

BC's Policy on Sport and Physical Activity

Sport Branch Policy Framework

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British Columbia's Policy on Sport and Physical Activity

Introduction

A vibrant sport and physical activity system provides opportunities for every British Columbian – regardless of age, gender, ethnic background, socio-economic status, ability and geographic location – to participate and achieve. Government can play a significant role in developing and supporting these opportunities.

British Columbia has traditionally been a sport leader in Canada, consistently sending more than its per capita share of athletes to world competitions, Olympics/Paralympics, Pan American and Commonwealth Games. British Columbias' physical activity rate leads the country. Our sport and physical activity systems are strong and highly-developed with streams of activity occurring in a number of settings including schools, community and competitive environments.

Changing demographics and socio-economic conditions, however, can threaten the sustainability and growth of the sport and physical activity systems. At the start of this millennium, more than \$2 billion annually in health care costs was attributed to physical inactivity in Canada (an estimated \$273 million in B.C.). Our population is rapidly aging and recent increasing trends of child obesity and physical inactivity will dramatically impact our fragile health care system, particularly if both ends of the age spectrum are becoming increasingly at risk.

National longitudinal studies confirm that children who participate in organized activities like sports, music, culture, etc, outside the school have higher self-esteem and lower incidences of incarceration and vandalism. In fact, according to Statistics Canada, the public received an estimated \$7.16 in justice and health care cost savings for every dollar invested in high quality programs of sport and physical activity for disadvantaged children. Studies also confirm that youth involved in sport and physical activity are less likely to smoke and have fewer unwanted teenage pregnancies.

Developing strong and strategic public policy to underpin government's support to sport and physical activity will help these systems continue to address health, social and economic challenges.

Sport and physical activity offer vehicles to address inequities in access. This policy also will seek to improve the sport and physical activity systems to remove barriers to participation and achievement – particularly in respect to the unique and pressing social and health interests of Aboriginal communities.

The Aboriginal youth population is growing 1.4 times faster than the non-Aboriginal population. This increase will have implications on the socio economic development of British Columbia – particularly in terms of prevalent afflictions in Aboriginal communities (e.g. higher than average suicide rates, substance abuse, diabetes and unemployment).

As “public policy,” ***British Columbia’s Policy on Sport and Physical Activity*** sets out the provincial government’s course of action, priorities and values in respect to sport and physical activity. The principles inherent in this public policy are resilient enough to align with changing government and public priorities, but visionary and solid enough to endure for the longer term.

BC’s Policy on Sport and Physical Activity invites and supports a shared leadership approach to sustainability and growth, so that all partners – different orders of government, the health, education, social service sectors, the private and non-profit sectors – contribute to and benefit from strong, effective, inclusive, innovative and enduring sport and physical activity systems.

This shared leadership approach includes harmonizing policy objectives with those of the Canadian Sport Policy and other strategic directions – here at home and abroad, so that British Columbia leads the way nationally and internationally. By setting and achieving global standards for quality of life, British Columbia will attract investment and other opportunities.

Above all, ***BC’s Policy on Sport and Physical Activity*** is about “opportunity.” By positioning government’s support and decision-making when opportunity presents itself – such as with major event hosting, Olympic and Commonwealth Games, changing public priorities – a framework policy encourages maximum return on public investment.

The Province's Vision for Sport and Physical Activity

“Participation in sport and physical activity is valued and embraced as a way of life in British Columbia, sustained by a province-wide, balanced commitment to healthy, active lifestyles and the ethical pursuit of excellence.”

The Province's Vision for Sport and Physical Activity incorporates the following ideals:

Active Communities – whether a community is defined as a population centre (e.g. city, town, village) or a sector of our population (e.g. seniors, youth, ethnic group, schools), British Columbia communities will be energized by sport and physical activity. Community members will have access to a choice of sport and physical activity opportunities at the level of their ability and interest.

Participant-Centred – British Columbians – whether they are high performance athletes, seniors exercising at local gyms or children playing in community parks – are the nucleus of our sport and physical activity system. Sport and physical activity will be centred on meeting the needs of athletes and participants.

Inclusiveness – our sport and physical activity system will provide fair, equitable access for all British Columbians, regardless of their age, gender, geographic location, socio-economic status, personal goals, abilities or preferences. This inclusiveness and accessibility is reinforced by a sport and physical activity system that is safe, fair and ethical and establishes an appropriate balance between competition and opportunities for fun.

Full of Hope – our sport and physical activity system will provide hope for today's and future generations of British Columbians. It will provide a legacy of better health, positive role models, prosperity and opportunities for all citizens.

