

## ADVICE TO MINISTER

<b>CONFIDENTIAL ISSUES NOTE</b>  <b>Ministry: Healthy Living and Sport</b> <b>Date: Aug. 28, 2009</b> <b>Updated: Oct. 16, 2009</b> <b>Minister Responsible: Ida Chong</b>	<b>BC School Sports Society Funding</b>
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### ADVICE AND RECOMMENDED RESPONSE:

- **As you know, we face an unprecedented economic challenge in British Columbia.**
- **This has required some difficult decisions by government. We were not able to fund all grant requests. Among those declined was a \$130,000 grant to the BC School Sports Society (BCSS – the Society). The Society had received provincial funding for more than 25 years.**

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**government support to the Society has been reduced but has NOT been eliminated. The Society has received \$16,080 from Gaming in 2009/10 to assist with the expenses of provincial championships and \$45,000 from the Ministry of Education to fund volunteer liability insurance coverage.**

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- Despite economic challenges, our government is protecting funding for youth sport and education. Our government will invest \$38 million this year in youth sports and physical activity initiatives, including programs that directly help kids play sport within the school setting.
- As well, the operating grants for BC school districts are increasing by more than \$80 million this year.

#### ON THE BC SCHOOL SPORTS SOCIETY

- I met with BCSS representatives in August regarding the grant decision by my Ministry (\$130,000 denied). Officials also recently attended the Society's October 23, 2009 Board Meeting.
- Government continues to encourage BC School Sports to engage with the sport sector (through the BC Sport Alliance) and explore partnerships for the delivery of programming within the school setting.
- We believe that such a partnership would improve the efficiency of operations – BCSS administrative costs have been rising significantly over the past four years – and provide better, seamless, programming for athletes and coaches. A partnership would be good for sport and good for students and consistent with what we've asked the rest of the sport sector to do.

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Communications Contact:	Jeff Rud	250 952-2387
Program Area Contact:	Margo Ross/Doug Wrean	250 356-7168
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Minister's Office	Program Area	ADM	Comm. Dir
	Margo Ross	David Galbraith	Jeff Rud

## BCSS Minister's Response Messaging

I share your views on the importance of sport in school. As you have stated, research demonstrates that physical activity helps the cognitive, social and emotional development of children and contributes to healthy living.

It is clear that people are very passionate about the importance of school sports.

Our government is a strong supporter of sport and physical activity in schools. Although high school sport competition engages 100,000 student athletes, government has a commitment to the entire student population (over 600,000) to provide them with the opportunities and benefits that come from participation in sport.

Sport participation programs that government supports for students include:

### *In School Programming:*

- Implementation of Daily Physical Activity legislation.
- Increased funding for the Premier's Sport Awards Program which provides development resources in 14 sports to support teachers and community instructors to help children improve basic sport skills. This program reaches over 110,000 teachers, students and community participants annually.
- SportFit which is a free, easy-to-use, interactive program to get children and youth interested in physical activity. Jurisdictions across Canada are now using this technology.
- Action Schools! BC is a best practices model designed to assist schools in creating individualized action plans to promote healthy living within the school environment ([www.actionschoolsbc.ca](http://www.actionschoolsbc.ca)). This program has 1,655 schools registered involving 19,747 teachers and administrators and 529,620 students.
- Sport Participation Programming. For the past six years, our government has partnered with the federal government to fund sport specific opportunities within schools for children and youth. Provincial sport organizations organize and deliver sport programming within schools hours with the goal of providing quality sport education to the students and provide teacher mentorship, education and resources so they can continue to independently offer the sport unit to present and future students. Examples of these programs in a variety of schools across the province include the following sports: badminton, golf, hockey, karate, soccer, softball, tennis, wrestling.

Field Code

### *After School Programming:*

Sport Participation Programming. Provincial sport organizations through federal and provincial government funding provide quality sport programs to selected schools to approximately 100 communities across the province. The sport program's objectives are to introduce children and youth to fundamental movement and sport skills in a variety of sports such as athletics, basketball, canoe/kayak, gymnastics, tennis, volleyball.

