

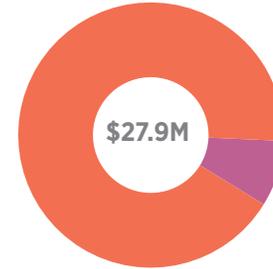
Sport and active living contribute to our health and wellness, and the vibrancy of our communities while supporting economic growth and social development. As a trusted partner of the British Columbia Ministry of Tourism, Arts, Culture and Sport, viaSport collaborates with the amateur sport ecosystem to make sport experiences more accessible, inclusive, and safe for all British Columbians. This year as sport gradually returned during the pandemic, viaSport worked to provide financial relief and secured investment for the sustainability of amateur sport. viaSport also advised on and supported initiatives to build greater resilience for the future.

B.C. AMATEUR SPORT ECOSYSTEM



B.C.'S INVESTMENT IN AMATEUR SPORT

The Province of B.C.'s investment through viaSport in the sport sector: \$27.9 million



91.8%
Relief, sustain, and rebuild initiatives

8.2%
viaSport administrative costs

B.C. ATHLETES IN THE OLYMPICS

The amateur sport sector, through viaSport, helps support athlete development. While our province represents about 13% of our country's population, B.C. high-performance athletes represented 43% of Canada's national teams for the Olympic and Paralympic Games.

Event	B.C. athletes	medals
Olympic Games Tokyo 2020*	237	61
Olympic Winter Games Beijing 2022*	92	27

*Denotes both Olympic and Paralympic games.

SPORT MATTERS IN B.C.

According to our annual public opinion survey:

- **87%** think that organized sports have a strong positive impact on children and youth.
- Almost **90%** view organized sports having a positive impact on physical health, teamwork, self-confidence, self-discipline, and social skills development.
- Involvement in organized sports **increased** for the first time since the beginning of the start of the pandemic.

FINANCIAL RELIEF

viaSport was entrusted with providing additional pandemic-related financial relief on the Province's behalf. After consulting with sport organizations to understand their immediate needs, viaSport designed and distributed additional funding programs.

TOTAL RELIEF FUNDING



AMATEUR SPORT LEAGUE FUND

The Amateur Sport League Fund was provided to provincial sport organizations including leagues, teams, and competition series on the basis of critical financial need. These organizations are key economic and social contributors representing more than 550,000 participants and generating over \$75.6 million in revenues in their communities annually.

30

communities reached

71

organizations benefited

23

unique sports funded

LOCAL SPORT RELIEF FUND

The Local Sport Relief Fund helped sport organizations that were facing financial challenges sustain programming and operations. These clubs and associations deliver sport at the community level, and are a vital part of the foundation of the amateur sport ecosystem in B.C.

69

communities reached

214

organizations benefited

46

unique sports funded

SUSTAINING AMATEUR SPORT

viaSport collaborated with the Province of B.C. and our accredited sport organizations to ensure programming could continue.

COMMUNICATION

With proactive and reactive communication, viaSport helped the provincial sport community understand the Provincial Health Officer requirements so that sport could remain open during the pandemic.



COACH EDUCATION

As the provincial partner of the Coaches Association of Canada, viaSport delivered education opportunities that added to and enhanced coaches' abilities to provide higher quality sport programming and experiences.

173
Workshops offered
this year

3,051
Coaches trained
this year

23%
Increase in trained
coaches compared
to 2020–2021

ANNUAL FUNDING

\$10,053,075

distributed as
annual funding to
71 accredited sport
organizations, which
support 1000s of
local sport clubs and
associations

\$1,664,586

distributed through 13
different grant programs
to support sport in
communities around the
province

STRENGTHENING THE SPORT SECTOR

In addition to the gradual return to sport, viaSport collaborated with the amateur sport sector to advance safe sport, inclusion, and reconciliation.

Safe Sport

Advancing awareness, education, and training about harassment, abuse, and discrimination in sport continued to be a priority for the B.C. government and viaSport. Consultation with legal advisors, experts in child protection, and leaders in amateur sport led to develop a viaSport Safe Sport program for B.C. 100 per cent of the accredited sport organizations fulfilled the viaSport Safe Sport requirements.