Fun and Positive Experiences – our sport and physical activity will occur in an environment where fun and positive experiences triumph over win-at-all-cost attitudes, and will promote a culture where people of all ages – from children to seniors – enjoy being involved because it's fun.

Quality of Life – British Columbians' quality of life (health, economy, social aspects) will be enriched by increased participation in sport and physical activity. This enhancement will contribute to reduced health care costs, an improved economy and more positive social interaction amongst British Columbians.

Strong and Sustainable Structures – sport and physical activity in British Columbia will be driven by programs and services delivered and supported by an integrated, skilled and efficient network of governments, organizations, leaders and volunteers.

Provincial Pride – British Columbia will be known as a proud, physically active and sporting province with a rich heritage of achievement and access to opportunities from the

community to international levels of competition. Sport helps define our cultural identity – our distinctiveness as British Columbians and the rich multiculturalism of our province and country.

Leadership – British Columbia will have a strong reputation for its contribution and leadership in sport, physical activity and social development, both in Canada and abroad.

Policy Foundation

British Columbia's Policy on Sport and Physical Activity reinforces the Province's commitment to sport and physical activity, based on a shared vision. It establishes the values the Province holds and outlines its goals.

Specifically, this policy will:

- Promote sport and physical activity as integral to the health and social needs for all British Columbians.
- Reflect the increasing public awareness of the social, health, economic and community benefits of sport and physical activity.
- Ensure that sport and physical activity goals are integrated with the overall goals of government.
- Provide a framework for policies, business plans, strategies and action.
- Ensure that government decision-making in respect to sport and physical activity is done with consistency, transparency, accountability and adherence to stated values, goals and policy statements.

Policy Scope

This policy provides a framework for provincial government activity in amateur sport and physical activity in British Columbia.

Sport is a physical activity involving large muscle groups, requiring strategic methods, physical training and mental preparation and whose outcome is determined, within a rules framework, by skill, not chance. Sport occurs in an organized, structured and competitive environment where a winner is declared. Physical activity describes activities whereby physical exertion is required and includes activities which may not be considered sport (e.g. hiking, jogging, aerobics).

Through both sport and physical activity, participants may derive or be motivated by health benefits, relaxation, enjoyment or emotional growth and development.

The scope of this policy includes the following activities:

Organized Sports – in the community, provincial, education (school sports) and club settings and including all competitive levels of amateur sport.

Community-based or unstructured physical activity – activities that are member-based (e.g. through health, fitness or community recreation centres) or done without professional guidance or structure (e.g. walking, jogging, cycling, lifting weights). These activities are practised generally for personal health and social benefits, rather than competitive objectives.

Eco-sport (outdoor recreation or Adventure Tourism) – unstructured physical activity which occurs in natural, outdoor settings such as provincial and national parks, and in the backcountry or other outdoor environments (e.g. kayaking, backcountry skiing, hiking, sailing). These activities are practised generally for personal health and social benefits, or as part of a tourism experience.

This policy does not deal with semi-professional or professional sports (distinguished primarily by the sport having salaried athletes), although it is recognized that professional sports do influence amateur sports.

For the purpose of this policy, sport and physical activity are interchangeable – attributes and influences of one may be applied to the other.

The Province's Sport and Physical Activity Values

The Province recognizes that sport and physical activity contribute to the well-being and enrichment of individuals and communities, particularly with respect to health, social, emotional and economic benefits. Specifically, sport and physical activity:

- Provide essential health benefits including prevention of chronic illness and disease.
- Provide significant economic benefits and will be considered in the same light as other industry sectors, such as agriculture, mining and tourism.
- Promote multiculturalism, social cohesion and encourage harmonious interaction by allowing citizens of all backgrounds to participate and intermingle with others from their community, province, country and around the world.
- Shape our sense of identity and uniqueness as British Columbians and Canadians, while celebrating our diversity.
- Encourage investment in green spaces and community infrastructure.
- Can be used as an instrument to break the cycles of poverty, substance dependency, idleness, violence and anti-social behaviour.
- Help individuals build self-esteem, confidence and positive life-long health habits.
- Allow us to test our physical limits and realize our true potential.
- Should be centred on the participant.
- Should be open and accountable for the use of taxpayers' and members' dollars.

The Province's Sport and Physical Activity Goals

The Province's sport and physical activity goals can be expressed in two diverse, but interconnected streams:

Sport and Physical Activity for All – whereby British Columbians have access and ability to participate in sport and physical activity opportunities regardless of their socio-economic background, age, gender, ethnicity, geographic location or ability.