BC School Sports (BCSS) is the provincial governing body for interschool sports in British Columbia. In reviewing their organizational services BCSS does not directly deliver sport programming which includes the Provincial Championships. What is confusing and quite disappointing is how the media has portrayed the loss of funding to BCSS stating that students will lose the opportunity to participate in interschool sport.

It is really important to distinguish BC School Sports (BCSS) the organization with the overall sport opportunities offered to school aged students. They are not the same. And while BCSS plays a role with school sport activities, so do many other organizations as outlined above.

It is also important to clarify that BCSS received a \$130,000 cutback not a \$1.4 million cutback as stated in your letter. The \$130,000 reduction represents a 25 per cent cut to BCSS's overall budget. The majority of BCSS's revenue is received from membership dues. It should be noted that government has provided \$45,000 funding to BCSS this year to fund the insurance program to cover volunteer liability.

During difficult fiscal times, difficult decisions must be made. To protect direct sport programs to children and youth, funding which was allocated to sport administration and sport governance has been reduced or eliminated across the Ministry. My Ministry has met with BCSS and requested that they consider reducing administrative costs and re-examine their core business. Like all organizations that have been impacted by funding reductions, they will need to do business differently and investigate building partnerships and collaborating with sport organizations that have similar objectives and needs.

Through these suggestions, my Ministry remains confident that BCSS will be able trim excess spending within their budget and continue to provide the valued service that school memberships rely on them for. Government is committed to continue to invest in sport participation within the school setting.

Thank you for your letter of December 16, 2009, to the Honourable Margaret MacDiarmid, Minister of Education. As Minister of Healthy Living and Sport, I am please to respond on her behalf as our Ministry provides support to sport and physical activity programs in the schools.

It is clear that people like yourself are very passionate about the importance of sport in our province. I share your views as research demonstrates that sport and physical activity helps the cognitive development of children and contributes to better physical and social health outcomes.

Our government is a strong supporter of sport and physical activity and has been funding programs and initiatives which provide British Columbians with the opportunities and benefits that come from participation in sport. As you know, we face an unprecedented economic challenge in British Columbia. This has required some difficult decisions by government in order to protect funding to education and health care.

Government continues to support school sport and physical activity programs such as Action Schools BC, Premier's Sport Awards and the Sport Participation program of which many initiatives such as BC Athletics' Run, Jump and Throw and Gymnastics' Kids Can Move are delivered in schools, along with sport specific education. The province is also working closely with provincial and multisport organizations, the Ministry of Education and the Ministry of Housing and Social Development (Ministry responsible for gaming) to help build better linkages amongst sport, recreation, community and school resources. In addition, government's unprecedented investment in KidSport BC – almost \$1 million in the last few years – is helping increase access to sport for those families with limited financial means.

These initiatives and the resources and training our provincial sport organizations deliver to teachers in the schools, provides quality learning in and outside the classroom which supports the Ministry's required 30 minutes of daily physical activity for all students. Through this policy students can meet the 80 hours of physical activity required to meet their graduation requirements.

Thank you for taking the time to make express the importance of sport in our schools.

**From:** Rud, Jeff PAB:EX  
**Sent:** Tue, September 22, 2009 3:37 PM  
**To:** Gaiga, Milena HLS:EX  
**Subject:** RE: BCSS complaint response  
Milena,

I have asked PAB HQ and the direction is that these emails should be responded to as if hard-copy correspondence.

Here is our messaging which you can use to draft a generic response. I checked with PAB Education and that Ministry has also received about 35 emails. Most have been bounced to you.

I suggest that if any reference Education, you provide generic response and give the Educ Ministry a chance to add to it before sending.

If you want me to review it before sending it out, I can do that.