100%



Of provincially accredited sport organizations adopted the B.C. Universal Code of Conduct, which sets out mandatory and prohibited behaviours for B.C. amateur sport.

200



B.C. sport organizations have committed to the Coaching Association of Canada's Responsible Coaching Movement pledge to ensure the health, safety, and well-being of all participants, both on and off the field of play.

Play Safe B.C.

PLAY
SAFE

Play Safe B.C. tools were developed and shared for sport organizations to increase awareness about the B.C. Universal Code of Conduct.

100%



Accredited sport organizations feature Safe Sport commitment statements and policies on their websites.

980+



Leaders and board members in accredited sport organizations completed Commit to Kids training, a course by the Canadian Centre for Child Protection that aims to safeguard kids from sexual abuse.

1-888-83SPORT



All accredited sport organizations are using the Canadian Sport Helpline, a standardized toll-free number for victims or witnesses of maltreatment in sport.

STRENGTHENING THE SPORT SECTOR

Inclusion

viaSport leveraged partnerships to advance Inclusion initiatives that make sport more welcoming for all and expand participation.

EDUCATION AND AWARENESS

To increase understanding and knowledge of inclusion, viaSport shared resources through viaSport's Learning Centre and promoted awareness through social media campaigns about:

- Pride Month
- Trans Day of Visibility
- International Women's Day
- Disability sport
- Black History Month



VIASPORT BOARD DEVELOPMENT

To help lead the sport sector in advancing Diversity, Equity and Inclusion (DEI), the viaSport board:

- Undertook a DEI audit
- Advanced DEI strategies to strengthen board knowledge and capacity
- Recruited to increase its own board diversity



CANADIAN WOMEN & SPORT COLLABORATION

To empower sport organizations to attract and retain diverse participants, viaSport partnered with Canadian Women & Sport to deliver education sessions:

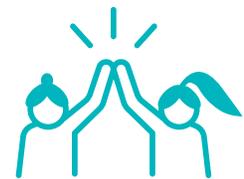
- Retaining Girls in Sport
- Leading the Way LGBTQ Inclusion
- Gender Lens Training
- Managing Conflict



RESEARCH PROJECT: SHE PLAYS

To help keep girls in sport, viaSport advanced research through funding from Sport Canada to learn more about why girls drop out of sport at age 11-14.

- 8 sport organizations from B.C. and Nova Scotia selected to participate in workshops
- Female participants, coaches, administrators, and parents collaborated in workshops
- Developed online resources to help organizations create or adjust existing programs to keep girls in sport



STRENGTHENING THE SPORT SECTOR

Reconciliation

Reconciliation is the process of establishing and maintaining a mutually respectful relationship between Indigenous and non-Indigenous peoples. viaSport actions included:

I-SPARC COLLABORATION

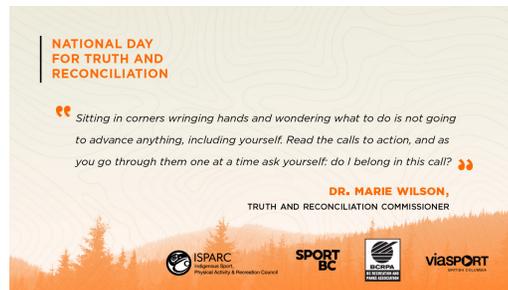
viaSport and the Indigenous Sport, Physical Activity & Recreation Council (I-SPARC) signed an agreement to advance Reconciliation through:

- Indigenous athlete storytelling, the Truth and Reconciliation Commission's Call to Action #87
- Promotion of long-term indigenous athlete development initiatives, the Truth and Reconciliation Commission's Call to Action #88



NATIONAL DAY FOR TRUTH AND RECONCILIATION CAMPAIGN

- Cross sector digital awareness campaign shared through viaSport, Sport BC, and BC Recreation and Parks Association's communication channels
- The most successful digital campaign of September 2021



INDIGENOUS YOUTH SPORT LEGACY FUND

Delivered funding to high-performance athletes through the Indigenous Youth Sport Legacy Fund grant

