

Community Report

April 1, 2020—March 31, 2021

viaSport leads the governance, promotion, and development of amateur sport in British Columbia.

Investment and support during the pandemic

Despite the restrictions, viaSport guided sport organizations to help them manage change and support sustainability.

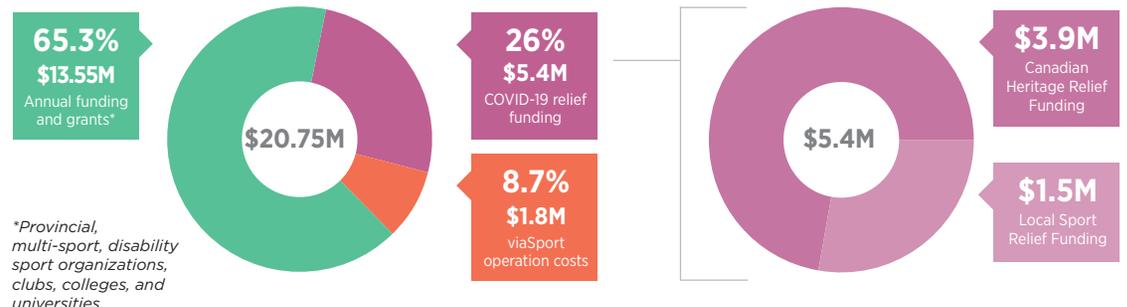
Keeping Sport Open

viaSport worked closely with the Province of B.C. to interpret provincial health orders to guide the sport sector, so that sport activities could continue as much as was possible.



Sector Funding

As restrictions impacted sector revenue, the annual investment from the Ministry of Tourism, Arts, Culture, and Sport in amateur sport, and additional COVID-19 relief funding administered by viaSport, became increasingly important in sustaining the sector.



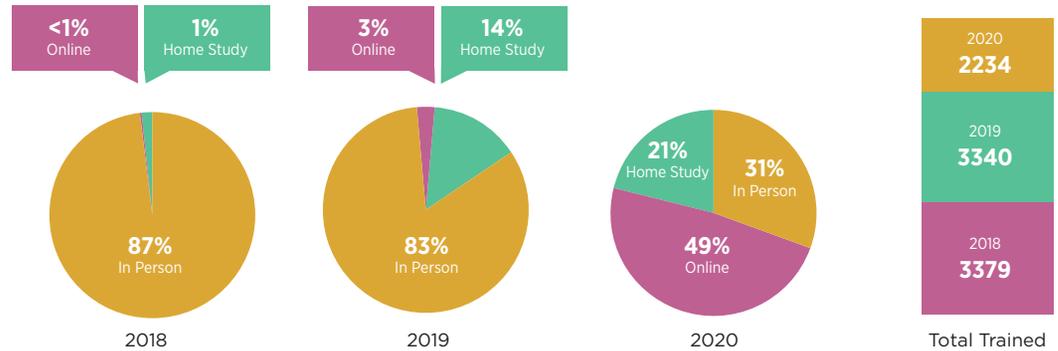
Strengthening capacity through the pandemic

viaSport found ways to strengthen the sport ecosystem, despite the pandemic, by pivoting and offering alternative methods for coaches, officials, and sport leaders to continue to grow and increase their skills, expertise and leadership capabilities.

Training and Education

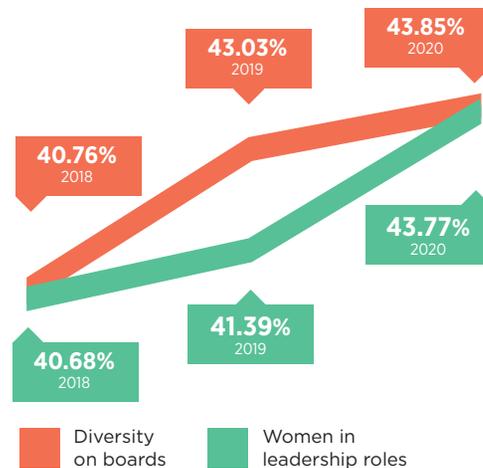
90%

of in-person coach learning activities and courses pivoted to online, adding a new way to access training and education, and setting up a new model for future delivery.



Women in Sport Leadership

The number of women in sport board leadership roles rose, and gender balance on boards remained stable.



22 Programs funded as part of the LeadForward grant to support the development of female leaders in sport.

Developing Sport Leaders

Out of **70+** partner sports organizations

37 sport organization leaders benefited from leadership courses across

17 different communities.

Creating a Safer Environment for Sport

More than **800** board and staff members accounting for

100% of our partner organizations completed the Commit to Kids training of our developing Safe Sport Program.



Growing reach through the pandemic

Across amateur sport in B.C., eyes were on viaSport during the pandemic. In response, viaSport reached out to new and existing audiences with guidance, growing the ecosystem and increasing engagement with individuals and organizations.

British Columbians Responded and Engaged with viaSport

With evolving public health guidance and restrictions, viaSport’s many digital channels proved to be a lifeline for the amateur sport ecosystem in B.C.