Messaging:

- **As you know, we face an unprecedented economic challenge in British Columbia.**
- **This has required some difficult decisions by government. We were not able to fund all grant requests. Among those declined was a \$130,000 grant to the BC School Sports Association.**
- **We realize that this decision creates some challenges for BC School Sports.**
- **Nevertheless, school sports will continue to be played in the Province.**
- **We should be clear; despite these challenges, our government is protecting funding for youth sport and education.**
- **Despite these trying times, we will invest \$38 million this year in youth sports and physical activity initiatives.**
- **As well, the operating grants for BC school districts are increasing by more than \$80 million this year.**
- **I recently met with BC School Sports representatives regarding the grant decision by my Ministry.**
- **At that meeting, I encouraged BC School Sports to engage with the sport sector and explore partnerships for the delivery of programming within the school setting.**

- **We are interested in helping BC School Sports move forward and we will continue to offer our support.**
- **BC School Sports has done a lot of good work over the years, but much of it is focussed on administration.**

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**From:** Gaiga, Milena HLS:EX  
**Sent:** Tuesday, September 22, 2009 1:02 PM  
**To:** Rud, Jeff PAB:EX  
**Cc:** Ross, Margo HLS:EX  
**Subject:** BCSS complaint response

Hi Jeff,

Just following up on the discussion we had regarding preparing a response to the building number of emails that the Minister has received (on my desk for response) regarding peoples discontent with BCSS Ministry funding being eliminated.

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If the decision is to respond then could you coordinate a response for me to work with. I have been approved an extension on the first one to early next week.

Thanks  
Milena Gaiga

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Milena Gaiga  
Sport Consultant/Policy Analyst  
Ministry of Healthy Living and Sport  
Sport and Recreation Branch  
1st Floor, 800 Johnson St  
PO Box 9820 Stn Prov Govt  
Victoria, BC V8W 9W3  
Phone: 250-356-5183  
Fax: 250-387-8720  
email: Milena.Gaiga@gov.bc.ca



## BCSS Minister's Response Messaging

I share your views on the importance of sport in school. Research demonstrates that physical activity helps the cognitive development of children and contributes to healthy living.

It is clear that people are very passionate about the importance of school sports.

Our government is a strong supporter of sport and physical activity in schools. Within the school setting, our government invests well over \$2 million annually in sport and physical activity programs, initiatives and teacher/coach resources. Although high school sport competition engages 100,000 student athletes, government has a commitment to the entire student population (over 600,000) to provide them with the opportunities and benefits that come from participation in sport.

Sport participation programs that government supports for students include:

### In School Programming:

- Implementation of Daily Physical Activity legislation.
- Increased funding for the Premier's Sport Awards Program which provides development resources in 14 sports to support teachers and community instructors to help children improve basic sport skills. This program reaches over 110,000 teachers, students and community participants annually.
- SportFit which is a free, easy-to-use, interactive program to get children and youth interested in physical activity. Jurisdictions across Canada are now using this technology.
- Action Schools! BC is a best practices model designed to assist schools in creating individualized action plans to promote healthy living within the school environment ([www.actionschoolsbcc.ca](http://www.actionschoolsbcc.ca)). This program has 1,655 schools registered involving 19,747 teachers and administrators and 529,620 students.
- Sport Participation Programming. For the past six years, our government has partnered with the federal government to fund sport specific opportunities within schools for children and youth. Provincial sport organizations organize and deliver sport programming within schools hours with the goal of providing quality sport education to the students and provide teacher mentorship, education and resources so they can continue to independently offer the sport unit to present and future students. Examples of these programs in a variety of schools across the province include the following sports: badminton golf, hockey, karate, soccer, softball, tennis, wrestling.

### After School Programming:

- Teacher Coach Education through a \$20,000 SportsFunder grant that was provided to BC School Sports for allocation.
- Insurance Program - Volunteer Liability. \$45,000 has been provided to BC School Sports to cover this cost for the past several years.