Opportunity to Achieve – whereby British Columbians have access and ability to achieve to their highest potential and that our sport system supports these aspirations.

These two goals are:

- Fluid, so that participants in one stream can move to another
- Supportive, so that success in one stream positively impacts the other. Aspirations in one stream are inspirations for the other.

The Province's Sport and Physical Activity Objectives

This policy's goals and the following objectives are intended to realize a vision for the future – a vision of a participant-centred environment where we can achieve a stronger, more inclusive sport and physical activity system for British Columbians, communities and the province as a whole. In order to build our system's capacity and achieve the **Sport and Physical Activity for All** and **Opportunity to Achieve** goals, this policy supports the following objectives.

ACCESS

Ability to Choose

Every citizen is a potential participant and can participate in sport and physical activity according to their needs, preferences, abilities, aspirations and ambitions. A comprehensive sport and physical activity system offers choices in programs and services for all participants.

Foster Inclusiveness

Our sport and physical activity system will be proactive and encourage and provide equitable access to a broader cross section of British Columbians, particularly for disenfranchised groups, including women, Aboriginal persons, persons with a disability, persons with limited or low incomes, as well as ethnic and cultural minorities.

Gender Equity

Our sport and physical activity system will promote full participation of girls and women in sport and physical activity at all levels, providing access to a complete range of choices and opportunities and equity as participants, competitors and leaders.

Persons with a Disability

Our sport and physical activity system will promote and provide access and opportunities for persons with a disability throughout the continuum from participatory to high performance activities.

Cultural Diversity

Sport has the ability to transcend cultural boundaries. Our sport and physical activity system will recognize cultural diversity and promote mutual respect, inclusion, tolerance and understanding of different cultures.

Aboriginal Sport and Physical Activity

Our sport and physical activity system will ensure that Aboriginal people engaged in physical activity and sport in British Columbia have access to a complete range of choices and opportunities and have equity as participants, competitors and leaders. At the same time, this system will support and complement the autonomy of the Aboriginal community in respect to culture, management and leadership while fostering appropriate integration with the B.C. sport delivery system.

SPORT AND PHYSICAL ACTIVITY DEVELOPMENT

Harmonious System / Shared Leadership

Sectors, program and service deliverers, levels of government, leaders, stakeholders and others work side by side to meet the goals of **Sport and Physical Activity for All** and **Opportunity to Achieve**. The participant is at the centre of this system and program and service providers work both independently and cooperatively to service participants' needs.

This system is integrated, with clearly defined roles and responsibilities, to maximize efficiency and ensure harmonized policies, programs and services for participants. This system also matches opportunities with need without jurisdictional boundaries.

Furthermore, the sport and physical activity system is greatly enriched by shared leadership with common goals and accomplishments.

Balanced Approach

Our sport and physical activity system will be balanced so that the **Sport and Physical Activity for All** and **Opportunity to Achieve** goals receive appropriate support. Success in one stream perpetuates success in the other. High performance sport is supported by a broad participatory and "entry level" base; and the base is inspired by high performance achievements. To achieve this balance, different levels of resources (financial and otherwise) will be required.

Strong, self-reliant amateur sport organizations

Sport organizations need to be strong, autonomous and able to manage changing environments, demands and needs of their members. Our sport and physical activity system is made up of myriad organizations and agencies, from the community to the high

performance level, and the global health of the system is dependent on the health of the individual agencies within it.

Sport Suitability and Talent Identification

Matching the right sport to the right participant is critical to a successful experience. Each participant needs the opportunity to be exposed to many sports to ensure a proper match. No amount of mass participation will ensure that talent is identified at the right time or at the right opportunity. A formal system of talent identification is required. The identification and matching of skills and abilities should be an integral part of athlete, coach and sport development.

Education System as a Nurturing Ground

Our sport and physical activity system supports and recognizes the distinctive role that physical education and sport play in the health and education of children and youth. Schools are important settings to nurture and promote life-long habits of physical activity and love of sport.

Coaching Excellence

Our sport and physical activity system recognizes the importance of coaches in an athlete's personal and professional development. Our system will provide support necessary to ensure that our athletes are led by fairly-compensated, competent and trained coaches at every level of sport throughout the province.

Strong, United Voice for Participants

Participants need a direct voice to government so that their needs and desires are addressed in the development and implementation of government policies and programs. Furthermore, this "voice" should be strongly and consistently heard throughout the sport and physical activity system and act as a vehicle to harness support from the public and private sectors.