Website

A dedicated COVID-19 microsite on viaSport.ca with resources, updates and frequently asked questions.



Social Media

Return to Sport safety messaging through viaSport’s public-facing social media assets.



Partner Engagement

Regular virtual meetings with all sport organizations, facility operators, recreation sector and municipalities and weekly updates to sport leaders using viaSport channels.



Public Engagement

Inbound inquiry response process to address public questions and concerns.

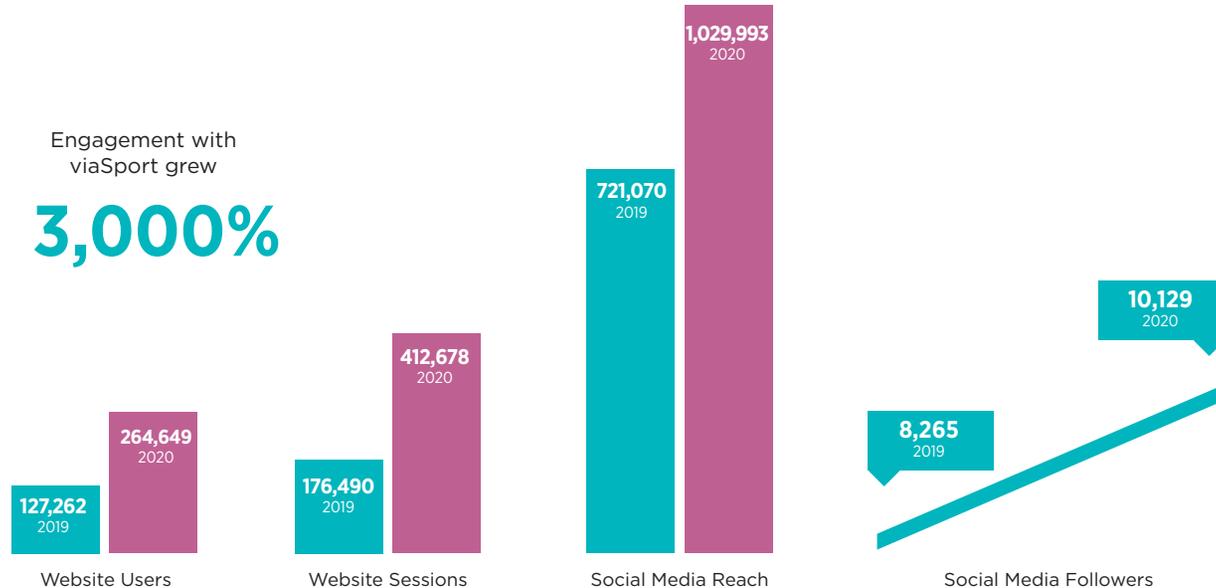


Media Engagement

Media exposure with more than 560 media mentions, plus other regular engagement with media outlets on sport and COVID-19.

Engagement with viaSport grew

3,000%

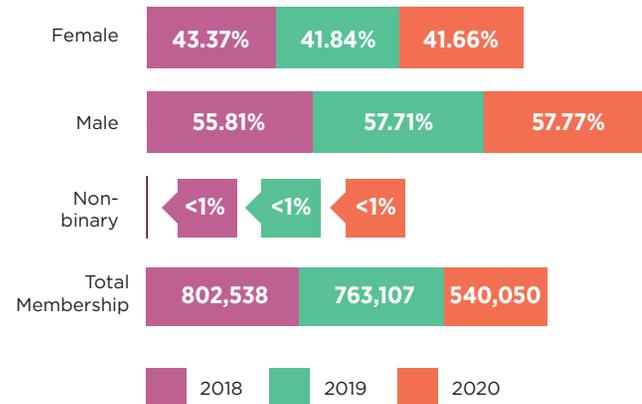


The power of sport endures through the pandemic

While navigating the pandemic and managing related sector challenges, viaSport took the opportunity to find out how British Columbians view sport and the values it offers to individuals and communities.

Amateur Sport Membership

Provincial sport organizations membership figures declined, but gender representation remained stable.



Longterm Support Pays Off

With about **13%** of our country's population, B.C. athletes represent roughly **1/3** of Canada's high-performance national teams.

33.5% of athletes on Senior National teams are from B.C.

29.9% of athletes on National, Junior or Development teams are from B.C.

27.7% of athletes on National teams are from B.C.

Participation and Opinions

Public opinion data confirmed once again that British Columbians understand the importance of sport, despite COVID-19.



90% of British Columbians recognize organized sport as having positive impacts on physical health, social skills development, self-discipline and self-confidence.



60% of Parents/guardians of children aged 5 to 17 said their children participated in sport this year.



However...

Engagement in sport decreased: **76%** in participation, **70%** as a spectator, **59%** as a volunteer, as a result of the pandemic restrictions.



Barriers to participating included not wanting to expose others to COVID-19 and costs of equipment and fees.



Less than 10% had been involved in sport as an administrative volunteer, coach or official/referee the previous 12 months, due to the pandemic.