- Gaming Funds. BC School Sports was allocated \$53,600 in 2008/09. These funds are typically used to subsidize Provincial Championship costs.
- Youth Travel to Provincial Championships.
- Sport Participation Programming. Provincial sport organizations through federal and provincial government funding provide the following programs during after school hours for children and youth:
  - Athletics – Run, Jump, Throw.
  - Gymnastics – Youth Can Move.
  - Rowing – BC High School League
  - Canoe/Kayak – H2O Go! Dragon Boat program.
  - Active Living Alliance for Canadians with a Disability BC – Moving to Inclusion program
  - More Sports
  - Power of Sport Tours
  - Atomic Volleyball

BC School Sports (BCSS) is the provincial governing body for interschool sports in British Columbia. In reviewing their organizational services BCSS does not directly deliver sport programming which includes the Provincial Championships. What is confusing and quite disappointing is how the media has portrayed the loss of funding to BCSS stating that students will lose the opportunity to participate in interschool sport.

It is really important to distinguish BC School Sports (BCSS) with the overall sport opportunities offered to school aged students. They are not the same! And while BCSS plays a role with school sport activities, so do many other organizations as outlined above. BCSS's cuts have incorrectly been portrayed as an elimination of funding to the organization. In 2008/09, the organization received \$175,000 from government for insurance and operating support. In 2009/10, BCSS will receive \$45,000. This reduction represents a 25 per cent cut to BCSS's overall budget. The majority of BCSS's revenue is received from membership dues.

During difficult fiscal times, difficult decisions must be made. To protect direct sport programs to children and youth, funding which was directed to sport administration and sport governance has been reduced or eliminated across the Ministry. My Ministry has met with BCSS, as per other effected sport and physical activity organizations, and they were advised to review administrative costs and to re-examine its core business which they are proactively doing. Like all organizations that have been affected by funding reductions, they will need to do business differently and investigate building partnerships and collaborating with sport organizations that have similar objectives and needs.

My Ministry remains confident that BCSS will be able to find 25% in administrative savings.

Mr. Christopher J. Smith  
District Student Advisory Council Vice-Chair  
School District No. 79 – Cowichan Valley  
2557 Beverly Street  
Duncan BC V9L 2X3

Dear Mr. Smith:

Thank you for your letter of December 16, 2009, to the Honourable Margaret MacDiarmid, Minister of Education. As Minister of Healthy Living and Sport, I am pleased to respond on her behalf as our Ministry provides support to sport and physical activity programs in the schools.

It is clear that people like yourself are very passionate about the importance of sport in our province. I share your views as research demonstrates that sport and physical activity helps the cognitive development of children and contributes to better physical and social health outcomes.

Our government is a strong supporter of sport and physical activity and has been funding programs and initiatives which provide British Columbians with the opportunities and benefits that come from participation in sport. As you know, we face an unprecedented economic challenge in British Columbia. This has required some difficult decisions by government in order to protect funding to education and health care.

Government continues to support school sport and physical activity programs such as Action Schools BC, Premier's Sport Awards and the Sport Participation program of which many initiatives such as BC Athletics' Run, Jump and Throw and Gymnastics' Kids Can Move are delivered in schools, along with sport specific education. The province is also working closely with provincial and multisport organizations, the Ministry of Education and the Ministry of Housing and Social Development (Ministry responsible for gaming) to help build better linkages amongst sport, recreation, community and school resources. In addition, government's unprecedented investment in KidSport BC – almost \$1 million in the last few years – is helping increase access to sport for those families with limited financial means.

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These initiatives and the resources and training our provincial sport organizations deliver to teachers in the schools, provides quality learning in and outside the classroom which supports the Ministry of Education's required 30 minutes of daily physical activity for all students. Through this policy, students can meet the 80 hours of physical activity needed to meet their graduation requirements.

Thank you for taking the time to express the importance of sport in our schools.