Achievement Opportunities

Our sport and physical activity system will provide an environment which supports athletes and participants as they strive to achieve excellence in competitive or personal goals. More specifically, all provincial level athletes will have the means to train and compete fully and effectively. High performance athletes can play a significant role promoting sport and physical activity – our sport system should make the most of this opportunity.

The same principles that apply to inclusiveness in **sport and physical activity for all** objectives should also apply to **opportunities to achieve** – that is, all segments of our population (e.g. Aboriginal persons, women, persons with a disability, isolated communities, multicultural persons) should have opportunities to achieve to their highest potential.

HUMAN RESOURCES

Skilled Coaches, Leaders, Officials and Volunteers

Our sport and physical activity system is driven by volunteers – hard-working British Columbians who are committed to supporting athletes and participants. Our provincial sport and physical activity system will recognize, support and value coaches, leaders, officials and volunteers as its backbone, supporting participants to achieve their aspirations.

Training and development programs are required for coaches, volunteers, instructors, leaders and officials to ensure their full and effective participation in our sport and physical activity system. Recognizing that our system will benefit from diverse representation of British Columbians, programs and services will be accessible to all.

RESOURCES AND COMMUNITY DEVELOPMENT

Infrastructure

In order to provide **sport and physical activity for all** and **opportunity to achieve**, B.C.'s infrastructure will require sustainable and a diversified public and private resource base for providing better access, full and/or improved use of facilities and innovative partnerships.

Hosting Support

Hosting sport events leaves valuable legacies with B.C. communities – economic and tourism benefits, new and enhanced sport programs, skilled volunteers, new or refurbished facilities and equipment. Just as important, hosting events turn the spotlight on sport and give our athletes opportunities to achieve at home. British Columbia's sport and physical activity system will embrace opportunities to leave legacies with B.C. communities, and to showcase sport, physical activity and its athletes by supporting hosting efforts, particularly international ones.

Accountability

Our sport and physical activity system will be one that is accountable – public dollars and investments will be supported by performance measures, evaluations, coordinated strategies and activities.

Effective, Value Added Approaches

The dynamic and complex nature of sport and physical activity requires innovative and strategic partnerships. Media, corporations, international and intergovernmental relations, industry and public sectors (e.g. tourism, education, health, social services and environmental) and global technology (e.g. Internet) all need to be used to their potential. These partners will have appreciation for sport and physical activity as an investment rather than an expense.

SOCIAL DEVELOPMENT

Social Responsibility

Our sport and physical activity system will be visionary and flexible, taking proactive measures to create social change and respond to emerging issues.

Provincial Unity, Identity and Pride

Sport and physical activity contribute to identity, unity and pride as participants act as provincial ambassadors both in their communities and abroad. Our sport and physical activity system will help define our provincial identity, build unity and instill pride in British Columbia – as British Columbians, Canadians – and reflect the multiculturalism that enriches our province and country.

Emphasis on Youth

Sport and physical activity should provide youth with positive lifestyle choices and alternatives to self-destructive behaviour (such as violence, smoking, drug and alcohol abuse). Sport and physical activity teaches young people positive health habits, team work and goal-setting skills and enhances self-esteem while instilling a sense of belonging and contributing to their community.

Opportunities to Play

Our future is dependent on the health and well-being of our children. Our sport and physical activity system will provide opportunities for children to play and take part in sport activities in their local community. These activities will be age-specific, safe and incorporate both unstructured and structured opportunities.

Fun and Positive Experiences

From kids to seniors, sport and physical activity will be fun and positive. People will participate and achieve to their personal aspirations when the experience is enjoyable and fulfilling.

Hope for Tomorrow

Our sport and physical activity system will give hope and leave legacies for today's and future generations. What is nurtured today will flourish in years to come.

PROMOTION

Benefits of Sport and Physical Activity

Sport and physical activity is as an investment, not an expense. It is a valuable contributor to our quality of life, and recognized and appreciated for its individual and social benefits.

Recognition of Success

Our sport and physical activity system will recognize success and promote positive role models. This recognition in turn will elevate the profile of sport and physical activity encouraging better resource-generating opportunities and participation rates.

ETHICS AND VALUES

Sport can promote values – such as fair play and team spirit – not always taught in other areas. Sport in British Columbia will create and sustain an environment for participants which promotes and adheres to fair play, ethical and safe practices.

RESEARCH AND INFORMATION

Innovation

Using technology, advanced sport science and medicine research and expertise, best practices and experiences, the effectiveness of our provincial sport and physical activity system will be recognized across the country and around the world.

Best Practices and Information Database

Our sport and physical activity stakeholders learn and share successes with their participants and those from other jurisdictions. Furthermore, resources (particularly information) will be readily available at all levels to ensure that individuals and groups have access no matter where they live in British Columbia.

