administered the Province's \$16 million investment in amateur sport.
- Budget 2016 projected the Province will invest over \$50 million to sport programs. This included infrastructure and event hosting.
- In 2016, a Parliamentary Secretary for Youth Sport was created to advance youth sport participation. Their specific focus was on First Nation and Aboriginal youth.
- MCSCD 2017 service plan highlighted the ministry's efforts to reduce barriers to sport participation, with direct mention of bullying in sport. This indicated a new interest in safe sport.
- ViaSport revamped their strategic plan in 2016. This led to the creation of the **regional alliance**. Regional alliance boards were established across the province, and are independent entities intended to support and expand sport in their respective areas.



**Liberal Government
until 2017**

Christie Clark is Premier

There were 35 documents related to sport found during this period.

ViaSport now publishes any policies relating to sport. Documents from the province were mostly funding or event hosting announcements.

2017 to Present

Summary:

This time marks a shift the BC political landscape, with the return of the NDP, forming a majority government. The Province published their first-ever strategic framework for sport, an important document guiding the future of the sport system. The COVID-19 pandemic saw the government provide emergency relief funding.

KEY POINTS:

- In 2018 sport was moved to the **Ministry of Tourism, Arts and Culture (MTAC)**.
- MTAC created a **Parliamentary Secretary for Multiculturalism and Sport** to work with sport organizations to expand access. They highlighted efforts to work with the Minister of Municipal Affairs and Housing to develop community capital infrastructure funds to upgrade and build sport and recreation facilities.
- Hosting BC awarded \$500,000 for sport events each year through viaSport. The Province invests \$50 million annually to sport.
- In 2018/2019 viaSport distributed over \$14 million from MTAC to the sport sector. They also administered grants such as the **BC Sport Participation Program**, **Community Sport Program Development Fund**, and **Northern BC Coaches and Officials**.
- In 2020, The Province published the **Pathways to Sport: A strategic framework for sport in British Columbia**.
- Across the system, viaSport took more responsibility for participation objectives, Canadian Sport Institution - Pacific (CSI-P) took on athlete development objectives, and the Province focused on event hosting.
- The Pathways framework also mentioned the newly created **BC Safe Sport Program**. The increased attention on safe sport reflects the publication of the **Red Deer Declaration for the Prevention of Harassment, Abuse, and Discrimination in Sport**.
- In 2021, the Province created two COVID-19 emergency funds for sport. The **Local Sport Relief Fund** of \$1.5 million to support amateur leagues and teams with operational costs and **The Amateur Sport League Fund** of \$11 million, distributed as one-time grants to help BC non-profit and for-profit amateur sport leagues recover following the COVID-19 Pandemic.
- ViaSport published a strategic plan for 2022 - 2027. This matches its goals to the BC Pathways to Sport framework. it mandated organizations that receive viaSport funding are satisfying the goals laid out by the Province in their strategic framework



NDP Government

John Horgan is Premier until 2022, David Eby is the current Premier

There were 52 documents published by the Province, ministries, or sport governing bodies.