Sincerely,

Ida Chong, FCGA  
Minister

cc: Honourable Margaret MacDiarmid  
Minister of Education

Mr. Morris Glimcher  
Executive Director  
Manitoba High Schools Athletic Association  
200 Main Street  
Winnipeg Manitoba R3C 4M2

Dear Mr. Glimcher

Thank you for your letter dated July 30, 2009 relating to BC School Sports.

It comes as no surprise to learn that BC School Sports is considered a leader in the country. The Province of British Columbia is proud of its sport system. Our province has the highest level of physical activity rates in the country and performs well at national and international levels - most recently, athletes born or training in our province made up 41 per cent of the Olympic Team and 29 per cent of the Paralympic Team that competed in Beijing and British Columbia is currently vying for first place at the Canada Summer Games.

British Columbia is recognized as a national leader in accessibility to sport (KidSport was a program created by Sport BC), sport development (the origins of the Canadian Sport for Life Model came out of the long term athlete development work that started in our province).

The global economic crisis created a budget challenge for the province and some difficult decisions were made. Our government believes that appropriately managing the budget now, will ensure the future sustainability of government programming into the future. Protecting health and education are our top priorities.

With respect to BC School Sports, our government feels that tremendous opportunities will emerge as a result of our funding decisions.

We feel that there is a tremendous opportunity that could emerge from our BC School Sports decision.

Last year, the governing bodies of sport in our province came together to form the BC Sport Alliance. The work that the Alliance is doing will transform the sport system in British Columbia and make it even stronger than it currently is.

Our government is a strong supporter of the Canadian Sport For Life model. As you may know, the model is based on the stages of physical and cognitive development. To effectively implement the Canadian Sport For Life model, there needs to be a streamlined, seamless pathway for each individual. Currently, our province has tremendous resources at various stages of this development. Some examples include our LEAP, HOP, MOVE programs to ensure kids develop physical literacy prior to entering the school system. Our Action Schools! BC program

is an internationally recognized evidence-based program aimed at helping children and their families make healthy choices. BC School Sports is an effective organization that delivers programming to high schools - a stage by which many young people have dropped out of sport. It is an organization that represents a large number of schools - but not all schools (e.g. elementary schools) and represents students competing on school teams - but not all students. Our province's objective is to encourage every school-age child to participate in sport.

Our province believes the next phase of Canadian Sport For Life is to better integrate our programs so that sport development within the school setting (including pre-school and after-school programming) is seamless. Over the past year, the BC Sport Alliance has been trying to create this integrated model. Some organizations have actively participated in these system discussions. Others have not. The current fiscal climate further enhances the necessity for organizations to collaborate and create partnerships. We believe that this enhanced collaboration will lead to significantly better programming for students.

I have received a couple of letters from school sport associations in other jurisdictions expressing their concern about BC's approach to school sports. Given the obvious cross-jurisdictional interest in this issue, we will be pleased to share our approach with our colleagues at the Sport Federal-Provincial-Territorial table. BC feels that better integration between BC School Sports and our BC Sport Alliance strongly supports the Canadian Sport For Life model. We believe the school sport model we are pursuing here may set the standard for other jurisdictions.

Sincerely,

Ida Chong, FCGA  
Minister

## MINISTER'S STAKEHOLDER/MEETING REQUEST FORM

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**CLIFF #:** 792596

**DATE OF MEETING/REQUEST:** August 17, 2009 1:45 – 2:15 p.m.

**NAME OF STAKEHOLDER/ORGANIZATION AND ATTENDEES:**

BC School Sports  
Raj Puri, President  
Sue Keenan, Executive Director  
Vic Bifano, Futures Committee

**ISSUE(S) TO BE DISCUSSED:**

Funding cuts to their organization

**BACKGROUND ATTACHED FROM REQUESTER:**

**YES** ☒

**NO** ☐

**TO FOLLOW** ☐

**BACKGROUND:**

BC School Sports (BCSS) is a non-profit society of member schools (approximately 400) that encourages student participation in extra-curricular athletics, promotes physical activity and provides governance for interschool competitions. BCSS is a society independent of government and BC School Boards.

