

# Great Goals for a Golden Decade

- One** Make B.C. the best educated, most literate jurisdiction on the continent.
- Two** Lead the way in North America in healthy living and physical fitness.
- Three** Build the best system of support in Canada for persons with disabilities, special needs, children at risk and seniors.
- Four** Lead the world in sustainable environmental management, with the best air and water quality, and the best fisheries management – bar none.
- Five** Create more jobs per capita than anywhere else in Canada.



## A Golden Decade for Sport and Physical Activity in British Columbia

### Ministry of Tourism, Sport and the Arts

#### Ministry Vision

A province where citizens embrace participation; celebrate excellence and maximize social and economic benefits from tourism, sport and the arts.

#### Ministry Mission

To build strong partnerships to foster sustainable tourism, sport and arts sectors and creative vibrant communities where people want to live, visit and invest.

#### Sport Branch Vision

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.

#### Sport Branch Mission

Developing strong, healthy communities through facilitating and guiding quality participation in sport and physical activity.



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# Sport Branch



## Strategic Goals

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

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

**Opportunity to Achieve Personal Best Performance** – British Columbians have opportunities to achieve to their highest potential in a sport system that supports personal best aspirations.



## Core Functions:

- Establish and implement policy and lead strategic development
- Develop and maintain intra-government partnerships
- Develop a strong, self-sustaining sport and physical activity structure
- Support services for communities and First Nations
- Support and promote international sport hosting and relations
- Establish standards for safety, ethical behaviour, equity and access
- Demonstrate national leadership
- Develop effective accountability and performance management measures.



## Core Business Areas

### Policy and Strategic Development

The Sport Branch develops and implements provincial policies, strategies and activities to address sport and physical activity issues and seize opportunities.



### Partnerships

The Sport Branch invests in partnerships with the Federal Government, provincial and territorial governments, other BC ministries and governments, and private sector agencies in the delivery and support of sport and physical activity programs.



Intra-ministry partnerships include initiatives with the Ministry of Education and the Ministry of Health to support community and school-based activities that encourage children and youth to make sport and physical activity part of their lifestyle.

### 2010 LegaciesNow Society

Through the 2010 LegaciesNow Society, the Sport Branch supports provincial sport organizations, BC's family of provincial and regional games, National and Regional Centres, coaching organizations and a number of multisport and physical activity service agencies. Support also goes to the TEAM BC Program and the Athlete Assistance Program.



### International Events

The Sport Branch is government's primary agency overseeing the provincial investment in major international sport events, and provides guidance and resources to support their successful delivery and the realization of meaningful returns on the provincial investments.



### Aboriginal Sport and Recreation

The Sport Branch supports initiatives and programs specifically designed to increase sport and physical activity opportunities for Aboriginal peoples.



### Equity and Access

Sport Branch activities support and encourage equitable access to sport and physical activity through initiatives targeting under-represented groups in schools, communities and organized sport.

### SPORTSafe

Through its development of SPORTSafe resources, the Sport Branch helps create a safer environment for participants in sport and physical activity.

### Accountability

The Sport Branch holds funded organizations accountable to meet specific annual targets to advance the sport and physical activity system.

Photos courtesy of the BC Games Society