Research

Our sport and physical activity system requires consistent, reliable and relevant research in order to identify gaps and weaknesses and track progress in achieving goals and objectives. The research data or benchmarks also need to reflect standard terminology and measurements along the sport and physical activity continuum. (e.g. definition of

what constitutes “participation on a regular basis”; what constitutes “sport” and/or “physical activities”).

The Province's Policy Statements

The Province is committed to supporting programs, initiatives and activities which advance the vision, values, goals and objectives of this policy. These are the Province's statements in support of this policy.

ACCESS

One of the keys to ensuring access for all British Columbians is encouraging and supporting a sport and physical activity system that puts the individual at the centre. When programs, services and support are designed to address the needs and goals of the individual, then true accessibility is achieved.

The Province encourages and supports a sport and physical activity system whereby partners in program and service delivery (whether private or public sector, or in other sectors such as education, health, tourism or corporate) work side by side, both independently and cooperatively, to further **sport and physical activity for all and opportunity to achieve** goals for the individual.

The Province respects the positive role that sport and physical activity plays in health, social and economic aspects of community and individual life. The Province supports equal opportunity and access to sport and physical activity for all British Columbians and recognizes that the sport and physical activity system should be proactive to redress inequities, particularly for the Aboriginal community, women, persons with a disability, persons with limited or low income, and at-risk youth. This support for gender equity, equal access and opportunity applies to all levels along the continuum, from participatory to high performance involvement in sport and physical activity and to objectives and policy statements outlined in this policy.

The Province will support organizations and programs and impose accountability structures that ensure gender equity. This support will also recognize that equitable access for women is often compounded by their race, ethnicity, ableness or socio-economic status.

The Province will support organizations, strategies and programs which promote and provide access and opportunities for persons with a disability along the continuum from participatory to high performance activities.

Support for equal opportunity and access for Aboriginal sport and physical activity will not result in the establishment of a parallel system, but rather will recognize and encourage integrated sport development opportunities for a historically disenfranchised population.

SPORT AND PHYSICAL ACTIVITY DEVELOPMENT

Through municipalities, Health Canada, Sport Canada and other agencies and partners, the Province will help provide opportunities for individuals to participate and achieve to their ability and aspiration.

Working with partners, the Province will support initiatives that increase physical activity levels for all British Columbians in schools, the community, at home and in the workplace.

The Province will improve opportunities for promising young athletes and for high performance sport by providing support for sport medicine and science (for training advice, assistance in competing “cleanly”) talent identification and recruitment, coaching and assistance with education / career development.

The Province will support organizations and develop strategies and programs to ensure a clear path of athlete development.

The Province will support Multisport Games as a means to develop athletes, coaches, officials, sport administrators and a legacy of skilled volunteers.

The Province supports opportunities for British Columbians to achieve regardless of where they live through regional sport delivery programs as vehicles to provide services and programs to athletes and coaches around the province and to promote better linkages between community and sport resources.

The Province encourages a sustainable sport and physical activity system where provincial and multi- sport organizations are autonomous, volunteer-led and democratically run.

Organizations and agencies in the sport system (funded by the Province) will take fully into account the policy goals of **sport and physical activity for all and opportunity to achieve**. They will have effective and democratic governance structures, with opportunities for representation by interested stakeholders. Activities and operations of sport organizations and agencies will be transparent, with clearly defined accountability structures and policies and procedures open to public scrutiny.

The Province requires that the sport and physical activity system (particularly the expenditure of public dollars) is accountable and transparent. The Province supports a results-based funding policy where the level of funding is dependent on the funded organization meeting criteria and mutually established performance targets.

The Province will support the establishment of an Athlete / Participant Council so that current and former athletes and youth have direct input to government decision-making.

The Province recognizes that coaches are integral to a system that provides development opportunities for athletes. The Province will provide strategic support of coaching organizations and programs.

The Province will encourage the inter-relationship between sport and physical activity to help achieve Provincial Health Goals and to foster multilateral partnerships between sport, the health ministries and other agencies.

HUMAN RESOURCES

The Province is committed to the development of coaches at all levels and will support initiatives that encourage the professionalization of coaching, coaching development opportunities and mandatory competency-based training and certification.

The Province recognizes the value of leaders (volunteer and professional), administrators and officials and will support efforts to provide equitable access to training resources and a system of retaining “corporate knowledge” in organizations.

RESOURCES and COMMUNITY DEVELOPMENT

The Province will pursue and encourage other sources of resources for sport and physical activity, including incentives for the corporate sector’s financial support of amateur sport and options available for individuals participating in sport.

