

*Because sport matters... Parce que le sport est important...*

## ***BECAUSE SPORT MATTERS TO OUR ECONOMY FACT SHEET***

*Sport significantly strengthens Canada's economy and society. Sport creates jobs and provides work for thousands of Canadians in manufacturing, retail, and service industries.*

- In 2004, \$15.8 billion of household spending was on sport, representing 1.2% of Canada's gross domestic product (GDP) (Conference Board, 2005).
- An average of just under \$2,000 per household was spent on sport in 2004, more than household spending on health care and household furnishing and equipment (Conference Board, 2005).
- Household expenditures on sport have increased significantly, both in dollar terms and as a percentage of household spending, since 1996, and now represent 2.2% of total family expenditures (Conference Board, 2005).
- The sport and recreation sector employs just over 260,000 Canadians, about 2.0% of the total jobs in Canada (Standing Committee, 1998).
- The hosting of the 2010 Winter Olympic and Paralympic Games is projected to yield an economic impact of \$3.3 billion and create over 77,000 jobs (InterVistas Consulting, 2002).
- The hosting of amateur sporting events makes a substantial contribution to communities across Canada, with the economic benefits extending beyond the host city to the province as a whole (Paradigm Consulting Group, 2004):
  - The UCI 2003 Road World Cycling Championships in Hamilton, Ontario, generated expenditures totaling \$19.7 million, giving rise to economic activity totaling \$48.3 million in Ontario, of which \$31 million was in the host city.
  - The 2003 World Youth Athletic Championships held in Sherbrooke, Quebec, generated expenditures totaling \$18.9 million, giving rise to economic activity totaling \$39.6 million in the province, 75% of which occurred in Sherbrooke.
  - The 2004 Nokia Brier in Saskatoon, Saskatchewan, produced expenditures exceeding \$11 million, giving rise to economic activity totaling \$23.2 million in Saskatchewan, of which \$19.5 million was generated in Saskatoon.
- Research indicates that physical activity increases productivity, lowers absenteeism and turnover, and reduces industrial accidents, with the net gain estimated at \$2-\$5 per dollar invested (Staines, 1995).
- The provision of recreational activities including sport programs for children, as part of a package to help sole-support parents on social assistance, contributes to moving more families off social assistance, resulting in substantial savings to society in reduced social assistance payments (Browne, 2001).

*Sport Matters Group – Le Groupe le Sport est important*

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