Programs include a Spirit of Coaching Conference Series for teachers and volunteers, coach recognition programs (including coach of the year and school coach of the year), Championship Banner Program that awards banners to schools winning provincial championships and manages the BC School Sports Scholarships recognizing grade 12 students who have balanced academics and sport.

**DISCUSSION:**



On July 24, staff communicated government's decision to not provide operating assistance in 2009/10. BCSS immediately requested a meeting with the Minister to request reconsideration of government's decision. BCSS also requested to meet with staff.

Staff have offered assistance to BCSS in reviewing its financial position with a view to help BCSS manage the cut in this fiscal year and to work with BCSS and the broader sport system to identify longer term solutions should government funding not be available in future years.

To date, BCSS has not requested Ministry support.

It is not clear whether BCSS will be requesting reconsideration of government's decision or outlining its approach to managing its funding shortfall.

The timing (late summer just before the start of the school year) and magnitude (100% of government funding) of the cut has likely created significant challenges for BCSS.

Staff do not yet have BCSS's 2009 financial statements (staff requested statements, but BCSS has not yet provided on the basis that they are currently under review by their auditor) so the impact of the cut can not be appropriately assessed. S13

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In addition,

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LegaciesNow and other sport partners (e.g. BC Games Society, Sport BC, Coaching Association of BC) are further willing to work closely with BCSS to determine if other sectors could assist in the delivery of some school programming.

Many of BCSS' programs are the types of programs delivered by other partner groups:

- insuring players and officials (most sport organizations purchase insurance through Sport BC);
- setting regulations for play;
- delivering coaching programs;
- overseeing the delivery of sport events;
- administration (most provincial and multi-sport organizations co-locate and share administrative, web, and financial services); and
- promoting sport.

BCSS has not undertaken a full analysis of whether its services could be delivered more cost effectively through partner organizations (e.g. could all events, including high school provincial championships, be rolled into an expanded role for the BC Games Society; would insurance costs for players and officials be higher or lower if purchased through Sport BC - and are players/coaches insured under multiple insurance policies that increase costs for families).

According to LegaciesNow, BCSS has not attended any of the Sport Alliance information sessions. BCSS needs to make a decision on whether to fully become a sport partner (which requires support for the Sport Alliance model) or to more closely align with the school system.

#### **RECOMMENDATION:**

- Acknowledge that the timing and magnitude of the cut will create a difficult challenge for BCSS.
- Confirm that no reconsideration of 2009/10 decisions is contemplated.
- Suggest that government has confidence in BCSS's ability to tackle this challenge.
- Suggest that BCSS work closely with the Sport Alliance to undertake a functional analysis and cost review of BCSS programming to determine if BCSS programming could be delivered more cost-effectively through or in stronger partnership with the Sport Alliance.
- Highlight that the sport family is a family in the true sense of the word and would likely assist BCSS in transitioning to a new model.
- 

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Ministry is interested in exploring this area with the broad sport and education sectors. Given the current fiscal environment, government will be looking to partners to find innovative ways of encouraging youth to be more physically active in the school environment (including after school programming) through improved targeted funding.

#### **SHOULD MINISTRY STAFF ATTEND (AND IF SO, WHO):**

Grant Main, Deputy Minister  
Margo Ross, Executive Director, Sport and Recreation Branch

**BRIEFING NOTE TO BE PREPARED: YES** ☐

**NO** ☒

**DATE:**

**APPROVED BY:**

Cliff #: 791786

Ms. Sue Keenan  
Executive Director  
BC School Sports  
#100 - 4585 Canada Way  
Burnaby BC V5G 4L6

Dear Ms. Keenan:

Subject: Follow-up Budget Decisions

As a follow-up to our phone conversation on July 24, I am writing to confirm that your organization's grant application to the Ministry of Healthy Living and Sport was not approved.