The Province will support efforts to identify sustainable and innovative funding sources and partnerships, targeted at sport and recreation facilities. It will also promote best practices for better access and full and/or improved use of facilities and infrastructure.

The Province will encourage support for infrastructure from other government ministries (including capital funding for construction, renovation and maintenance of facilities, green spaces, trail systems, cycling policies, employment standards, building codes). This support includes ensuring that affordability, multi-purpose use, accessibility and shared use agreements shall be of primary importance in provincial public funding decision-making regarding the upgrading of existing facilities as well as the construction of new facilities.

The Province will recognize and effectively use sport as an economic generator and a partner of tourism through the development and support of hosting programs, multisport Games, sport tourism, eco-sport and other initiatives.

SOCIAL DEVELOPMENT

The Province is committed to addressing and directing social change through sport and physical activity. Eligibility criteria for the funding of organizations and special projects will incorporate social, government and public priorities, including safety, gender equity, equitable access, violence prevention and the prevention of drug and alcohol abuse.

PROMOTION

With the federal government and other partners, the Province will undertake initiatives to promote sport and physical activity participation for all British Columbians through a

social marketing approach which targets under-represented groups, ethical conduct, achievement and espouses the benefits of sport and physical education.

The Minister responsible for sport will work to promote the benefits of sport and physical activity, thereby raising the profile of sport and physical activity in government's agenda and influence decision-making at the Cabinet level.

ETHICS AND VALUES

The Province is committed to its athletes "playing clean" and supports efforts to help them develop to international levels with the highest standards of integrity, safety and fairness. This support will include promoting and developing tools such as codes of conduct, sound policies and procedures to deal with breaches of these codes, and other resources to ensure system integrity, safety and fairness.

RESEARCH AND INFORMATION

The Province will develop partnerships with Stats Canada, BC Stats, Sport Canada, Health Canada and private sector agencies such as the Canadian Fitness and Lifestyle Research Institute as part of a coordinated approach to the compilation of meaningful, consistent and measurable statistics and research regarding sport and physical activity. This effort includes working to establish common language and consistent measurement standards in respect to sport and physical activity.

Working with partners, the Province will establish an information network using the Internet to coordinate resources, data and other information so that communities have direct and unrestricted access.

The Province's Role

The Province's role is to ensure that the sport and physical activity environment supports the emotional, social and physical health of the population and promotes the best quality of life possible for individuals and communities. With this goal, the Province's role is to:

- support organizations and initiatives, through funding or programming, that promote the goals and values of this policy.
- through consultation and coordination, develop policies, strategies, plans and programs to further the goals and values of this policy.
- establish and sustain partnerships within and outside the sport and physical activity communities. This role includes overseeing integration amongst all partners in sport and physical activity at all levels and in various settings including education, health, the workplace and the community.
- develop matching programs to leverage corporate support (e.g. hosting and infrastructure programs)
- ensure that support to organizations, programs and initiatives, through eligibility criteria, performance targets or other accountability measures, is accountable and transparent to taxpayers and addresses government priorities.
- provide resources and facilitate support for athletes and coaches in their development towards high level competition.
- reflect the sport and physical activity system's interest in promoting appropriate profile for sport and physical activity within government and work to ensure that the actions and decisions of different ministries with programs that impact sport and physical activity are consistent with the objectives that this policy sets out.
- coordinate and/or work with other governments (municipal, Aboriginal, provincial, federal and international) and their ministries and agencies in support of B.C.'s sport and physical activity goals.
- improve opportunities for achieving excellence through the improvement of coaching standards and training opportunities for coaches and the development of quality sport leaders and volunteers.
- develop enforceable policies for sport and physical activity that encourage broader and sustained participation.
- address barriers to participation in sport and physical activity and systemic issues within the delivery system in British Columbia.
- advise the Minister on major system issues and initiatives.

Glossary

Definitions – Common Language for the Sport and Physical Activity System

Aboriginal Sport and Recreation Association of B.C. – the governing body funded by the provincial government to oversee the establishment of organized Aboriginal sport and recreation at the local level, to identify and select Aboriginal Team BC and to prepare the mission for the North American Indigenous Games.

Athlete – an individual who demonstrates skill in a sport, trains and competes as part of her/his regular routine or career goal.

Athlete development – measures and support which allow athletes to reach their optimal physical, technical, tactical, emotional and cognitive potential.

