



Sport, where we all make a difference:

BC Election Campaign for Sport - 2009

Sport makes a difference in BC...

... as a vital public service.

At a time of concern and crisis, good sport is a vital public service that brings people together in positive ways - as participants, as volunteers, as governors, and as community builders.

... for community wellness and safety.

Today's headlines concern all of us - sport makes a difference by helping to build safe, inclusive and connected communities.

... towards healthy living.

Our current generation of young people will have a lower life expectancy than their parents - sport for life can make a difference.

... as part of the economic turnaround.

The economic downturn is impacting families and communities across the province - sport can take part in the turnaround process and make an economic difference.

... towards environmental sustainability.

We all share a concern for the sustainability of our environment - sport leaders can make a difference by promoting good practices and conserving the natural environment.

Our volunteer sport system...

British Columbia sport leads the country in volunteer numbers, hours, and skills – citizens helping citizens in every corner of the province. On top of this volunteer commitment, our sport system earns approximately 3/4 of its own revenues, which it uses to invest in sport opportunities throughout our communities. Sport accounts for nearly 2% of GDP generating nearly 15,000 full time jobs.

Sport welcomes newcomers to our province, trains young people to be leaders, provides positive pathways for people with a disability, and enables seniors to be active and engaged in community life. Sport tourism drives economic diversification and our sport system has become a world leader in sport event hosting.

Of course the 2010 Games are a tremendous win for all British Columbians and a financial legacy from the Games will ensure that sport makes a difference by contributing to healthier communities, inspiring all British Columbians to be more active and providing the opportunity for our youth to achieve their Olympic and Paralympic dreams.

Homegrown pride in and support for BC athletes & coaches...

As we prepare for 2010 and beyond, we can take pride in the difference we are making for our athletes and coaches, and in their contributions beyond the field of play.

In fact, BC athletes have lead the way in many respects - as Team BC members representing our province and as a contribution to Team Canada on the international stage. Last summer in Beijing, BC athletes like Carol Huynh (Wrestling Gold), Simon Whitfield (Triathlon), and our Rowing Teams lead the way in one of our country's best-ever Canadian performances.

This past winter, BC winter sport athletes, buoyed by our world-class integrated sport performance system, helped place Canada in the number one position in total world championship medals. Athletes like Denny Morrison (Speed Skating) and Britt Janyk (Alpine Skiing) demonstrate excellence week in and week out on behalf of their community, province, and country.

We also experience how our athletes and coaches give back and make a difference – as role models for girls in sports camps, raising funds for international development efforts, promoting ethical sport, and connecting with school children about healthy living and the right to play.

The challenge ahead is to make the most of the 2010 Games, and as we look ahead to ensure that 2010 is a launching pad for long term sporting excellence across BC.

Partnership through Comprehensive Sport Policy...

All of these assets – volunteers, financial resources, networks, and athlete role models – plus the opportunities – 2010 Games, sport stimulus, youth engagement, skill development - means that our BC sport system is a valuable partner for our provincial government.

The Sport for BC campaign has identified 5 key elements to a successful long-term provincial sport policy. Over time, government implementation of these policy priorities in partnership with our BC sport system will maximize sporting benefits across the province.

1. A benchmarked provincial funding commitment at 2008-9 levels, which is long term, sustainable, & connected to priority outcomes. Identifying gaps where supplemental, targeted investment will reap additional dividends, such as a northern sport strategy, may assist related government priorities including examples like engaging Aboriginal youth, retooling the work force, or providing economic stimulus.

2. An annual dedicated Sport and Recreation Infrastructure budget provision providing a short-term economic stimulus and a long-term commitment to healthy citizens and sport volunteers.

3. The development of province wide Civic Sport Strategies framed by the Canadian Sport for Life model.

4. The initiation of fiscal policy innovations in sport, such as the strategic use of the tax system, gaming and lottery revenues, and land development agreements.

5. Aligning sport strategies with quality daily physical education and active schools, Aboriginal community development, tourism strategies, and the provincial University and College innovation agenda.

For more information, please contact the Sport for BC Campaign...

The Sport for BC campaign is a collaboration of sport and community organizations and leaders, which are promoting dialogue and engagement on sport and public policy issues during the 2009 election campaign.

www.sportforbc.ca

| 604.333.3441

| info@sportforbc.ca