Our province is being directly impacted by global economic events beyond our control and we have had to make some difficult decisions. As a result, in reviewing grant applications, we are unable to fund all requests. These grant decisions are part of the savings announced in February 2009.

We are continuing to focus our spending on key priorities. Our continuing goal is to create a foundation of stability and confidence that will help our province move forward. Though we are unable to provide funding to your organization's initiative this fiscal, our partnership is important and we continue to support the contributions you make to sport and promoting healthy living in British Columbia.

Yours sincerely,

Margo Ross  
Executive Director

S22

Dear S22

I am responding on behalf of my colleague, the Honourable Rich Coleman.

It is clear that people are very passionate about the importance of sport in our province. I share your views as research demonstrates that sport and physical activity helps the cognitive development of children and contributes to healthy living.

Our government is a strong supporter of sport and physical activity and has been funding programs and initiatives which provide British Columbians with the opportunities and benefits that come from participation in sport. As you know, we face an unprecedented economic challenge in British Columbia. This has required some difficult decisions by government in order to protect funding to education and health care.

We continue to make significant investments in sport. Funding to support sport in BC in 2009-2010 includes:

- \$38 million in funding this year which provides for:
  - \$19 million for community sport organizations for equipment, facility rentals, team travel, minor capital projects and keeping registration affordable.
  - Almost \$5 million for over 50 provincial sport organizations to help build a safe and accessible sport system for children, youth and adults.
  - Almost \$5 million to provide programs and services to help BC's best athletes and coaches achieve their goals and to position BC as a leader nationally and internationally in high performance sport.
  - Over \$5 million in additional funding to coaches, athlete development, children and youth programming in schools, youth sport travel assistance and funding for KidSport BC.
  - Over \$2 million to fund the BC suite of Games that benefit all British Columbians across the province.
- Over \$600 million in sport infrastructure over the last 5 years to provide communities across the province the ability to participate and compete in sports from ice hockey to lawn bowling.
- We were the first province to invest in the Own the Podium/Road to Excellence program with \$10 million to position all Canadian athletes at the 2008 and 2010 podiums and beyond.

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As a result of the governments investment in sport we are proud of our results and here are a few examples:

- Over 700,000 people participate in organized sport in British Columbia. This number rises over 1 million when you include people who take part in less structured sport.
- We have the most physically active population in Canada.
- Action Schools! BC is a best practices model designed to assist schools in creating individualized action plans to promote healthy living within the school environment ([www.actionschoolsbc.ca](http://www.actionschoolsbc.ca)). This program has 1,655 schools registered involving 19,747 teachers and administrators and 529,620 students.
- The BC Sport Participation Program, jointly funded by the federal government since 2004, provides sport programs to British Columbians through community organizations and schools with a particular emphasis on children, youth and disadvantaged populations. In the 2008/09 year the program enhanced participation to over 70,000 new and ongoing participants, trained and educated over 2,500 coaches and leaders in over 106 BC communities.
- The Premier's Sport Awards Program which provides development resources in 14 sports to support teachers and community instructors to help children improve basic sport skills. This program reaches over 110,000 teachers, students and community participants annually.
- SportFit which is a free, easy-to-use, interactive program to get children and youth interested in physical activity. Jurisdictions across Canada are now using this technology.
- This summer at the Canada Games Team BC increased its medal count from 2005 by 20% from 119 to 144, the highest in recent memory. British Columbia Team BC athletes won 20% of the medals with only 13% of the youth population.
- At Beijing, athletes that live or train in BC comprised 41% of the Olympic team (increased from 30% in 2000). At Beijing, athletes that live or train in BC won almost 40% of Canada's medals (almost double 2000's accomplishment)
- We are well positioned to do well at the 2010 Olympic, for the first time ever, Canadian athletes in Olympic Sports won the most medals of any country at the World Championships, with BC athletes accounting for 7 of the 28 medals.
- In Paralympic Sports, Canada finished second in medals at the World Championships with BC athletes accounting for 54 per cent of the medals.