At-risk Youth – youth that are at risk because of their socio-economic status, environment, friends, family situation, behavioural problems, physical or mental health. (Research identifies that physical activity and recreation can play a positive role in the development of young people and in reducing youth-related risk factors.)

B.C. Disability Sports - federation of eight provincial sport governing bodies responsible for providing competitive and recreational programs for persons with a disability, and for operation of the B.C. Disability Games.

B.C. Family of Games – overseen by the B.C. Games Society, this family of Games includes the B.C. Summer Games, B.C. Winter Games, B.C. Seniors Games, B.C. Disability Games, Northern B.C. Winter Games. Athletes from different regions (zones) in B.C. compete in a multisport Games environment. The B.C. Summer and B.C. Winter Games are positioned as stepping stones to the Canada Summer and Winter Games.

Best practices – programs, initiatives or activities which are considered leading edge, or exceptional models for others to follow.

B.C. Recreation and Parks Association - a not-for-profit organization representing and providing programs and services to recreation and parks organizations in B.C.

BC School Sports - an organization of member schools which encourages student participation in extra-curricular athletics, assists schools in the development and delivery of their programs and provides governance for interschool competition.

Canada Games – occurs every four years (there are Canada Summer Games and Canada Winter Games which take place in alternate four-year cycles – that is, Games take place every two years) in a host community in Canada, based upon a federal/provincial/territorial rotation cycle. Each province and territory sends a team of athletes (accompanied by coaches, manager and mission staff) to compete in a multisport (about 20 different sports) environment. These Games are generally viewed as stepping stones to the Pan American, Olympic, Paralympic or Commonwealth Games or world championships.

Capacity building – facilities, programs or other resources which help develop a community's (organization or group) ability to perform specific tasks (such as increase participation levels, support athletes' development, build facilities).

Coach development - measures and support which allows coaches to reach their optimal coaching potential. In general, this means providing competency-based certification, training, clinics and education opportunities.

Coaches Association of B.C. - association which represents and provides services to coaches in B.C.

Eco-sport (or outdoor recreation) – unstructured physical activity which occurs in natural, outdoor settings such as provincial and national parks, and in the backcountry or other outdoor environments (e.g. kayaking, backcountry skiing, hiking, sailing). These activities are practised generally for personal health and social benefits, or as part of a tourism experience.

Eligibility criteria – standards that will be met in order to qualify for specific programs such as funding.

Entry Level Participant – an individual who has had only limited exposure to a sport where the activity often includes modified rules or equipment.

Equity – the belief and practice of fair and just treatment for individuals and organizations. To be equitable means to be fair and appear to be fair.

Framework Policies – guidelines which provide overall direction for an organization or body.

Gender Equity – the principle and practice of fair allocation of resources, programs and decision-making to both women and men, and includes the redressing of identified imbalances in the benefits available.

Goals – the key purpose, desired outcome or aim of a policy, strategy or action.

HEPA (health enhancing physical activity) – the international movement and philosophy advocating physical activity as instrumental to enhancing health.

High performance – level of sport where athlete strives to excel at elite or international standards.

High Performance Athlete – an individual who has been identified through competitive achievement as having the skill, ability and interest in competing at the national and international level and who intensively trains year-round.

Infrastructure – facilities, resources or networks that form the underlying foundation or basic framework of a system.

Marginalized Group – groups of individuals are marginalized by virtue of their gender, race, culture, colour, class, sexuality, ability and other prohibited grounds for discrimination as specified by the B.C. Human Rights Act (1992).

Member sport – a “member sport” is one which subscribes to and receives programs and/or services from an umbrella or lead organization – such would describe Basketball BC, for example, being a member sport of Sport BC; or the National Cycling Centre being a member sport of the Pacific Sport National Training Centre – Greater Victoria.

Multisport organization – an organization which oversees or provides services or programs for various sports. Examples include Promotion Plus, the organization for girls and women in sport; Sport BC, federation for amateur sport representing 80 organizations, the B.C. Games Society, the organization overseeing multisport games in B.C.

Objectives – a specific aim, action or purpose taken to achieve broader goals. A statement of change that will contribute to a policy goal. Ideally, an objective should be specific, time-bound and measurable. For the purpose of this document, the objectives are general statements of the type of change required.

Organized sport – sports which are part of a league and/or organized with a set schedule leading to championships (city, regional or provincial).

Pacific Sport Group – the national and regional sport centres in British Columbia which provide programs and services (such as coaching, sport medicine and science, career planning, training and conditioning programs) for high performance athletes.

Participant-centred – concept where programs, services and activities are focused directly on the individual or end-user (e.g. athlete, coach, volunteer, participant, leader).