These results are a reflection of the ongoing investments the government has made to sport in this province. The Ministry has been in contact with the leading sport organizations across the province that have been impacted by funding changes. They understand that they will need to do business differently and are actively investigating building partnerships and collaborating with sport organizations that have similar objectives and needs.

Government is committed to continue to invest in sport participation across this province.

Again, I hope you can appreciate the difficult decisions made this year, but please be assured the Province is committed to continue to invest in sport participation across this province.

Sincerely,

Ida Chong, FCGA  
Minsiter

pc: Honourable Rich Coleman, Minister Housing and Social Development



S22

Thank you for your e-mail of September 01, 2009 and I also share your views on the importance of sport in school. Research demonstrates that physical activity helps the cognitive development of children and contributes to healthy living. It is clear that people are very passionate about the importance of school sports.

Our government is a strong supporter of sport and physical activity in schools. Although high school sport competition engages 100,000 student athletes, government has a commitment to the entire student population (over 600,000) to provide them with the opportunities and benefits that come from participation in sport.

Sport participation programs that government supports for students include:

**In School Programming:**

- Implementation of Daily Physical Activity legislation.
- Increased funding for the Premier's Sport Awards Program which provides development resources in 14 sports to support teachers and community instructors to help children improve basic sport skills. This program reaches over 110,000 teachers, students and community participants annually.
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- Sport Participation Programming. For the past six years, our government has partnered with the federal government to fund sport specific opportunities within schools for children and youth. Provincial sport organizations organize and deliver sport programming within schools hours with the goal of providing quality sport education to the students and provide teacher mentorship, education and resources so they can continue to independently offer the sport unit to present and future students. Examples of these programs in a variety of schools across the province include the following sports: badminton, golf, hockey, karate, soccer, softball, tennis and wrestling.

#### After School Programming:

- Sport Participation Programming. Provincial sport organizations through federal and provincial government funding provide the following programs during after school hours for children and youth:
  - Athletics – Run, Jump, Throw;
  - Gymnastics – Youth Can Move;
  - Rowing – BC High School League;
  - Canoe/Kayak – H2O Go! Dragon Boat program;
  - Active Living Alliance for Canadians with a Disability BC – Moving to Inclusion program;
  - More Sports;
  - Power of Sport Tours; and
  - Atomic Volleyball.

BC School Sports (BCSS) is the provincial governing body for interschool sports in British Columbia. In reviewing their organizational services BCSS does not directly deliver sport programming which includes the Provincial Championships. What is confusing and quite disappointing is how the media has portrayed the loss of funding to BCSS stating that students will lose the opportunity to participate in interschool sport.

It is really important to distinguish BCSS the organization with the overall sport opportunities offered to school aged students as they are not the same. While BCSS plays a role with school sport activities, so do many other organizations as outlined above. The \$130,000 reduction represents a 25 per cent cut to BCSS's overall budget. The majority of BCSS's revenue is received from membership dues. It should be noted that government has provided funding to BCSS this year to fund the insurance program to cover volunteer liability.

During difficult fiscal times, difficult decisions must be made. To protect direct sport programs to children and youth, funding which was allocated to sport administration and sport governance has been reduced or eliminated across the Ministry. My Ministry has met with BCSS and requested that they consider reducing administrative costs and re-examine their core business. Like all organizations that have been impacted by funding reductions, they will need to do business differently and investigate building partnerships and collaborating with sport organizations that have similar objectives and needs.

Through these suggestions, my Ministry remains confident that BCSS will be able to trim excess spending within their budget and continue to provide the valued service that school memberships rely on them for. Government is committed to continue to invest in sport participation within the school setting.

Ida Chong, FCGA  
Minister