Participatory – description of activities which are generally non-competitive and encourage individuals to participate for health, social and/or personal benefits, as opposed to winning and losing.

Physical activity – any bodily movement produced by the contraction of the skeletal muscles that increases energy expenditure above a baseline level. Can also describe activities whereby physical exertion is required and does not necessarily include an activity which is considered a sport (e.g. hiking, jogging, aerobics).

Physical education – an educational process that uses physical activity as a means to help people acquire skills, fitness, knowledge and attitudes that contribute to their optimal development and well-being.

Physical fitness – the ability to carry out daily tasks with vigor and without undue fatigue, and with sufficient energy to engage in leisure-time pursuits and the vitality to perform at one’s fullest capacity.

Policy – a course or principle of action adopted or proposed by a government, organization, business or individual. Policies are usually, but do not have to be, formally recorded and relate directly to the mandate and functions of the body. These are directives to ensure consistent decision-making and a point of reference for precedent-setting decisions.

Policy Statements – what policy-makers commit to, support or recognize as actions or attitudes to achieve goals and objectives outlined in a policy.

Premier's Sport Awards – a resource program designed to help teachers, coaches, and instructors teach children, 8-13 years of age, their basic sport skills.

Professional sports – sports where athletes normally receive a salary or compensation for competing or placing in a sporting event.

Promotion Plus – the governing body funded by the provincial government for Girls and Women in Physical Activity and Sport.

Province (the) – the Government of British Columbia. In this context, the Province would generally refer to the ministry or branch responsible for amateur sport in British Columbia.

Provincial health goals – these goals are set by the B.C. Ministry of Health Planning as the province's vision for a healthy population and provide a framework for action to improve the health of British Columbians and reduce inequalities in the province.

Provincial sport organization – the governing body which oversees a specific sport in the province (e.g. BC Amateur Hockey Association, Basketball BC, Gymnastics BC) and affiliated with a national sport organization and international sport federation.

Provincial team (or Team BC) – the team of athletes, coaches and support staff which represents British Columbia at national competitions or multisport Games. The team members are selected by provincial sport organizations based on performance merit.

Recreation – activities generally done during an individual's leisure time (outside of school and work) and for non-competitive, non compensatory reasons. For the purpose of this policy, these activities are those that require physical effort (e.g. hiking, rollerblading).

Recreationalist or recreational athlete – individuals who participate in sport events (10K runs, triathlons, baseball tournaments) which may require training or practice regimens and may have personal competitive goals, but are not considered amateur (training and competing full-time without being paid) or professional athletes.

Sport – Sport is a physical activity involving large muscle groups, requiring strategic methods, physical training and mental preparation and whose outcome is determined, within a rules framework, by skill, not chance. Sport occurs in an organized, structured and competitive environment where a winner is declared.

Sport and physical activity system – this includes all participants and partners involved in sport or physical activity – including athletes, people who participate in sport or physical activity strictly for health or social benefits, coaches, officials, volunteers, administrators, groups and organizations, levels of government, public sector agencies (e.g. schools, universities, health groups) funders and program/service providers.

Sport BC – federation for amateur sport representing 80 organizations which acts as an advocate for sport on cross-sport issues on behalf of its members and provides programs and services (e.g. core grant funding, administration, marketing, promotions and fund-raising) for its members.

Sport Med BC – not-for-profit society which identifies, develops and promotes best practices in sport, health, sport safety and sport training.

Sport continuum – describes the range of activity and ability in sport and physical activity. Generally refers to a continuum starting at participatory (non-competitive, unstructured activity) and travelling to world-class high performance (competitive, highly structured activity).

Sport development - measures and support which allows a specific sport or a sport organization to improve and/or grow.

Sport suitability – a concept where an individual's age, physical, genetic, emotional, physiological and/or mental attributes are compatible with predicted or established skill and ability requirements or demands of a sport.

Talent identification – a process where ability is identified (generally by coaches or sport scientists) and athletes are measured against indicators of success and directed to a specific sport or sport skill. This process can occur before an individual starts participating in a sport, or while the individual is participating in a sport (and identified as having potential to reach the next level of competition or athlete development).

Unstructured sports – sport activities that occur in a recreational setting (e.g. playground, school gym or schoolyard). These activities may have an outcome (win or loss), but don't lead to championships or tournaments and don't involve "teams" or "standings".

Values – enduring beliefs that influence attitudes and actions.

Value Statements – brief, clear statements describing the principles, standards or qualities which are the core beliefs and convictions of an organization, government or group, guiding all activities (e.g. what the organization stands for).

Vision – a preferred or ideal future.

